



ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

ANNUAL REPORT – FISCAL YEAR 2020



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FY2020 ANNUAL REPORT INTRODUCTION

Fiscal year 2020 presented historical challenges to marketing Florida's Historic Coast®. The onslaught of the novel corona virus, COVID-19, and the economic shut downs and slow re-openings that followed; the cut-off of funding in April and subsequent re-funding from St. Johns County (SJC) reserves in May put an enormous burden on the marketing efforts of the VCB. The VCB staff, agency and other vendors were forced to pivot on the dynamically evolving sentiments of prospective travelers.

Fortunately, the VCB was able to conduct weekly monitoring of travelers' interests and expectations and devise alternative messaging which effectively leveraged their changing sentiments. That revised messaging, combined with the industry's adherence to CDC guidelines for safe operation, helped lead to a recovery which out-performed that of the State of Florida, Southern Atlantic States and the USA as a whole. That recovery, which continues into 2021, would not have been possible if the St. Johns County Board of County Commissioners (BoCC) had not seen fit to allocate funds to offset loss of TDT funds originally allocated to marketing the destination in 2020. We all owe a debt of gratitude to the BoCC for its wisdom and foresight.

Three months of advertising and promotion were lost due to the time required to obtain the new allocation and craft and deploy the new advertising campaign. Needless to say, some of the Visitors and Convention Bureau's key performance measures set forth in the pre-COVID-19 FY2020 marketing plan were not met, though some, especially in social media, were exceeded. Tourism development tax collections came in at \$9,626,661, 20% below FY2019. All Traditional lodging metrics declined in FY2020 due to COVID-19 impacts. ADR, however, was more durable than expected and Occupancy in September was positive compared to FY2019. Vacation Rental supply continued to grow significantly, and following initial declines in the spring, metrics returned to positive growth in Demand and ADR for the year.

New and significantly renovated accommodations continued to come online in FY2020, adding to the quantity and quality of lodging options for visitors with more in the pipeline for 2021 and 2022. Attractions were enhanced to make the visitor experience more enriching and fun, but the impacts of lockdowns and limited capacities upon opening, drove attendance to -25% for the year.

The VCB team solicited and facilitated the hosting of the LiquiMoly ProWatercross National Championship on Vilano Beach August 8-9, 2020 and began discussions to support a major Food & Wine Festival in St. Augustine May 6-9, 2021.

Communications impressions were under goal by 12% due largely to early ending of THE PLAYERS® Championship and subsequent lockdowns in the spring, but social media reach was expanded exceeding nearly every goal, as were goals for Hispanic media performance.

The Sales team exceeded pre-COVID-19 solicitation goals by 137% and showed-off the destination to 122 meeting planners, tour operators, group leaders, travel agents and wedding planners. Due to COVID-19 limits and uncertainty among planners, however, the team fell short of leads and room night goals by 41% and 32%, respectively.

Please review this report to learn how the VCB staff and its vendor partners, PETERMAYER Advertising, Camelo Communications, Tempest and NetWeave Social Networking, worked to mitigate the profoundly negative impacts of the COVID-19 pandemic and accomplished many of their goals, in spite of these difficult times.

Sincerely,



Richard Goldman
President & CEO
St. Augustine, Ponte Vedra & The Beaches
Visitors and Convention Bureau

FY2020 BOARD OF DIRECTORS

Executive Committee Officers

Chairman:	Samantha Palmer, Manager Flagler's Legacy Tours legacy@flagler.edu 59 St. George St. #3607, St. Augustine, FL 32080
Vice Chairman:	Virginia Whetstone, Owner Whetstone Chocolates vaw297@me.com 59 St. George St. #3607, St. Augustine, FL 32080
Past Chairman:	Philip McDaniel , Owner St. Augustine Distillery philip@staugustinedistillery.com 112 Riberia St., St. Augustine, FL 32084
Treasurer:	Tom Dolan, Owner Meehan's Irish Pub & Seafood House tdolan@meehansirishpub.com 20 Avenida Menendez, St. Augustine, FL 32084
Secretary:	Craig Schoninger, Director of Marketing Ponte Vedra Resorts cschoninger@pvresorts.com 200 Ponte Vedra Blvd., Ponte Vedra, FL 32082

Board Members

Jason Kern, General Manager
Embassy Suites by Hilton St. Augustine
Beach Oceanfront Resort
jason.kern@hilton.com
300 A1A Beach Blvd.,
St. Augustine Beach, FL 32080

Cindy Stavelly, Executive Director
St. Augustine Pirate & Treasure Museum/
Colonial Quarter
cindy@thepiratemuseum.com
12 Castillo Dr., St. Augustine, FL 32084

Kimberly Wilson, General Manager
Casa Monica Resort & Spa
kimberly.wilson@kesslercollection.com
95 Cordova St., St. Augustine, FL 32084

Tom Jankowski, General Manager
Fairfield Inn & Suites
Tjankowski@shanercorp.com
305 Outlet Mall Blvd., St. Augustine, FL 32084

Government Liaisons and Ex-Officios

Commissioner Henry Dean, St. Johns County Board of County Commissioners

Commissioner Don Samora, St. Augustine Beach City Commission

Commissioner John Valdes, City of St. Augustine Commission

Isabelle Renault, President/CEO, St. Johns County Chamber of Commerce

Richard Goldman, President/CEO, St. Johns County VCB

FY2020 VISITORS AND CONVENTION BUREAU COMMITTEES

Conference Sales Committee

- › Joni Barkley, Director of Sales, Casa Monica Resort & Spa
- › Christian Joransen, Director of Sales & Marketing, World Golf Village Renaissance St. Augustine Resort
- › Michelle Kuziola, National Sales Manager, Courtyard Marriott I-95 & Fairfield Inn & Suites
- › Kerry Mitruska, Director of Sales & Marketing, Hammock Beach Resort
- › Chris Pranis, Director of Sales & Marketing, Embassy Suites St. Augustine Beach Oceanfront Resort
- › Chris Quinlan, Director of Sales & Marketing, Hilton St. Augustine Historic Bayfront
- › Craig Schoninger, Director of Sales & Marketing, Ponte Vedra Inn & Club and The Lodge & Club
- › Aaron Weegar, Director of Sales & Marketing, Sawgrass Marriott Golf Resort & Spa
- › William McBroom, VCB Director of Conference Sales
- › Evelyn Lopez-Kelley, VCB Director of Leisure Sales

Leisure Sales Committee

- › Maggie Goller-Cornelison, Director of Sales, DoubleTree Hotel by Hilton
- › Jennifer Jenkins, Director of Sales' The Collector Luxury Inn & Gardens
- › Michelle Kuziola, National Sales Manager, Shaner Hotels
- › Shannon Lake, General Manager, Beacher's Lodge Oceanfront Suites/VCB Board Liaison
- › Cindy Stavely, Director, St. Augustine Pirate & Treasure Museum
- › William McBroom, VCB Director of Conference Sales
- › Evelyn Lopez-Kelley, VCB Director of Leisure Sales

Advertising Committee

- › Tom Dolan, President, Meehan's Irish Pub & Seafood House
- › Philip McDaniel, CEO, St. Augustine Distillery
- › Samantha Palmer, Manager, Flagler's Legacy Tours
- › Craig Schoninger, Marketing Director, Ponte Vedra Resorts
- › Virginia Whetstone, Owner, Whetstone Chocolates

FY2020 VISITORS AND CONVENTION BUREAU STAFF

Administration

Richard Goldman, President/CEO

RGoldman@FloridasHistoricCoast.com

904.209.4426

Landria Alegria, Office Manager

LAlegria@FloridasHistoricCoast.com

904.209.4421

Communications Department

Leticia Martin, Communications Director

LMartin@FloridasHistoricCoast.com

904.209.4424

Media Relations, Travel Press Communications, Editorial, Website and Social Media Content

Barbara Golden, Communications Manager

BGolden@FloridasHistoricCoast.com

904.209.4425

Calendar of Events Coordinator, Media Relations, Travel Press Communications and Publicity

Stacey Sather, Creative & Social Media Manager

SSather@FloridasHistoricCoast.com

904.209.4434

Collateral, Print, Website, Social Media, Email Advertising Development and Production

Promotions and Database

Susan Phillips, Director of Promotions and Strategic Alliances

SPhillips@FloridasHistoricCoast.com

904.209.4430

Promotions, Strategic Alliances, eCRM and Database, Special Events

Erin Masters, Special Events/Database Manager

EMasters@FloridasHistoricCoast.com

904.209.4422

Database and Website Administration, Florida's Birding & Photo Fest,
VCB Stakeholder Services

Benjamin Nguyen, Stakeholder Relations/Database Manager

BNguyen@FloridasHistoricCoast.com

904.209.4433

Database and Website Administration, Industry Stakeholder Relations

Sales Department

William McBroom, Director of Conference Sales

WMcBroom@FloridasHistoricCoast.com

904.209.4432

Corporate and Association Meetings, Incentives Sales

Evelyn Lopez-Kelley, Director of Leisure Sales

EKelley@FloridasHistoricCoast.com

904.209.4431

Travel Industry, Leisure, Religious and International Sales

Jaya Dillard, Sales and Services Manager

JDillard@FloridasHistoricCoast.com

904.209.4429

Executive Group Sales (35 rooms and less, all segments: Military, Reunions, Government Meetings and Weddings)

Rhonda Diskin, Marketing Coordinator

RDiskin@FloridasHistoricCoast.com

904.209.4427

Support and Metrics for Sales and Promotions Departments

Independent Staff for St. Augustine Beach Visitor Center Remunerated directly by TDC

Anna Helfinstine, Visitor Center Staff

William MacDowell, Visitor Center Staff



FY2020

TRADITIONAL LODGING PERFORMANCE

TRADITIONAL LODGING PERFORMANCE

Smith Travel Research

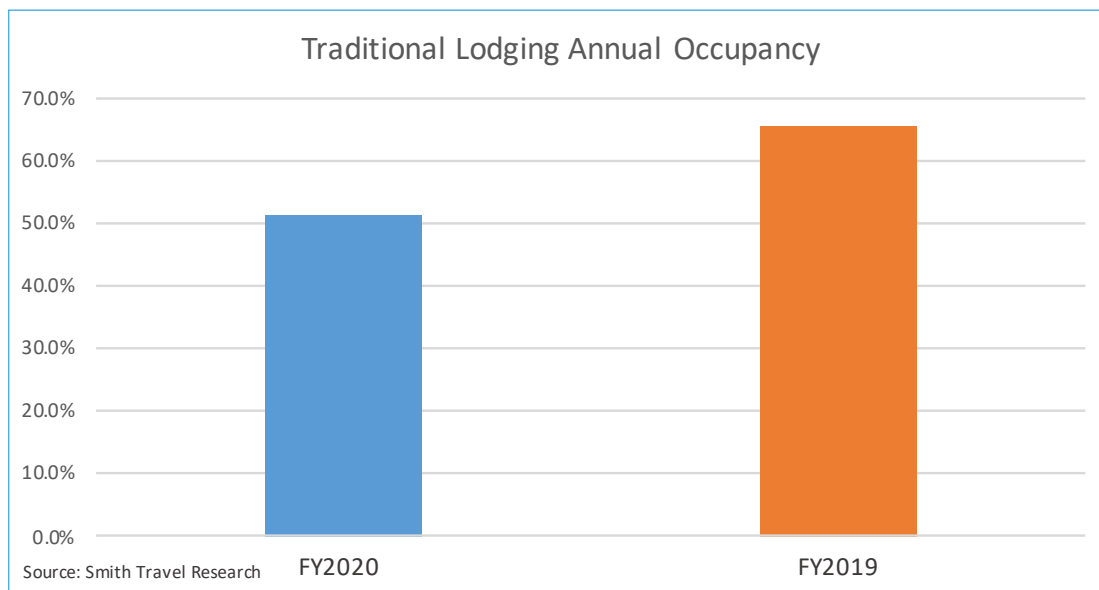
The VCB subscribes to Smith Travel Research (STR), recognized leader for traditional lodging industry benchmarking and research and the world's foremost source of historical lodging performance trends, providing valuable market share analysis for traditional hotels & motels in the destination.

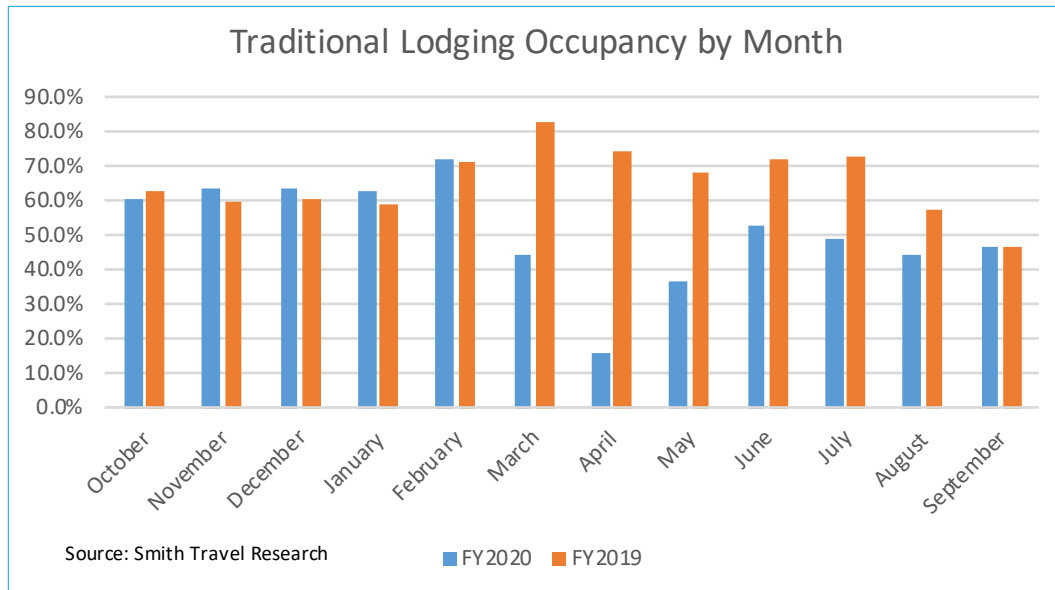
The data provided by STR allows the VCB to track monthly performance in Occupancy, Average Daily Rate (ADR), RevPAR and Demand of 49 reporting hotel properties in St. Johns County. It does not include B&Bs, vacation rentals, Airbnb, condos or campgrounds. (Airbnb/HomeAway/Vrbo vacation rentals and B&Bs began reporting via other monitoring channels last year and are reported for the first time in this Annual Report.)

It's important to note that starting in mid-March, due to COVID-19 shut downs and slow, phased re-openings, March through September experienced very significant declines. For the first time in 10 years, all traditional lodging metrics were down compared to year ago (interestingly, vacation rentals grew at a significant rate reporting positive metrics in the final months of the fiscal year).

Occupancy

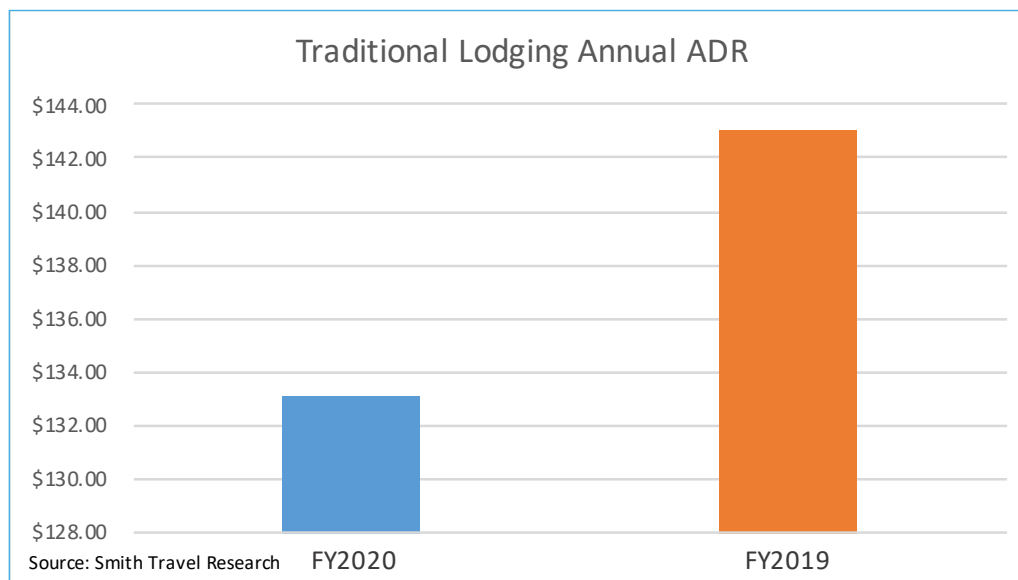
Average occupancy for the fiscal year averaged 51.2%, a decline of 14.3 percentage points below FY2019. November through February showed consistent growth, but with the COVID lockdown in mid-March, April had the worst decline, down 58.5 percentage points. Beginning in May, Occupancy began to improve until it was slightly positive compared to September 2019.

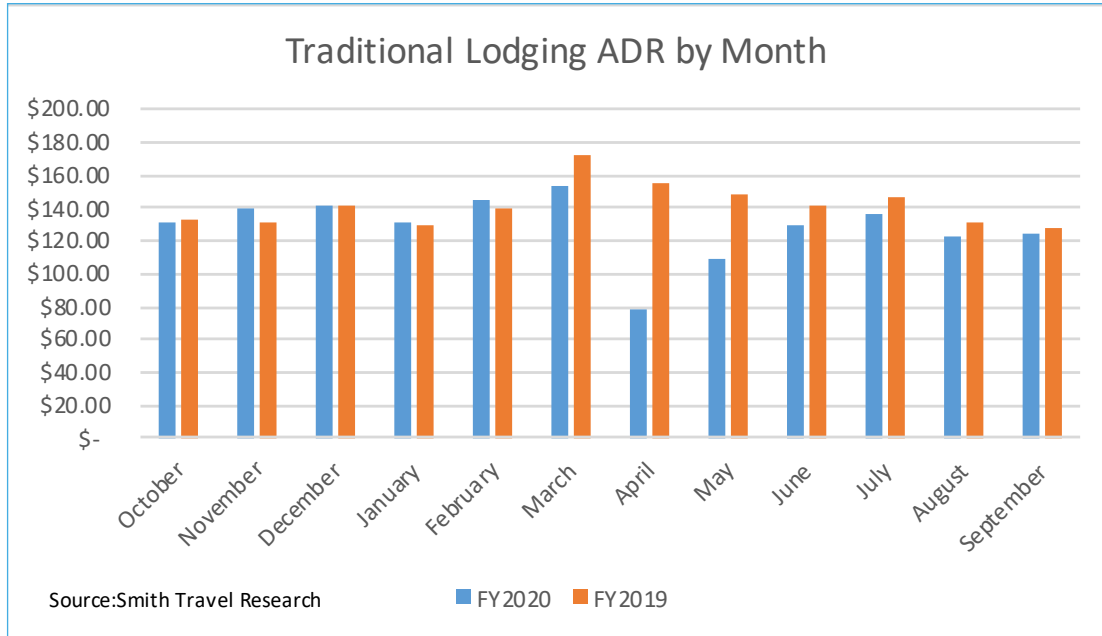




ADR

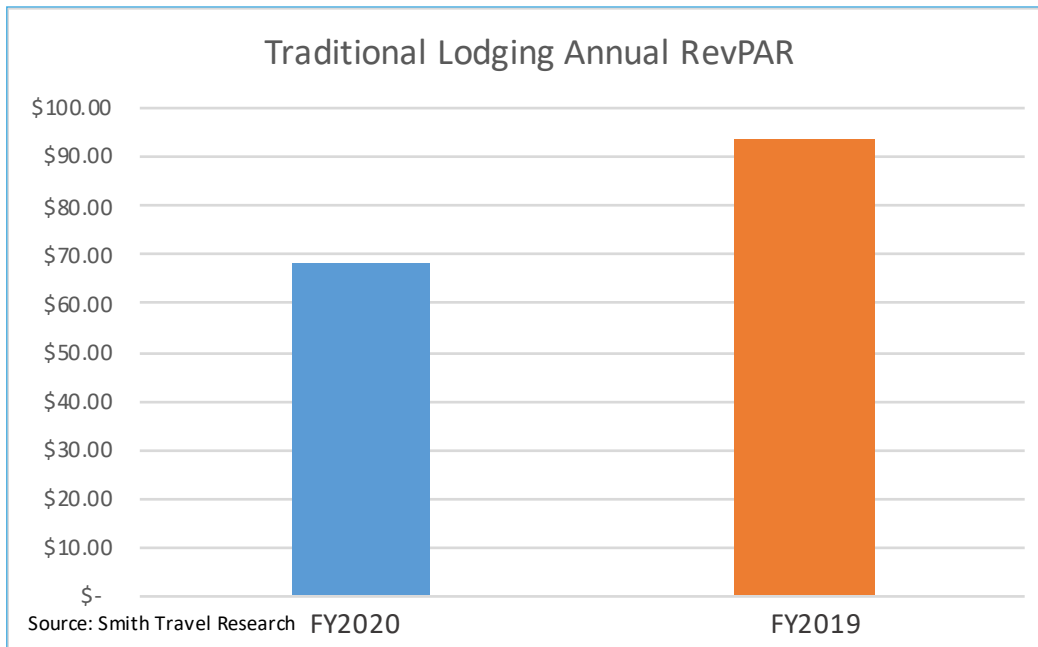
As expected, due to COVID-19 impacts, Average Daily Rate declined, but far less than most competitors, down only 7%, with the final FY2020 average reaching \$133.08. As with Occupancy, ADR increases occurred in November through February. The most significant declines occurred in April (-49.9%) and May (-27.3%), but recovered to just a 2% decline in September.

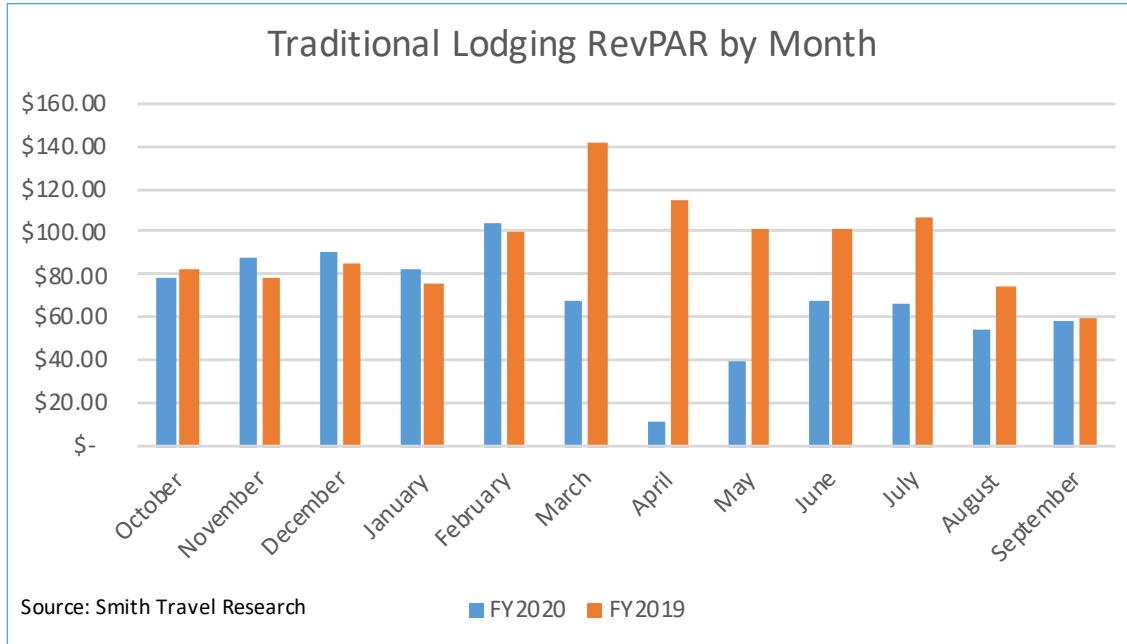




REVPAR

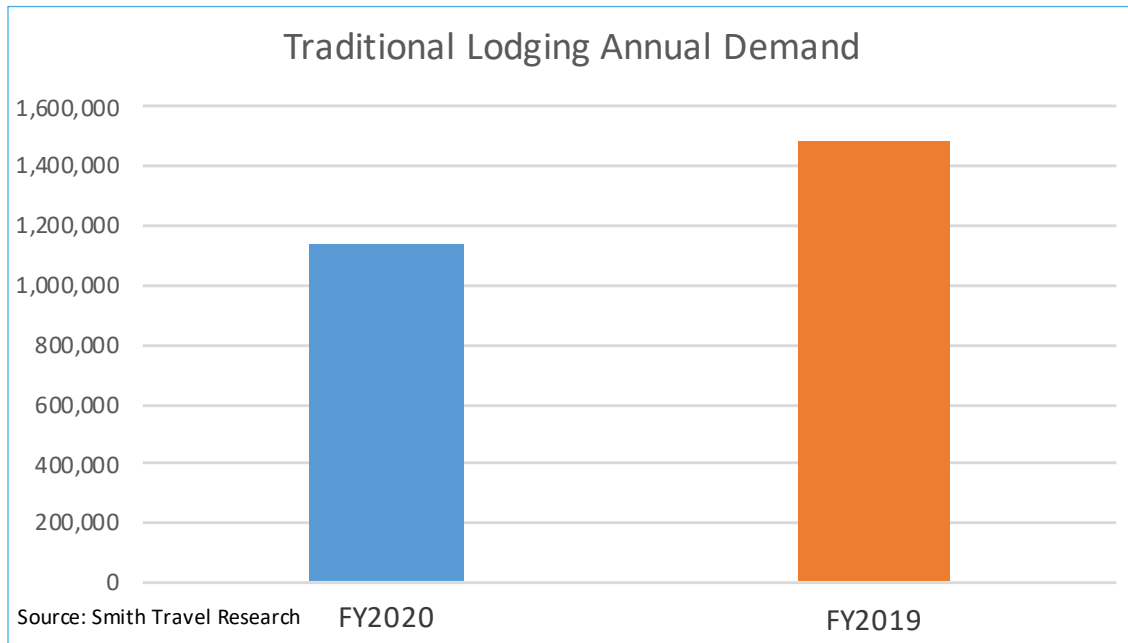
Like with the other metrics, average Revenue per Available Room (RevPAR) for FY2020 declined reaching \$68.14, down 27.2% from FY2019. RevPAR suffered the most in March, April, and May down 52.0%, 89.5% and 61.2%, respectively. Thereafter, it recovered to just -1.9% below in September.

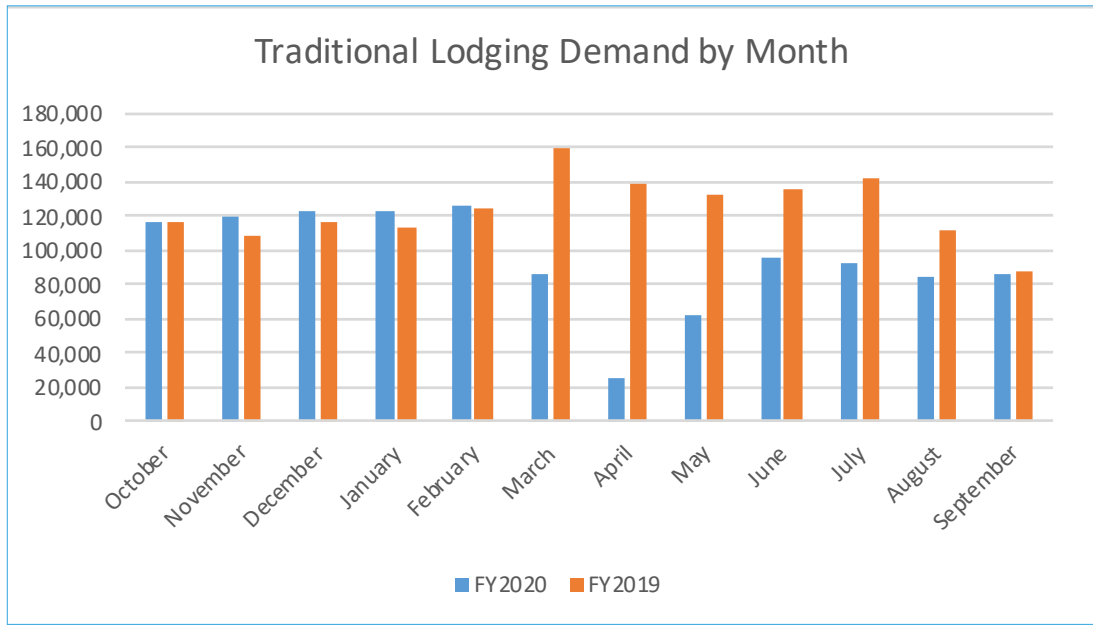




DEMAND

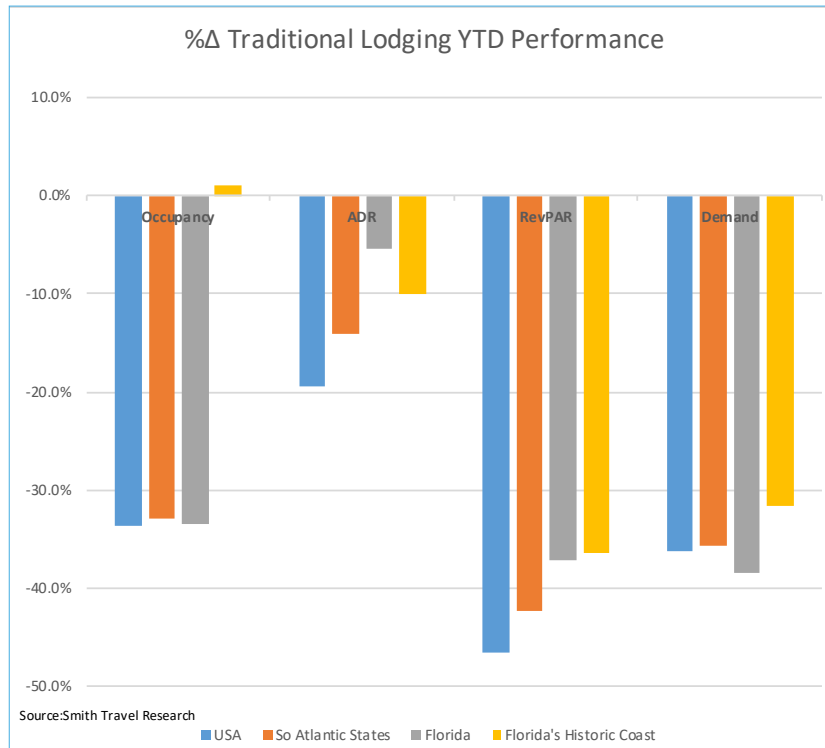
Demand (room nights sold) declined after good growth in November through February, down 23.3% for the year. March, April and May showed the greatest declines, down -46.0%, -81.6% and -52.8%, respectively. Beginning in June, demand started to recover to just -1.2% below FY2019 in September.





LODGING PERFORMANCE SUMMARY

Due to the impact of COVID-19 on travelers' behavior, all lodging metrics for traditional hotels and motels were negative in FY2020. This was particularly egregious because traditional lodging was performing so well prior to the outbreak of COVID-19. We can take a modicum of solace in the fact that according to STR, Florida's Historic Coast recovered better than the state, other southern states or the USA during CY2020. As the chart below shows, CYTD declines in traditional lodging metrics were less for Florida's Historic Coast in each category except ADR where Florida recovered slightly better in the first nine months of the calendar year.





FY2020

VACATION RENTAL PERFORMANCE

VACATION RENTAL PERFORMANCE

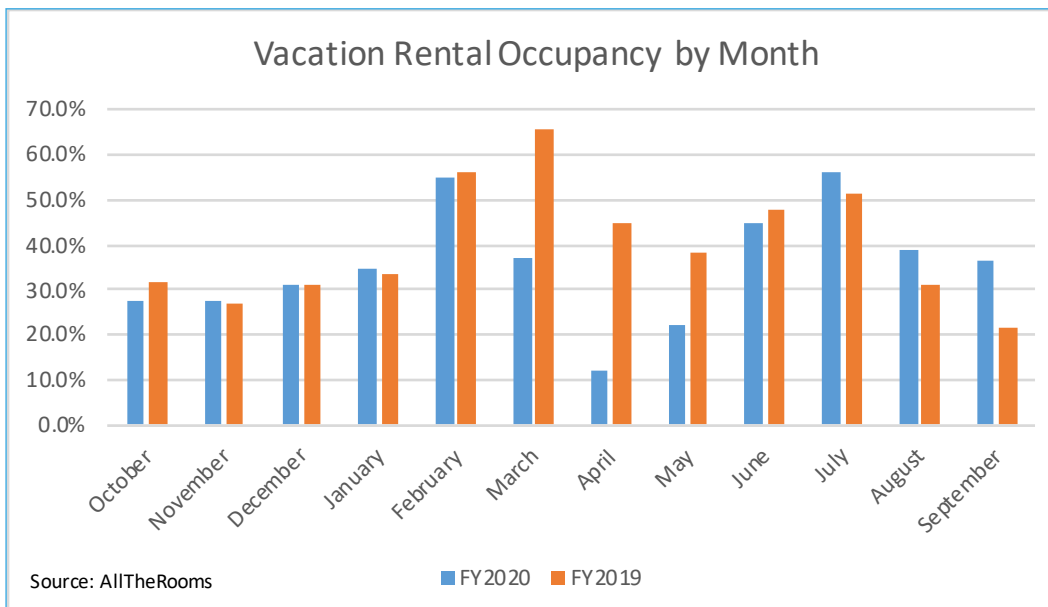
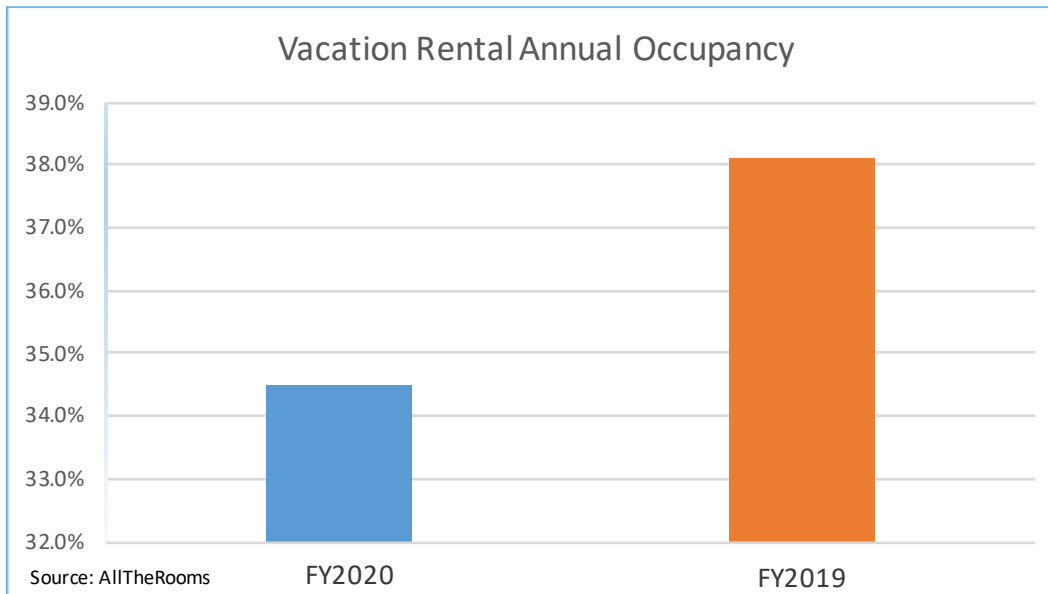
AllTheRooms Analytics

AllTheRooms Analytics is an industry accepted aggregator of vacation rental statistics. It “scrapes” availability and booking data directly from the largest online vacation rental websites: Airbnb, HomeAway and Vrbo. So, while like the STR data, it is a sampling of vacation rental performance, its very large sampling and direct reporting of the largest online reservations websites provides strong confidence in the accuracy of the data.

In the last fiscal year, the supply of available vacation rental listing nights has grown at an astonishing rate: +19%. While that rate of growth, combined with a few down months due to COVID-19, has had a negative impact on Occupancy and Revenue Per Available Listings (RevRAL), Demand and Average Daily Rate (ADR) performed very well in FY2020. Visitors who were originally reluctant to use vacation rentals during the pandemic were moved to prefer them in the summer as they believed they could better control their potential exposure to COVID-19 and enjoy safe outdoor activities.

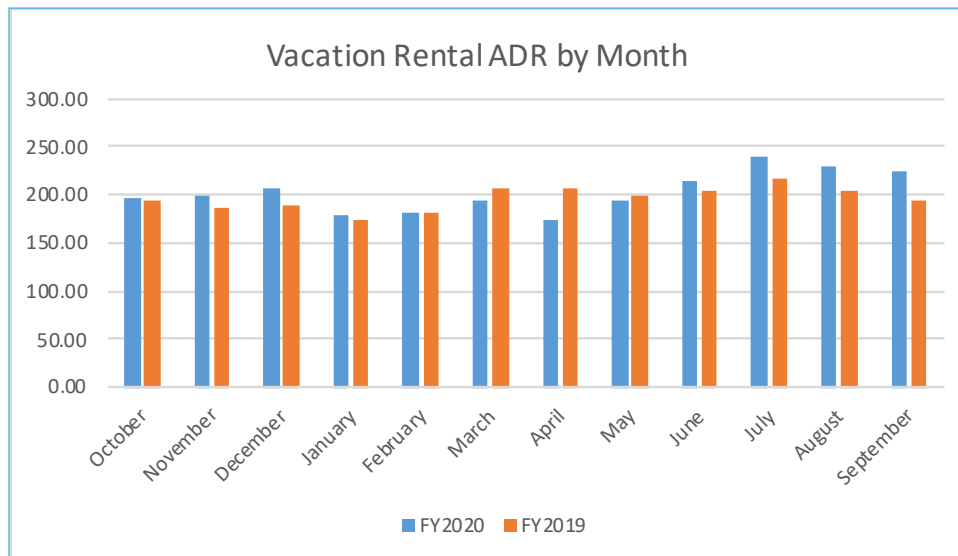
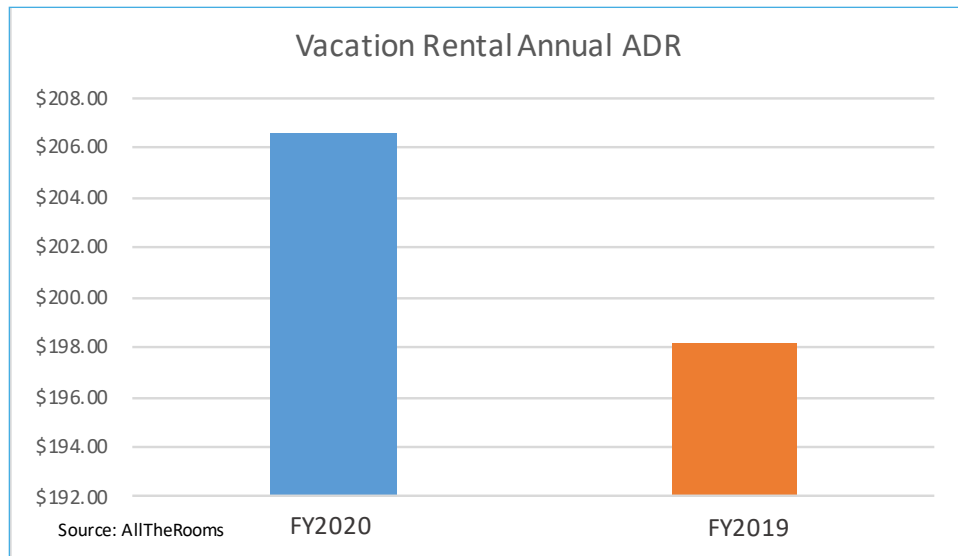
Occupancy

Occupancy for the fiscal year averaged 34.5%, a decline of 3.6 percentage points below FY2019. November through January showed consistent growth, but with the fast expanding supply of vacation rentals and COVID-19 lock down in mid-March, April had the worst decline, down 32.2 percentage points. Beginning in May, Occupancy began to improve and in July, August and September significantly out-performed 2019.



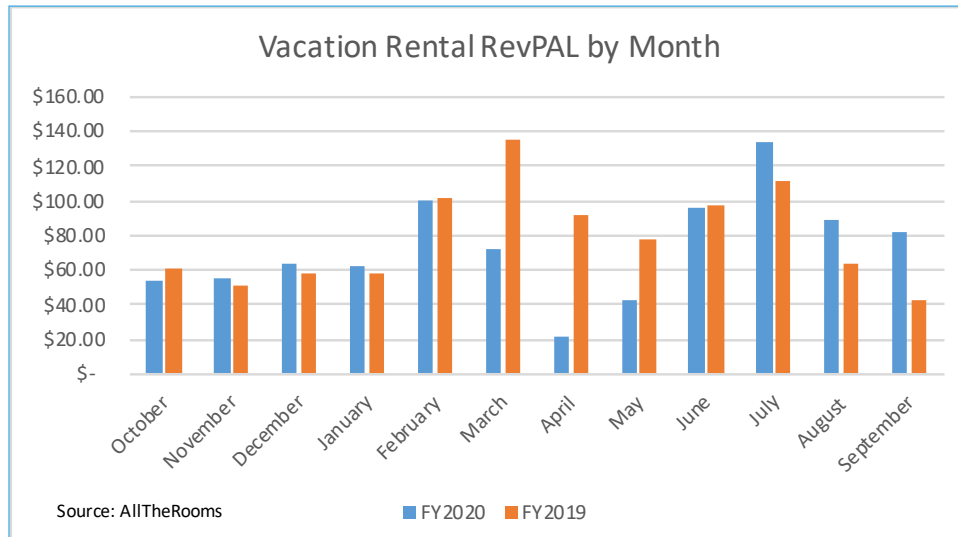
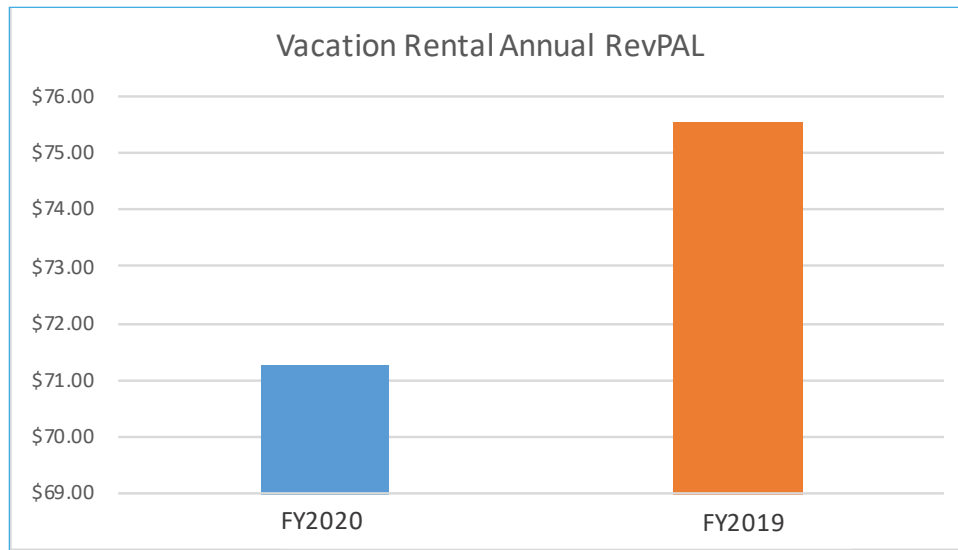
ADR

Unexpectedly, with the expansion of supply and COVID-19 lockdowns in March and April, Average Daily Rate for the year increased by 4.2% to \$206.56. In fact, ADR only declined in March, April and May, nearly all other months were up, the most significant was September, up 15.2%. As noted earlier, strong confidence in the safety of vacation rentals has helped their performance with leisure vacationers willing to travel during the pandemic.



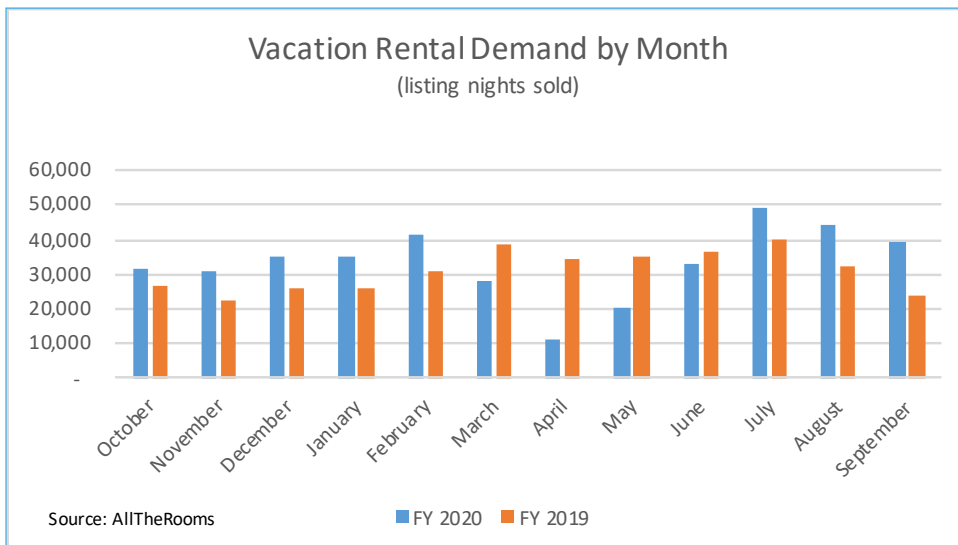
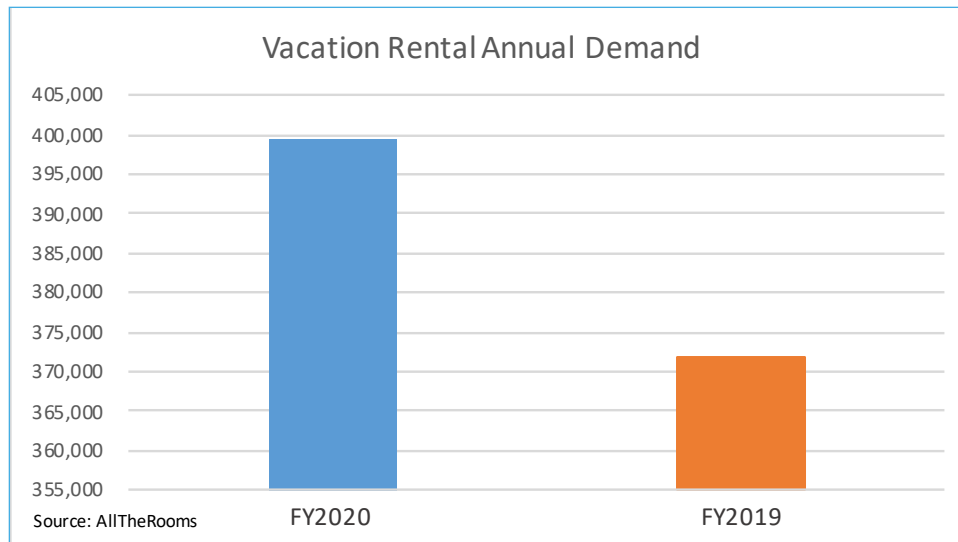
REVPAL

Like with Occupancy, average Revenue per Available Listing (RevPAL) for FY2020 declined reaching \$71.26, down 5.6% from FY2019. RevPAL suffered the most in March, April, and May, down 46.9%, 76.6% and 44.1%, respectively. Thereafter, it recovered strongly in July, August, and September by +20.5%, 39.7% and +91.4%, respectively.



DEMAND

Demand (available listing nights sold) rebounded after good growth in October through February, followed by big drops in the spring, ending up 7.4% for the year. March, April, and May showed the greatest declines, down -27.2%, -66.8% and -45.4%, respectively. Beginning in May, demand started to recover, significantly out-performing 2019 in July, August and September by +23.9%, +37.4% and +61.7%, respectively.





FY2020

ST. JOHNS COUNTY TOURISM DEVELOPMENT TAX COLLECTIONS

TDT COLLECTIONS

COVID-19 impacts on travel severely reduced TDT collections in FY2020. Due to the significant improvement in performance during the summer --especially among vacation rentals-- driven by the infusion of reserve funds from St. Johns County for marketing, declines in TDT collections were kept to just 20% below FY2019 (the previous record year). Like with the lodging metrics, the first five months of TDT collections were ahead of FY2019. Local Option Tourism Development Tax (bed tax) collections finished at \$9,626,661.

MONTH OF OCCUPANCY	GROSS REMITTED	COMPARED TO FY2019
October	\$763,335	-5.5%
November	\$845,030	12.8%
December	\$984,494	8.6%
January	\$922,932	9.3%
February	\$1,033,304	.8%
March	\$705,630	-51.8%
April	\$260,053	-78.6%
May	\$432,968	-59.1%
June	\$1,008,553	-19.7%
July	\$1,166,717	-14.3%
August	\$780,670	-5.1%
September	\$722,974	25.7%
TOTAL	\$9,626,661	-20.4%



FY2020

GOLF TOURISM ROI

GOLF TOURISM ROI

FY2020 investment in golf marketing programs included \$188,578 in Florida's First Coast of Golf (FFCG) programs. Aggregate direct spending by golfers on rooms, rounds and related food, beverage and retail generated an ROI of \$318.28 on every dollar spent.

The following is how ROI was calculated:

Hotel	\$7,880,066	59,213 nights@ \$133.08 ADR
Golf	\$12,475,761	227,743 Rounds @ \$54.78ea
Additional Spending	\$39,854,990	Golfers @ \$175/day x 5.8 Nights
Total Spending	\$60,210,817	
Total Value of Ad, PR, Promos	\$1,721,541	257,376,358 Impressions
VCB to Spending ROI	\$318.28: \$1.00	(\$188,578/\$60,210,817)

Media value of the FFCG advertising, PR and promotions in which Florida's Historic Coast or its properties had a significant presence was \$1,721,541 (257 million impressions).

ROI/ECONOMIC IMPACT DATA SOURCES:

- › 2017 UNF Public Opinion Research Laboratory included more than 28 publicly accessible golf courses tourist play, stay in St. Johns County commercial lodging.
- › Total and Tourist Round Data: [Source - monthly rounds reported by NE FL golf courses](#)
- › Average cost per round: [Source – CY 2020 golf course average rates](#)
- › 2017 UNF Public Opinion Research Laboratory Concluded 52% of golf tourists stay in commercial lodging. 48% stay with friends/family and non-bed tax collecting accommodations.
- › 2020 ADR \$133.08: [Source – St. Johns County STR report](#)
- › Average length of stay of 5.8 nights: [Source - 2017 UNF Public Opinion Research Laboratory](#)
- › Daily consumer spending: [Source - VISIT FLORIDA 2019 Golf Visitor Profile](#)



FY2020

ST. JOHNS COUNTY VISITOR AND CONVENTION BUREAU OPERATING BUDGET

OPERATING BUDGET

FY2020 Budget Summary

The FY2020 Marketing Plan was built on a budget of \$5,286,000 excluding indirect fees from St. Johns County, about 5% more than the FY2019 budget. With the outbreak of COVID-19 and the resulting impacts on travel and TDT collections, the County reduced the budget to the \$3,286,000 already distributed through March. With advocacy from across the community, the Board of County Commissioners, recognizing the importance of tourism to the local economy, allocated \$2,000,000 from reserves to fund tourism marketing through the fiscal year. That returned the budget to the original figure for the year. Subsequently, and as a result of a surge in COVID-19 cases in July, plus the County's projection of just \$3.9 million for FY2021 funding, the VCB Board requested and received dispensation to carry over \$870,000 from FY2020 to FY2021. This was accomplished by the VCB team and its vendors strategically reducing the planned spend to save \$870,000 in FY2020. (\$826,338 in savings plus \$43,662 in Co-op and Travel Planner ad sales revenue.) Final spending to entice visitors to Florida's Historic Coast in FY2020 was \$4,459,662. The actual spending breakdown by category reflected minor adjustments in priorities through the year, but the relative allocations were largely maintained from the original plan.

- › Promotional activities spending remained at 75% of the budget though the total was reduced by 15.9%. The relative allocation to advertising was increased by 5.7 percentage points.
- › Overhead spending was reduced by 14.7% and remained 25% of the total budget

FY2020 KEY PERFORMANCE MEASURES:

- › Total expenditures for FY2020 Destination Marketing was 15.6% less than planned/ budgeted in order to carry over funding to offset anticipated COVID-19 related declines in FY2021 TDT collections.
- › Percent spending by category tracked marketing plan allocations, with a 5.7 point increase in the percent allocation for advertising. The relative allocation for overhead remained at 25% even with the 15.6% reduction in overall spend.
- › Total co-op goal of maintaining FY2019 spend was not achieved due to the budget driven pause in advertising and stakeholders' budgets. Stakeholder spend on VCB co-ops totaled \$19,340, 57% less than the \$42,250 last year. Their spend represented 31% of the total VCB co-op program of \$62,338. In-kind contributions from stakeholders for VCB programs were down 15% to \$187,658 for the same reasons.



FY2019 SPENDING ALLOCATION	ACTUAL	% OF TOTAL	BUDGETED	% OF TOTAL	REMAINING
Advertising ¹	\$2,811,755	63%	\$3,029,790	57.3%	(\$218,035)
Meetings @ Travel Industry ²	\$162,853	3.7%	\$190,000	3.6%	\$27,147
Promotional Seed Funds ³	\$72,687	1.6%	\$100,000	1.9%	\$27,313
Web Development @ ECRM ⁴	\$93,936	2.1%	\$118,000	2.2%	\$24,264
Public Relations ⁵	\$140,822	3.2%	\$243,000	4.6%	\$102,178
Sales ⁶	\$118,596	2.7%	\$241,250	4.6%	\$122,654
Fulfillment @ Distribution ⁷	\$44,460	1.0%	\$164,500	3.1%	\$120,040
Research/Pro fees ⁸	\$47,707	1.1%	\$65,000	1.2%	\$17,293
Total Marketing Related Spend	\$3,329,963	74.7%	\$3,961,540	74.9%	\$631,577
Remaining Overhead	\$1,129,699	25.3%	\$1,324,460	25.1%	\$194,761
Grand Total	\$4,459,662	100%	\$5,286,000	100%	\$826,338

¹Included in GL 549001

²This figure is included in Advertising above

³Included in GL 549001

⁴Included in GL 549001

⁵Includes all of Public Relations Services GL 5490011, portions of In-House PR GL549004, Trade Shows GL 5490010 and Travel GL 549007

⁶Includes all of GL 5490009, portions of In-House PR GL 549004, Trade Shows GL 590010, Travel GL 549007

⁷Includes inquiry Services GL 549005, Brochure Dist GL 549002, Postage GL 549006

⁸Includes Professional Fees GL 549008



FY2020

IN-KIND CONTRIBUTIONS REPORT

IN-KIND CONTRIBUTIONS

In-kind contributions are received directly from stakeholders throughout the year and are instrumental to the VCB's success. The majority of these services/items are offered as a donation and/or at a substantial discount. The numbers below reflect these generous amounts for the past two years.

ACTUAL VCB PARTNER IN-KIND CONTRIBUTIONS

	FY2019	FY2020	
TOTAL	\$187,658	\$134,049	28.6% Decrease

Each VCB department manages annual private sector support for their marketing programs targeting the media or sales prospects. The many variations of these in-kind contributions include, but are not limited to: accommodation stays, meeting or venue space, F&B/meals, transportation, AV equipment, reenactors, speakers, promotional Giveaways, private tours, attraction entrance, activities, volunteer hours, welcome bag premiums and miscellaneous services.

VCB Marketing Initiatives Receiving In-Kind Support

- › Florida's Birding & Photo Fest (cancelled due to COVID-19)
- › Sales Familiarization Tours
- › Media Familiarization Tours
- › Destination Familiarization Tours
- › iDSS Stakeholder Orientations
- › Media Promotions
- › Co-op Advertising Presentation
- › State of the Tourism Industry Event
- › VCB Annual Meeting

Communication Support includes the hosting of visiting press, which increases destination awareness and media coverage, and showcases the variety of accommodations and amenities.

› **FY2020 Highlight:** Hosted 79 journalists, social influencers and broadcasters, including writers specializing in food, luxury, golf, meetings and family travel.

Media Promotions refers to contests and sweepstakes with radio and TV stations that spotlight Florida's Historic Coast (FHC) vacation product, yielding significant incremental media exposure for the destination through engaging media audiences.

› **FY2020 Highlight:** Delivered 49 media promotions vs. 71 in FY2019, primarily with radio and TV leveraged paid media buys featuring our destination and special events.

Sales Initiatives embrace using in-kind contributions from a variety of outlets in order to reach, educate and welcome group business to FHC. The mission is to touch a multitude of markets in order to solicit new business while retaining repeat business. Current growth within the destination highlights new restaurants, unique venues and lodging accommodations to help entice group meeting planners.

› **FY2020 Highlight:** Sales accumulated a combination of 39 familiarization tours and destination site visits which came out to 85 prospects. This includes meeting planners, tour operators, travel agents, group leaders and brides to promote Florida's Historic Coast.

St. Augustine Attractions Association (SAAA) VIP Passes offered only to qualified individuals that are media and sales related clients. The pass allows complimentary access to over 26 of St. Johns County's top attractions. Each pass is good for up to five people. The SAAA established value for each pass ranges from \$340 per person to a maximum of \$680, depending on the number of guests using the pass.

FY2020 PARTNER IN-KIND CONTRIBUTION VALUES

QUARTER 1 (OCTOBER - DECEMBER 2019)

Total # of Partners that contributed = 31

Total # of Non-Partners that contributed = 1

Total Amount of In-Kind Partner Contribution Value = \$122,108

Total Amount of Retail Value = \$123,122

Average Amount per Partner = $(\$122,108/31) = \$3,939$

YTD Comparison Partner Contribution Value: FY2019 = \$37,667 vs. FY2020 = \$122,108

QUARTER 2 (JANUARY - MARCH 2020)

Total # of Partners that contributed = 9

Total # of Non-Partners that contributed = n/a

Total Amount of In-Kind Partner Contribution Value = \$3,279

Total Amount of Retail Value = \$3,279

Average Amount per Partner = $(\$3,279/9) = \364

YTD Comparison Partner Contribution Value: FY2019 = \$24,147 vs. FY2020 = \$3,279

QUARTER 3 (APRIL - JUNE 2020)

Total # of Partners that contributed = 20

Total # of Non-Partners that contributed = n/a

Total Amount of In-Kind Partner Contribution Value = \$7,374

Total Amount of Retail Value = \$7,374

Average Amount per Partner = $(\$7,374/20) = \369

YTD Comparison Partner Contribution Value: FY2019 = \$59,122 vs. FY2020 = \$7,374

QUARTER 4 (JULY - SEPTEMBER 2020)

Total # of Partners that contributed = 6

Total # of Non-Partners that contributed = n/a

Total Amount of In-Kind Partner Contribution Value = \$1,288

Total Amount of Retail Value = \$1,288

Average Amount per Partner = $(\$1,288/6) = \215

YTD Comparison Partner Contribution Value: FY2019 = \$53,452 vs. FY2020 = \$1,288



FY2020

BRAND RESEARCH

BRAND RESEARCH

QUANTITATIVE RESEARCH FOR NEW CAMPAIGN

Research conducted in FY2019 reinforced that “Florida’s Historic Coast” was well regarded and identifiable, and suggested that a new approach of favorably connecting the internationally cultural, upscale yet approachable qualities of the destination with its accessibility would successfully expand the audience of travelers. This, combined with the desire to change perceptions of the destination from a “history only/just need to visit once” place to more of a culturally rich but very accessible place, became an integral part of the new campaign messaging.

Likewise, despite apparent demographic differences between generational cohorts, today’s Purpose Pursuers who are more likely to travel and spend more when doing so possess certain universal ambitions: they want to be culturally enriched as well as entertained by travel. Those Purpose Pursuers surveyed in the research embraced the new campaign that was launched in early FY2020.

Then came the COVID-19 lockdown requiring modification of the new campaign to correspond to the motivations of Americans still willing to consider travel. Secondary research was exploited to determine the best media to reach and the best messaging to inspire those prospects.

LODGING AND SECONDARY RESEARCH RESOURCES

In 2020 in response to the COVID-19 outbreak, the VCB began monitoring Destination Analysts’ weekly Traveler Sentiment survey to follow the rapidly evolving interests and motivations of prospective travelers. It was insights from this and other industry sources that informed the development of COVID Recovery messaging that was deployed in June.

The VCB continued to tap Smith Travel Research as the primary resource for monitoring traditional lodging performance across Florida’s Historic Coast. In 2019 AllTheRooms, a direct monitor of Airbnb and HomeAway/Vrbo rentals in St. Johns County, was added to lodging metrics monitored and shared with stakeholders and the Tourism Development Council (TDC). Performance reporting on the important Bed & Breakfast lodging category was also initiated in late FY2019. The VCB also used robust secondary travel industry resources such as Destination Analysts’ State of the American Traveler that looked at traveler behavior from the previous 12 months and potential trends in the coming year. These important tools kept the VCB and its marketing team abreast of changes affecting the broader tourism category as well as traveler behaviors specific to St. Augustine | Ponte Vedra.

ONLINE DEMAND MONITORED BY NSIGHT™ TRAVEL INTELLIGENCE

In its sixth year of use, nSight delivers reports to the VCB reflecting 30-day and 60-day search volume and online booking conversions for future travel dates as well as highlighting online search volume and bookings by month. These reports are helpful in tracking true response – in this case search activity and hotel bookings – generated by the advertising, PR and promotional efforts. While the VCB is unable to link traditional programs directly to performance, the team can compare demand generated by marketing within certain periods and contrast that demand on a year-over-year basis. COVID-19's impacts on travel behavior certainly affected the volume of search and bookings, but revealed generally better performance than most comp set destinations.

ARRIVALIST DIGITAL CONVERSION METRICS

Due to significant budget constraints, Arrivalist was cut from the budget. Beginning in FY2021, the VCB will be using a performance monitoring dashboard provided by PETERMAYER Advertising.

VisaVue® DOMESTIC VISITOR SOURCE AND SPEND DATA

Instituted in 2016, the VCB continues to leverage VisaVue data to understand markets of origination and spending from those markets based on Visa cardholders who visited and used their cards while in St. Johns County. The data is used to corroborate visitor profile information and provide a much more granular picture of where visitors are coming from and their spending behaviors once in the market.



FY2020

ADVERTISING & MARKETING REPORT

ADVERTISING & MARKETING

MISSION STATEMENT

To brand and market the destination globally as a premier leisure, convention, and incentive destination. To communicate the area's assets and inherent benefits to consumers, meeting planners, the travel trade, media, local community, and constituents and facilitate the opportunity for stakeholders to promote their individual businesses within that framework.

FLORIDA'S HISTORIC COAST

The St. Johns County Tourist Development Council conducted a brand perception study to better understand how the Florida's Historic Coast brand was perceived across the marketplace and relative to its competitors. Findings pointed to a robust brand that significantly outperformed H2R normative measures and was on par with – and occasionally beat – those scores posted by its two closest competitors in the historical and beach spaces.

The brand perception study uncovered opportunities, especially regarding barriers to visiting and revisiting the destination. For non-visitors, true barriers included a lack of interest in historic attractions, not offering enough to keep the kids entertained and being perceived as too expensive. Lapsed visitors indicated that a feeling of having “seen it all” and with a list of other places preferred to visit. The study also showed that the destination may be differentiating itself in a way to reach full potential, particularly as it relates to newer Millennial audiences.

To address these brand challenges and opportunities, PETERMAYER worked with the VCB to develop a new creative campaign that launched in FY2020.

Creatively, the campaign platform needed to deliver on the core brand pillars that set Florida's Historic Coast apart: a rich tapestry of heritage, uniqueness and charm, and a vibrant blend of cultures and stories from over 450 years of existence. The goal was to bring to life the feeling that a visit to St. Augustine | Ponte Vedra gives to travelers. The proposition is that it's a feeling that travelers have been transported to a charming, faraway land that fulfills all the requirements of a trip abroad (historic landmarks, pristine beaches, extraordinary cuisine) without the stress, chaos or cost associated with leaving the country.

This ownable brand truth led to the discovery of the big idea: Traveling INTRANationally. INTRANational travel is a totally new way to travel, and only available in St. Augustine | Ponte Vedra. To bring the idea to life, PETERMAYER defined this new concept of travel: INTRANational (adj.) - possessing international qualities while being of domestic origin. A worldly, sophisticated, and charismatic character credibly delivered the brand message. This approach, married with a striking visual style and playful tone, created memorability and brand recognition among the “sea of sameness” competitive set.

In March 2020, the team had to reevaluate messaging to adapt to the situation surrounding COVID-19. In this new environment, “ready to go” travelers were looking for experiences that would allow them to feel relaxed and rejuvenated above all else. A visit to St. Augustine|Ponte Vedra would reinvigorate their spirit with a blend of relaxing, comforting, and vibrant experiences. First, and foremost, visitors wanted to feel safe and reassured while visiting the destination. Additionally, it was important to visitors to feel relaxed, rejuvenated, and reinvigorated.

Due to this new research, the team developed a new section of the current campaign entitled “Your Getaway Isn’t Faraway.” The “Your Getaway Isn’t Faraway” campaign encouraged visitors within drive distance to Florida’s Historic Coast to embrace the new trend of road-tripping and relax safely after the COVID restrictions were lifted throughout the state of Florida.

FY2020 MEDIA OBJECTIVES

- › Build and maintain awareness of the destination
- › Promote audience engagement and consideration
- › Motivate consumers to act and visit the destination
- › Continue to grow new visitation to FloridasHistoricCoast.com and other destination-owned websites
- › Drive organic search from key source markets
- › Optimize digital placements based on desired consumer activity: lodging page visits, time on site, site downloads, etc.
- › Provide high quality and high value opportunities for co-op stakeholders
- › Improve engagement and conversion from social channels
- › Incorporate a no-charge added-value program to complement and extend paid efforts

PRIMARY TARGET MARKETS

- › Atlanta
- › Gainesville
- › Jacksonville
- › Miami-Fort Lauderdale
- › Orlando-Daytona Beach
- › Tampa-St. Petersburg

DIGITAL MEDIA PERFORMANCE

In FY2020, the media plan continued to emphasize measurable digital media channels to maximize awareness, effectiveness, efficiency, and drive qualified, potential visitors to the website. Consisting of standard display, video and some native creative units, the digital mix also entailed paid search and paid social initiatives. Using a blend of programmatic networks and travel-centric websites, targeting strategies employed throughout the year included demographic, psychographic, behavioral, contextual, competitive conquering, and re-targeting. Among the outlets used were:

- › Quantcast
- › Sojern
- › Tripadvisor
- › Viant

A cross-device strategy was created to reach consumers across different devices. Originally planned as a combination of “always-on” activity with “heavy-ups” to support key seasons, the plan was interrupted by COVID-19 from mid-March through late June.

Campaign success was gauged based on how well various digital networks and sites drove audiences to FloridasHistoricCoast.com. Site engagements (and the corresponding engagement rate) was the key metric (i.e., page visits, time spent on the site, site actions such as downloads, requests, etc.).

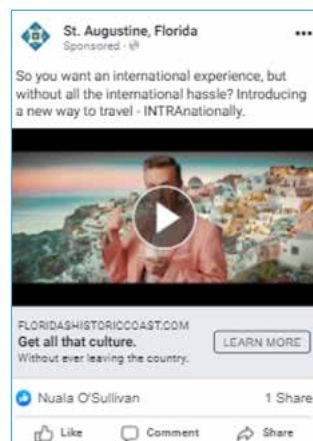
- › The FY2020 digital plan including audio and video streaming components delivered 40,280,358 impressions and 83,891 site engagements.

SEARCH ENGINE MARKETING

- › Search was comprised of a combination of both Google and Bing placements utilizing text ads
- › The search program was device agnostic utilizing desktop, tablets and mobile
- › In addition to the key target markets, search also targeted some additional markets of opportunity throughout the U.S. based on historical traffic origination and performance to expand the concentrated southeast U.S. geographic footprint
- › Targeting strategies included previously top-performing keywords, terms associated with the destination's attributes, and event/things to do tie-ins
- › Like display, the search campaign ceased from mid-March through late June
- › The FY2020 search plan delivered 2,609,905 impressions and 196,696 site engagements

PAID SOCIAL

- › Facebook and Instagram were incorporated into the plan
- › Segmentation entailed both the older and younger spectrum of the overall Purpose Pursuer target audience as well as niche opportunities such as cultural and experiential travelers, outdoor enthusiasts, foodies, beach goers, etc. During the re-entry campaign following the COVID-19 multi-month pause, road-trippers, day-trippers and “staycationers” were also addressed
- › Originally planned to support key seasons and events throughout the year, paid social ultimately ran during Nights of Light/Romance and in July-September re-entry campaign
- › The FY 2020 search plan delivered 13,672,369 impressions and 41,395 site engagements



VIDEO

Considering changing viewing habits and to reach younger audiences who consume video content in different ways, the FY2020 video plan included both traditional television and streaming options such as OTT, Smart TV's, and other connected devices.

- › A mix of :30 and :15 creative units were used
- › Television and streaming scheduling patterns complemented one another resulting in more active weeks to connect with and influence potential travelers
- › Because of COVID-19, video advertising was limited to the Nights of Light/Romance and July-September re-entry time frames
- › Markets covered included Orlando-Daytona Beach and Tampa-St. Petersburg for Nights of Lights/Romance plus Gainesville, Jacksonville, and West Palm Beach for post COVID-19 re-entry
- › Paid efforts were supplemented by an added-value campaign featuring bonus commercials to expand overall audience reach and frequency

RADIO

For the same reasons as video, the audio portion of the FY2020 media plan was expanded to include a streaming platform, specifically Pandora, as a complement and enhancement to over-the-air radio.

- › Buys entailed :30 commercials
- › Like video, radio and streaming scheduling patterns complemented one another to achieve more on-air weeks and more potential trip planning phase connections
- › The older and younger audience segments of the Purpose Pursuer target were addressed via specific music choices
- › Preferred genres and formats included Adult Contemporary, Classic Hits, Contemporary, Country, and News/Talk
- › Markets covered included Jacksonville, Orlando-Daytona Beach and Tampa-St. Petersburg for Nights of Lights/Romance plus Gainesville and West Palm Beach for post COVID-19 re-entry
- › Paid efforts were supplemented by an added-value campaign featuring bonus commercials in addition to promotions and on-air giveaways that resulted in additional exposure and impact

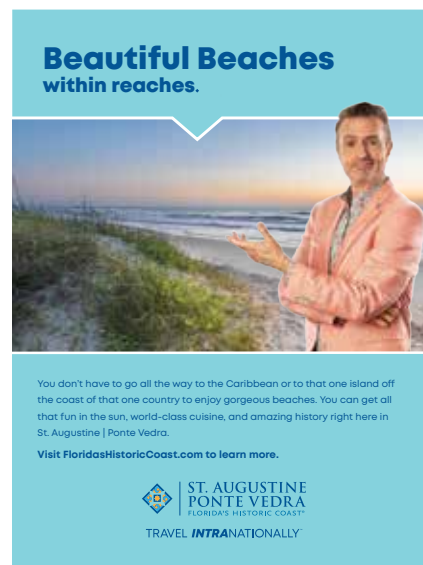
PRINT

The print portion of the FY2020 plan featured a mix of city publications, regional editions of national magazines, and select special interest titles.

- › The plan was primarily comprised of full-Page, 4-color ads with some limited half-page placements
- › Ads were often placed in high impact, far-forward positions within relevant editorial content (i.e., travel, Florida features, etc.)
- › VISIT FLORIDA co-op offerings and other discounted rate programs were taken advantage of to maximize the budget and improve overall cost efficiency
- › The diverse list of titles purchased reflected the diverse target audiences and attractions and amenities offered by the destination. Segments/markets reached included Bridal, Cultural Travelers, Golfers, History Buffs, International Travelers, and Retirees
- › Paid advertisements were often accompanied by added-value advertorials
- › Co-op buy-in opportunities were provided in most of the books

Some of magazines included in the FY2020 plan were:

- | | |
|---------------------------|---|
| › Atlanta Magazine | › Bridal Guide |
| › Dreamscapes | › Jacksonville magazine |
| › Orlando magazine | › Smithsonian |
| › Travel Guide to Florida | › Undiscovered Florida |
| › The Villagers magazine | › VISIT FLORIDA Official Vacation Guide |



OUT OF HOME

- › The FY2020 plan maintained a printed static bulletin board presence along the I-95 corridor from Daytona Beach to South Georgia to target northbound and southbound motorists with brand-building messaging as they approached St. Augustine | Ponte Vedra.



B2B: MEETINGS/TRAVEL TRADE/GROUP SALES

Meetings

A portion of the FY2020 B2B plan focused on corporate meeting and event planners, association and SMERF planners, and executive influencers:

- › Geography was primarily national with “heavy-ups” in Florida and the southeastern U.S.
- › A combination of full-page and half-page 4-color ads were purchased in high profile positions
- › Florida or Southeastern content was emphasized
- › Insertions in national trade publications included Connect books, FSAE and GSAE publications, Meetings Today, Meetings and Conventions, Smart Meetings and, Successful Meetings
- › Print packages often also included accompanying advertorials and editorial support as well as various digital components
- › Meeting planners were also targeted with custom emails via eTarget and eProDirect

Leisure Groups and Travel Trade

Focused on tour and receptive operators, home-based agents and student groups

- › Targeted national trade publications within Florida-related editorial and other appropriate content were bought with a variety of added-value tie-ins
- › Print presence included Recommend and Travel Weekly
- › Renewed Travel Agent Academy program to generate leads and educate influencers
- › Utilized custom emails to target travel agents through eTarget

**From ballparks to beaches,
make your next sports event unforgettable.**



When it comes to sporting events, St. Augustine | Ponte Vedra is a guaranteed win. With state-of-the-art sports facilities, world-class accommodations, and fun-filled attractions around every corner, your athletes will not only enjoy some friendly competition, but also a lifetime of unforgettable memories.

Visit FHCsports.com or call 800.418.7529 ext. 2009 to learn more.



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

**From conferences to culture,
let's plan your unforgettable event.**



St. Augustine | Ponte Vedra is a premier destination for mid-size groups and intimate business events. We strive to make sure your gatherings are the best they can be by working with you every step of the way. With 42 miles of beautiful beaches, unrivaled historical sights, extensive open spaces, and world-class cuisine, let us help make your next affair an unforgettable event.

For Conference Sales visit MyFloridaMeetings.com, or call William McBroom at 800.418.7529 ext. 2012.



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®



FY2020

VCB STAKEHOLDER CO-OPERATIVE OPPORTUNITIES REPORT

VCB STAKEHOLDER CO-OPERATIVE OPPORTUNITIES

OVERVIEW

To enhance Florida's Historic Coast's advertising and provide stakeholders with opportunities to expand their own advertising efforts, the VCB provided a wide array of marketing options. This program has proved to be an affordable and cost-effective way for stakeholders to showcase accommodations, attractions, retail, and dining options throughout the destination.

In the FY2020 pre-COVID-19 plan, the VCB offered 27 opportunities (-7% from FY2019) with 11 media vendors. Out of the 131 slots available, 93 were filled by VCB stakeholders, resulting in a 71% fulfillment rate. Those 27 opportunities (16 print; 11 online) were leveraged by 19 stakeholders (-27% from FY2019). Of the 27 opportunities, 16 did not run due to a pause in paid advertising during COVID-19, or a 59% reduction. Adjusted for the COVID-19 reductions, there were 11 opportunities that ran (nine print, two online) leveraged by 14 stakeholders which filled 93% of the 56 available slots. This strong fulfillment rate shows that key stakeholders took advantage of multiple co-op placements, even during a difficult year. Stakeholder spend on co-op decreased from \$42,250 to \$19,340 in FY2020, representing a 57% decline.

FY2020 KEY PERFORMANCE MEASURES

- › The number of available spots decreased from 155 in FY2019 to 131 in FY2020, down 15%. (COVID-adjusted spots decreased by 64% to 56 in FY 2020)
- › The final co-op media spend included \$62,338, 69% of which was funded by the VCB
- › Half of the original vendor opportunities were fully subscribed prior to the COVID adjustments. They were: Atlanta Magazine, Orlando Magazine Weddings, 2020 Travel Guide to Florida, Villages Magazine, Canadian Traveller, Dreamscapes Canada, Facebook, Tripadvisor and Undiscovered Florida insert in Smithsonian
- › Facebook and Instagram opportunities decreased in FY2020 from seven to six
- › In-kind contributions received directly from partners reached \$134,049, a decrease of 28.6% from the previous year.



FY2020

E-CRM REPORT

E-CRM

OVERVIEW

At the outset of FY2020, the VCB and Tempest worked together to build engagement through the email marketing program. As the effects of COVID-19 impacted the tourism industry in early 2020, the team quickly pivoted to leverage this critical channel to maintain engagement with the audience. This transition included additional email deployments designed to amplify messaging focused on the robust outdoor, socially distant activities offered throughout Florida's Historic Coast.

FY2020 GOALS & KEY PERFORMANCE MEASUREMENTS

› Increase email open rate to 7%

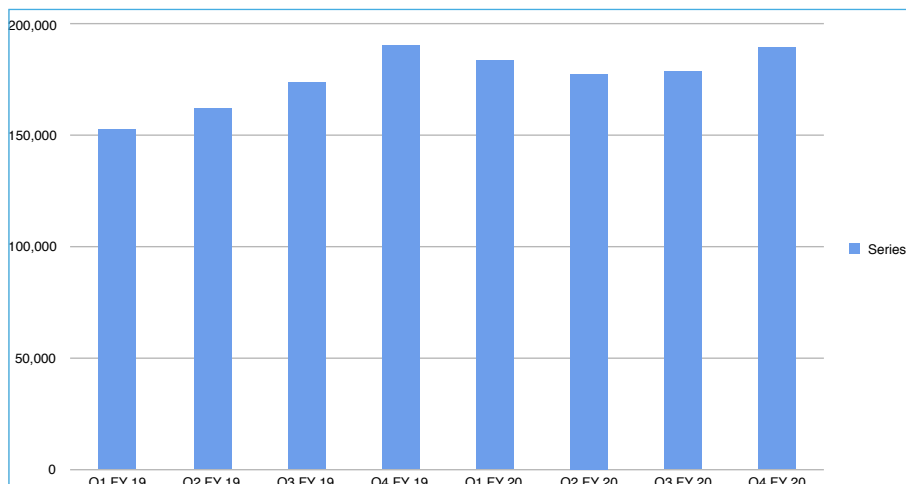
Achieved 17% open rate for active subscribers, and 5% for general subscribers. List segmentation strategies revealed very active engagement among active subscribers requesting to receive email messages via website signup, while engagement from subscribers sourced through other marketing activities remained consistent year-over-year

› Maintain strong average click-through-rate on opens of 25%

Click-through-rate on opens was at a remarkable 67%. Improving list quality through regular pruning and capturing new subscribers, combined with targeted messaging during the COVID-19 shutdowns and summer, increased engagement

› Increase subscribers by 10%

Compared to the FY2019 total of 190,437 subscribers, FY2020 remained steady in signups. While a 10% increase in subscribers was not achieved, list cleansing and the additions of new subscribers resulted in 189,437 total subscribers at the end of FY2020

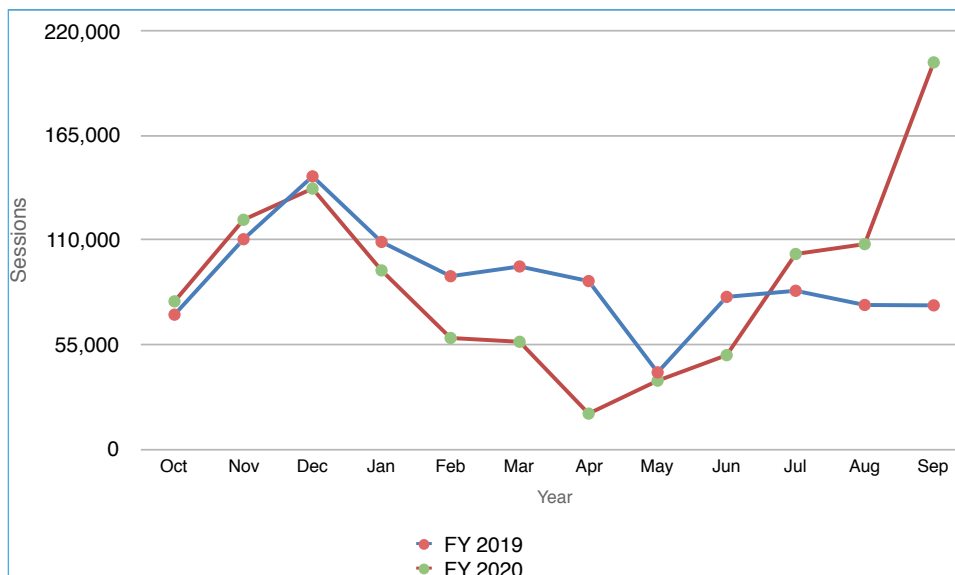


WEB DEVELOPMENT

OVERVIEW

During FY2020, the VCB and Tempest identified content development and optimization opportunities to boost visibility and increase engagement with online visitors. As COVID-19 shutdowns shattered the travel industry, the team optimized content and tested conversion rate optimization strategies to drive recovery efforts through highlighting local businesses in compelling ways with high-value content throughout the website.

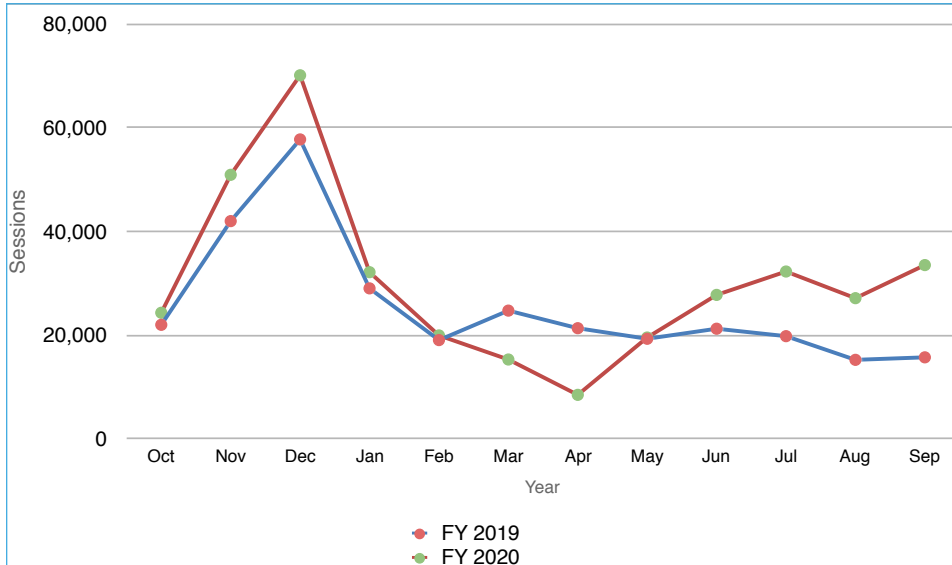
Total visits captured by the website decreased three percent compared to FY2019, as a steep contraction during COVID-19 shutdowns was followed by a strong recovery, fueled by organic and proactive marketing efforts to rebuild the tourism industry on Florida's Historic Coast.



FY2020 GOALS & KEY PERFORMANCE MEASUREMENTS

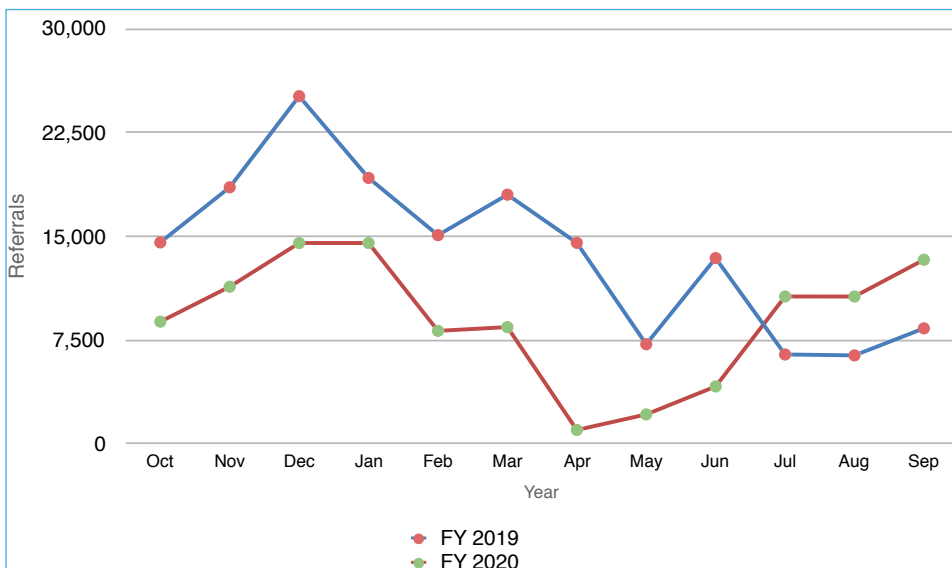
› Increase sessions from organic search by 25%

Visits captured by organic search increased 18%, with SEO improvements yielding significant impacts during the COVID-19 recovery



› **Increase links to stakeholder websites by 20%**

Links to stakeholder websites were down 39% year-over-year. Significantly impacted by the coronavirus shutdowns, the website saw minimal click activity on destination listings as travel came to a halt in the spring of 2020. However, targeted re-entry marketing efforts to fuel recovery and drive visitation to local stakeholder websites saw year-over-year growth from June through September FY2020



› **Increase percentage of visitors achieving 50% scroll depth to 40%**

55% of visitors during FY2020 had a scroll depth of 50% of higher



FY2020

COMMUNICATIONS & PUBLIC RELATIONS REPORT

COMMUNICATIONS & PUBLIC RELATIONS

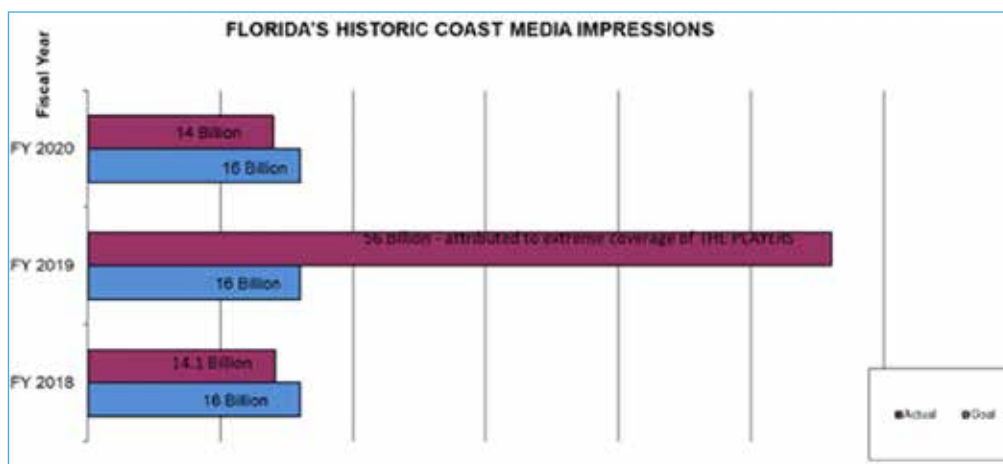
OVERVIEW

The mission of the VCB's communications department is to effectively manage the public relations efforts to enhance the value of the brand and successfully attract overnight visitors to Florida's Historic Coast. The primary FY2020 objectives focused on increasing awareness of the destination through media coverage, expanding the reach and engagement of VCB social media channels, and inspiring heritage travel by Hispanic visitors through increased destination awareness with the Hispanic market.

FY2020 GOALS & KEY PERFORMANCE MEASUREMENTS

› Generate 16 billion media impressions

- › Total impressions reached 14 billion, down 12% from goal. The primary factors affecting FY2020 coverage were overall reduction in news coverage (The PLAYERS) from March through September, partially offset by a 25% year-over-year increase in VCB generated media coverage



› Co-host a minimum of four media familiarization (“fam”) tours initiated by partners, plus two VCB hosted media fam tours

- › The VCB co-hosted three media fam tours, plus two VCB hosted fam tours, comprised of 79 journalists and influencers

› Update online press room and press kit with more photos and video assets

- › Updates to the online press room and press kit continued throughout FY2020

› **Participate in six media missions and conferences to build relationships with domestic and international press**

› The VCB participated in two in-person media conferences (IMM and STS) and two virtual conferences (SATW National & NATJA). Several conferences were postponed to FY2021

› **Create a minimum of 24 new videos for use across all social media channels.**

› 43 videos were created and/or shared, a 79% increase over goal

› **Increase Facebook followers to 506,500, with an average 5% engagement rate**

› The VCB's Facebook followers increased to 514,212, 1.5% above goal. The VCB Facebook page's engagement rate was consistently strong, averaging 7.39%, or 47.8% over goal

› **Grow the number of Twitter followers to 12,546**

› Twitter followers increased to 13,521, 7.7% above goal

› Instagram followers increased to 33,878, 21% above goal, with an average of 13.3 Instagram stories per month, 166.6% ahead of goal

› **Increase YouTube lifetime views to 305,027**

› YouTube lifetime views increased to 353,000, or 15.7% over goal

› **Develop promotional programs with four social media influencers, including those that specialize in culinary, LGBT, and ecotourism, including fishing and other water related activities.**

› A total of 16 promotional programs were developed, exceeding goal by 300%

› **Host three professional development workshops on social media for local industry partners**

› One in-person social media workshop was cancelled; three webinars were held

› **Host a minimum of six sweepstakes promotions on social media channels.**

› Five sweepstakes were hosted, just short of goal at 83.3%

› **Generate 260 LinkedIn followers**

› A total of 603 followers were generated, 132% above goal

› **Create new photo, video, and digital assets in a bi-lingual format**

- › Eight new videos in Spanish were created on Hispanic Heritage, Romance and Family

› **Increase Hispanic media impressions to 100 million impressions**

- › Hispanic media impressions were 116,406,202, 16.4% over goal

› **Partner with two social media influencers for paid and sponsored promotions**

- › The VCB partnered with one Hispanic social media influencer for paid and sponsored promotion

› **Enhance Viaja San Agustin's organic content on Facebook and Instagram with paid advertising**

- › Viaja San Agustin's organic content on Facebook and Instagram was enhanced with paid advertising

› **Increase followers to 10,000 on the Spanish language Facebook**

- › Followers on Spanish language Facebook page increased to 17,627, or 76% above goal, with an average 6.6% engagement rate

› **Increase followers on Viaja San Agustin Instagram channel to 450**

- › Followers on Viaja San Agustin Instagram channel increased to 625, or 39% above goal



FY2020

PROMOTIONS & STRATEGIC ALLIANCES REPORT

PROMOTIONS & STRATEGIC ALLIANCES

OVERVIEW

In FY2020, the VCB developed and executed a mix of media promotions and consumer incentives in key markets with short-term calls to action to generate additional interest and visitation.

Media Promotions

Leverage paid media buys and the participation of VCB partners to create sweepstakes to showcase the allure and wealth of experiences available on Florida's Historic Coast. Promotions provide consumers with destination awareness, while also creating inspiration and excitement about visitation.

FY2020 GOALS & KEY PERFORMANCE MEASUREMENTS

- **Secure a minimum of \$900,000 media value (based on a minimum 15:1 ROI on budget)**
 - While the VCB was only able to achieve 84% of its goal, the expenditures of \$20,400 yielded promotional media value of \$756,780, or a 37:1 ROI against total budget
- **Develop at least four promotional campaigns that supplement and leverage advertising agency paid media, per broadcast buy.**
 - The VCB was only able to secure media leveraged promotions for the FY2020 Nights of Lights campaign flights (other media campaigns were postponed or canceled). However, the VCB was able to secure some unexpected promotions on radio stations looking for inspirational content and prize giveaways during COVID-19. Nineteen promotions were secured against the FY2020 Nights of Lights paid media campaign buy
- **Develop and participate in VISIT FLORIDA promotional opportunities. Minimum goal: one promotion per year; more if available.**
 - Two VISIT FLORIDA promotions were completed in New York and Houston
- **Develop and execute promotions that support Northeast Florida Regional Airport (NFRA) and its non-stop air service providers. Minimum goal: two annual promotions, per carrier, per origin market.**
 - There were no air service promotional opportunities available in FY2020 (carriers ceased NFRA flights)

› **Develop a themed promotion for Easy Season and for the 26th anniversary of Nights of Lights.**

› Themed promotions were developed for Nights of Lights; however, Easy Season promotions were not available due to cancellation and/or reduction of Easy Season paid advertising.

VCB Promotion and Strategic Alliances

To develop opportunities to secure in-market filming opportunities and corporate sponsorships which require marketing or production support in order to secure the project or to maximize inclusion of Florida's Historic Coast.

FY2020 GOALS & KEY PERFORMANCE MEASUREMENTS

› **Utilize the budget to provide marketing or production support to secure one or more valuable in-market TV and filming opportunities, in collaboration with the VCB Communications team.**

Secured the following TV and film opportunities which aired in FY2020:

Take it Outdoors with Misty Wells, with Fox Sports/Sun Sports Florida
Erik the Travel Guy, Beyond Your Backyard, PBS sponsorship
The Excursion with David Zelski, Fox Sports Southeast

› **Secure one or more new corporate sponsors for Florida's Birding & Photo Fest, as well as multiple sponsors for each new FY2020 innovation programs, without cost to the VCB.**

› The April 2020 Florida's Birding & Photo Fest was cancelled due to COVID.

Innovation Programs: Events

Assist in the development and launch for targeted events of interest to our key audience segments in order to generate significant room nights throughout May, due to the move of The PLAYERS Championship from May to March in 2019.

FY2020 GOALS & KEY PERFORMANCE MEASUREMENTS

› **Development of up to three different viable and sustainable events which will generate room nights for May 2020 and which will set the benchmark for future years.**

› The 2nd annual St. Augustine Craft Brewers Fest was canceled, and new events were not added in 2020 due to COVID-19

VCB Community Outreach

To provide tourism stakeholders, influencers and the public with reliable and relevant information about the status of SJC's tourism industry and share the positive influence and impact of tourism on the SJC local economy and its residents.

FY2020 GOALS & KEY PERFORMANCE MEASUREMENTS

- › **Produce a State of the Tourism Industry Celebration event attended by approximately 300 tourism and hospitality leaders, community influencers and public officials.**
 - › The FY2020 State of the Tourism Industry Celebration event scheduled for May 2020 was postponed to May 2021 due to COVID-19.
- › **Produce a summary presentation of the event to serve as speaker support for presentations to varied community groups throughout the year.**
 - › Produced and maintained a variety of updated summary presentations that served as speaker support (both in-person and virtual) for the VCB's President/CEO in his presentations to community groups throughout FY2020.



FY2020

SPECIAL EVENTS REPORT

SPECIAL EVENTS

OVERVIEW

FLORIDA'S BIRDING & PHOTO FEST: APRIL 2020 (cancelled)

Florida's Birding & Photo Fest is a birding and photography event featuring more than 110 seminars and field trips throughout St. Johns County. This festival is unique in that it targets both birding enthusiasts and photographers, specifically nature and bird photographers, by providing a range of events for both groups.

FY2020 GOALS & KEY PERFORMANCE MEASUREMENTS

In FY2020, the VCB entered into a licensing agreement with Uncorked Occasions to plan, facilitate and manage Florida's Birding & Photo Fest, thus completely removing the operations from the VCB team. The licensing agreement requires the VCB to continue to support touristic activities and the promotion of the natural features of St. Augustine | Ponte Vedra, including Florida's Birding & Photo Fest. Unfortunately, the FY2020 event was canceled due to COVID-19 and will return in FY2022.



FY2020

SALES REPORT

SALES

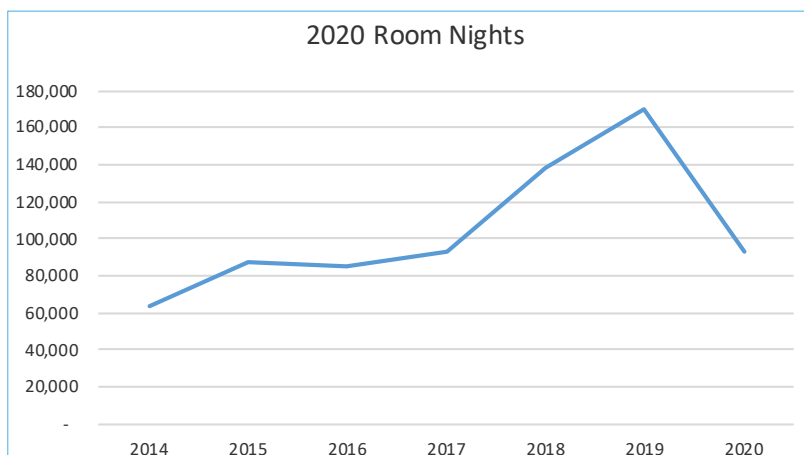
OVERVIEW

The VCB sales team's mission is to promote St. Augustine, Ponte Vedra & The Beaches throughout the U.S. and abroad. The department deploys multiple direct-sales strategies targeting key meeting professionals, travel agents, tour operators, sports event managers, consumers and wedding/event planners with the goal of keeping Florida's Historic Coast one of their top destination choices. Input into sales strategies is provided by the Conference Sales and Leisure Sales Committees made up of St. Johns County industry sales leaders.

FY2020 GOALS & KEY PERFORMANCE MEASUREMENTS

Combined Sales Leads and Room Nights

- › Source 390 leads, representing 135,460 Room Nights
- 231 leads sourced, 59% of goal, representing 92,621 Room Nights, or 68% of goal



Calls/Emails

> Make 2,021 prospecting calls/emails

> 2,604 prospecting calls/emails recorded, 28.8% above goal

Combined FAMs and Site Visits – 39 for the year

The Sales department hosted 85 meeting planners, tour operators, travel agents, group leaders and brides.

Combined Sales Initiatives – 35 for the year

Of the 61 sales initiatives originally planned, 32 were executed as planned, and 29 were postponed or cancelled and three were added

MEETINGS AND INCENTIVES

MEETINGS AND INCENTIVES (EXECUTED AS PLANNED)		
Destination Southeast	Kissimmee, FL	Oct 2-5, 2019
Connect Florida Marketplace	St. Petersburg, FL	Nov 12-15, 2019
Florida Encounter	Panama City, FL	Nov 20-22, 2019
SITE SE Annual Conference	Mobile, AL	Dec 8-10, 2019
Independent Planner Education Conference (IPEC)	St Petersburg, FL	Jan 26-29, 2020
Xsite Tradeshow (FSAE, MPI)	Tallahassee, FL	Feb 18-19, 2020
Florida Society of Assn Exec's (FSAE) Convention	Virtual	July 28-30, 2020
Georgia Society of Assn Exec's (GSAE) Convention	Savannah, GA	Aug 26-28, 2020
ADDED MEETINGS		
Luxury Meeting Summit	Charlotte, NC	Nov 5-6, 2019
Interact Independent Planners Tradeshow	Virtual	July 14, 2020
Interact Small Meetings Tradeshow	Virtual	July 21, 2020



EVENTS POSTPONED OR CANCELLED

Connect Marketplace	San Diego, CA	Cancelled
Connect Financial	Miami, FL	Cancelled
Destination Southeast	Marco Island, FL	Cancelled
Elite Meetings Alliance	Charlotte, NC	Cancelled
HelmsBriscoe Annual Business Conference	Houston, TX	Cancelled
IMEX America	Marco Island, FL	Cancelled
Meetings Today Live! South	Jacksonville, FL	Cancelled
SMART Meetings East	Tallahassee, FL	Cancelled

LEISURE SALES

LEISURE SALES - DOMESTIC & INTERNATIONAL (EXECUTED AS PLANNED)

Connect Faith	Grand Rapids, MI	Oct 28-31, 2019
NTA Motorcoach Travel Exchange	Fort Worth, TX	Dec 8-13, 2019
Florida Huddle	Jacksonville, FL	Jan 8-12, 2020
American Bus Association Marketplace	Louisville, KY	Jan 25-29, 2020
IITA Annual Summit	St. Petersburg, FL	Feb 3-6, 2020
Connect Travel	Orlando, FL	Feb 20-22, 2020
Christian Meetings @ Conventions Association	Colorado Springs, CO	Mar 16-19, 2020
Select Traveller	French Lick, IN	Aug 19-20, 2020

Table continues on next page.



LEISURE SALES - DOMESTIC & INTERNATIONAL POSTPONED OR CANCELLED

Connect Diversity Summit	Greenville, SC	Cancelled
Fall Villages Group Leader/Resident Sales Event	Kissimmee, FL	Cancelled
Player's Championship Tournament FAM	Montgomery, AL	Cancelled
Religious Conference Management Association	Durango, CO	Cancelled
Sales Mission	Long Island, NY	Cancelled
Sales Mission	New York, City, NY	Cancelled
Sales Mission	Orlando & Miami, FL	Cancelled
Spring Villages Group Leader/Resident Sales Event	PV Beach, FL	Cancelled
Student @ Youth Travel Association	St. Augustine, FL	Cancelled
TAP Dance-Travel Alliance Partners, LLC Conference	Orlando * Miami	Cancelled

SPECIALTY & EXECUTIVE GROUP EVENTS & MARKETS

SPECIALTY & EXECUTIVE GROUP EVENTS & MARKETS (EXECUTED AS PLANNED)

Tampa Bay Bridal Show	Tampa, FL	Oct 6, 2019
7th UF Meeting Planner Workshop	Gainesville, FL	Oct 9-10, 2019
CMI's LGBTQ Tourism Forum	Las Vegas, NV	Nov 3-5, 2019
Luxury Meetings Summit	Atlanta, GA	Nov 6-7, 2019
TEAMS Sports Conference	Anaheim, CA	Nov 11-14, 2019
Holiday Showcase	Chicago, IL	Dec 16-17, 2019
TaxSlayer Gator Bowl	Jacksonville, FL	Jan 2, 2020
VF I-10 Welcome Center Festival	Pensacola, FL	Feb 20-22, 2020
Rainbow Wedding Network	Atlanta, GA	Mar 1, 2020
Tri-Base Travel Show	Mayport, FL	Mar 12, 2020
Tri-Base Travel Show	King Bay, GA	Mar 13, 2020
Georgia Bridal Show	Atlanta, GA	Aug 12, 2020
Rainbow Wedding Network	Virtual	Sept 9, 2020
Georgia Bridal Show	Duluth, GA	Sept 13, 2020
Luxury Meeting Summit	Virtual	Sept 16, 2020
Rainbow Wedding Network	Virtual	Sept 24, 2020

SPECIALTY & EXECUTIVE GROUP EVENTS & MARKETS POSTPONED OR CANCELLED

International Gay & Lesbian Travel Association Annual Conference	Tampa, FL	Cancelled
Meeting Professional International Tampa Bay Area Chapter	Monthly	Cancelled
Meeting Reunion Network - NE Regional Roundtable	Atlanta, GA	Cancelled
Society of Government Meeting Planners National Education Conf @ Expo	Knoxville, TN	Cancelled
Society of Government Meeting Planners Edu-Con Day	Louisville, KY	Cancelled
S.P.O.R.T.S. Conference	Panamama City, FL	Cancelled
SPORTS ETA	Ft. Lauderdale, FL	Cancelled
Tampa Bay Bridal Show	Chicago, IL	Cancelled
TEAMS Symposium	Jacksonville, FL	Cancelled
UF Meeting Planner Workshop	Florida's Coast	Cancelled

GROUP CLOSING FUND

This initiative was originally created by the VCB Conference Sales Committee in response to what members felt was a competitive disadvantage when meeting planners compared the time and cost of ground transportation to/from Jacksonville International Airport to St Johns County hotels, and between hotels and venues, to other destinations they were considering. In order to offset this disadvantage and other hurdles, properties may request funds on behalf of the group to help offset costs.

As of the end of FY2020, the VCB had a total of \$76,450 in definite and pending GCF offers for groups in FY2021 through FY2025. These offers represent an incentive for 38 groups to book in St. Johns County with 44,287 room nights, \$7,562,132 in room revenue, \$3,706,648 in food & beverage revenue and \$11,268,780 in total revenue.

FY2020 KEY PERFORMANCE MEASURES

› Convert at least 25% of proposals accepted by the VCB

- › The VCB accepted 26 GCF proposals in FY 2020, with eight contracted, five pending and 13 lost, for a conversion rate (contracted) of 31%, six percentage points better than minimum. With the five pending groups, the conversion rate is expected to rise as some of these groups convert to definite



FY2020

LOCAL INDUSTRY PROGRAMS REPORT

LOCAL INDUSTRY PROGRAMS

OVERVIEW

The VCB develops business sessions to empower and educate the St. Johns County tourism industry about opportunities in the marketplace.

FY2020 KEY MEMBERSHIP & STAKEHOLDER ANNUAL PROGRAMS

- › February 18 & 19 – Tourism Advisory Workshop
- › May 7 – State of the Tourism Industry Report (Cancelled due to COVID-19)
- › September 16 – Co-op workshop outlining FY 2021 advertising opportunities for tourism stakeholders (virtual)
- › September 22 – VCB Annual Partnership Meeting (virtual)

VCB PARTNERSHIPS

- › The growth in partnerships increased by 13% in FY2020 (261 vs 296)

ADDITIONALLY IN FY2020

- › The VCB conducted 57 partnership orientations during which partners were given usernames and passwords and shown how to update their profiles in iDSS Cyclone. And, 28 new partners were approved



FY2020

TOURISM DEVELOPMENT REPORT

TOURISM DEVELOPMENT

TOURISM DEVELOPMENT

This section reports on efforts to encourage, initiate and facilitate the development of touristic infrastructure and services for the fiscal year. The reader will find that there are few, if any, details when proprietary business activities are involved. Such is the nature of the business and economic development work.

Also, there are no key performance measures tied back to the marketing plan, as tourism development has had no defined objective measures established. And while mentioned in the contract with the county, tourism development was not a graded marketing performance metric in FY2020.

INITIATIVES COMPLETED IN FY2020

While COVID-19's effects on the economy reduced the opportunities for development in FY2020, there were some bright spots.

- › **Successfully solicited and hosted the LiquiMoly Pro Watercross National Championships on Vilano Beach (August 8-9) which was broadcast on CBS Sports Network and live-streamed**
- › **Began collaboration with SJCC to support the hosting of a major Food & Wine Festival in St. Augustine on May 6-9, 2021**
- › **Compiled, consulted with and distributed tourism-related information to one hotel development group and provided information to assist redevelopment or purchase of another property in St. Johns County**
- › **One new hotel was opened, six new hotels were under construction, and two existing properties were significantly renovated in FY2020**
- › **Continued to work closely with St. Johns County Chamber and the St. Johns County Cultural Council on tourism-related economic development opportunities**
- › **Continued to successfully work with JaxSports Authority, St. Johns County Recreation Department and Florida's First Coast of Golf on pitching sporting events in the region including fishing tournaments, golf tournaments and other regional amateur team events**