ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
November 23, 2021 1:30 pm
Casa Monica Resort & Spa
95 Cordova Street, St. Augustine, FL 32084

PACKET CONTENTS

ANTI-TRUST & CONFLICT OF INTEREST STATEMENT	PAGE 1
AGENDA	PAGES 2-3
MINUTES FROM OCTOBER 2021 MEETING	PAGES 4-10
FINANCIAL STATEMENT	WILL BE SENT AT A LATER DATE
STR REPORT	CANNOT BE EMAILED
TDC BED TAX COLLECTION REPORTS	PAGES 12-14
GOOGLE ANALYTICS	PAGES 15-27
INDUSTRY EMAIL BLAST STATS	PAGE 28
CONSUMER EMAIL BLAST STATS	PAGES 29-32
INQUIRY REPORT	PAGE 33-43
VISITOR CENTERS REPORT	PAGE 44
PARTNERSHIP REPORT	PAGE 45-61
IN-HOUSE CREATIVE REPORT	PAGE 62
SOCIAL MEDIA REPORT	PAGE 63
SALES SUMMARY	PAGES 64 & 65
SALES REPORT	PAGE 66
COMMUNICATIONS SUMMARY	PAGES 67 & 68
COMMUNICATIONS TRACKING	PAGE 69
PROMOTIONS REPORT	PAGE 70 & 71
FFCG	PAGE 72

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.

VCB Board of Directors Meeting Agenda
November 23, 2021 1:30 pm
Casa Monica Resort & Spa
95 Cordova Street, St. Augustine, FL 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement

Roll Call:

Public Comments:

<u>Agenda Items</u>

1. Approval of October Minutes
2. President's Report – Richard Goldman
    a. Primary Metrics – Richard Goldman
    b. Departmental Reports – VCB Directors
3. Financial Reports – Craig Schoninger
4. October Advertising/Media Report – Richard Goldman
5. Partner Report & Update on Partner Drops - Susan Phillips
6. COVID-19 Update – Richard Goldman
7. VCB Strategic Plan Update – Richard Goldman

Committee Reports:

Conference Sales Committee Meeting – William McBroom

Leisure Sales Committee Meeting – Cindy Stevens or Evelyn Lopez-Kelley

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Henry Dean

City of St. Augustine: 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

New Business:

1. Recommendation from Social Media RFQ Selection Committee – Samantha Palmer

Old Business:

Adjournment:

VCB Board of Directors Meeting Minutes
October 26, 2021 1:30 pm
Hampton Inn & Suites, Vilano Beach
95 Vilano Road., St. Augustine, FL 32084

Call to order: Virginia Whetstone at 1:32 p.m.

Acknowledge Anti-Trust Statement and Conflict of Interest Statement: Virginia Whetstone advised attendees to refer to their packet for the two documents.

Roll Call: Susan Phillips

Present: Virginia Whetstone, Tom Dolan (via phone), Samantha Palmer, Craig Schoninger, Cindy Stavely, Jason Kern, Kimberly Wilson, Tom Jankowski, Melissa Wissel, Commissioner Henry Dean, Bob Porter, Charlie Robles, Christina Parrish Stone

Absent: Commissioner Dylan Rumrell (excused), Tera Meeks, Isabelle Renault

Staff: Richard Goldman, Susan Phillips, William McBroom

Others present: Brenna Dacks, Joe Finnegan

Public Comments: None

Chair Whetstone provided warm words of welcome to Charlie Robles and Christina Parrish Stone, both of whom have joined the VCB's Board of Directors.

Consent Agenda Items

1. Approval of August & September Minutes
2. Primary Metrics
3. Departmental Reports
4. Financial Reports

Motion to approve the Consent Agenda items was made by Samantha Palmer and seconded by Kimberly Wilson. **Approved unanimously.**

Agenda Items

1. Election of Board Officers – reviewed by Virginia Whetstone

Motion to nominate Kimberly Wilson as Chairman was made by Samantha Palmer and seconded by Charlie Robles. **Approved unanimously.**

Motion to nominate Tom Dolan as Vice Chair was made by Craig Schoninger and seconded by Kimberly Wilson. **Approved unanimously.**

Motion to nominate Craig Schoninger as Treasurer was made by Tom Dolan and seconded by Cindy Stavely. **Approved unanimously.**

Motion to nominate Jason Kern as Secretary was made by Samantha Palmer and seconded by Craig Schoninger. **Approved unanimously.**

Virginia Whetstone recognized and thanked the entire VCB Board, Richard Goldman, and the VCB staff for their support over the past year. Kimberly Wilson thanked Virginia Whetstone and the VCB team for their work this past year and for Virginia's leadership.

2. President's Report – reviewed by Richard Goldman
    - September combined traditional and vacation rental lodging: OCC +11.7%, ADR +14.2%, RevPaR/L +27.6%, Demand +9.3%, Supply -2.1%.
    - September traditional lodging stats: OCC +15.3% (+14% over 2019), ADR +23.3% (+20% over 2019), RevPar +42.2% (+37% over 2019), Demand +15.8% (+20% over 2019), Supply +.4% (+5% over 2019)
    - September vacation rental stats: OCC -1.9% (+27.3% over 2019), ADR -0.3% (+11.0% over 2019), RevPAL +15.5% (+41.3% over 2019), Demand -7.9% (+16.5% over 2019), Gross Rev -8.2% (+29.3% over 2019), Supply -20.6% (-8.5% below 2019)
    - August Attractions (n=10, half of those reporting in 2019) report that attendance was up +37.0% to 2020 (-27.6% below 2019; n=19); FY was also up +30.8% to 2020. Richard noted that less attractions are responding and that he may need Cindy Stavely's assistance inspiring others to participate.
    - July B&B lodging stats (n=8) OCC +51.4% (+40.0% over 2019), ADR +18.8% (+18.1% over 2019), RevPar +79.9% (+65.3% over 2019), Demand +47.8% (+13.1% over 2019). FYTD OCC +37.9%, ADR +10.8%, RevPar +52.7%, Demand +37.8%
    - September Publicity: Supported stories FYTD 3,377; +121% to FYTD 2020.
    - September Sales Team lead room night production was -17% below YTD goal, though solicitations remained +10% ahead of goal.

- Richard Goldman asked Susan Phillips to provide an update on current promotions and how we're able to leverage our media buys and relationships to generate incremental promotional spots and publicity, with a very limited budget. In September Extreme St. Augustine, Season II, Let's Take It Outside with Misty Wells re-aired on 9/3, 9/4, and 9/7. This episode will also run in Q42021 on World Fishing Network. In-market filming for "Extreme St. Augustine, Season II, Let's Take It Outside with Misty Wells" was conducted October 6-8, 2021. The new episode featuring off-shore fishing, how to cook fresh dining, and outdoor activities on Florida's Historic Coast will air on Fox Bally Sports Sun. Conducted/finalized four radio promotions in ATL, Gainesville, and PHL.
- *Thanks to advocacy by Tourism Stakeholders, the fifth TDT cent was passed. Impact on VCB budget for FY2022 is to add $300K to the originally allocated $4.4M.* Commissioner Dean commented that he had supported allocation for the fifth cent to be divided between beach (60%), other projects (20%), and VCB marketing (20%). While he was happy that the fifth cent passed, he was disappointed with the allocation and final vote.

3. Aug/Sept Advertising/Media Report – reviewed by Richard Goldman

Richard reviewed the consumer and business-to-business creative advertising including radio/streaming, TV/video, digital, social, and print.

Richard also provided additional information regarding Connect (they are combining their various segments into one publication) and the Travel Agent Academy (promoted by Travel Weekly and is a special travel agent training to make them experts on our destination; we will continue this in 2022 with a new training module). The VCB Sales team continues close collaboration with SJC Parks & Recreation to leverage county facilities in addition to maintaining a VCB membership in the Florida Sports Foundation so that we can be the member source for leads and for channeling grants/funding applications to SJC Parks & Recreation.

4. Partner Report – reviewed by Susan Phillips

We had three new partners approved in September: Ethos Event Collective, Milltop Tavern, and The Local – St. Augustine. We added 24 new partners FYTD bringing our total to 302.

Susan also read a list of non-renewals (those who have advised the VCB they will not be renewing).

Motion to remove the partners who have stated they will not be renewing their VCB membership was made by Samantha Palmer and seconded by Jason Kern. **Approved unanimously.**

Susan shared the list of the 12 remaining partners who have not responded regarding their VCB membership. Several VCB Board members volunteered to contact these businesses and report back at next month's meeting.

5. COVID-19 Update – reviewed by Richard Goldman

The most recent Destination Analysts' research indicates:

1. Surveys of those who previously traveled in the past 12 months have vaccination rates of nearly 80%, with 70% of them comfortable with vaccination regulations and looking for destinations that pay attention to their safety. Richard stated that we've done a great job of communicating this thanks to our VCB Board and the City of St. Augustine. Kimberly Wilson inquired what other properties were seeing regarding meetings. There was discussion about groups requesting that all staff wear masks; however, few in the groups wear masks. Many properties are continuing social distancing and mask wearing for employees. Properties are also seeing the booking pace increase and more inquiries which makes it feel like a slow return to normal. There were also comments about more group inquiries; however, only a small number were signing contracts (they don't want cancellation provisions and want to be able to extend the dates if we have another variant breakthrough.

6. Annual Meeting Review – reviewed by Susan Phillips

Susan provided a recap of this year's VCB Annual Meeting which was held via Zoom from the Classic Car Museum of St. Augustine on 9/16/2021. While attendance via Zoom was less than we normally see at our in-person meeting (100 vs. 200+), everyone was engaged and enjoyed both the business portion of the meeting as well as the entertainment and prizes. Sponsorships were obtained to offset a good portion of the AV/event costs, with $1,300 being covered through VCB private funds.

Committee Reports:

Conference Sales Committee Meeting – reviewed by William McBroom

The Conference Sales committee met on October 21, 2021 at the new Renaissance St. Augustine. Several tradeshow opportunities were discussed including an Atlanta spring planner event, all of which are now included in Partnercom. Trends are consistent with very solid group

numbers here this Fall, even though some groups have moved to next year with properties still finishing the year strong (record Octobers for some). Richard reminded everyone that we can't count on continuing the same leisure demand pace for 2022 as we'll need the mix of the group base. William also provided a renovation update (42 additional suites added to the Embassy Suites by end of year for a total of 217 suites; Hyatt Place Vilano Beach is targeting a March 2022 opening with 120 rooms).

Government Liaisons' Comments:

- Commissioner Henry Dean – SJC Board of County Commissioners
    - The last three weekends have been very special with lots of things to do including seeing John Legend at The Amp, a stay at the Casa Monica Resort & Spa for his wife's birthday, and the Songwriter's Festival which featured unbelievable country writers from Nashville, which Commissioner Rumrell helped set-up. Commissioner Dean shared that he also serves on the Northeast Florida's Airport Authority which just announced direct flights twice a week from New York City (Newark) to UST starting November 19, 2021.
    - There's been continued growth of in the county during COVID. Prior year building permits were at 4,500, and finished FY2021 at 6,500, an almost 50% increase during COVID. People still want to move to SJC – and there's no idea how long it will continue.
    - Commissioner Dean added his personal thanks to Virginia Whetstone for the tremendous job she has done. Over the past year a lot happened, and there was a need to advocate for the VCB's position. Virginia has done an outstanding job.

- Melissa Wissel – City of St. Augustine
    - The city is getting ready to distribute the Light Up Night! press release this week. There is a lot of behind-the-scenes work for all of the various Nights of Lights activities including expanding parking to the Broudy lot for Thanksgiving weekend, plus all weekends in December, except Christmas Day and 12/26-12/30/2021. On Light Up Night only there will be shuttle service to the island. Also 11/8/2021 at the VIC on the promenade there will be an official ribbon cutting with Mayor Upchurch and Bolt Mobility. The 13 bike-share locations generated several hundred rider-ships in the month of October. With that success there will be more.

- Bob Porter – St. Johns County Chamber of Commerce
    - At the beginning of October, the Chamber and other groups presented to the state legislative delegation regarding priorities for the 2022 session. VISIT

FLORIDA is number two on a list of four things they will be working on (permanent authorization with enough funding to function from year-to-year). We did not forget all that VISIT FLORIDA did to help us during Hurricanes Matthew and Irma, as well as what they've done throughout COVID. The reception was good from all including Paul Renner. Last, a non partisan/bi-partisan political topic with the Florida Chamber is a political campaign school which will be free of charges for three nights, from November 16-18, 2021 from 5:30-8:00 p.m. Some of best well-known political operatives on both sides will teach you everything you need to know, including what to be scared of, as they try to establish bench strength of those interested in running for a political office seat.

- Christina Parrish-Stone – St. Johns County Cultural Council
    - The Songwriter's Festival and Workshop mentioned earlier was funded by Category 2. Regarding marketing, the Cultural Council will be working with the VCB staff to bring Samantha Brown's "Places to Love" (number one travel show on PBS) to St. Augustine. In addition, the National Trust for Historic Preservation featured on their new website travel opportunities around the country and will include the new cultural guide with their next issue. The Cultural Council is also working hard to get more Category 2 grantees involved with VISIT FLORIDA as many are not participating and are not taking advantage of VISIT FLORIDA'S support. The Cultural Council will also hold a December workshop to help local grantees design rack cards and collateral funded with their grant dollars.

New Business:

1. Review of advertising photo selects – reviewed by Richard Goldman

As a follow-up to the VCB's advertising agency's September 2021 photoshoot, Richard presented several non-color corrected images for use in future marketing messaging. He reviewed a variety of culinary, outdoor, architectural, and other images including proposed layouts which will be used in the Travel IntraNATIONALLY campaign. There was much discussion, with the consensus being that most images were great, but if the water in the beach aerial can't be significantly improved, it should not be used.

2. Draft of proposed FY2022 legislative priorities – reviewed by Richard Goldman

Richard shared a draft of the proposed FY2022 legislative priorities. He asked the VCB Board to review it and provide comments and changes to him. The final draft will be submitted to the VCB Policy committee to approve. No action is needed today.

3. VCB/SJC Cultural Council Contract Update – Virginia Whetstone

Virginia and Philip McDaniel are on the committee which will meet over the next month to review the VCB and Cultural Council contracts. When Virginia was at the October TDC meeting, Tera Meeks advised that contracts are coming up for renewal in 2023 for the VCB, Cultural Council, Ponte Vedra VIC, and City of St. Augustine VIC. Tera is proposing that the TDC review all of these contracts and possibly make some changes and/or go out for RFPs. As the VCB Board we need to be aware to keep on top of what the TDC is doing. Virginia and Philip will work with Christina and Richard to review the contracts and see how to work better with Christina, find efficiencies, and eliminate duplication.

4. Northeast Florida Regional Airport – Virginia Whetstone

Virginia and her husband attended a recent air service development conference held here in St. Augustine. In discussions with some of the attendees, there was a suggestion to consider changing the name of the airport to St. Augustine Airport. Northeast Florida Regional Airport recently received approval from Tallahassee to change the name from St. Johns County Airport. The Airport Authority makes the decision regarding any name change requests. Virginia would like for other VCB Board members to consider this.

Old Business: None

Motion to adjourn was made by Samantha Palmer and seconded by Cindy Stavely. **Approved unanimously.**

Meeting adjourned at 3:24 p.m.

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2020

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY		
GROSS RECEIPTS	$ 20,153,361	-3.5%	$ 22,164,465	14.0%	$ 25,612,240.19	9.3%	$ 23,843,542	8.8%	$ 26,848,558	0.9%	$ 18,539,154	-50.5%		
EXEMPT RECEIPTS	**$ (950,454)**	62.2%	**$ (914,441)**	54.0%	**$ (853,447.94)**	33.5%	**$ (634,290)**	-5.8%	**$ (881,195)**	0.8%	**$ (758,372)**	7.6%		
TAXABLE RECEIPTS	$ 19,202,906	-5.4%	$ 21,250,024	12.7%	$ 24,758,792.25	8.6%	$ 23,209,252	9.3%	$ 25,967,364	0.9%	$ 17,780,783	-51.7%		
TOTAL TAX COLLECTED	**$ 768,116**	-5.4%	**$ 850,001**	12.7%	**$ 990,351.69**	8.6%	**$ 928,370**	9.3%	**$ 1,038,695**	0.9%	**$ 711,231**	-51.7%		
ADJUSTMENTS	$ -													
TOTAL TAX DUE	$ 768,116	-5.4%	$ 850,001	12.7%	$ 990,351.69	8.6%	$ 928,370	9.3%	$ 1,038,695	0.9%	$ 711,231	-51.7%		
LESS COLLECTION ALLOWANCE	$ (5,384)	7.6%	$ (5,523)	8.5%	$ (6,754.74)	23.5%	$ (5,647)	3.5%	$ (6,290)	7.2%	$ (5,601)	-20.8%		
PLUS PENALTY	$ 593		$ 540		$ 861.68		$ 208		$ 898		$ -			763334.97
PLUS INTEREST	$ 10		$ 12		$ 35.24		$ -		$ 0.95		$ -			15266.70
TOTAL AMOUNT REMITTED	**$ 763,335**	-5.5%	**$ 845,030**	12.8%	**$ 984,493.87**	8.6%	**$ 922,932**	9.3%	**$ 1,033,304**	0.8%	**$ 705,630**	-51.8%		7633.35
LESS TAX COLLECTOR & CLERK	$ (15,267)	-5.5%	$ (16,901)	12.8%	$ (19,689.88)	8.6%	$ (18,459)	9.3%	$ (20,666)	0.8%	$ (14,113)	-51.8%		
NET TO TDC	**$ 748,068.27**	-5.5%	**$ 828,129**	12.8%	**$ 964,803.99**	8.6%	**$ 904,473**	9.3%	**$ 1,012,637.58**	0.8%	**$ 691,517**	-51.8%		

	APR	% PY	MAY	% PY	JUN	% PY	JUL	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	$ 7,042,383	-78.6%	$ 11,309,575	-58.7%	$ 25,909,024	-20.4%	$ 29,995,416	-14.2%	$ 20,127,705	-6.3%	$ 18,744,468	24.9%	**$ 250,289,890**
EXEMPT RECEIPTS	**$ (482,749)**	-79.4%	**$ (396,402)**	-50.7%	**$ (529,215)**	-46.2%	**$ (639,194)**	-9.1%	**$ (453,464)**	-41.8%	$ (533,834)	-0.5%	**$ (8,027,058)**
TAXABLE RECEIPTS	$ 6,559,634	-78.5%	$ 10,913,173	-59.0%	$ 25,379,809	-19.6%	$ 29,356,222	-14.3%	$ 19,674,242	-5.0%	$ 18,210,634	25.9%	**$ 242,262,833**
TOTAL TAX COLLECTED	**$ 262,385**	-78.5%	**$ 436,527**	-59.0%	**$ 1,015,192**	-19.6%	**$ 1,174,249**	-14.3%	**$ 786,970**	-5.0%	**$ 728,425**	25.9%	**$ 9,690,513**
ADJUSTMENTS													
TOTAL TAX DUE	$ 262,385	-78.5%	$ 436,527	-59.0%	$ 1,015,192	-19.6%	$ 1,174,249	-14.3%	$ 786,970	-5.0%	$ 728,425	25.9%	**$ 9,690,513**
LESS COLLECTION ALLOWANCE	$ (2,335)	-66.0%	$ (3,899.90)	-39.4%	$ (6,950)	-9.1%	$ (8,260)	0.4%	$ (6,311)	7.0%	$ (5,864)	26.3%	**$ (68,819)**
PLUS PENALTY	$ 3		$ 340		$ 240		$ 640		$ 8		$ 411		**$ 4,744**
PLUS INTEREST	$ -		$ 1		$ 71		$ 89		$ 3		$ 2		**$ 223**
TOTAL AMOUNT REMITTED	**$ 260,053**	-78.6%	**$ 432,968**	-59.1%	**$ 1,008,554**	-19.7%	**$ 1,166,717**	-14.3%	**$ 780,670**	-5.1%	**$ 722,974**	25.7%	**$ 9,626,661**
LESS TAX COLLECTOR & CLERK	$ (5,201)	-78.6%	$ (8,659)	-59.1%	$ (20,171)	-19.7%	$ (23,334)	-14.3%	$ (15,613)	-5.1%	$ (14,459)	25.7%	**$ (192,533)**
NET TO TDC	**$ 254,852**	-78.6%	**$ 424,308**	-59.1%	**$ 988,383**	-19.7%	**$ 1,143,383**	-14.3%	**$ 765,057**	-5.1%	**$ 708,515**	25.7%	**$ 9,434,127**

FISCAL YEAR 2021

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY		
GROSS RECEIPTS	**$20,166,976.04**	0.1%	$ 19,398,685	-12.5%	$ 23,662,350	-7.6%	$ 19,993,289	-16.1%	$ 25,098,374	-6.5%	$ 38,966,966	110.2%		
EXEMPT RECEIPTS	**-$532,475.04**	-44.0%	**$ (534,115)**	-41.6%	**$ (563,639)**	-34.0%	**$ (625,410)**	-1.4%	**$ (686,959)**	-22.0%	**$ (1,027,731)**	35.5%		
TAXABLE RECEIPTS	$ 19,634,501	2.2%	$ 18,864,570	-11.2%	$ 23,098,711	-6.7%	$ 19,367,879	-16.6%	$ 24,411,415	-6.0%	$ 37,939,235	113.4%		
TOTAL TAX COLLECTED	**$ 785,380.04**	2.2%	**$ 754,583**	-11.2%	**$ 923,948**	-6.7%	**$ 774,715**	-16.6%	**$ 976,457**	-6.0%	**$ 1,517,569**	113.4%		
ADJUSTMENTS	$ -													
TOTAL TAX DUE	$ 785,380	2.2%	$ 754,583	-11.2%	$ 923,948	-6.7%	$ 774,715	-16.6%	$ 976,457	-6.0%	$ 1,517,569	113.4%		
LESS COLLECTION ALLOWANCE	**-$5,884.45**	9.3%	$ (5,940.48)	7.6%	$ (6,329)	-6.3%	$ (6,014)	6.5%	$ (7,266)	15.5%	$ (8,656)	54.5%		
PLUS PENALTY	**$124.04**		$ 509.89		$ 918.34		$ 817		$ 923		$ 608			
PLUS INTEREST	**$0.00**		$ 88.22		$ 76.05		$ -		$ 34.91		$ -			
TOTAL AMOUNT REMITTED	**$ 779,620**	2.1%	**$ 749,240**	-11.3%	**$ 918,614**	-6.7%	**$ 769,519**	-16.6%	**$ 970,149**	-6.1%	**$ 1,509,521**	113.9%		
LESS TAX COLLECTOR & CLERK	$ (15,592)	2.1%	$ (14,985)	-11.3%	$ (18,372.27)	-6.7%	$ (15,390)	-16.6%	$ (19,403)	-6.1%	$ (30,190)	113.9%		
NET TO TDC	**$ 764,027.24**	2.1%	**$ 734,255.62**	-11.3%	**$ 900,241.43**	-6.7%	**$ 754,128**	-16.6%	**$ 950,746**	-6.1%	**$ 1,479,331**	113.9%		

	APR	% PY	MAY	% PY	JUN	% PY	JUL	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	$ 37,756,718	436.1%	$ 37,784,952	234.1%	$ 44,550,279	71.9%	$ 51,137,179	70.5%	$ 35,023,347	74.0%	$ 24,918,048	32.9%	**$ 378,457,162**	51%
EXEMPT RECEIPTS	**$ (910,659)**	88.6%	**$ (1,103,775)**	178.4%	**$ (920,766)**	74.0%	**$ (1,021,419)**	59.8%	**$ (858,026)**	89.2%	$ (631,256)	18.2%	**$ (9,416,228)**	17%
TAXABLE RECEIPTS	$ 36,846,060	461.7%	$ 36,681,177	236.1%	$ 43,629,514	71.9%	$ 50,115,760	70.7%	$ 34,165,322	73.7%	$ 24,286,792	33.4%	**$ 369,040,934**	52%
TOTAL TAX COLLECTED	**$ 1,473,842**	461.7%	**$ 1,467,247**	236.1%	**$ 1,745,181**	71.9%	**$ 2,004,630**	70.7%	**$ 1,366,613**	73.7%	**$ 971,472**	33.4%	**$ 14,761,637**	52%
ADJUSTMENTS														
TOTAL TAX DUE	$ 1,473,842	461.7%	$ 1,467,247	236.1%	$ 1,745,181	71.9%	$ 2,004,630	70.7%	$ 1,366,613	73.7%	$ 971,472	33.4%	**$ 14,761,637**	52%
LESS COLLECTION ALLOWANCE	$ (8,237)	252.7%	$ (8,768.90)	124.8%	$ (9,459)	36.1%	$ (10,894)	31.9%	$ (8,171)	29.5%	$ (7,043)	20.1%	**$ (92,663)**	35%
PLUS PENALTY	$ 1,511		$ 986		$ 1,306		$ 989		$ 556		$ 1,158		**$ 10,408**	119%
PLUS INTEREST	$ 11		$ 5		$ 103		$ 16		$ -		$ 17		**$ 352**	58%
TOTAL AMOUNT REMITTED	**$ 1,467,127**	464.2%	**$ 1,459,469**	237.1%	**$ 1,737,131**	72.2%	**$ 1,994,742**	71.0%	**$ 1,358,998**	74.1%	**$ 965,604**	33.6%	**$ 14,679,734**	52%
LESS TAX COLLECTOR & CLERK	$ (29,343)	464.2%	$ (29,189)	237.1%	$ (34,743)	72.2%	$ (39,895)	71.0%	$ (27,180)	74.1%	$ (19,312)	33.6%	**$ (293,595)**	52%
NET TO TDC	**$ 1,437,785**	464.2%	**$ 1,430,279**	237.1%	**$ 1,702,388**	72.2%	**$ 1,954,847**	71.0%	**$ 1,331,818**	74.1%	**$ 946,292**	33.6%	**$ 14,386,139**	52%

St. Johns County Tourist Development Taxes
FY 2020-FY 2021 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

563304

FY2020

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	$ 542,409	**71.1%**	**-7.4%**	$ 84,746	**11.1%**	**-0.8%**	$ 74,540	9.8%	**15.2%**	$ 24,196	3.2%	**2.5%**	$ 37,445	4.9%	**-22.2%**	$ 763,334.97
November	$ 612,491	**72.5%**	**16.4%**	$ 78,222	**9.3%**	**-6.6%**	$ 84,529	10.0%	**27.1%**	$ 27,869	3.3%	**-4.1%**	$ 41,918	5.0%	**-4.4%**	$ 845,029.93
December	$ 672,743	**68.3%**	**8.0%**	$ 110,307	**11.2%**	**-2.9%**	$ 108,422	11.0%	**40.4%**	$ 31,111	3.2%	**1.1%**	$ 61,911	6.3%	**0.0%**	$ 984,493.87
2020 January	$ 595,469	**64.5%**	**9.1%**	$ 155,440	**16.8%**	**8.5%**	$ 89,734	9.7%	**23.8%**	$ 42,616	4.6%	**12.6%**	$ 39,672	4.3%	**-12.3%**	$ 922,931.51
February	$ 638,323	**61.8%**	**-0.1%**	$ 197,609	**19.1%**	**-5.1%**	$ 105,304	10.2%	**13.7%**	$ 47,399	4.6%	**13.6%**	$ 44,668	4.3%	**2.2%**	$ 1,033,303.65
March	$ 345,985	**49.0%**	**-64.3%**	$ 200,359	**28.4%**	**-18.7%**	$ 104,077	14.7%	**-21.6%**	$ 29,146	4.1%	**-41.8%**	$ 26,064	3.7%	**-60.2%**	$ 705,629.94
April	$ 158,685	**61.0%**	**-80.1%**	$ 38,317	**14.7%**	**-80.2%**	$ 35,455	13.6%	**-71.6%**	$ 16,044	6.2%	**-62.3%**	$ 11,552	4.4%	**-80.1%**	$ 260,052.99
May	$ 235,536	**54.4%**	**-67.3%**	$ 73,674	**17.0%**	**-50.0%**	$ 64,835	15.0%	**-40.3%**	$ 35,465	8.2%	**5.6%**	$ 23,458	5.4%	**-52.0%**	$ 432,967.85
June	$ 544,969	**54.0%**	**-23.7%**	$ 223,206	**22.1%**	**-32.8%**	$ 151,790	15.1%	**8.9%**	$ 55,332	5.5%	**54.8%**	$ 33,257	3.3%	**-2.7%**	$ 1,008,553.97
July	$ 510,242	**43.7%**	**-34.5%**	$ 387,503	**33.2%**	**13.1%**	$ 189,409	16.2%	**12.1%**	$ 42,518	3.6%	**24.8%**	$ 37,047	3.2%	**-1.0%**	$ 1,166,717.48
August	$ 419,877	**53.8%**	**-20.8%**	$ 169,786	**21.7%**	**14.8%**	$ 130,012	16.7%	**42.5%**	$ 29,300	3.8%	**50.3%**	$ 31,696	4.1%	**-6.2%**	$ 780,670.35
September	$ 416,579	**57.6%**	**3.5%**	$ 141,478	**19.6%**	**79.8%**	$ 103,228	14.3%	**80.9%**	$ 30,806	4.3%	**125.6%**	$ 30,883	4.3%	**34.1%**	$ 722,974.04
																$ 9,626,660.55 **YTD Total**

FY2021

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	$ 469,745	**60.3%**	**-13.4%**	$ 122,082	**15.7%**	**44.1%**	$ 110,792	14.2%	**48.6%**	$ 31,428	4.0%	**29.9%**	$ 45,573	5.8%	**21.7%**	$ 779,619.63
November	$ 450,721	**60.2%**	**-26.4%**	$ 108,000	**14.4%**	**38.1%**	$ 108,367	14.5%	**28.2%**	$ 36,335	4.8%	**30.4%**	$ 45,817	6.1%	**9.3%**	$ 749,240.43
December	$ 581,211	**63.3%**	**-13.6%**	$ 122,650	**13.4%**	**11.2%**	$ 119,589	13.0%	**10.3%**	$ 43,399	4.7%	**39.5%**	$ 51,765	5.6%	**-16.4%**	$ 918,613.70
2021 January	$ 418,968	**54.4%**	**-29.6%**	$ 138,957	**18.1%**	**-10.6%**	$ 115,136	15.0%	**28.3%**	$ 47,024	6.1%	**10.3%**	$ 49,434	6.4%	**24.6%**	$ 769,518.81
February	$ 505,936	**52.2%**	**-20.7%**	$ 191,737	**19.8%**	**-3.0%**	$ 188,678	19.4%	**79.2%**	$ 46,414	4.8%	**-2.1%**	$ 37,385	3.9%	**-16.3%**	$ 970,148.84
March	$ 915,380	**60.6%**	**164.6%**	$ 276,738	**18.3%**	**38.1%**	$ 197,203	13.1%	**89.5%**	$ 59,830	4.0%	**105.3%**	$ 60,371	4.0%	**131.6%**	$ 1,509,521.38
April	$ 892,668	**60.8%**	**462.5%**	$ 252,520	**17.2%**	**559.0%**	$ 208,274	14.2%	**487.4%**	$ 53,995	3.7%	**236.5%**	$ 59,670	4.1%	**416.6%**	$ 1,467,127.46
May	$ 869,855	**59.6%**	**269.3%**	$ 269,959	**18.5%**	**266.4%**	$ 215,482	14.8%	**232.4%**	$ 43,734	3.0%	**23.3%**	$ 60,439	4.1%	**157.6%**	$ 1,459,468.58
June	$ 965,502	**55.6%**	**77.2%**	$ 431,563	**24.8%**	**93.3%**	$ 253,222	14.6%	**66.8%**	$ 38,925	2.2%	**-29.7%**	$ 47,919	2.8%	**44.1%**	$ 1,737,131.04
July	$ 1,066,449	**53.5%**	**109.0%**	$ 505,930	**25.4%**	**30.6%**	$ 301,030	15.1%	**58.9%**	$ 57,841	2.9%	**36.0%**	$ 63,492	3.2%	**71.4%**	$ 1,994,742.26
August	$ 784,468	**57.7%**	**86.8%**	$ 286,635	**21.1%**	**68.8%**	$ 213,820	15.7%	**64.5%**	$ 36,221	2.7%	**23.6%**	$ 37,853	2.8%	**19.4%**	$ 1,358,997.75
September	$ 544,090	**56.3%**	**30.6%**	$ 174,916	**18.1%**	**23.6%**	$ 173,152	17.9%	**67.7%**	$ 27,370	2.8%	**-11.2%**	$ 46,077	4.8%	**49.2%**	$ 965,604.03
																$ 14,679,733.91 **YTD Total**

FY 2020 - FY2021 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			WGV + west of I95			I95&SR16 + Palencia				Other			
Fiscal Year 2020	**32080**	**% TTL**	**+/- PY**	**32082**	**% TTL**	**+/- PY**	**32084**	**% TTL**	**+/- PY**	**32086**	**% TTL**	**+/- PY**	**32092**	**% TTL**	**+/- PY**	**32095**	**% TTL**	**+/- PY**	**92+95**	**OTHER**	**% TTL**	**+/- PY**	**TOTAL**
OCT	$ 231,114	30.3%	8.9%	$ 171,169	22.4%	-20.3%	$ 276,232	36.2%	-8.3%	$ 7,590	1.0%	29.9%	$ 64,981	8.5%	1.7%	$ 8,896	1.2%	52.2%	9.7%	$ 3,354	0.4%	-18.2%	$ 763,335
NOV	$ 222,237	26.3%	23.4%	$ 189,136	22.4%	15.3%	$ 345,708	40.9%	4.9%	$ 8,437	1.0%	-7.8%	$ 65,114	7.7%	15.8%	$ 10,323	1.2%	64.5%	8.9%	$ 4,074	0.5%	-3.4%	$ 845,030
DEC	$ 299,542	30.4%	20.7%	$ 161,912	16.4%	8.5%	$ 434,116	44.1%	2.6%	$ 8,268	0.8%	-18.3%	$ 65,266	6.6%	4.6%	$ 10,850	1.1%	18.2%	7.7%	$ 4,541	0.5%	-0.8%	$ 984,494
JAN	$ 317,911	34.4%	12.2%	$ 169,664	18.4%	3.0%	$ 339,143	36.7%	7.9%	$ 12,647	1.4%	20.5%	$ 67,438	7.3%	12.3%	$ 11,528	1.2%	58.6%	8.6%	$ 4,600	0.5%	6.9%	$ 922,932
FEB	$ 400,987	38.8%	9.0%	$ 203,586	19.7%	-1.5%	$ 350,958	34.0%	-0.8%	$ 14,865	1.4%	12.9%	$ 57,225	5.5%	-17.4%	$ 502	0.0%	-94.3%	5.6%	$ 5,181	0.5%	-3.1%	$ 1,033,304
MAR	$ 339,886	48.2%	-29.5%	$ 107,042	15.2%	-68.1%	$ 202,979	28.8%	-59.9%	$ 3,909	0.6%	-75.1%	$ 47,047	6.7%	-53.9%	$ 685	0.1%	-95.8%	6.8%	$ 4,082	0.6%	-41.1%	$ 705,630
APR	$ 75,798	29.1%	-83.9%	$ 68,142	26.2%	-71.4%	$ 81,540	31.4%	-79.4%	$ 2,254	0.9%	-82.6%	$ 10,749	4.1%	-87.0%	$ 20,402	7.8%	74.7%	12.0%	$ 1,168	0.4%	-77.0%	$ 260,053
MAY	$ 196,367	45.4%	-45.9%	$ 60,131	13.9%	-75.7%	$ 147,454	34.1%	-57.8%	$ 4,676	1.1%	-46.8%	$ 22,049	5.1%	-70.1%	$ 451	0.1%	-96.0%	5.2%	$ 1,840	0.4%	-59.2%	$ 432,968
JUN	$ 468,420	46.4%	-19.7%	$ 154,929	15.4%	-35.4%	$ 316,767	31.4%	-7.4%	$ 18,789	1.9%	134.9%	$ 41,476	4.1%	-39.9%	$ 4,515	0.4%	-55.1%	4.6%	$ 3,658	0.4%	-0.7%	$ 1,008,554
JUL	$ 614,974	52.7%	0.2%	$ 179,663	15.4%	-33.0%	$ 306,551	26.3%	-20.7%	$ 7,892	0.7%	-7.5%	$ 45,105	3.9%	-34.0%	$ 9,333	0.8%	-13.4%	4.7%	$ 3,200	0.3%	-45.0%	$ 1,166,717
AUG	$ 338,263	43.3%	6.2%	$ 133,121	17.1%	-22.1%	$ 252,930	32.4%	-3.7%	$ 6,468	0.8%	6.8%	$ 33,513	4.3%	-36.3%	$ 13,620	1.7%	77.4%	6.0%	$ 2,756	0.4%	-30.7%	$ 780,670
SEP	$ 287,004	39.7%	54.5%	$ 135,644	18.8%	3.1%	$ 243,234	33.6%	24.2%	$ 7,533	1.0%	81.2%	$ 39,561	5.5%	-16.5%	$ 6,578	0.9%	-8.4%	6.4%	$ 3,419	0.5%	8.7%	$ 722,974
FY YTD	**$ 3,792,503**			**$ 1,734,140**			**$ 3,297,613**			**$ 103,326**			**$ 559,523**			**$ 97,682**				**$ 41,874**			**$ 9,626,661**

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207			WGV + west of I95			I95&SR16 + Palencia				Other			
Fiscal Year 2021	**32080**	**% TTL**	**+/- PY**	**32082**	**% TTL**	**+/- PY**	**32084**	**% TTL**	**+/- PY**	**32086**	**% TTL**	**+/- PY**	**32092**	**% TTL**	**+/- PY**	**32095**	**% TTL**	**+/- PY**	**92+95**	**OTHER**	**% TTL**	**+/- PY**	**TOTAL**
OCT	$ 281,056	36.1%	21.6%	$ 139,924	17.9%	-18.3%	$ 302,388	38.8%	9.5%	$ 4,382	0.6%	-42.3%	$ 48,861	6.3%	-24.8%	$ 361	0.0%	-95.9%	6.3%	$ 2,647	0.3%	-21.1%	$ 779,620
NOV	$ 244,251	32.6%	9.9%	$ 128,830	17.2%	-31.9%	$ 311,103	41.5%	-10.0%	$ 11,221	1.5%	33.0%	$ 44,035	5.9%	-32.4%	$ 6,788	0.9%	-34.2%	6.8%	$ 3,012	0.4%	-26.1%	$ 749,240
DEC	$ 287,891	31.3%	-3.9%	$ 123,592	13.5%	-23.7%	$ 426,155	46.4%	-1.8%	$ 14,435	1.6%	74.6%	$ 55,139	6.0%	-15.5%	$ 8,556	0.9%	-21.1%	6.9%	$ 2,846	0.3%	-37.3%	$ 918,614
JAN	$ 275,586	35.8%	-13.3%	$ 123,847	16.1%	-27.0%	$ 307,349	39.9%	-9.4%	$ 15,960	2.1%	26.2%	$ 33,274	4.3%	-50.7%	$ 9,943	1.3%	-13.8%	5.6%	$ 3,560	0.5%	-22.6%	$ 769,519
FEB	$ 357,842	36.9%	-10.8%	$ 156,103	16.1%	-23.3%	$ 357,483	36.8%	1.9%	$ 15,293	1.6%	2.9%	$ 62,672	6.5%	9.5%	$ 16,950	1.7%	3275.8%	8.2%	$ 3,806	0.4%	-26.5%	$ 970,149
MAR	$ 565,240	37.4%	66.3%	$ 312,538	20.7%	192.0%	$ 513,879	34.0%	153.2%	$ 19,112	1.3%	388.9%	$ 79,476	5.3%	68.9%	$ 14,161	0.9%	1968.2%	6.2%	$ 5,117	0.3%	25.3%	$ 1,509,521
APR	$ 535,522	36.5%	606.5%	$ 289,109	19.7%	324.3%	$ 523,854	35.7%	542.4%	$ 16,791	1.1%	645.0%	$ 78,422	5.3%	629.6%	$ 15,776	1.1%	-22.7%	6.4%	$ 7,653	0.5%	555.4%	$ 1,467,127
MAY	$ 557,765	38.2%	184.0%	$ 269,972	18.5%	349.0%	$ 529,840	36.3%	259.3%	$ 21,831	1.5%	366.9%	$ 74,436	5.1%	237.6%	$ 882	0.1%	95.4%	5.2%	$ 4,742	0.3%	157.7%	$ 1,459,469
JUN	$ 772,646	44.5%	64.9%	$ 306,138	17.6%	97.6%	$ 542,272	31.2%	71.2%	$ 4,960	0.3%	-73.6%	$ 76,394	4.4%	84.2%	$ 29,801	1.7%	560.1%	6.1%	$ 4,920	0.3%	34.5%	$ 1,737,131
JUL	$ 839,882	42.1%	36.6%	$ 346,769	17.4%	93.0%	$ 676,304	33.9%	120.6%	$ 17,285	0.9%	119.0%	$ 93,738	4.7%	107.8%	$ 16,298	0.8%	74.6%	5.5%	$ 4,465	0.2%	39.5%	$ 1,994,742
AUG	$ 564,919	41.6%	67.0%	$ 303,720	22.3%	128.2%	$ 410,897	30.2%	62.5%	$ 15,125	1.1%	133.8%	$ 59,593	4.4%	77.8%	$ 577	0.0%	-95.8%	4.4%	$ 4,167	0.3%	51.2%	$ 1,358,998
SEP	$ 326,845	33.8%	13.9%	$ 184,662	19.1%	36.1%	$ 382,826	39.6%	57.4%	$ 4,379	0.5%	-41.9%	$ 55,161	5.7%	39.4%	$ 8,240	0.9%	25.3%	6.6%	$ 3,490	0.4%	2.1%	$ 965,604
FY YTD	**$ 5,609,445**			**$ 2,685,205**			**$ 5,284,352**			**$ 160,774**			**$ 761,200**			**$ 128,333**				**$ 50,425**			**$ 14,679,734**

ST AUGUSTINE, PONTE VEDRA & THE BEACHES VCB: OCTOBER 2021

TRAVEL MARKETING CAMPAIGN

tempest

23%

Increase in Website Visits

31%

Increase in Organic Search

417

Visitor Guides Ordered

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of October, the Tempest team optimized the Beautiful Setting Adventure and Thrills Create Team Building Success blog.
- The team also reviewed and optimized the Lightner Museum page, as well as the National Shrine of Our Lady page.
- Additionally, the team optimized the Ponte Vedra Auto Show blog, the Rhythm and Ribs Festival blog, Art Exhibitions for the Art Aficionado in Florida's Historic Coast blog, and the St. Augustine Greek Festival blog.
- The team created and deployed the October newsletter.

TRAVEL MARKETING

SITE PERFORMANCE

tempest

TRAVEL MARKETING

TOP-LEVEL PERFORMANCE

In October, we continued to see strong performance in website visitation.

134,516 Visits to Website (up 23%)

112,146 Users (up 27%)

201,154 Pageviews (up 6%)

1.50 Pageviews per Visit

0:01:29 Average Time on Site

81.58% New Sessions

55.79% Bounce Rate

31.27% 50% Scroll Depth

TRAVEL MARKETING

KEY PERFORMANCE INDICATORS

Although slightly down, we are still seeing good engagement with your KPIs.

417 Requests for Physical Guides

108 eNewsletter Signups

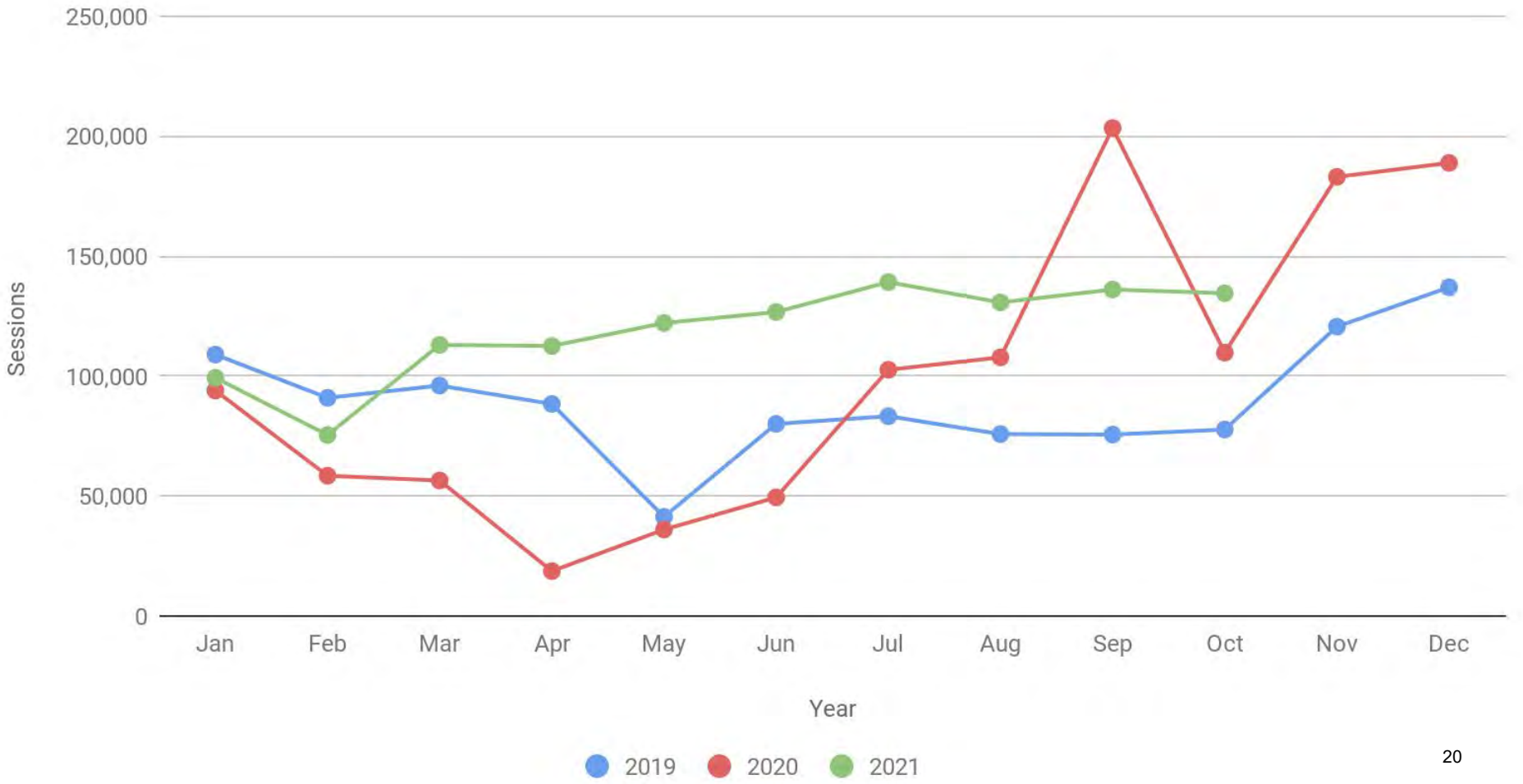
11,639 Clicks on Partner Listings

1,002 BookDirect Clicks

TRAVEL MARKETING

SESSIONS

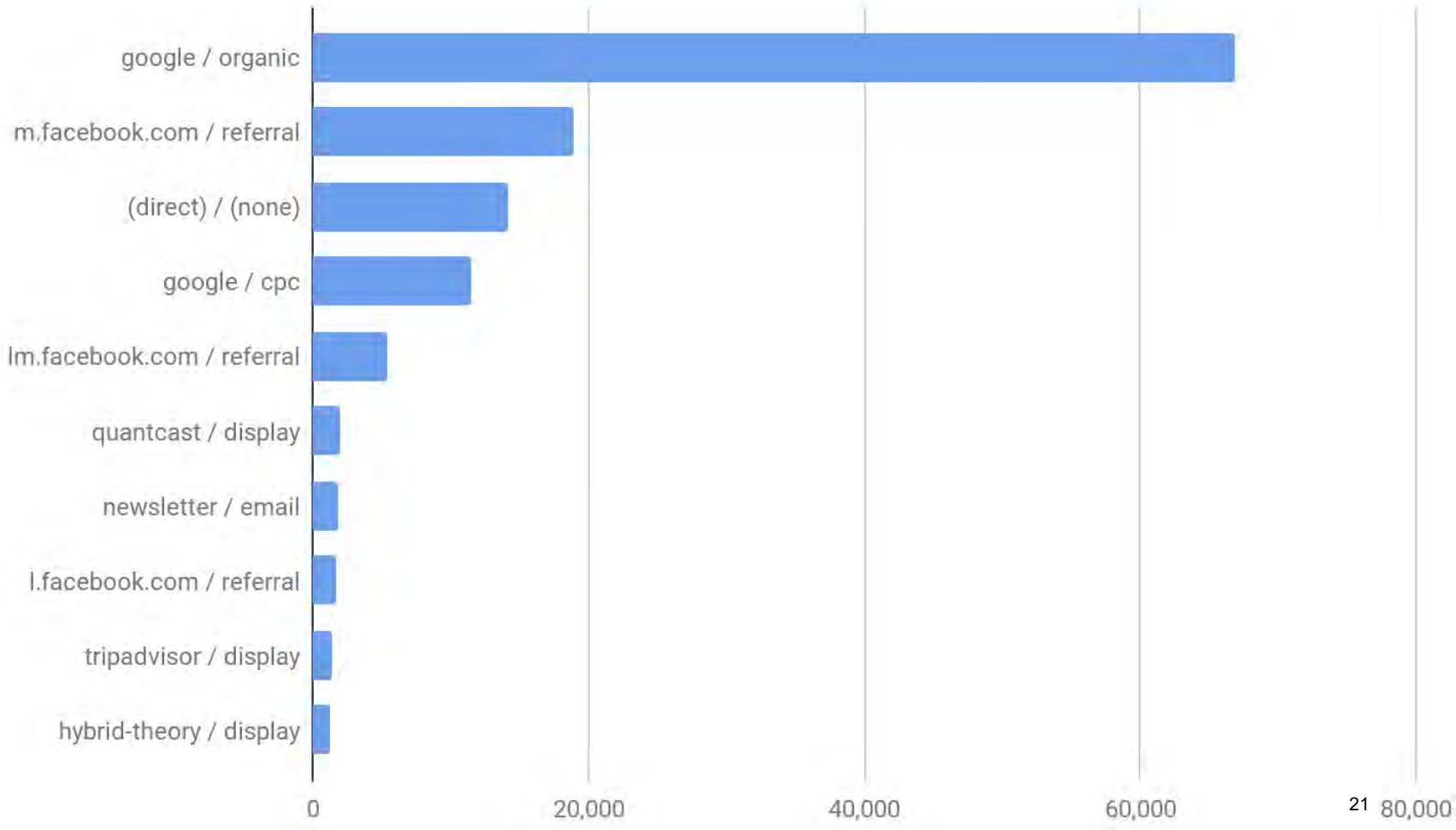
Visits captured by the website increased 23 percent year-over-year and increased 73 percent compared to 2019.



TRAVEL MARKETING

TOP TRAFFIC SOURCES

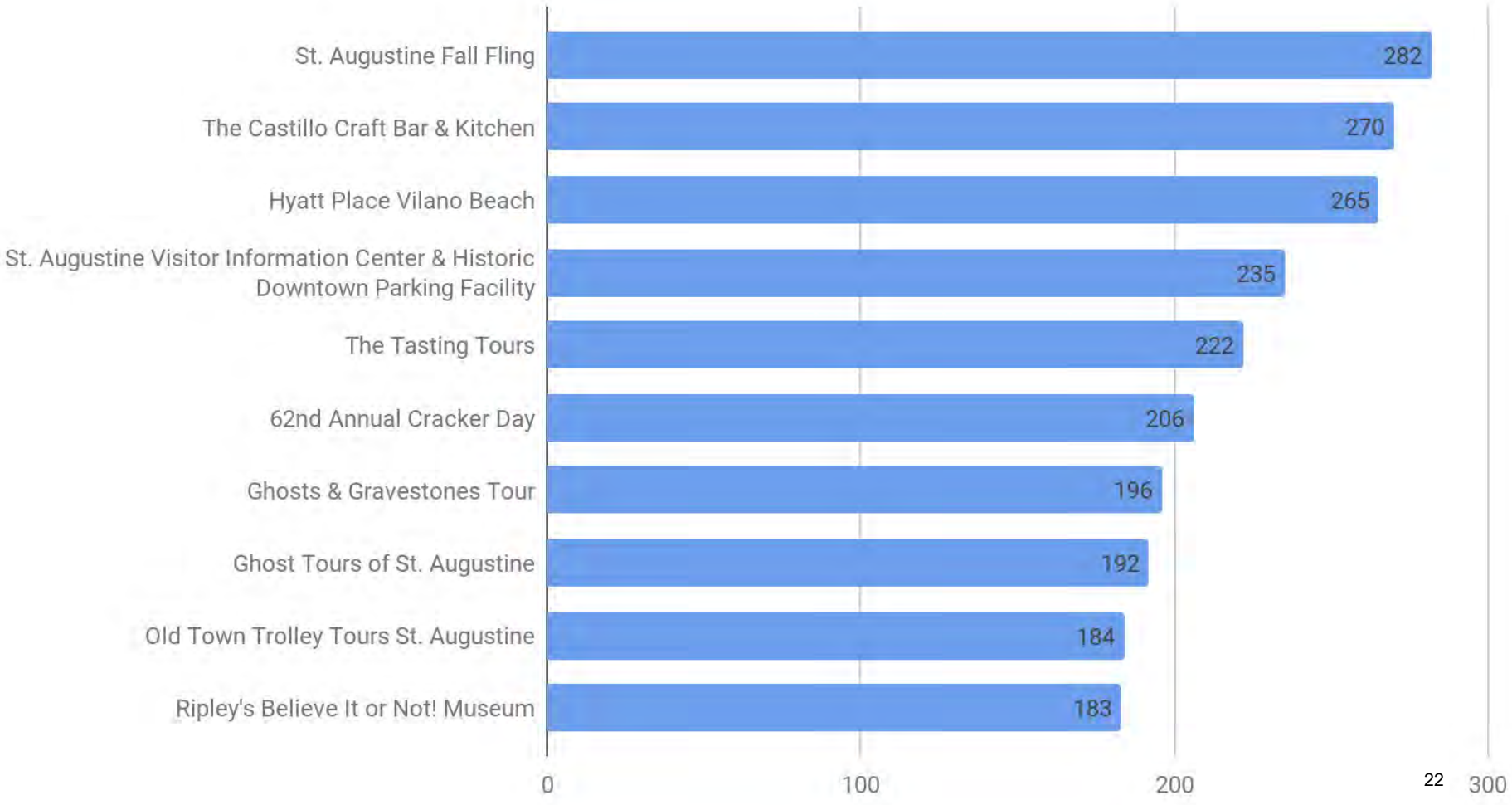
In October, there was strong referral traffic coming from Facebook.



TRAVEL MARKETING

PARTNER LISTING CLICKS

The St. Augustine Fall Fling received great engagement, as well as your different ghost tours.



TRAVEL MARKETING

ORGANIC SEARCH

TRAVEL MARKETING

SEO PERFORMANCE

Organic search contributed 52 percent of the overall website visitation.

69,741 visits to Website (up 31%)

56,082 Users (up 31%)

107,601 Pageviews (up 23%)

1.54 Pageviews per Visit

0:01:48 Average Time on Site

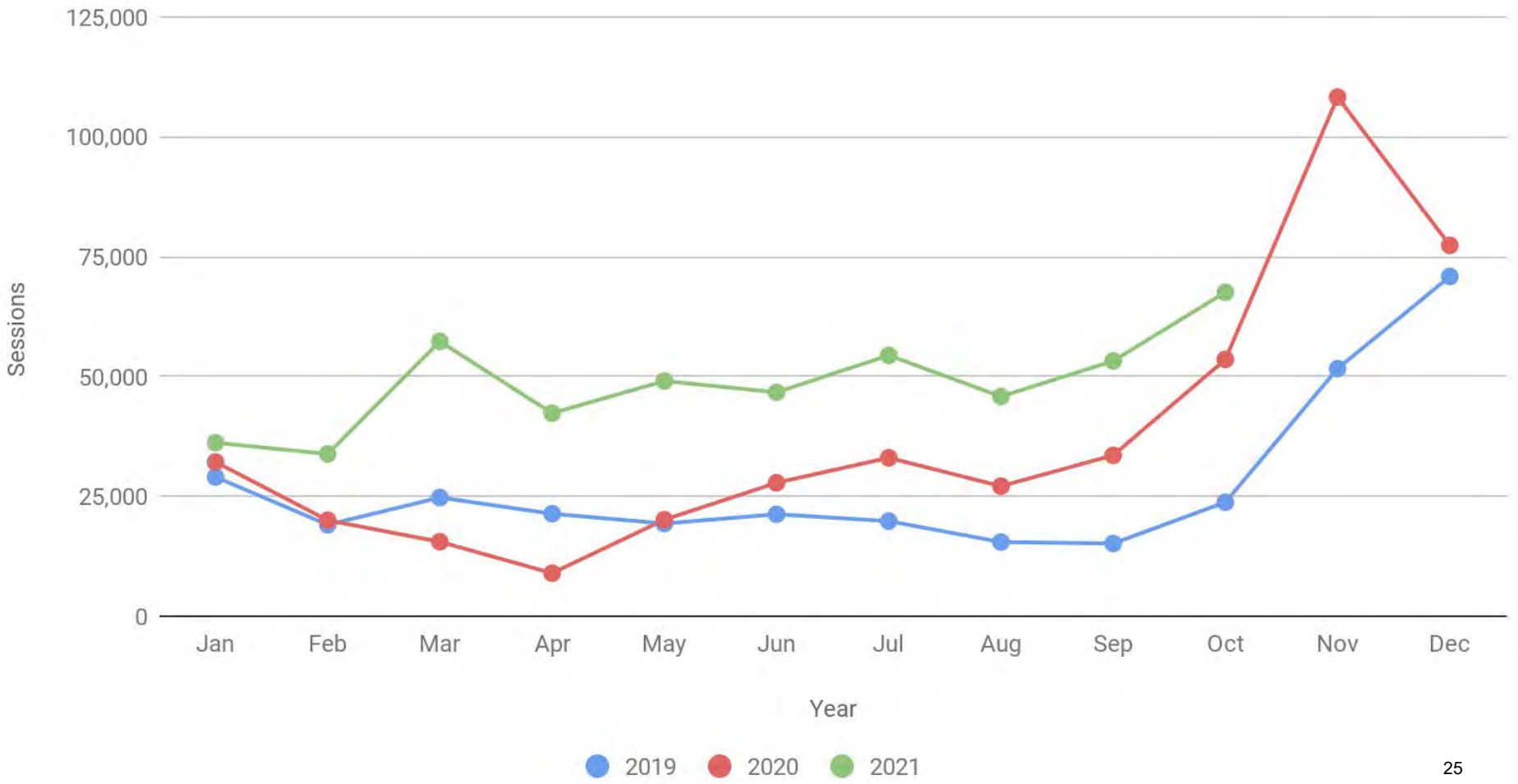
78.15% New Sessions

50.72% Bounce Rate

TRAVEL MARKETING

ORGANIC SEARCH

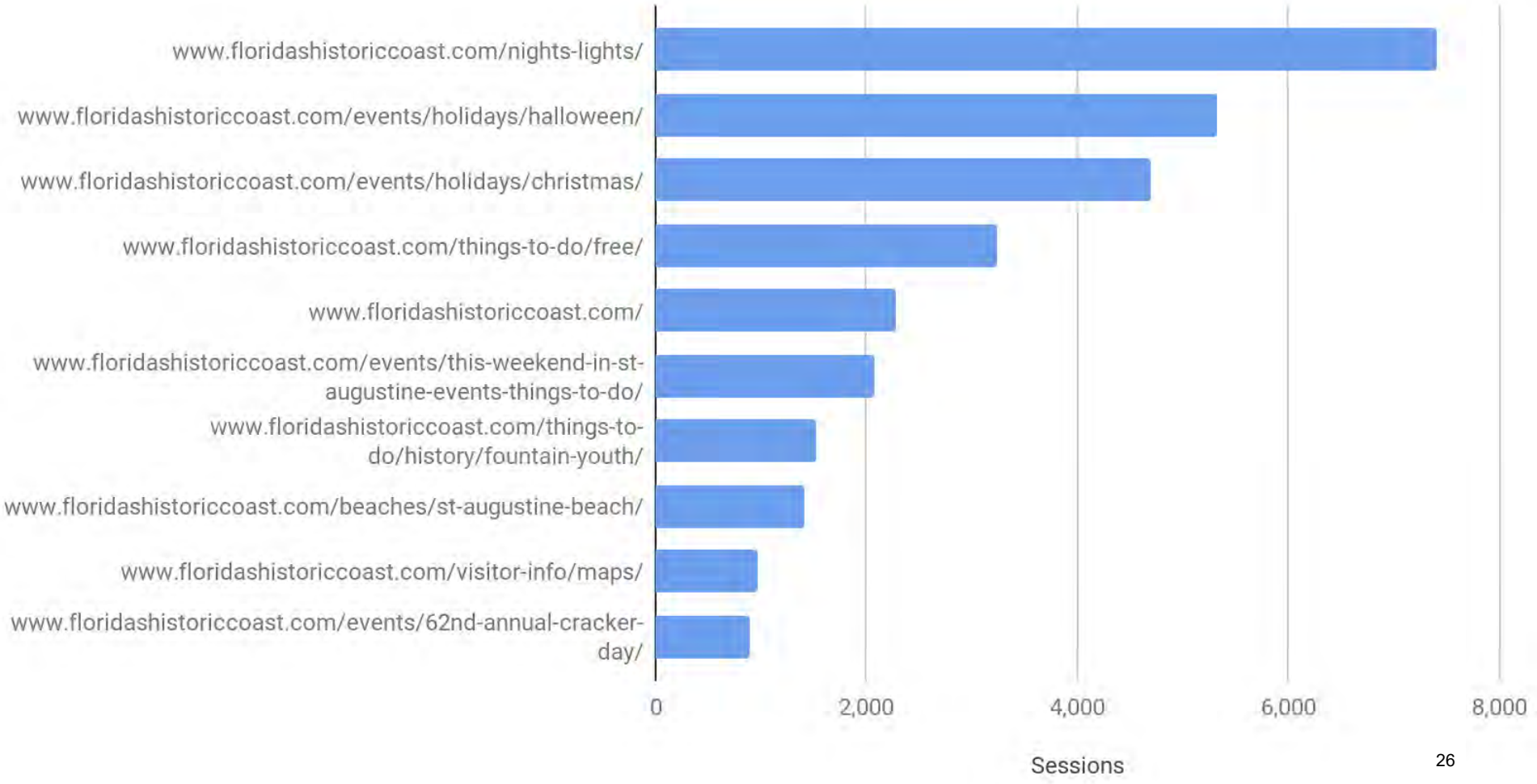
Organic search traffic increased 31 percent year-over-year and increased by 184 percent compared to October 2019.



TRAVEL MARKETING

TOP LANDING PAGES

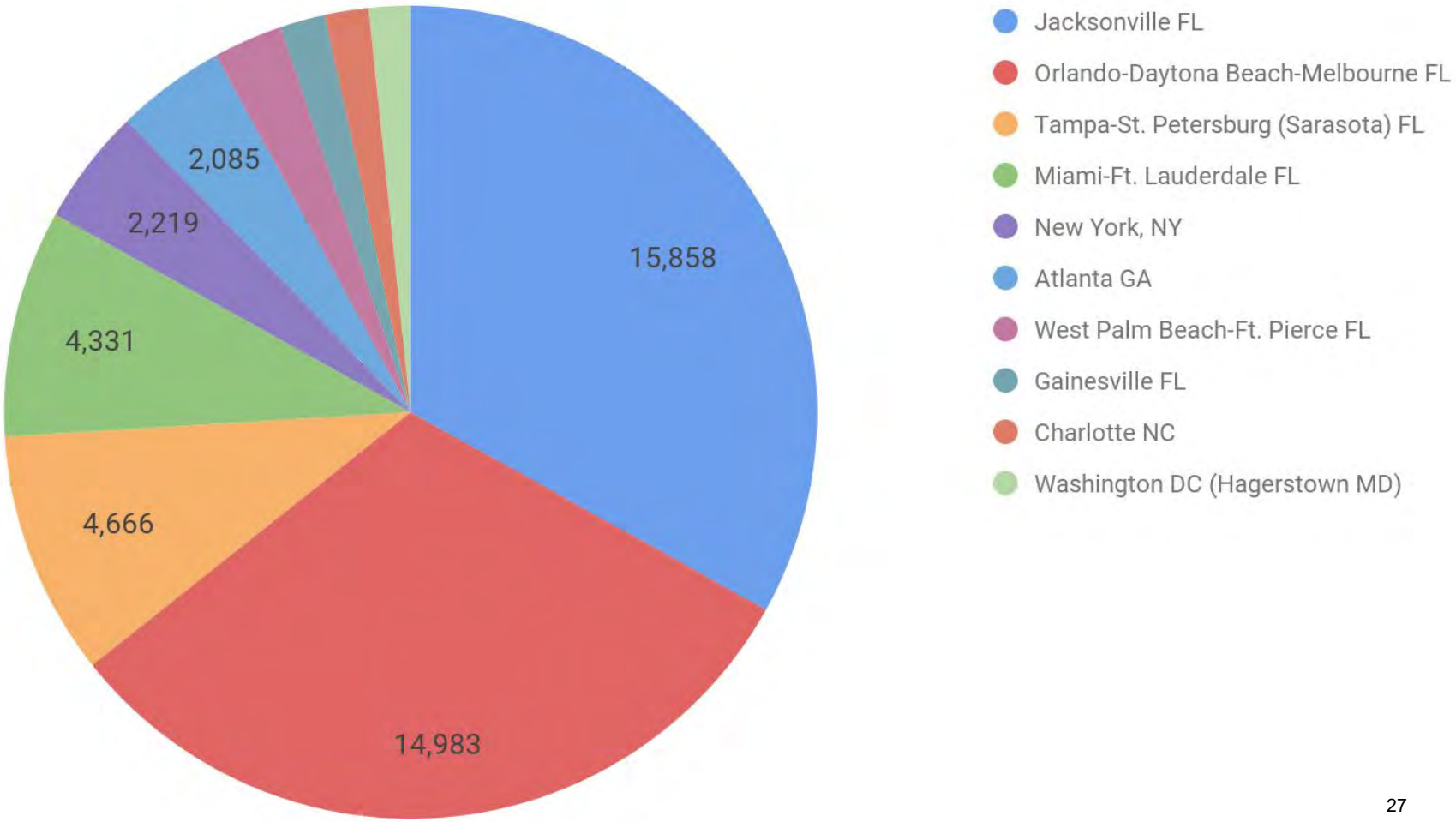
In October, the Christmas page increased 65 percent and your homepage increased 60 percent year-over-year.



TRAVEL MARKETING

SESSIONS BY CITY

Compared to last year, New York increased 135 percent and Charlotte increased 75 percent.



ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB INDUSTRY EMAIL STATISTICS OCTOBER 2021

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Mon, Oct 25, 2021, 1:08 PM	THIS WEEK October 25-31 2021	1,124	335 31%	11 1%	56 5%	0 0%
Tue, Oct 19, 2021, 4:12 PM	September 19, 2021 PARTNERCOM	505	167 35%	14 3%	21 4%	0 0%
Mon, Oct 18, 2021, 11:20 AM	THIS WEEK October 18-24 2021	995	300 32%	17 2%	48 5%	0 0%
Mon, Oct 11, 2021, 12:45 PM	THIS WEEK October 11-17, 2021	1,005	265 28%	13 1%	68 7%	0 0%
Mon, Oct 4, 2021, 8:45 AM	THIS WEEK October 4-10, 2021	978	281 31%	12 1%	65 7%	1 1%
Fri, Oct 1, 2021, 1:02 PM	Hispanic Heritage Month Continues through October 15!	1,236	291 25%	16 1%	86 7%	0 0%

TRAVEL MARKETING

EMAIL MARKETING

tempest

TRAVEL MARKETING

GENERAL EMAIL PERFORMANCE

In October, the opt-in subscribers engaged best with the vacation deals, while the general list showed interest in the Sykes Family Farm Crop Maze.

OPT-IN SUBSCRIBERS

10,066 Messages Sent

48% Click-to-Open Rate

1,023 Sessions

02:20 Average Session Duration

GENERAL LIST

185,512 Messages Sent

13% Click-to-Open Rate

768 Sessions

01:39 Average Session Duration

TRAVEL MARKETING

LOOKING AHEAD

- During the month of November, the Tempest team will be optimizing all of your Christmas and Nights of Lights content.
- This includes optimizing your main Nights of Lights hub page and the supporting blogs. Those blogs include Enjoy Special Events During Nights of Lights, All Aboard the Nights of Lights Trolley Tour, How to Light Up Your Social Media During Nights of Lights, and Nights of Light By Land or By Sea Safe and Spectacular.
- The team will be reviewing and optimizing your main Christmas page and making sure it is well connected with all of your holiday content, including Nights of Lights.

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

~Winston Churchill

THANK YOU

QUESTIONS?

tempest

St. Johns County Visitors & Convention Bureau

Call Center Statistics

October 1 - October 31, 2021

Total Calls Received:	180
Total Call Minutes:	526.75
Average Answer Time:	7 sec
Brochures Ordered:	35

St. Johns County Visitors & Convention Bureau

Requests By Guide

October 1 - October 31, 2021

Guide	# of Requests
St Augustine Travel Planner	635
GRAND TOTAL	635

St. Johns County Visitors & Convention Bureau

Requests By Source

October 1 - October 31, 2021

Guide	# of Requests
Call Center	35
2020 Visit Florida Magazine	8
2021 Visit Florida Magazine	154
WebTraveler	210
WebTraveler WL	116
Undiscovered Florida	112
GRAND TOTAL	635

St. Johns County Visitors & Convention Bureau

Requests By State

October 1 - October 31, 2021

STATE	# of Requests	%
FL	176	27.7%
GA	32	5.0%
PA	27	4.3%
OH	27	4.3%
NY	27	4.3%
CA	23	3.6%
IN	21	3.3%
NJ	20	3.1%
TX	20	3.1%
WI	19	3.0%
TN	17	2.7%
MI	16	2.5%
NC	13	2.0%
AL	13	2.0%
IL	13	2.0%
SC	12	1.9%
MO	12	1.9%
MA	12	1.9%
VA	11	1.7%
Foreign	11	1.7%
MD	11	1.7%
KY	10	1.6%
MN	9	1.4%
AR	9	1.4%
WV	8	1.3%
LA	7	1.1%
IA	6	0.9%
AZ	5	0.8%
OR	5	0.8%
CO	4	0.6%
WA	4	0.6%
NH	4	0.6%
UT	4	0.6%
KS	3	0.5%
CT	3	0.5%
OK	3	0.5%

NV	3	0.5%
MS	3	0.5%
SD	3	0.5%
VT	3	0.5%
DE	2	0.3%
HI	2	0.3%
AK	1	0.2%
RI	1	0.2%
GRAND TOTAL	**635**	

St. Johns County Visitors & Convention Bureau

Requests By Country

October 1 - October 31, 2021

COUNTRY	# of Requests	%
USA	624	98.27%
Canada	6	0.94%
United Kingdom	2	0.31%
India	1	0.16%
Iran	1	0.16%
South America	1	0.16%
GRAND TOTAL	**635**	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

October 1 - October 31, 2021

Visit Before?	This month	Month %	YTD	YTD%
No	22	63%	194	54%
Yes	13	37%	165	46%
TOTAL	35		359	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

October 1 - October 31, 2021

When Visiting?	This month	Month %	YTD	YTD%
Jan-21	0	0%	12	3%
Feb-21	0	0%	12	3%
Mar-21	0	0%	12	3%
Apr-21	0	0%	26	7%
May-21	0	0%	17	5%
Jun-21	0	0%	39	11%
Jul-21	0	0%	43	12%
Aug-21	0	0%	20	6%
Sep-21	0	0%	20	6%
Oct-21	1	3%	25	7%
Nov-21	6	17%	28	8%
Dec-21	7	20%	41	11%
Jan-22	5	14%	21	6%
Feb-22	6	17%	15	4%
Mar-22	3	9%	5	1%
Apr-22	2	6%	6	2%
May-22	0	0%	5	1%
Jun-22	0	0%	5	1%
Jul-22	1	3%	1	0%
Aug-22	0	0%	2	1%
Sep-22	0	0%	0	0%
Oct-22	0	0%	0	0%
Nov-22	1	3%	1	0%
Unsure 2021	2	6%	2	1%
Unsure 2022	1	3%	1	0%
TOTAL	35		359	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

October 1 - October 31, 2021

Length of Stay	This month	Month %	YTD	YTD%
1 day	1	3%	20	6%
2 days	1	3%	48	13%
3 days	10	29%	57	16%
1 week	13	37%	103	29%
2 weeks	7	20%	28	8%
3 weeks	0	0%	4	1%
1 month	1	3%	5	1%
2 months	1	3%	2	1%
3 months	0	0%	0	0%
Don't know	1	3%	92	26%
TOTAL	35		359	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

October 1 - October 31, 2021

Number of People	This month	Month %	YTD	YTD%
1	2	6%	38	11%
2	22	63%	135	38%
3	1	3%	41	11%
Four or more	10	29%	73	20%
Don't know	0	0%	72	20%
TOTAL	35		359	

St. Johns County Visitors & Convention Bureau

What type of accomodations are you interested in?

October 1 - October 31, 2021

Type	This month	Month %	YTD	YTD%
All	28	80%	250	70%
Hotel / Motel	4	11%	61	17%
Bed / Breakfast	3	9%	12	3%
Condo	0	0%	4	1%
RV	0	0%	6	2%
Single Family	0	0%	20	6%
Efficiency / Suite	0	0%	6	2%
TOTAL	35		359	

Visitor Center Inquiries
October 2021

SJCC –PVB Visitor & Information Center

	Oct 2021	Oct 2020	% of Total Visitors	FYTD 2022	YTD FY 2021	Total FY 2021
Total Visitors	**50**	**33**	0.09%	**50**	**33**	**456**

City of St. Augustine Downtown Visitors Center

	Oct 2021	Oct 2020	% of Total Visitors	FYTD 2022	YTD FY 2021	Total FY 2021
Total Visitors	**47,799**	**33,768**	90%	**47,799**	**33,768**	**569,995**

St. Augustine Beach Visitors Center

	Oct 2021	Oct 2020	% of Total Visitors	FYTD 2022	YTD FY 2021	Total FY 2021
Total Visitors	**3,782**	**4,949**	7%	**3,782**	**4,949**	**37,492**

Jacksonville Airport Visitor Information Center

	Oct 2021	Oct 2020	% of Total Visitors	FYTD 2022	YTD FY 2021	Total FY 2021
Total Visitors	**1,252**	**1,367**	2%	**1,252**	**6,892**	**4,547**

Total Inquiries at Visitors Centers

Oct 2021	Oct 2020	**FYTD 2022**	**YTD FY 2021**	Total FY 2021
52,883	**40,117**	**52,883**	**45,642**	**612,490**

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

PARTNERSHIP REPORT November 2021

Ben Nguyen, Marketing Coordinator & Database Manager

Partners Applied:

- After Dark Investigations
- Cruise Curlew
- Madden Media
- Pelindaba Lavender

Partners Approved Previously:

- Bella Mar Charters
- Festival & Events Inc. – St Augustine Country Festival
- Llama Restaurant
- Spyglass Travel LLC.
- St. Augustine Historic Photo Tours

FY 2021 Partnership Recap

- New Partner Businesses FY 2021 – 29
- Total Partners September 2020 – 305
- Total number of businesses dropped FY2020 - 24
- Total Partners FYTD 2021 – 307

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: After Dark Investigations, LLC.

Main Contact & Title: Susan Barton - Owner

Business Phone Number: (904) 977-2558 Fax Number: N/A

E-mail Address: Adinvestigators@gmail.com

Web site: Afterdarkstaugustine.com

Social Media links: Other: TripAdvisor.com

Physical Address: NO physical address in

City, State, ZIP: St. John's County

Mailing Address (if different from above): 1808 Norseman Ct

Middleburg, Florida 32068

Occupational License (s) # Please attach applicable copy(ies) City #: 4895 County #: _____

Tour Guide/Other License # _____ Bed Tax # _____

What is the best time (s) ~~after noon~~ and phone number to reach you? 717 451-1070

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

General Manager: Grayson Stuber Stubergrayson@gmail.com

Director of Sales: Susan Barton adinvestigators@gmail.com

Sales Manager: _____

Last updated: July 5, 2019

Scanned with CamScanner

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

Susan Barton, Grayson Stuber, Sarah Frack

Who would you like to receive leads? Susan Barton, Grayson Stuber

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.

Susan Barton - Adinvestigators@gmail.com
Sarah Frack SarahFrack@gmail.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 new to St. Augustine. We have a similar business in Gettysburg, PA and we belong to Destinationgettysburg.com which is similar to your organization.

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.

Susan Barton
Signed

10/27/21
Date

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

Fax to: 904.829.6149

Please contact Erin Masters at 904.209.4422 or EMasters@FloridasHistoricCoast.com or Ben Nguyen at BNguyen@FloridasHistoricCoast.com if you have further questions.

Last updated: July 5, 2019

Scanned with CamScanner

CITY OF ST. AUGUSTINE

50 BRIDGE ST
ST. AUGUSTINE, FLORIDA 32084-4334

BUSINESS TAX RECEIPT 2021-2022

GRAYSON STUBER
1808 NORSEMAN CT
MIDDLEBURG, FL 32068 USA

BUSINESS NAME:
AFTER DARK INVESTIGATIONS
GRAYSON STUBER

◆

BUSINESS LOCATION:
1808 NORSEMAN CT
MIDDLEBURG, FL 32068

◆◆

BUSINESS TYPE:
GUIDES

◆◆◆

BUSINESS TAX TYPE:
WALKING GUIDES

AMOUNT PAID:
$18.00

THIS BUSINESS TAX RECEIPT MUST BE CONSPICUOUSLY DISPLAYED AT ALL TIMES.
THIS BUSINESS TAX RECEIPT IS FURNISHED IN PURSUANCE OF CITY ORDINANCE CODES. THIS BUSINESS IS HEREBY APPROVED TO ENGAGE IN THE BUSINESS, PROFESSION OR OCCUPATION AS STATED ABOVE FOR THE PERIOD BEGINNING ON OCTOBER 1, THRU SEPTEMBER 30.

Mark E Simpson, CPA

Finance Director

TAX #:4895
ISSUE DATE: 09/22/2021

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This Receipt is issued pursuant to County ordinance 87-36

2021/2022 ST. JOHNS COUNTY LOCAL BUSINESS TAX RECEIPT

MUST BE DISPLAYED IN A CONSPICUOUS PLACE

Account 1090411

EXPIRES September 30, 2022

Business Type Consultant

Location 1808 Norseman Ct
Out Of Area FL 32068

New Business
Transfer

Business Name **After Dark Investigations LLC**

ST. JOHNS COUNTY
TAX COLLECTOR
DENNIS W. HOLLINGSWORTH, CFC

Owner Name After Dark Investigations LLC

Mailing Address 1808 Norseman Ct
Middleburg, FL 32068

Tax	22.00
Penalty	0.00
Cost	0.00
Total	**22.00**

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) 2021-992000326 on 10/26/21 for $22.00

Scanned with CamScanner

State of Florida
Department of State

I certify from the records of this office that AFTER DARK INVESTIGATIONS, LLC is a limited liability company organized under the laws of the State of Florida, filed on October 11, 2021, effective October 10, 2021.

The document number of this limited liability company is L21000442649.

I further certify that said limited liability company has paid all fees due this office through December 31, 2021 and that its status is active.

Given under my hand and the Great Seal of the State of Florida at Tallahassee, the Capital, this the Twenty-sixth day of October, 2021

GREAT SEAL OF THE STATE OF FLORIDA
IN GOD WE TRUST

Secretary of State

Tracking Number: 2019609376CU

To authenticate this certificate,visit the following site,enter this number, and then follow the instructions displayed.

https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication

ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Partnership Application

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Company / Organization Name: Private Harbour Charters / Cruise Curlew

Main Contact & Title: David Holbrook

Business Phone Number: (352) 213-8161 Fax Number: N/A

E-mail Address: david@seaglebuilding.com

Web site:

Social Media links: Instagram: CruisinonCurlew ~~None~~ yet. Other:

Physical Address: 10 N St Ag Blvd Apt #3

City, State, ZIP: St. Augustine FL 32080

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) anytime **and phone number to reach you?** (352) 213-8161

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

General Manager: self

Director of Sales: self

Sales Manager: self

Last updated: July 5, 2019

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

Yes please

Who would you like to receive leads? Yes please

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.

david @ seagleteuilding.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)

I personally met some of the folk who make up the VCB partnership + wish to join

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

10/13/21

Date

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

Fax to: 904.829.6149

Please contact **Erin Masters** at **904.209.4422** or EMasters@FloridasHistoricCoast.com or **Ben Nguyen at** BNguyen@FloridasHistoricCoast.com if you have further questions.

Last updated: July 5, 2019

Subject: Fwd: Corporate Filing - 700367705537
From: David Holbrook <david@seaglebuilding.com>
Date: 10/13/2021, 12:11 PM
To: service@target-copy.com

Sent from my iPhone

Begin forwarded message:

> **From:** David Holbrook <david@seaglebuilding.com>
> **Date:** October 13, 2021 at 12:08:12 PM EDT
> **To:** service@target-copy.com
> **Subject: Fwd: Corporate Filing - 700367705537**
>
> Sent from my iPhone
>
> Begin forwarded message:
>
> > **From:** limitedonline@dos.state.fl.us
> > **Date:** June 7, 2021 at 10:58:02 AM EDT
> > **To:** david@seaglebuilding.com
> > **Subject: Corporate Filing - 700367705537**
> >
> > The Articles of Organization for PRIVATE HARBOUR CHARTERS LLC were filed electronically on June 07, 2021, effective June 07, 2021, as verified by this email and authentication number shown below and were assigned document number L21000261792. Please refer to this number whenever corresponding with this office.
> >
> > Please allow up to 24 hours for your record to appear on Sunbiz.org.
> >
> > Electronic filing and certification is provided for in section 15.16, Florida Statutes and has the same legal effect as any other filing or certificate.
> >
> > To maintain "active" status with the Division of Corporations, an annual report must be filed yearly between January 1st and May 1st beginning in the year following the file date or effective

date indicated above. If the annual report is not filed by May 1st, a $400 late fee will be added. It is your responsibility to remember to file your annual report in a timely manner.

A Federal Employer Identification Number (FEI/EIN) will be required when this report is filed. Apply today with the IRS online at:

<https://sa.www4.irs.gov/modiein/individual/index.jsp>

Please be aware if the limited liability company's address changes, it is the responsibility of the limited liability company to notify this office.

Should you have any questions regarding this matter, please contact this office at the address given below.

Jessica Fason
Regulatory Specialist II
New Filing Section

Division of Corporations - P.O. Box 6327
- Tallahassee, FL 32314

Letter Number: 210607105757-700367705537

ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Partnership Application

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Company / Organization Name: Madden Media

Main Contact & Title: Danah Heye - Director of Business Development

Business Phone Number: 520-232-2637 Fax Number: _____

E-mail Address: dheye@maddenmedia.com

Web site: maddenmedia.com

Social Media links: Other: _____

Physical Address: 345 e Toole Ave

City, State, ZIP: Tucson, Arizona, 85701

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) 10AM-4PM EST **and phone number to reach you?** 727-542-5462

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

General Manager: N/A

Director of Sales: N/A

Sales Manager: N/A

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

Danah Heye

Who would you like to receive leads? N/A

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.

Danah Heye - dheye@maddenmedia.com
Philip Rahm - prahm@maddenmedia.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? Marketing Agency

Please describe your interest in becoming a VCB Partner? (This answer will only be used in our understanding of how we can serve you)

As the publisher of your annual Travel Planner, we wish to support you by becoming a member.

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 10/18/21

Mail to: St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau
Attn: Erin Masters / Ben Nguyen
29 Old Mission Avenue
St. Augustine, FL 32084 Fax to: 904.829.6149

Please contact **Erin Masters** at **904.209.4422** or EMasters@FloridasHistoricCoast.com or **Ben Nguyen at** BNguyen@FloridasHistoricCoast.com if you have further questions.

City of Tucson

License Certificate

Business Name and Mailing Address:

MAC ARTHUR TUCSON LLC
345 E TOOLE AVE
TUCSON AZ 85701-1813

License Number: 3010358

Type: Lessors of Nonresidential Buildings (exc

Issue Date: January 19, 2021

Expiration Date: December 31, 2021

Owner:
MAC ARTHUR TUCSON LLC

This license / permit is **non-transferable** and must be posted in a conspicuous place at the business location.

THE ISSUANCE OF THIS LICENSE / PERMIT SHALL NOT BE CONSTRUED AS PERMISSION TO OPERATE IN VIOLATION OF ANY LAW OR REGULATION.

FOLD HERE

CITY OF TUCSON, ARIZONA

LICENSE SECTION

Expiration Date: December 31, 2021

Non-Transferable

3010358

MUST BE DISPLAYED IN A CONSPICUOUS PLACE

Business License

For the payment of the license fee, the person or firm below is hereby licensed to conduct business in the City of Tucson. Tax accruing to the City of Tucson shall be paid under provisions of Ch. 19, Tucson City Code. This license is subject to revocation for violation of Ch. 7 or Ch. 19 of the Tucson City Code.

Issued To: MAC ARTHUR TUCSON LLC

Located At: 345 E TOOLE AV, TUCSON, AZ 85701

Effective: January 01, 2021

Please refer to license number in all correspondence.

By _____
CFO/Assistant City Manager

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: Pelindaba Lavender

Main Contact & Title: Heather Edge - co-owner

Business Phone Number: (904) 770-7483 Fax Number: _____

E-mail Address: staugustine@pelindaba.com

Web site: www.pelindabalavender.com/staugustine

Social Media links: Other: Trip Advisor

Physical Address: 100 Saint George Street, Ste. H

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

Mailing Address (if different from above): 1601 Nectarine Street, Apt. B2, Fernandina Beach, FL 32034

Occupational License (s) # Please attach applicable copy(ies) City #: 4009 County #: 1073123

Tour Guide/Other License # _____ Bed Tax # _____

What is the best time (s) Any **and phone number to reach you?** (904) 610-9507

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

General Manager: _____

Director of Sales: _____

Sales Manager: _____

Co-owner Pam James

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

Heather Edge, Pam James, Amelia Baggett

Who would you like to receive leads? Heather Edge, Pam James

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.

ameliaisland@pelindaba.com - This is another location we own in Amelia Island.

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 are looking to grow our business and reach more customers.

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.

Heather J. Edge
Signed

10/29/2021
Date

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

Fax to: 904.829.6149

Please contact **Erin Masters** at **904.209.4422** or EMasters@FloridasHistoricCoast.com or **Ben Nguyen at** BNguyen@FloridasHistoricCoast.com if you have further questions.

CITY OF ST. AUGUSTINE

50 BRIDGE ST
ST. AUGUSTINE, FLORIDA 32084-1334

BUSINESS TAX RECEIPT 2021-2022

PELINDABA LAVENDER
100 ST GEORGE ST
SUITE E
ST AUGUSTINE, FL 32084

BUSINESS NAME:
PELINDABA LAVENDER

BUSINESS LOCATION:
100 ST GEORGE ST
ST AUGUSTINE, FL 32084

BUSINESS TYPE:
MERCHANT

BUSINESS TAX TYPE:
RETAIL

AMOUNT PAID:
$37.00

THIS BUSINESS TAX RECEIPT MUST BE CONSPICUOUSLY DISPLAYED AT ALL TIMES

THIS BUSINESS TAX RECEIPT IS FURNISHED IN PURSUANCE OF CITY ORDINANCE CODES. THIS BUSINESS IS HEREBY APPROVED TO ENGAGE IN THE BUSINESS, PROFESSION OR OCCUPATION AS STATED ABOVE FOR THE PERIOD BEGINNING ON OCTOBER 1, THRU SEPTEMBER 30.

Mark F. Simpson, CPA

Finance Director

TAX # 4009
ISSUE DATE

[illegible]

2021/2022 ST. JOHNS COUNTY LOCAL BUSINESS TAX RECEIPT

[illegible]

Account	[illegible]
EXPIRES	[illegible]

Business Type	[illegible]
Location	[illegible] St Augustine, FL 32[illegible]
Business Name	Palindaba Lavender
Owner Name	[illegible] LLC
Mailing Address	10[illegible] St. George St. [illegible] St Augustine, FL 32[illegible]

ST. JOHNS COUNTY TAX COLLECTOR
DENNIS W. HOLLINGSWORTH CTC

New Business
Transfer

Tax	[illegible]
Penalty	[illegible]
Cost	[illegible]
Total	30.00

DENNIS W. HOLLINGSWORTH
ST JOHNS COUNTY TAX COLLECTOR

[illegible]

[illegible] form becomes a receipt only when validated below

Paid by receipt(s) 2020-801517 on 07/22/21 for $30.00

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST℠

Creative Support Report:
October 2021

Stacey Sather, Creative and Social Media Manager

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

- Social Media RFQ input & feedback
- TAG Museum groundbreaking event
- 2022 Travel Planner editorial content, page edits, & images, capture and processing of cover image, layout review, proof review
- FHC direct flights web page update
- NFRA media event - image
- Elite Airways fly-in on website, web and social promotion
- Broll project outreach, confirmation, and scheduling assistance
- Social media intern - Accolades page production overview
- Creation of Nights of Lights Calendar of events printed & digital guide
- Monthly hero image updates
- Social media intern training
- Weekly content meeting
- Weekly web audit meeting
- Url acquisitions, review and renewal of existing urls
- FHC broll video editing for social media stills and shorts
- VCB image resourcing & requests, image library updates
- Facebook & Instagram account posting review and engagement
- Camelo monthly social media and media review
- NetWeave monthly social media analytics and strategy review
- Tempest monthly website and ECRm review

Ongoing/Upcoming Projects

- Monthly review and Q&A with Crowdriff
- Monthly & Mid-month reports, credit card receipt review, approval and submission, invoice review, approval and submission
- Weekly staff meeting
- FHC main website monitoring and content updates & links
- FHC print & interactive collateral branding updates
- FHC social media image posting and interaction
- Video library management
- Image and video updates and conversion for FHC and CleanPix
- Provision of FHC logo to all source requests
- Photography, image processing & management as requested
- Tempest & Peter Mayer agencies - ongoing creative review & support
- Ongoing research - web programming webinars and educational resources
- Response & refer incoming media opportunity outreach to agency

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

SOCIAL MEDIA REPORT
October 2021
Stacey Sather, Creative & Social Media Manager 209-4434

Facebook Fans added: 971 Total Fans: 517,939 (+0.1%)
Reach: 2,891,854 (-15.9%) Impressions: 8,803,837 (-9.2%) Engagement Rate: 13.34% (+88.12%)

Top Facebook Posts
10/11 Beach FB Live – reach 32,424, engagements 6,304
10/11 40 days to NOL – reach 197,260, engagements 23,949
10/27 NOL events – reach 330,093, engagements 24,473

Twitter Total Followers: 13,426 (+3.3%) Impressions: 73,665 (-22.5%)

YouTube Views: 1,511 (-7.30%) Lifetime Views: 386,050 (+0.39%)

Instagram Total Followers: 40,639 (+0.5%) Impressions: 264,315 (-24.5%)

Top Instagram Posts
10/4 Greek to go, impressions 15k, reach 14.4k, likes 486
10/5 Tolomato Cemetery, impressions 20.4k, reach 7.6k, likes 398
10/11 NOL events, impressions 16.7k, reach 16k, likes 623

Instagram Stories
Stories Sent: 30 (-50%)
Story Impressions: 19,807 (-55%)
Average Reach per Story: 646 (-10%)

Other
- Social media intern - accolades page development and asset curation via Crowdriff
- Crowdriff meeting with rep - review of platform updates
- Social Media contest ideation - Elite Airways prize

Hispanic Social Media – October 2021

Facebook Fans added: -17
17,684 (-17 | -0.1%), Total Reach: 45,958 (-18,690 | -27.4%), Impressions: 49,455 (-18,690 | -27.4%), Engagement Rate: 7.99%

Instagram
Total Followers: 983 (+75 | 8.3%), Impressions: 26,194 (-5,846 | -18.2%), Engagement Rate: 13.6%

Top Instagram Posts:

October 08: Picture, Reach: 404, Likes: 64, Impressions: 417
October 16: Picture, Reach: 189, Likes: 17, Impressions: 205
October 31: Video, Reach: 177, Likes: 24, Impressions: 184

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Sales Department Report, October 2021

Evelyn Lopez-Kelley, Director of Leisure Sales
William McBroom, Director of Conference Sales
Jaya Dillard, Sales & Services Manager
Heather Williams, Marketing Coordinator
Ben Nguyen, Marketing 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 potential program. Site visits with partners to ensure 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, wedding/event planners, and consumers to generate leads.*
- ***Meetings:*** *Collectively meeting with clients to vet program needs in order to offer compatible venues & services. Meeting with VCB partners to maintain knowledge in order to help promote group business.*

CURRENT MONTH:

Site Visits:
- International Gay & Lesbian Travel Association President, John Tanzella, 10/28-30
- The Sabrage at Hammock Beach Resort, 10/19
- The Yards, 10/21

Sales Initiatives:
- Florida Society of Association Executives Education Expo, 10/6
- S.P.O.R.T.S. Conference, 10/11-14
- Travel Adventure Show, 10/15-18
- Tampa Bay Bridal Expo, 10/17
- Smart Meetings East Tradeshow, 10/17-19
- Sports ETA, 10/24-29
- Connect Faith, 10/26-28

Meetings:

- Society of Government Meeting Professionals Monthly Board Meeting, 10/5
- iDSS Demo, 10/5
- Florida Georgia Pickleball Media Day – VCB Representation, 10/6
- SJC Chamber Tourism & Hospitality Council Meeting, 10/14
- HelmsBriscoe Florida Top Producers Reception, 10/15
- Vilano Main Street Meeting, 10/20
- Naval Security Activity Group Military Reunion – VCB Welcome, 10/21
- VCB Conference Sales Committee Meeting, 10/21
- 69-07 Military Reunion – VCB Welcome, 10/22
- SJC Chamber Tourism & Hospitality Council Board Meeting, 10/22
- St. Augustine Wedding & Special Events Association meeting, TBA

***N**EXT MONTH – November 2021*

Site Visits:

- Mitsubishi Power Leadership Retreat, 11/1-3
- Group Travel Writers FAM, 11/1-5

Sales Initiatives:

- Florida Sports Foundation Annual Summit, 11/8-10
- IMEX America, 11/8-12
- National Coalition of Black Meeting Planners, 11/10-13
- Meeting Professional International NE Florida Edu-Con Day, 11/15
- Connect Med-Tech, 11/29
- Connect DC, 11/20-12/1

Meetings:

- Society of Government Meeting Professionals Monthly Board Meeting, 11/2
- Vilano Main Street Meeting, 11/17
- SJC Chamber Annual Celebration, 11/18
- SJC Chamber Tourism & Hospitality Council Board Meeting, 11/19
- VCB Board Meeting, 11/23

St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Sales Department Report October 2021

TOTALS FOR ALL SEGMENTS	MONTHLY TOTAL	MONTHLY GOALS	Monthly % of Actual vs Goal	1st QUARTER TOTALS	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	13	11	18%	13	11	18%	13	11	18%	298	4.36%
*TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	6,680	2,000	234%	6,680	2,000	234%	6,680	2,000	234%	100,339	6.66%
SOLICITATION CALLS/EMAILS	151	147	3%	151	147	3%	151	147	3%	2,041	7.40%
TRADE SHOWS/SALES MISSIONS	**MONTHLY TOTAL**			**1st QUARTER TOTALS**			**YEAR TO DATE TOTALS**				
Florida Society of Association Executives Education Expo, 10/6	7			7			7				
S.P.O.R.T.S. Conference, 10/11-14											
Travel Adventure Show, 10/15-18											
Tampa Bay Bridal Expo, 10/17											
Smart Meetings East Tradeshow, 10/17-19											
Sports ETA, 10/24-29											
Connect Faith, 10/26-28											

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

COMMUNICATIONS DEPARTMENT REPORT: October 2021

Golden, Communications Manager, 669-8142

October 2021 Media Results: 2,845,114,181 Impression; 1858 clips
VCB Earned Media Result: 43,244,748 Impressions; 154 clips

Content Issued:
November Mint Magazine event calendar
October/November Calendar of Events and recent blog posts to Visit Florida
Multiple Website and Blog Pages
Destinations to Discover – success of 2021 Food + Wine Festival
Imagen Miami Magazine – Hispanic Heritage – photo shoot
Nights of Lights COE content

Media Inquiries & Story Pitches:
Surviving a pandemic – Epoch Times
Historic Churches- NOL – News feed – TravMedia
Hispanic Heritage on FHC – multiple outlets
Meetings on FLHC – 8 trade publications
New Hotels and Resort renovations on FHC – 12 publications
Food and Wine are devine on FHC – 8 publications
HARO- Atlas Obscura - Best US Cities to Visit
Diane Dobry, playstayeat.com: ghost tours getting here, Historic sites, and fantastic food
Holly Johnson, Travel Pulse, Family Vacation ideas for tweens and teens
Manuel Kalleder, golf contacts for Petra Himmel, German Golf Writer- Top places for Golf in NE Florida
HARO Lead for Forbes Magazine – Holiday Hotels
Caroline Eubanks, Caroline in the city – pitched for luxury getaway story
Mia, HARO lead Better Homes & Gardens, Destination Worthy Cheap Motels- Bayfront Inn, The Local
Aoife O'Riordan, Beau Monde Traveler – St. Augustine feature
Follow up with Kevin O'Leary, Samantha Brown Show- regarding Cultural Council taking on project previously planned.
Elisa Parhad, looking for information about affordable, yet wow hotels: Casa Monica, Embassy Suites, Sawgrass Marriott
Elizabeth Blasi, Best Southeast USA Holiday Celebrations for AJC – NOL
Erica Pena-Vest HARO Response– Genealogy Travel information about FOY, 30 and 8 and Ponce De Leon – hotel deals and African American heritageTheEndlessSearch.com blog
Met with 24 journalists at SATW Media Marketplace – varied story pitches

Releases Issued (10):
This Week (4)
October/November Events Release
PartnerCom (2)
Sport Events this Fall on Florida's Historic Coast
Hispanic Heritage Month Continues on Florida's Historic Coast
Nights of Lights will Shine

Writers Hosted: (21)
Lindsay Ferrier, SuburbanTurmopil.com and Fox1- Nashville\
Jan Falkerstern, Epoch Times
IFWTWA Media Tour participants (6): Barbara Redding on assignment for Travel Weekly, Kathryn Barnett on assignment for Extended Weekends Magazine and American Roads and Global Highways, Robin Smith on assignment for TravelAwaits.com, Colleen O'Neill Mulvhill on assignment for Rovology.com, Janice Nieder on assignment for starkinsider.com, and Stacey Wittig on assignment for Food Wine Travel Magazine
Editorial and photography crew, with international talent for Imagen Magazine feature- 10 total in group
Cynthia Jansenns, gogolfandtravel.com
Betsi Hill, developing dining guide on Betsisworl.com and Travel

Images Released: 79 downloaded images from Cleanpix
Stacey Wittig, unstoppable Stacey Travel – images for Dog Magazine and Military travel article
Jule Meyer, Art Tour images
Diane Dobry, PlayStayEat.com- St. Augustine feature
Jennifer Logue, NTE Energy presentation
Patricia Letakus, IntheKnow.com, Miami area publication for homeowners- NOL
Carrie McLaren, NOL images for NATJA's TravelWorld International Magazine Winter 2021 issue
USA Today – image for NOL Top 10 Holiday Lights contest
Susan Barnes, Traveling girl for ALHI trade blog
Forbes – Casa Monica Hotel Holiday décor
Nancy Niles, USA Today – St. Augustine maps
Elizabeth Blai, AJC – NOL Images

Erica Pena-Vest- images of Ponce and FOY for Article about Ponce in The Endless Search.com
Elisa Parhad- Images of Sawgrass Marriott, Embassy Suites and Casa Monica
Hannah Malach, Country Living – images for Best Christmas destinations across the country.

OTHER:
Attended SATW Conference in Milwaukee
On Boarding of new Meltwater platform
Arranged photo permits for City and Castillo for Imagen
Met with multiple partners and potential partners to determine What's New Content for pitching and releases
Continued planning FY 2022 media missions and conference attendance
Continued with coordination of Fall Meetings Media Fam and Nov. Women in outdoors media fam
Reviewed Constant Contact images
Re-write for Press Release Boiler Plate for all releases
Worked with Visit Florida to develop a media hosting plan
Worked with multiple partners to plan media hosting opportunities
Managed Hispanic PR programs with Camelo Communication
Attended Fort Mose Blues & Jazz Festival Press Conference
Initial planning for SATW March 2022 Board Retreat Hosting
Reviewed SATW Professional Development papers: What Editors Are Buying Now
Finalized plans for participation in IMM NY, January 2022
Budget planning and review for 2021 and 20922.
SATW Board Member duties – prepare sponsorship program

St Augustine, Ponte Vedra & The Bea St Augustine, Ponte Vedra & The Beaches VCB Communications Report FY 2022

Media Impressions	Oct-21	Oct-20	October 2021 compared to October 2020	YTD FY2022	YTD Compared to FY 2021	FY 2022 compared to FY 2021	FY 2021 Totals
Domestic Media	1,065,121,379	576,706,966	84.69%	1,065,121,379	576,706,966	85%	**12,400,538,578**
International	1,219,165,243	409,522,231	197.70%	1,219,165,243	409,522,231	198%	**51,018,943,803**
Broadcast	560,827,559	16,494,025	3300.19%	560,827,559	16,494,025	3300%	**576,250,463**
Total	**2,845,114,181**	**1,002,723,222**	183.74%	2,845,114,181	**1,002,723,222**	184%	**63,995,590,566**

	Oct-21	Oct-20	October 2021 compared to October 2020	YTD FY2022	YTD Compared to FY 2021	FY 2022 compared to FY 2021	FY 2021 Totals
Media Inquiries Answered:	12	18	-33.33%	12	18	-33%	**162**
Media Visitors Hosted:	21	15	40.00%	21	15	40%	**116**
News Releases Issued:	10	11	-9.09%	10	11	-9%	**117**
Stories Pitched	34	30	13.33%	34	30	13%	**367**
VCB supported Stories	154	255	-39.61%	154	255	-40%	**3,377**
Image access	79	42	88.10%	79	42	88%	**1,141**
Impressions from VCB supported stories	43,244,748	**124,343,105**	-65.22%	**43,244,728**	124,343,105	-65%	**5,857,243,656**

ST. AUGUSTINE PONTE VEDRA FLORIDA'S HISTORIC COAST®

October 21 over October 21 reflected an increase in coverage about the PGA Tour Announcements- increae in THE PLAYERS Purse and more reported news coverage and a result of our change over from Cision monitoring to Meltwater.

FALL / NIGHTS OF LIGHTS / EARLY 2022 PROMOTIONS

- Completed sweepstakes giveaway with WWWQ (Cumulus Radio, Atlanta) and Delta Community Credit Union for a Fall Getaway Promotion. Promotion targeted families in the Atlanta area and ran October 4-25, 2021. Prize included accommodations for a family of four, plus attraction tickets, and dining.
- Completed Fall Escape 2021 TV promotion with MOR TV (Hearst, Tampa) which was featured during MOR's fall sweeps from mid-September through October 31, 2021 on prime time programs. Two prize packages for 3 day/2 night accommodations, attraction tickets and dining were awarded.
- Developed a Nights of Lights sweepstakes promotion with iHeart Charlotte radio station WLKO Lake 102.9. The promotion will run from November 1-November 19, 2021 and includes a prize for two with accommodations, attraction tickets, and dining.
- Finalized a VISIT FLORIDA® "Trips Under the Tree" holiday promotion with WXTU-FM in Philadelphia which will run from November 22-December 17, 2021. Four weekly prizes will be awarded to include 4 day/3 night accommodations for two, dining, and attraction tickets. The promotion is expected to generate 3.5 million impressions and will include 100 recorded promo spots, 100 live liners, e-mail distribution, and homepage exposure.
- Working with VISIT FLORIDA on a new "Escape to the Sunshine State" sweepstakes with the New York Daily News. The promotion will run January 9-January 15, 2022 with six full-color, full page ads, banner ads, and sweepstakes entry page and is expected to generate 8,096,398 impressions. The sweepstakes prize will include one vacation package for two with five nights accommodations, activities, attraction tickets, and dining.

- Developing eight new sweepstakes promotions with iHeart corporate to include promotions in Atlanta, Chicago, Orlando, Baltimore, New York City, Philadelphia, Tampa, and southern Florida. These promotions will run in 1-2Q2022 and will highlight spring and summer travel options to Florida's Historic Coast.

DATABASE MARKETING

- Subscriber base is now at 195,578; 99% retention rate.

GOLF TOURIST ACTIVITY

Florida's First Coast of Golf

ST. AUGUSTINE PONTE VEDRA FLORIDA'S HISTORIC COAST®

2021 SEPTEMBER

2020 FFCG TOP 10 CITY DEMAND MARKETS

1	Orlando	6	New York
2	Atlanta	7	Tampa
3	Miami	8	Charlotte
4	Ashburn	9	Philadelphia
5	Chicago	10	Hialeah

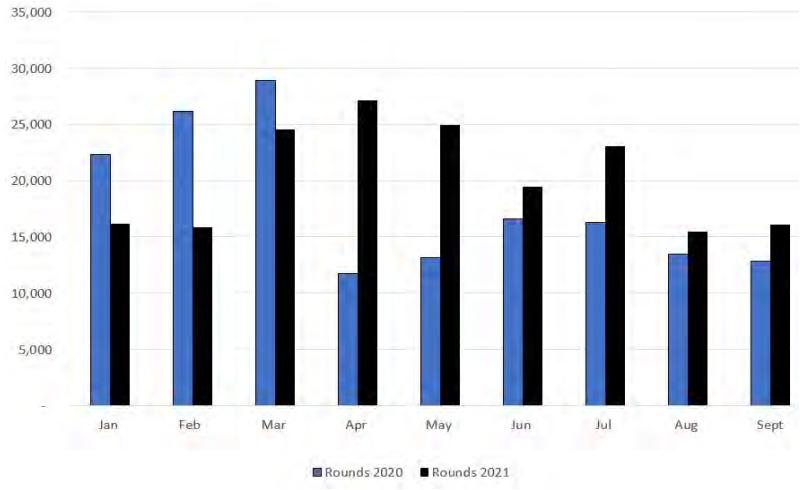
TOP 5 DEMAND MARKETS (DIGITAL USERS)

UNITED STATES	INTERNATIONAL
Florida	United Kingdom
Georgia	Canada
New York	China
Tennessee	Sweden
Illinois	Ireland

DIGITAL TRAFFIC

	2021	2020	CHANGE
MONTHLY	8,766	8,245	6%
YEAR TO DATE	105,593	71,512	48%

ST. JOHNS TOURIST ROUNDS TREND



SEPT 25%
YTD 13%

PRECIPITATION

2021	2020	CHANGE
2.78	10.57	-7.79

AVERAGE TEMP

2021	2020	CHANGE
78	80	-2

FY21 EARNED MEDIA

VALUE	$1,053,879
IMPRESSIONS	32,686,800