



ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

ANNUAL REPORT – FISCAL YEAR 2018



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FY 2018 ANNUAL REPORT INTRODUCTION

Fiscal year 2018 presented significant challenges to marketing Florida's Historic Coast®. The VCB worked with a budget which was nearly \$1 million less than in FY 2017; the Historic District of St. Augustine grappled with an influx of aggressive panhandlers which was noted in social media and shared across FHC's primary source markets; physical recovery from Hurricane Irma in September 2017 was quick, but lingering fears by meeting planners and tour operators suppressed advance bookings; and, the loss of South Ponte Vedra beaches to storm erosion was not re-nourished.

Despite these challenges, the Visitors and Convention Bureau was able to attack and overcome the negative perceptions with thoughtfully delivered publicity, social media messaging and advertising. The result was an eighth consecutive year of positive destination metrics. Tourism development tax collections set another record, growing by 14% and exceeding projections. All lodging metrics were up for the year, with Occupancy up 3.3 percent closing at 68.1 percent (in spite of a 3.1 percent growth in inventory), Average Daily Rate (ADR) up 6.0 percent to \$141.27, Revenue per Available Room (RevPAR) was up 9.5 % to \$96.18 and Demand growth of 6.5 percent. All metrics were up for every month except for January and May when only Occupancy slipped by one percent or less.

New and significantly renovated accommodations continued to come online in FY 2018, adding to the quantity (increase of 3.1 percent) and quality of lodging options for visitors with more in the pipeline for 2019 and 2020. Attractions were enhanced to make the visitor experience more enriching and fun. While Frontier Airlines chose to move its flights to JIA from Northeast Florida Regional Airport, ViaAir continued its service to Charlotte, NC with larger aircraft. (As of this writing, ViaAir temporarily suspended service in FY 2019 until new aircraft are acquired in early calendar 2019.) The VCB continues to assist with the development of an Agritourism Corridor, promoting the growing trail system and is aggressively promoting the destination to sports-related groups even before the contemplated establishment of a county sports commission.

In 2018, the VCB conducted agency reviews and a web development company review resulting in the hiring of three new vendors, The BCF Agency as Agency of Record, Camelo Communications for Hispanic PR and Tempest for web development, eCRM and SEO. All three have been successfully “on boarded” and are working with VCB staff to improve marketing efforts in FY 2019.

The communications and sales teams leveraged their limited resources in FY 2018 to deliver on most of their objectives for the year. Communications impressions were slightly below goal, but that was likely more related to a new monitoring service which did not count the same digital platforms included last year. Social media reach was greatly expanded significantly exceeding nearly every goal. The sales team generated leads totaling nearly 138,655 group room nights, and wholesalers the team works with sent over 124,374 room nights to St. Augustine | Ponte Vedra. They also showed off the destination to 121 meeting planners, tour operators, group leaders, travel agents and wedding planners.

Please review this report for how the VCB staff and its vendor partners, BCF Agency, Tempest and NetWeave Social Networking have accomplished nearly all of their goals while learning from those initiatives that didn’t quite meet expectations.

Sincerely,



Richard Goldman, CEO

St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau



FY 2018 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE OFFICERS

Chairman:	Shannon Lake, General Manager Beacher's Lodge & Oceanfront Suites shannon@beacherslodge.com 6970 A1A South, St. Augustine, FL 32080
Vice Chairman:	Philip McDaniel, Owner St. Augustine Distillery philip@staugustinedistillery.com 112 Riberia St., St. Augustine, FL 32084
Past Chairman:	Charles Cox, President Seavin Incorporated cgcox@seavin.com 279 St. George St., St. Augustine, FL 32084
Secretary:	Nathan Williams, Marketing Manager Ponte Vedra Inn & Club nwilliams@pvresorts.com 200 Ponte Vedra Blvd, Ponte Vedra, FL 32082
Treasurer:	Virginia Whetstone, Owner Whetstone Chocolates vaw297@me.com 1 Dolphin Dr., St. Augustine, FL 32084

BOARD MEMBERS

Joe Finnegan, Owner, St. Francis Inn joef@stfrancisinn.com 279 St. George St., St. Augustine, FL 32084	Tom Jankowski, General Manager, Fairfield Inn & Suites Tjankowski19@yahoo.com 305 Outlet Mall Blvd., St. Augustine, FL 32084
Angela Ivey, Sr. Director, World Golf Hall of Fame aivey@wghof.org 1 World Golf Pl., St. Augustine, FL 32092	Samantha Palmer, Manager, Flagler's Legacy Tours legacy@flagler.edu 59 St. George St., St. Augustine, FL 32084

GOVERNMENT LIAISONS AND EX-OFFICIOS

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

Commissioner Rich O'Brien, St. Augustine Beach City Commission

Commissioner Nancy Sikes-Kline, City of St. Augustine Commission

Isabelle Renault, President of St. Johns County Chamber

Richard Goldman, CEO St. Augustine, Ponte Vedra & The Beaches VCB

FY 2018 VISITORS AND CONVENTION BUREAU COMMITTEES

CONFERENCE SALES COMMITTEE

- › Joni Barkley, Director of Sales, Casa Monica Resort & Spa
- › Ty Brassie, Director of Sales & Marketing, Hammock Beach Resort
- › Erin D'Agostino, Holiday Inn World Golf Village
- › Tony Fitzjohn, Director of Group Sales, Ponte Vedra Inn & Club and The Lodge & Club
- › 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
- › Chris Pranis, Director of Sales & Marketing, Embassy Suites St. Augustine Beach Oceanfront Resort
- › Chris Quinlan, Director of Sales & Marketing, Hilton St. Augustine Historic Bayfront
- › William McBroom, VCB Director of Conference Sales
- › Evelyn Vazquez, VCB Director of Leisure Sales

LEISURE SALES COMMITTEE

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

ADVERTISING COMMITTEE

- › Charles Cox, President, Seavin Incorporated
- › Angela Ivey, Sr. Director, World Golf Hall of Fame
- › Shannon Lake, General Manager, Beacher's Lodge Oceanfront Suites
- › Philip McDaniel, CEO, St. Augustine Distillery
- › Samantha Palmer, Flagler's Legacy Tours
- › Virginia Whetstone, Owner, Whetstone Chocolates
- › Nathan Williams, Marketing Manager, Ponte Vedra Resorts
- › Richard Goldman, President/CEO St. Augustine, Ponte Vedra & The Beaches VCB

FY 2018 VISITORS AND CONVENTION BUREAU STAFF

Administration

Richard Goldman, President/CEO

RGoldman@FloridasHistoricCoast.com

904.209.4426

Carey Cramer, Office Manager

CCramer@FloridasHistoricCoast.com

904.209.4421

Communications Department

Kathy Catron, Communications Director

KCatron@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 and Database Manager

EMasters@FloridasHistoricCoast.com

904.209.4422

Database and Website Administration, Annual Florida's Birding & Photo Fest, Photography Workshops, Annual Board and Partner Meetings

Sales Department

William McBroom, Director of Conference Sales

WMcbroom@FloridasHistoricCoast.com

904.209.4432

Corporate and Association Meetings, Incentives Sales

Evelyn Vazquez, Director of Leisure Sales

EVazquez@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.)

Debbie Truhowsky, Marketing Coordinator

DTruhowsky@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

LODGING PERFORMANCE OVERVIEW

FY 2018 | PREPARED BY: BCF AND STAFF

SMITH TRAVEL REPORTS

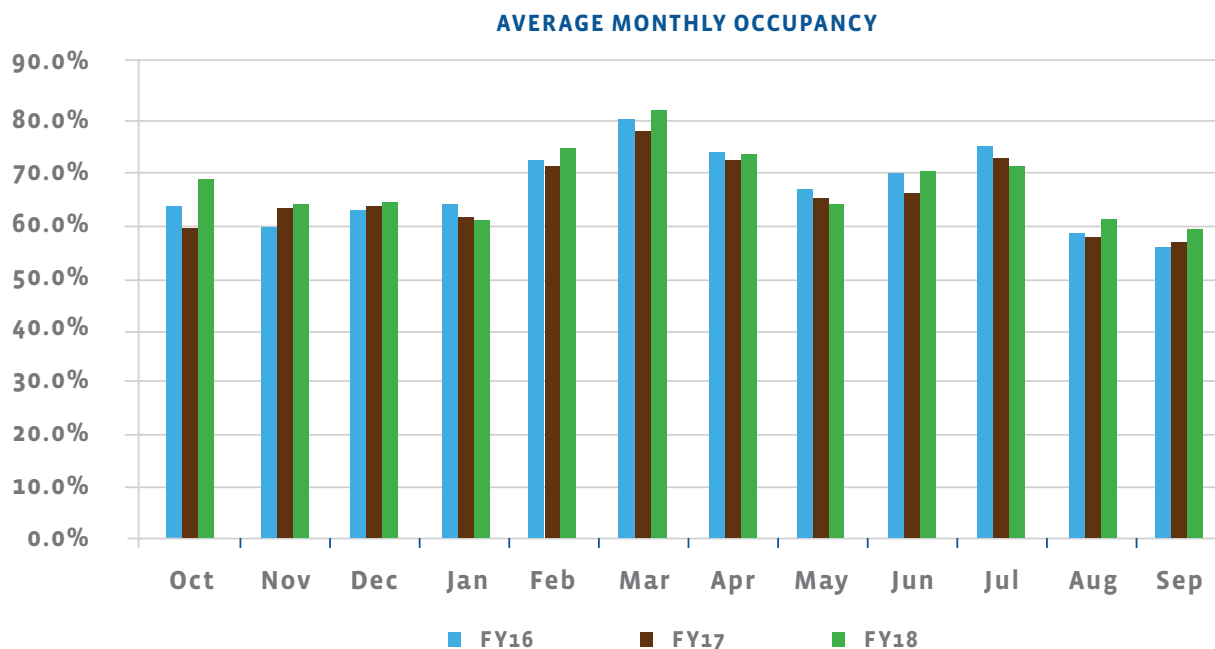
The VCB subscribes to Smith Travel Research (STR), recognized leader for lodging industry benchmarking and research and the world's foremost source of historical lodging performance trends, providing valuable market share analysis for hotels in our destination.

The data provided by STR allows the VCB to track monthly performance in Occupancy, Average Daily Rate (ADR), RevPAR, Demand and Room Revenue of 42 reporting hotel properties in St. Johns County. It does not include B&Bs, vacation rentals, Airbnb, condos or campgrounds.

It's important to note that October 2017 experienced impressive increases in all categories because of Hurricane Matthew's impact on FHC October of 2016 as well as evacuees and responders to Hurricane Irma who occupied rooms longer in October 2017.

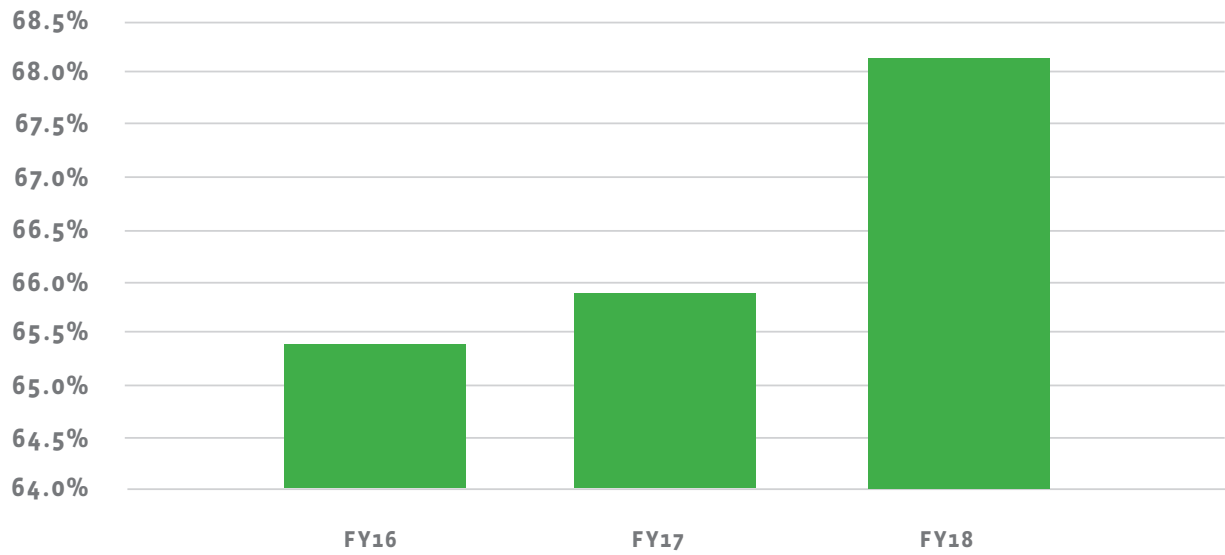
OCCUPANCY

Average occupancy grew 3.4% to a fiscal year average of 68.1%, an increase of two percentage points over the previous fiscal year. October showed the highest growth of 14.2%, followed by June with a 6.2% increase and March with a 6.1% increase. Only three months saw a decline in occupancy from FY 2017, and they were January (down .6%), May (down 1.3%) and July (down 2.5%).





OCCUPANCY YEAR OVER YEAR

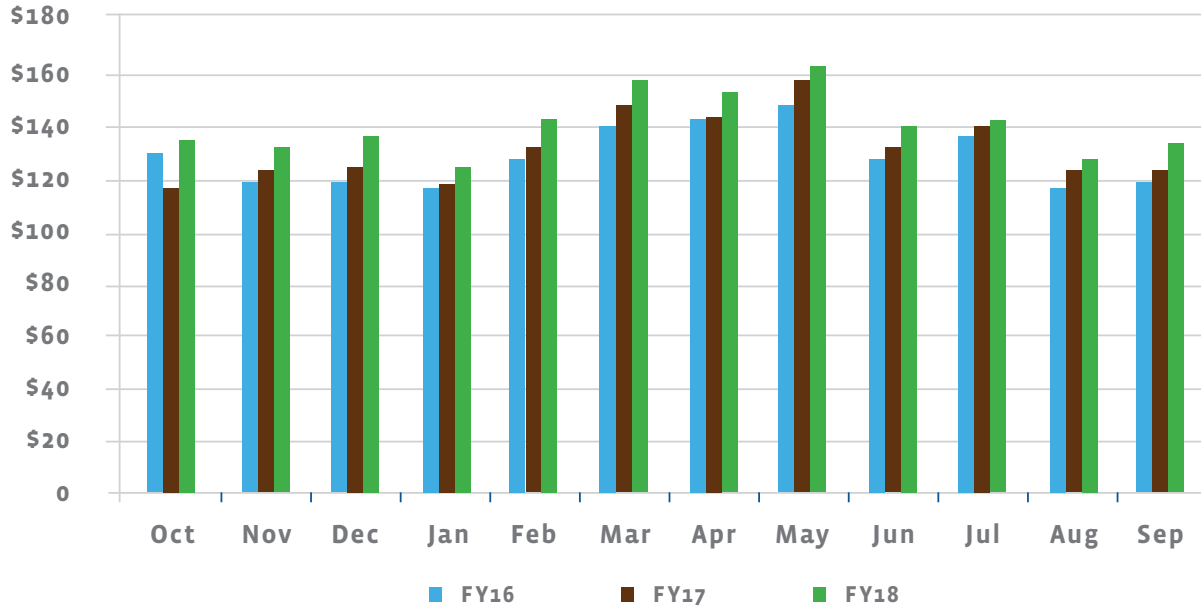




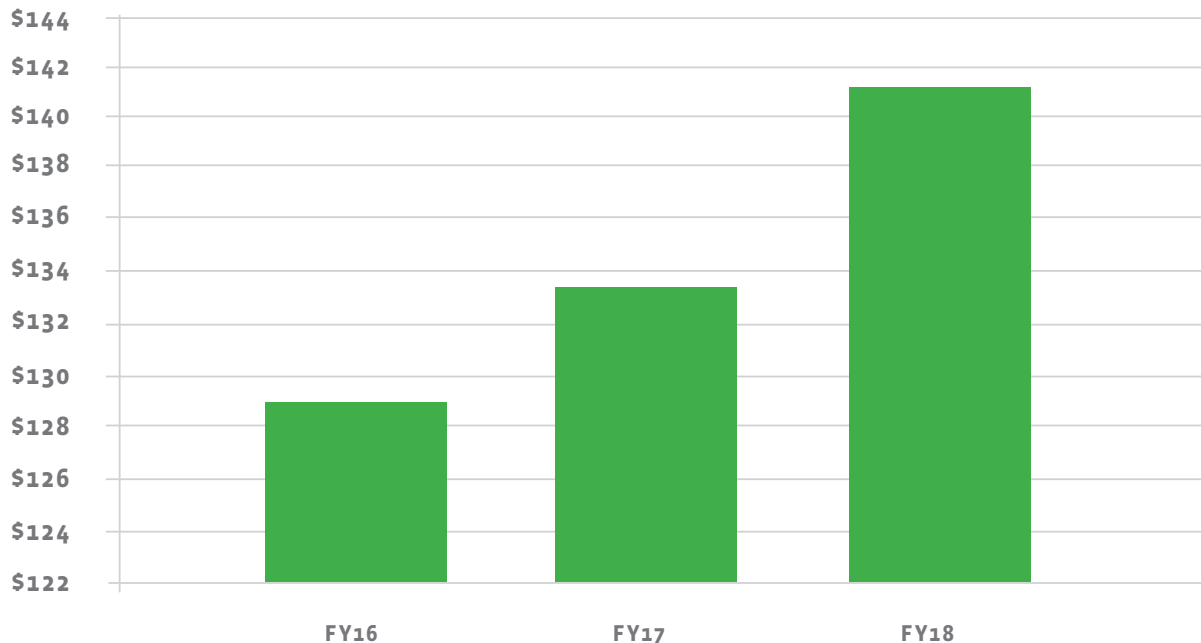
ADR

The Average Daily Rate growth exceeded last year by 6%, with the final FY 2018 average reaching \$141.27. Increases occurred in the last 23 consecutive months. October showed the highest percentage increase change, growing 12% over 2017 (\$117.63 to \$131.74), followed by September (up 9.2%) and March (up 7.2%). July posted the smallest increase (up .9%).

ADR BY MONTH

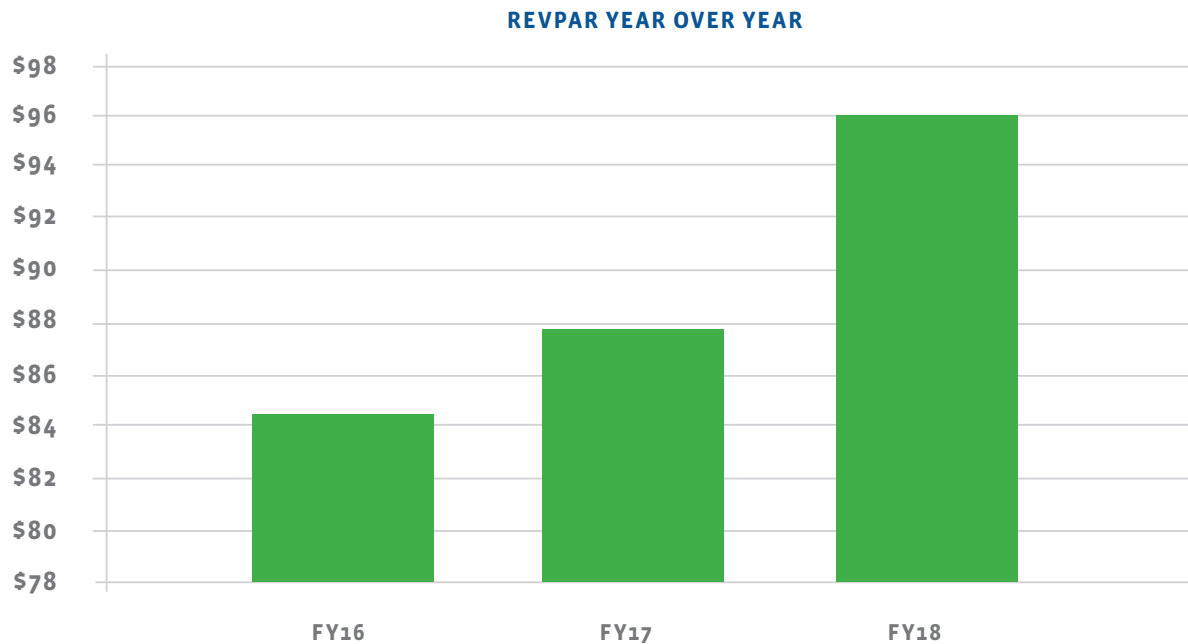
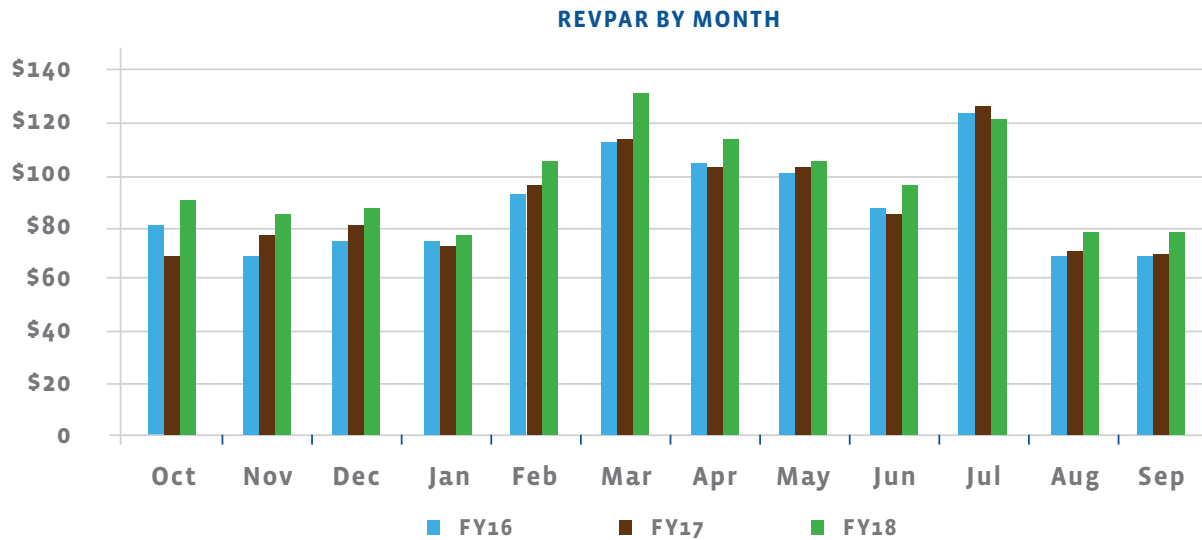


ADR YEAR OVER YEAR



REVPAR

Revenue per available room (RevPAR) showed improvement every month with the exception of July which was down 1.6%. Regardless, FY 2018 average RevPar reached \$96.18 which was 9.5% or \$8.38 higher than FY 2017. March, September and October showed the highest gains with an increase of 13.7%, 13% and 27.9% respectively. August and September's strong growth is attributed to the Easy Season® campaign.

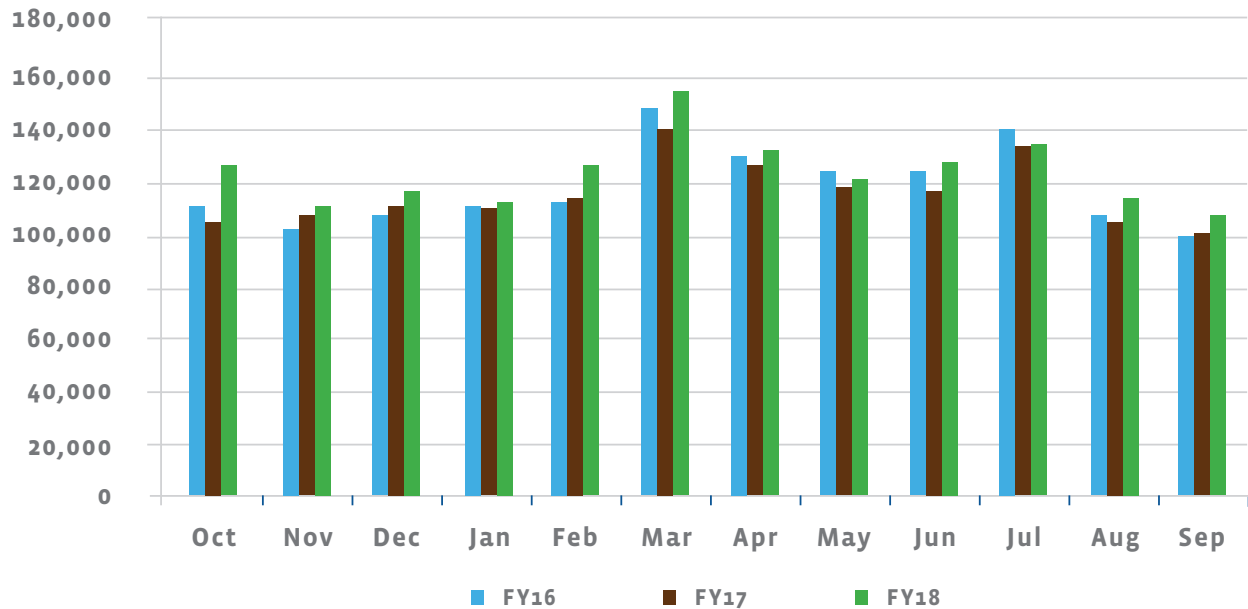




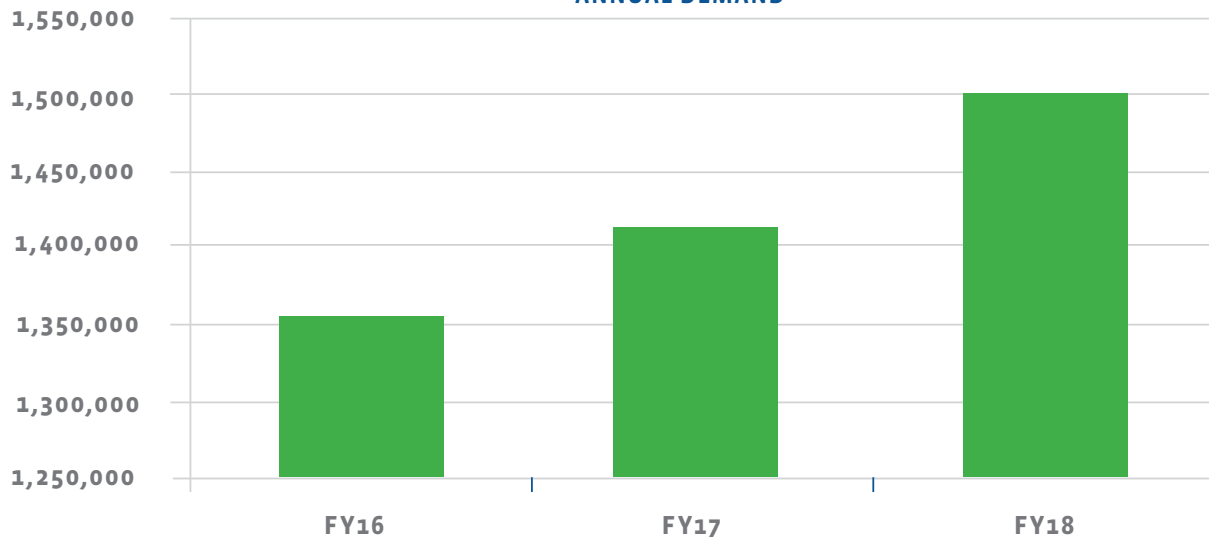
DEMAND

Demand (room nights sold) continued its upward trend in FY 2018. With record supply growth (up 3.1%) over last year, St. Johns County continues to fill supply. Demand finished the fiscal year up 6.5%. While demand was up every month, the greatest gains were in October (up 17.4%), June (up 9.9%) and February (up 9.2%). July demand was relatively flat, (only up .8%), but demand rebounded in August and September due to the Easy Season campaign.

REVENUE BY MONTH



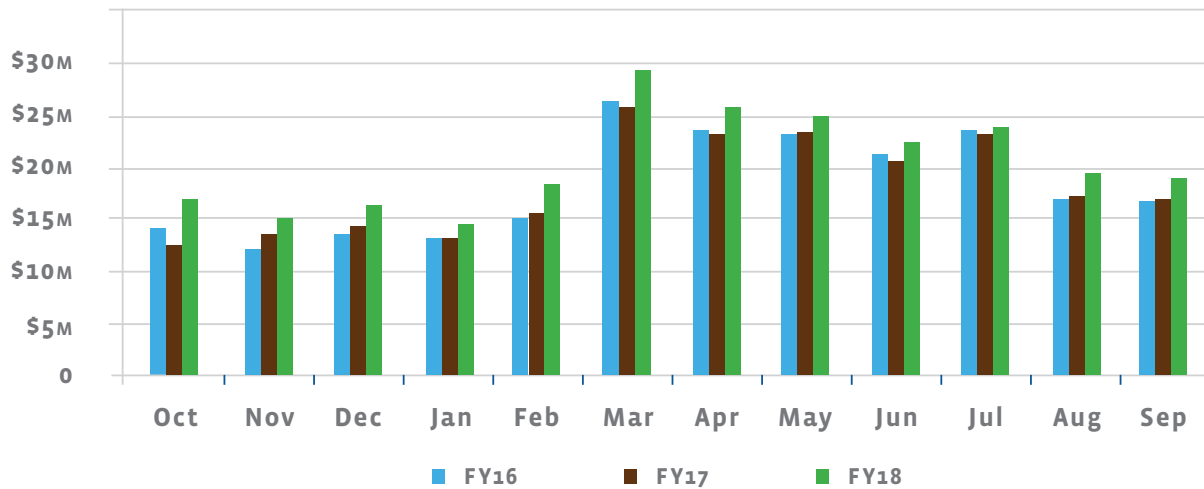
ANNUAL DEMAND



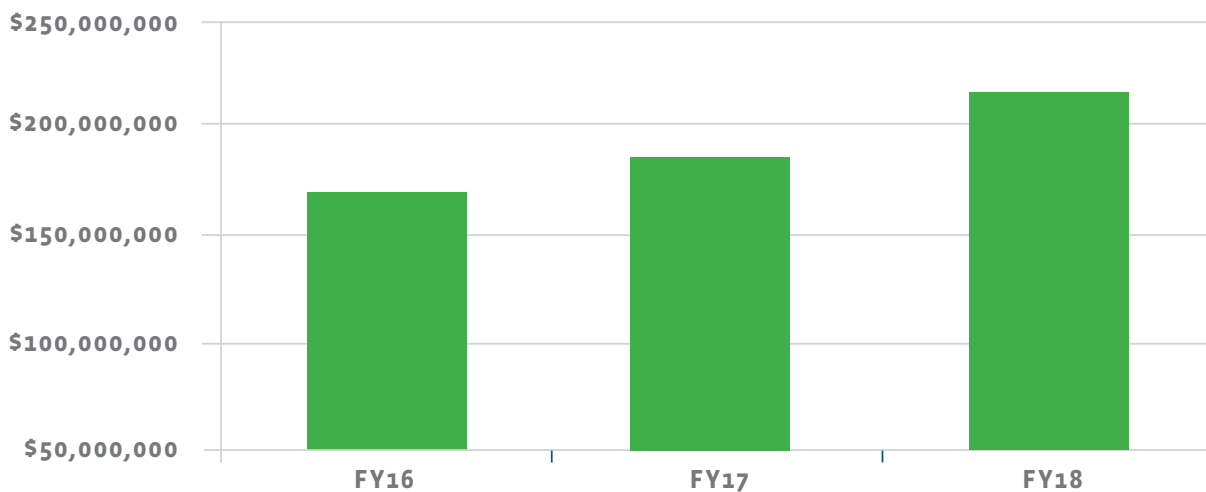
ROOM REVENUE

Monthly room revenue reported by STR sampling closed the fiscal year at \$212,057,418, which was 12.9% higher than \$187,772,256 in FY 2017. Growth occurred every month. October and March realized the greatest gains at 31.5% and 17.6%, respectively. Once again, the single largest producing month was March with \$24,482,948 followed by July with \$19,861,681.

REVENUE BY MONTH



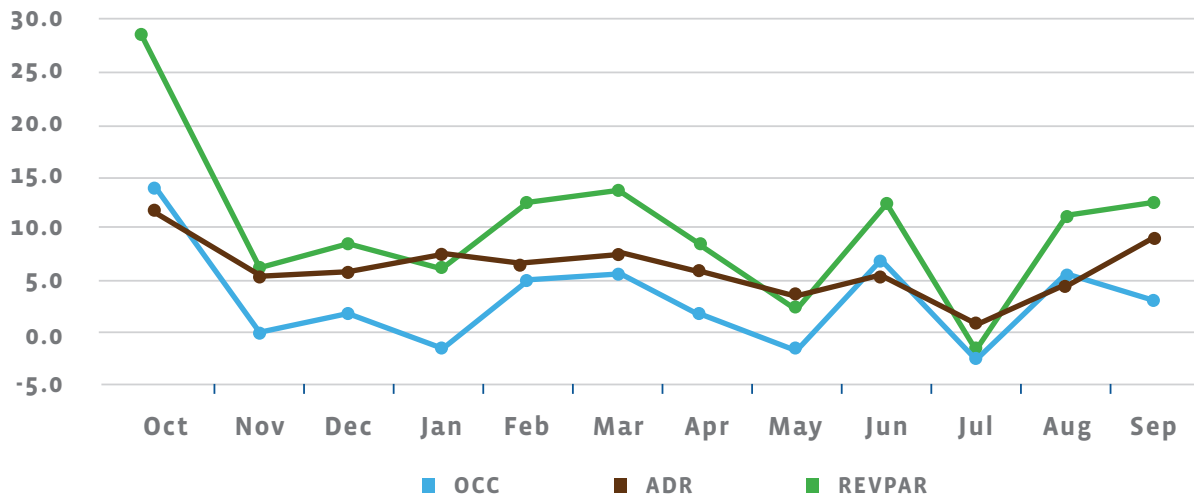
ANNUAL ROOM REVENUE



LODGING PERFORMANCE SUMMARY

With the exception of May Occupancy and July Occupancy and RevPAR, SJC experienced solid percent increases during the months in terms of Occupancy, ADR and RevPAR. July's decline in occupancy may be attributed to rising ADRs on families seeking budget rates. As stated earlier, October was the strongest month in terms of percentage growth (due to rebounding from Hurricane Matthew the previous year and longer stays by evacuees and responders from Hurricane Irma). Early spring continues to experience increases with a leveling out of sorts in May, only to rebound in June due in part to school summer breaks beginning in late May into June. August and September performance remains strong due in part to Easy Season and a relatively quiet hurricane season as compared to years past.

MONTHLY PERCENT CHANGE VS. PREVIOUS YEAR



ST. JOHNS COUNTY TOURISM DEVELOPMENT TAX COLLECTIONS

FY 2018

In spite of a 16% reduction in the budget compared to FY 2017, Local Option Tourism Development Tax (bed tax) collections were up \$1,409,349 or 13.9% over FY 2017, finishing at \$11,515,858. (The final collections were significantly higher than the TDC projection for FY 2018.) Every month registered strong year-over-year growth, with only February, April, May and July growing by under 12%. March, July, April and May were the highest grossing months again this fiscal year, all exceeding a million dollars. October and September showed the largest single month growth at 38.8% and 32.0%, respectively (this was not unexpected considering both months had the impact of hurricanes in FY 2017).

Consistently, spring and summer performance continues to be strong with both seasons enjoying the highest grossing months.

FY 2018

MONTH OF OCCUPANCY	GROSS	COMPARED TO FY 2017
October	\$779,525	38.8%
November	\$771,126	18.1%
December	\$842,790	15.0%
January	\$781,138	12.6%
February	\$920,508	3.9%
March	\$1,281,678	12.8%
April	\$1,117,769	8.2%
May	\$1,027,251	2.6%
June	\$1,169,136	26.3%
July	\$1,273,109	4.8%
August	\$799,854	14.4%
September	\$751,974	32.0%
TOTALS	\$11,515,858	13.9%

GOLF TOURISM ROI

FY 2018

GOLF TOURISM ROI FY 2018



Fiscal Year 2018 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 \$227.48 on every dollar spent.

The following is how ROI was calculated.

Hotel	\$6,127,454.85	43,215 nights at \$141.27 ADRR
Golf	\$9,203,048	166,210 Rounds @ \$55.37*
Spending	\$27,756,202	Golfers at \$167 x 5.8 nights
Sales Tax	\$43,086,704.85	Total with 6.5%
Total Value of Ad, PR, Promos	\$1,070,243	24,335,546 impressions
Spending ROI	\$227.48	

*excluding sales tax

Media value of the FFCG advertising, PR and promotions in which Florida's Historic Coast or its properties had a significant presence was \$1,070,243 (24 million impressions) or 5.7 times the cost of participation.

ROI/ECONOMIC IMPACT DATA SOURCES:

- › 2017 UNF Public Opinion Research Laboratory
 - › Concluded more than 28 publicly accessible golf courses tourist play, stay in St. Johns County commercial lodging. 16 courses used for this report
- › Total and Tourist Round Data: Source - monthly rounds reported by NE FL golf courses
- › Average cost per round: Source – CY 2017 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.

- › 2017 ADR \$141.27: 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 2016 Golf Visitor Profile

VISITORS & CONVENTION BUREAU OPERATING BUDGET

FY 2018 MARKETING PLAN PAGES 106-111

FY 2018 BUDGET SUMMARY

The marketing plan was built on a budget of \$4,998,612, including indirect fees from SJC, 16.2% less than the FY 2017 budget. Actual spending to entice visitors to Florida's Historic Coast in FY 2018 decreased by a total of 20.7% below FY 2017. The actual spending breakdown by category reflected adjustments in priorities through the year and timing of final billing from vendors: A 23.5% decrease was realized in the advertising line; a 2.0% increase was managed in publicity, in-house PR and social media; and, a 15.5% decrease in sales and trade show/travel related programs. Spending in fulfillment increased by 15.6% over FY 2017, while postage declined by 10.0%.

- › Thirty-six percent of the \$340,967 underspend was in overhead and administrative cost savings.
- › Twenty-five percent of the underspend was due to savings in in-house programs (IHPR), PR services, sales and trade shows and lower than anticipated fulfillment, postage and travel expenses.
- › Thirty-three percent of the underspend was attributed to the transition between old and new advertising agencies and savings on website development and content management costs resulting from transition to a new web development company.

KEY PERFORMANCE MEASURES:

- › Total expenditures for FY 2018 Destination Marketing were 17.2% less than FY 2017, as expected.
- › Percent spending by category was consistent with marketing plan allocations with a slight increase in the overall allocation for marketing and decrease in the overall allocation for overhead. Percent spending for fulfillment, webdev/eCRM and promotions were slightly lower and percent spending on advertising was slightly higher than planned.
- › Stakeholder co-op goal of five new opportunities was met with a total expenditure for co-op of \$102,158. In-kind contributions for VCB programs was \$219,819, 28.5% over FY 2017.



BUDGET LINES FY 2018	TOTAL ACTUAL	TOTAL BUDGETED	REMAINING
53100-Research	\$23,158	\$ 28,000	\$ 4,842
53401-Indirect Fees	\$14,256	\$12,595	\$(1,661)
53100 - Prof Fees	\$1,028,659	\$1,121,811	\$93,152
53120- Contractual Services	\$11,275	\$22,000	\$10,725
53702-VIC Airport	\$7,623	\$8,500	\$877
54000-Travel @ Per Diem	\$58,702	\$73,000	\$14,298
54010-Tradeshows	\$92,773	\$ 99,474	\$6,701
54100-Communications	\$17,360	\$32,000	\$14,640
54102-Inquiry Services	\$ 54,100	\$65,000	\$10,900
54110-Postage	\$50,497	\$70,000	\$19,503
54112-Brochure Distribution	\$3,760	\$4,000	\$240
54300-Utilities	\$4,273	\$6,000	\$1,727
54400-Rental Equipment	\$3,473	\$3,000	\$(473)
54401-Rent of Build.	\$49,118	\$48,000	\$(1,118)
54601-Equip Maint	\$462	\$ 1,800	\$ 1,338
54804-PR Services	\$138,495	\$ 160,000	\$ 21,505
54805-In-house PR	\$ 78,604	\$ 89,400	\$ 10,796
54806-Sales Mission	\$ 12,509	\$15,000	\$ 2,491
54900-Advertising	\$2,955,152	\$ 3,068,638	\$ 113,486
55100--Office Supplies	\$8,906	\$ 7,744	\$(1,162)
55102-Software	\$ 1,057	\$2,500	\$1,143
55200-Operating Supplies	\$ 539	\$ 5,500	\$4,961
55401-Training	\$ 0	\$ 4,000	\$ 4,000
55405-Dues/Membership	\$ 42,893	\$ 42,650	\$ (243)
56403 – Computer Equipment \$1K+	\$0	\$3,500	\$3,500
55103 – Computer Supplies <\$1K	\$0	\$1,500	\$1,500
56403-Office Equipment	\$0	\$ 3,000	\$ 3,000
Total Before Reserves	\$ 4,657,645	\$4,998,612	\$ 340,967

IN-KIND CONTRIBUTIONS ANNUAL SUMMARY REPORT

FY 2018

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

ACTUAL VCB PARTNER IN-KIND CONTRIBUTIONS

	FY 2017	FY 2018	28.5% Increase
TOTAL	\$171,101	\$219,819	

Each VCB department manages annual private sector support for their marketing programs. 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.

ANNUAL VCB MARKETING INITIATIVES THAT RECEIVE IN-KIND SUPPORT:

- › State of the Industry Tourism Presentation
- › Florida Birding & Photo Festival
- › Annual VCB Partner Dinner
- › Sales Familiarization Tours
- › Media Familiarization Tours
- › Destination Site Inspections
- › Quarterly iDSS Partner Orientation
- › Media Promotions
- › Annual Co-op Partner Meeting

- › **Communication Support** mainly falls into the category of hosting visiting press, which results in increasing media coverage and awareness of the destination, its variety of accommodations and amenities.
 - › **2018 HIGHLIGHT:** Hosted 130 journalists, social influencers and broadcasters, including writers that specialize in food, luxury, golf, meetings and family travel. The VCB hosted five media tours in partnership with the PGA Tour, Hammock Beach Resort, The Collector Luxury Inn & Gardens, and Brazilian and Canadian writers with VISIT FLORIDA. Many of our partner businesses contributed to the hosting of media by providing discounted and complimentary lodging, meals and services.
- › **Media Promotions** refers to contests and sweepstakes with radio and TV stations that spotlight Florida's Historic Coast (FHC) vacation product, yielding significant levels of incremental media exposure for FHC and a means of engaging media partners' audiences.
 - › **2018 HIGHLIGHT:** Delivered 71 media promotions vs. 53 in FY 2017, primarily with radio and TV partners ad dollars through leveraged paid media buys featuring our destination and special events. A portion of in-kind contributions were applied to contests and sweepstakes packages that were a result from partners providing complimentary lodging certificates, attraction passes, and dining gift cards.
- › **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.
 - › **2018 HIGHLIGHT:** Sales accumulated a combination of 42 familiarization tours and destination site visits which came out to 121 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. Each individual is vetted through an extensive interview process followed by a questionnaire. 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 \$351 per person to a maximum of \$1,755, depending on the number of guests using the pass.

FY 2018 PARTNER IN-KIND CONTRIBUTION VALUES

QUARTER 1 (OCTOBER- DECEMBER 2017)

- › Total # of Partners that contributed = 28
- › Total # of Non-Partners that contributed = 0
- › Total Amount of In-Kind Partner Contribution Value = \$24,388.35
- › Total Amount of Retail Value = \$27,487.40
- › Average Amount per Partner = $(\$24,388.35/28) = \871.01
- › YTD Comparison Partner Contribution Value: FY 2017= \$69,625.95 vs. FY 2018= \$24,388.35

QUARTER 2 (JANUARY–MARCH 2018)

- › Total # of Partners that contributed = 41
- › Total # of Non-Partners that contributed = 1
- › Total Amount of In-Kind Partner Contribution Value = \$55,204.58
- › Total Amount of Retail Value = \$61,689.33
- › Average Amount per Partner = $(\$55,204.58/41) = \$1,346.45$
- › YTD Comparison Partner Contribution Value: FY 2017= \$28,742.59 vs. FY 2018= \$55,204.58

QUARTER 3 (APRIL–JUNE 2018)

- › Total # of Partners that contributed = 47
- › Total # of Non-Partners that contributed = 1
- › Total Amount of In-Kind Partner Contribution Value = \$75,878.15
- › Total Amount of Retail Value = \$76,493.13
- › Average Amount per Partner = $(\$75,878.15/47) = \$1,614.43$
- › YTD Comparison Partner Contribution Value: FY 2017 = \$46,843.22 vs. FY 2018= \$75,878.15

QUARTER 4 (JULY–SEPTEMBER 2018)

- › Total # of Partners that contributed = 47
- › Total # of Non-Partners that contributed = 3
- › Total Amount of In-Kind Partner Contribution Value = \$64,347.58
- › Total Amount of Retail Value = \$67,325.75
- › Average Amount per Partner = $(\$64,347.58/47) = \$1,369.10$
- › YTD Comparison Partner Contribution Value: FY 2017 = \$25,889.24 vs. FY 2018= \$64,347.58

BRAND RESEARCH

FY 2018 MARKETING PLAN PAGES 97-101
PREPARED BY: BCF AND STAFF

OVERVIEW

In FY 2017, quantitative research was fielded to help guide the SJC team through the evolutionary refinement of “Our History is Not the Same Old Story” creative campaign. This combined with the TDC’s 2016 Brand Perception study, led to an evolution of how the brand was expressed in the marketplace during the spring of 2018. Creative executions were tweaked to include larger imagery of new activities and places. Headline and copy fonts were revised and made more consistent across various executions in media.

In preparation for FY 2018, the VCB began working with the new agency of record, BCF, to leverage this learning and their experience in the travel and tourism category to begin exploring options on a possible future campaign evolution. It was well known through past research that the brand position of “Florida’s Historic Coast” was well regarded. While it is a strong distinguishing element of the destination, history alone appeared not to be a sufficient motivator to place the destination on the consideration set of a wider set of tourists seeking relaxation and fun in Florida. BCF also noticed this dynamic during their series of one-on-one interviews with visitors and stakeholders in the spring of 2018. This, combined with the desire to change perceptions of the destination from a “history only/just need to visit once” place to more of an experientially rich place, became an integral part of planned campaign development.

Likewise, despite apparent demographic differences between generational cohorts, today’s travelers possess certain universal emotional truths that can be leveraged in messaging and media placement so that St. Augustine | Ponte Vedra engages with them in a manner that honors who they wish to be and how travel can meet that pursuit. This transformative nature of travel appears to be one of the single biggest motivators, regardless of generation. Travelers, across demographics, also share the sentiment that new experiences garnered through travel hold the power to expand one’s perspective of self, one’s place in the world, and one’s ability to positively influence the lives of others. Lastly, these visitors’ pursuit of products and experiences that come with a stamp of authenticity is one of the trends fueling the growth of tourism travel trends.

QUANTITATIVE

The combination of quantitative and qualitative research along with the evolving needs of today's traveler provided the framework for BCF, along with the VCB, to develop two new, proposed concepts: "Welcome Explorers" and "Not the Same Old Story" against which the current campaign was compared. The goal of the research was to measure relative interest in learning more, overall appeal, interest in visiting, uniqueness of the concepts and interesting aspects of each campaign.

While the "Welcome Explorers" scored only marginally better than the existing campaign, further analysis revealed that not all generations viewed this campaign consistently. Millennials, Generation Y and Generation X ranked "Welcome Explorers" slightly higher in terms of destination appeal and interest in visiting, while Boomers scored the existing campaign higher on these dimensions. Because traveling Boomers are critically important to the destination, qualitative testing commenced at the end of FY 2018 and insights gained from this research will be used for campaign refinement in FY 2019.

THE STATE OF THE ST. AUGUSTINE | PONTE VEDRA BRAND – DESTINATION ANALYSTS

Since 2006, Destination Analysts has conducted a quarterly online survey of a nationally representative sample of 2,000+ US adult travelers to examine travel sentiment and behaviors. At last year's SJC's State of the Tourism Industry, Destination Analysts presented a brief overview of "The State of the St. Augustine | Ponte Vedra Brand" which used data from their national survey. One of the interesting takeaways from the presentation was that 52.2% of respondents felt "there was a buzz about St. Augustine | Ponte Vedra."

FAMILIARITY WITH THE ATTRACTIONS AND THINGS TO SEE AND DO IN ST. AUGUSTINE PONTE VEDRA	2016	2017	2018
St. Augustine Ponte Vedra Beach area, FL	23.4%	23.3%	23.3%

LIKELY TO TRAVEL TO ST. AUGUSTINE PONTE VEDRA IN THE NEXT THREE YEARS	2016	2017	2018
St. Augustine Ponte Vedra Beach area, FL	12.9%	14%	13.4%

APPEAL OF ST. AUGUSTINE PONTE VEDRA	2016	2017	2018
St. Augustine Ponte Vedra Beach area, FL	34.3%	32.2%	32.5%

LODGING AND SECONDARY RESEARCH RESOURCES

The VCB continues to tap Smith Travel Research as the primary resource for monitoring lodging performance across Florida's Historic Coast. The VCB also used robust secondary travel industry resources such as MMGY Global's 2017-2018 Portrait of American Travelers® that looked at traveler behavior from the previous 12 months and potential trends in the coming year. In addition, the VCB also used travelhorizons™ Traveler Sentiment Index, which was key for predicting travel behavior in the immediate six-month window. 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.

nSight™ TRAVEL INTELLIGENCE

In its fourth year of use, nSight delivers reports to the VCB reflecting 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 particular programs directly to performance, the team can compare demand generated by marketing within certain drive periods and contrast that demand on a year-over-year basis.

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.

ADVERTISING & MARKETING REPORT

FY 2018 MARKETING PLAN BRAND COMMUNICATIONS AND MEDIA PLAN PAGES 30-49
PREPARED BY: BCF

CAMPAIGN OVERVIEW AND OBJECTIVES

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 partners to promote their individual businesses within that framework.

FLORIDA'S HISTORIC COAST

Nearly eight years of branding consistency have resulted in strong market recognition (90%), intent to travel (74%), and positive or very positive opinions of what Florida's Historic Coast has to offer (80%). "Our History Is Not the Same Old Story" has helped position St. Augustine | Ponte Vedra as a destination that offers "historic", "relaxing", and "beachy" experiences. Furthermore, the motivation for visiting the destination, among those who recently did so, appears to be a quest for fun (88%), getting away from everyday stress (82%), and spending time with loved ones (82%).

The "Our History Is Not the Same Old Story" campaign continues to perform well in the marketplace as evidenced by both brand health measures and destination key performance indicators. Research commissioned by the Tourism Development Council (TDC) points to brand awareness, destination relevance, intent to visit and destination affinity scores being equal to or besting those of key competitors while far outstripping normative measures. Consumer understanding of what the destination stands for in the marketplace is at an all-time high.

Although aided brand awareness is high, St. Augustine | Ponte Vedra received roughly half as many mentions as Orlando when respondents were asked to think of overnight or weekend getaway destinations on an unaided basis (5.2% vs 2.5%, respectively). This disparity is not surprising given the significant difference in historic marketing investment from all places associated with Orlando (not just DMO dollars) versus the combined effort of St. Johns County marketing dollars. Yet, since approximately half of St. Augustine | Ponte Vedra overnight visitors reside in Florida, the destination can continue to build relevance by broadening perceived opportunities for new and unique experiences. A potential growth strategy for Florida's Historic Coast lies in its ability to offer highly unique experiences in relatively close proximity to Orlando, but without the crowds and congestion.

“Our History Is Not the Same Old Story” has undergone campaign refinements over the years to keep pace with changing consumer expectations. The most recent evolution of the St. Augustine | Ponte Vedra brand took place in the spring of 2018. Specifically, it provided past visitors and prospective guests with a broader set of reasons to visit Florida’s Historic Coast. New places and activities as well as unexpected things to do in the destination were incorporated. The destination brand promise encourages visitors to write their own unique and personal histories while on vacation in Florida’s Historic Coast. Creative focuses on things considered to be “hidden gems” and experiences that allow people to feel inspiration and imagination.

History and beach associations have generated steady growth for the destination, yet, alone, they may not be differentiators that allow St. Augustine | Ponte Vedra to realize its full potential, particularly as more Millennials seeking unique, immersive experiences come to define the market. “Not interested in historic attractions” is the top derived barrier among those who have not been to the area, which highlights the importance of expanding articulation of the brand so that more visitors are able to envision ways to connect with attractions, cuisine, culture, and numerous forms of outdoor recreation.

To that end, Florida’s Historic Coast embarked on the development of new campaign concepts that will launch in the beginning of 2019. To ensure that the campaign options resonate with target audiences, online quantitative research was conducted to test the current campaign against two alternative options. The desire was to compare reactions and to measure relative interest in learning more, overall appeal, interest in visiting, uniqueness of the concepts and interesting aspects of each campaign.

PRIMARY FY 2018 OBJECTIVES

- › Grow new visitation to FloridasHistoricCoast.com
- › Drive qualified distribution of all print visitor guides
- › Continue to focus on lead generation for remarketing efforts
- › Focus on growing overnight mid-week business and groups
- › Improve engagement and conversion from social channels
- › Identify new co-op program partner participation and value

STRATEGIES

- › Focus on measurable media and relevant performance metrics to maximize website visitation
- › Optimize all digital efforts toward key metrics: engagement with the brand, web visits, intent to travel and leads
- › Continue to research and identify new opportunities for added value and promotional opportunities
- › Target media and messaging to grow midweek overnight business
- › Maintain emphasis on building group and trade business
- › Leverage agency's buying clout as a means of providing media opportunities to local partners
- › Maintain trade media exposure to drive top-of-mind awareness and competitive positioning among travel trade and meeting planners

TARGET AUDIENCES AND MARKETS

CONSUMER TARGET AUDIENCES:

Media efforts were designed to impact key audience segments, including families and couples. Non-traditional media opportunities sought to reach Boomers to grow mid-week stays. Because of the sheer number of millennial travelers, which includes couples and families, relevant digital executions and media strategies were employed to engage this growing segment. Likewise, the Hispanic community continued to remain an important target segment because of their heritage relevance, high representation in top feeder markets and opportunity to take advantage of the growing multigenerational travel trend.

Also, in an effort to grow midweek room nights and meetings business, the VCB developed a strategic B2B communications plan to reach key intermediary audience segments – including travel professionals and meeting and event planners.

CONSUMER TARGET MARKETS:

In regard to leisure target markets, media efforts focused on key feeder markets that demonstrated the highest engagement and conversion rates across visitor data gained from VisaVue® and website visitation, print fulfillment sources, and paid media referrals. Florida markets continued to be the top contributors and thus remained a priority. The VCB utilized digital geo-targeting to efficiently reach markets demonstrating growth in overnight stays such as Charlotte, Philadelphia, Chicago and New York.

TRADITIONAL MEDIA:

- › Primary DMAs: Jacksonville, Miami, Orlando, Tampa
- › Secondary DMAs: West Palm Beach, Atlanta

DIGITAL MEDIA:

- › Primary DMAs: Jacksonville, Orlando, Miami, New York, Atlanta, Chicago, Philadelphia
- › Secondary DMAs: Washington DC, Dallas, Southeast region and Northeast region

DIGITAL MEDIA PERFORMANCE:

In FY 2018, the media plan continued to place more emphasis on trackable media to maximize awareness, effectiveness and drive qualified, potential visitors to the website. The digital mix not only included contextual, demographic and geo-targeted display ads that consisted of rich media and video, but also paid search, paid social, lead generation and dedicated emails.

The digital websites targeted programmatic audience networks, travel-related websites, added value on newspaper and broadcast sites as well as exposure in nature based, international, and bridal categories.

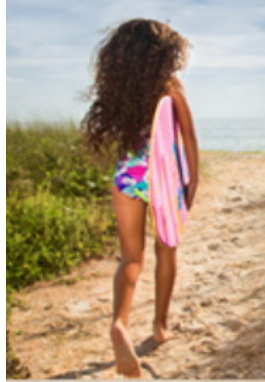
A cross-device campaign strategy was utilized that reached consumers on their mobile devices.


- › The TripAdvisor Premium Destination Partnership program continued with highly visible ads sold to co-op partners to drive stakeholder referrals.
- › Success was measured through various conversion points including tracking intent to travel and tracking those who expressed interest in accommodations via the accommodations link or deals page on FloridasHistoricCoast.com. Measurement approach was shifted when BCF assumed management based on available information and data.
- › Lead generation efforts were maintained for remarketing purposes and generated 23,348 leads which is a decline from 75,232 for the previous fiscal year. The overwhelming majority of intents to travel came from paid search.
- › The most cost-efficient buys included E-Target, TripAdvisor and Dstillery.



Welcome to
**—EASY—
SEASON**
and some of the
lowest rates
of the year

BOOK NOW




**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®




GETAWAYS THAT
MAKE THE
Heart
GROW FONDER.

FROM ROMANTIC B&B'S
TO GLAMOROUS RESORTS
PICK THE PERFECT PLACE



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

Travel
BACK IN TIME AT YOUR
OWN SPEED.



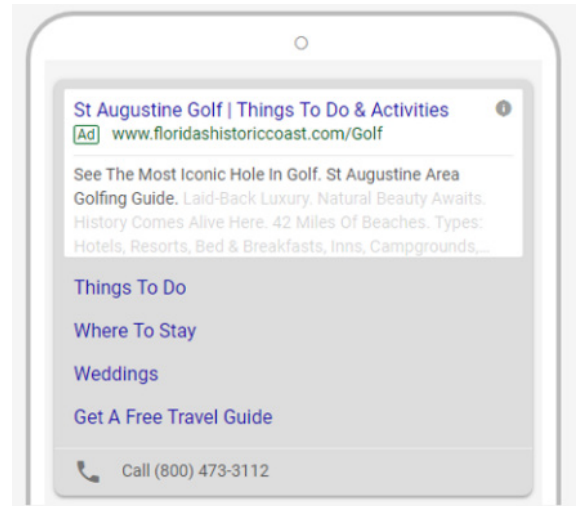
**SAVE UP TO 30%
ON MIDWEEK STAYS.**

PLAN A TRIP


**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

SEARCH ENGINE MARKETING

- › Search ran on Google, Bing and Yahoo with over 326 ads to 140 landing pages.
- › Paid search delivered 573,613 clicks to the site, an increase of 1,653 over the previous year with average cost per click of \$.33, which is better than the industry average.
- › Search also supported Birding & Photo Fest, Easy Season, Nights of Lights and holidays.
- › Paid search delivered 15,493,292 impressions compared to 26.6 million the previous year, due to smaller budget.



PAID SOCIAL

- › Paid social utilized Facebook/Instagram with the goal of converting intent to travel actions on the St. Augustine | Ponte Vedra pages.
- › Target audiences were segmented to measure outreach to the various generational cohorts.
- › The campaign delivered 4,734,965 impressions and resulted in 4,684 inquiries.



TV:

In FY 2018, the VCB continued to expand reach through local television in key markets. In addition, the VCB also focused on key targets through local cable airing within highly relevant programming.

- › Key television (broadcast and cable) markets were Orlando and Jacksonville focusing on Nights of Lights messaging during November and December as well as summer travel from May-June.
- › Added value TV promotions with key stations in Jacksonville and Orlando offered giveaways to the destination and provided additional exposure via online and social channels.



“EL CONQUISTADOR RETURNS” TV SPOT



RADIO

- › Radio was used to promote holiday visitation, summer travel and Easy Season in Orlando, Jacksonville and Tampa. Radio was also used to target the Hispanic market with the same messaging in Orlando and Tampa.
- › The radio station mix included top stations in these markets targeting ages A25-54, as the primary demo and W25-54 as the secondary demo.
- › Added value promotions with key stations offered giveaways to the destination and provided additional exposure via online and social channels.

PRINT

The print portion of the FY 2018 plan consisted of a mix of regional and special interest magazines along with newspaper insertions in key source markets.

- › Magazine consisted of page ads in publications that either focused on travel or included special sections on Florida travel such as Atlanta Magazine, AAA Living South, Edible, Southern Living and Food Network Magazine. Also, regional Florida specific publications such as Where Magazine and Jacksonville Magazine were also part of the plan.
- › Retirees were targeted via Villages Magazine with year-round exposure as well as inclusion in their Villages Newcomers Guide.
- › Insertions in the Tampa Bay Times, Florida Times Union, Orlando Sentinel and El Sentinel rounded out the print portion of the FY 2018 plan.

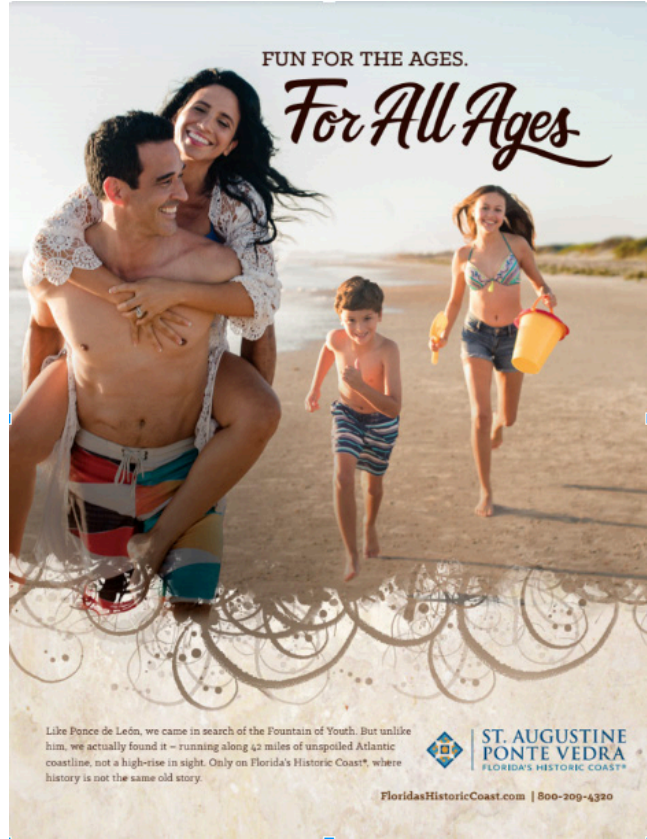


CLOSE TO
HISTORY
Closer
TO EACH OTHER

We strolled the brick-lined streets in search of old-world charm. We found modern art galleries, eclectic boutiques and cozy bistros with new-world flavors. We smiled, laughed and celebrated the start of our own new age that brought us closer together than ever before. Only on Florida's Historic Coast®, where history is not the same old story.


 ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

FloridaHistoricCoast.com | 888-450-4794



FUN FOR THE AGES.
For All Ages

Like Ponce de León, we came in search of the Fountain of Youth. But unlike him, we actually found it – running along 42 miles of unspoiled Atlantic coastline, not a high-rise in sight. Only on Florida's Historic Coast®, where history is not the same old story.

 ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

FloridaHistoricCoast.com | 800-209-4320



Welcome to
EASY SEASON®

In Florida's Historic Coast®, we've made the challenge of finding a fun and affordable vacation, well, history.

Come enjoy Easy Season in St. Augustine | Ponte Vedra from the middle of August through September. Take advantage of fewer crowds and the renowned Sing Out Loud Festival—one of the largest free music festivals in Florida.

With beautiful beaches, free entertainment, and world-class dining, it doesn't get much easier than this.

Enjoy some of the year's best room rates now through September.

 ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Take it easy at
FloridaEasySeason.com

BRIDAL

Continued presence in key bridal print and digital placements to reach engaged couples, brides-to-be and wedding planners interested in Florida or North Florida venues.

- › A full-page ad ran in the spring summer guide of The Knot, one of the nation's premier wedding planning resources.
- › A full-page ad along with matching advertorial and images appeared in Recommend Magazine targeting wedding planners.
- › Co-op ads that allowed stakeholders to showcase properties appeared in The Knot, Jacksonville Bride and Orlando Magazine Wedding. Seven partners participated and filled a total of 10 spots.



THE STORYBOOK SETTING FOR YOUR LOVE

Story

For some, the most breathtaking backdrop is made of century-old oaks. For others, a glamorous ballroom is the epitome of romance and revelry. And for many more, an aisle of sand leads to the next chapter of their life.

But these aren't just musings and make-believe. They're settings you simply won't find anywhere else - except on Florida's Historic Coast®.

Plan the day you've always dreamed of.
FHC Celebrations.com | 888-740-4290

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®



Find the perfect location for your beach wedding and celebration at the Guy Harvey Resort. Have your ceremony on the pristine beach with the Atlantic Ocean as your background. Then enjoy our renovated ballroom to celebrate with style.

Guy Harvey Resort
663 A1A Beach Boulevard
800-626-7203
GuyHarveyOutpost.com



Stage your wedding at the Hall of Fame, a stunning backdrop for any occasion. Let the picturesque golf course and golden sunset serve as the vista for an exclusive wedding ceremony or reception. Guests will dine amongst the legends of golf, with more than 35,000 square feet of museum space and additional venue locations.

World Golf Hall of Fame & Museum
1 World Golf Place
954-940-4021
GolfHOPEvents.com



A collective network of over 85 professional vendors servicing Florida's Historic Coast®. Whether you are planning an elaborate affair or an intimate occasion, we can help execute your vision! Visit our website for a list of vendors or have our members contact you directly about their services.

St. Augustine Wedding & Event Association
StAugustineWeddingAndEvents.com
President@StAugustineWeddingAndEvents.com



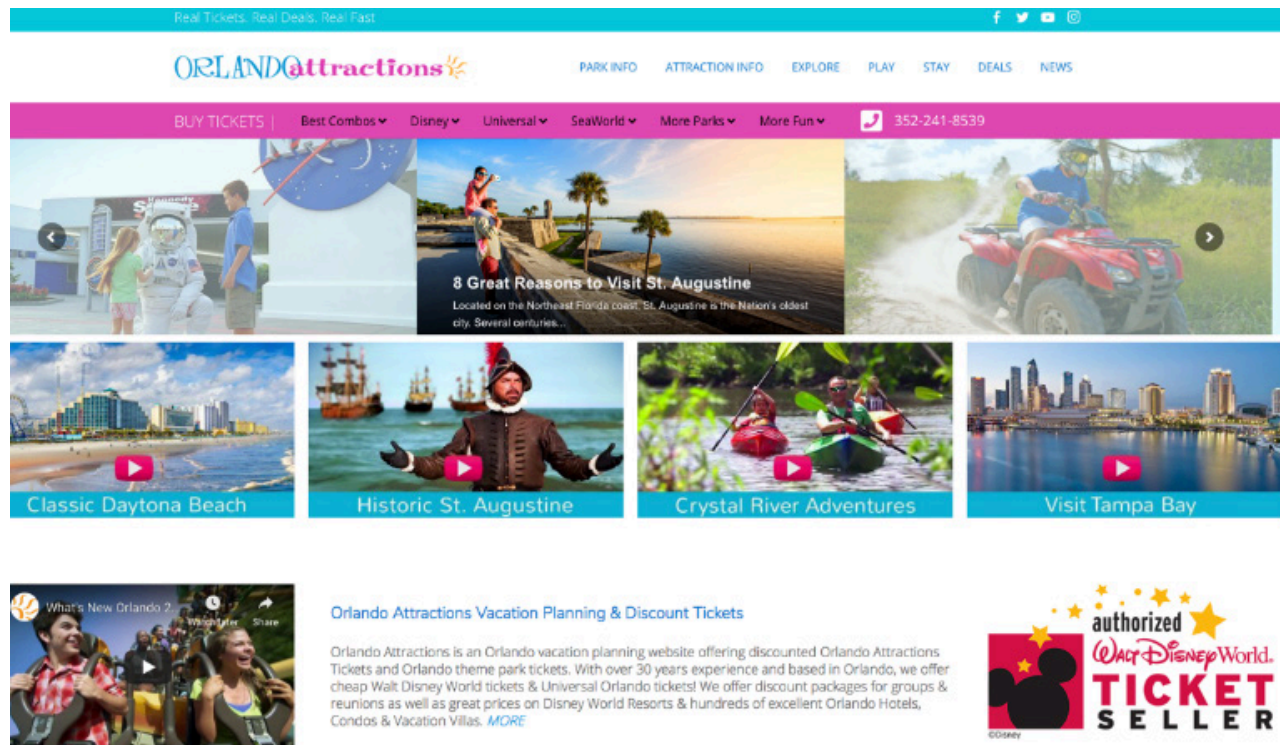
To make your day special, fun and stress-free, St. Augustine, Ponte Vedra & The Beaches VCE offers complimentary wedding and event planning services, like connecting you with vetted vendors and assisting with venue selection and inspection.

Jaye Dillard
Sales & Services Manager
954-259-4425
JDillard@FloridaHistoricCoast.com



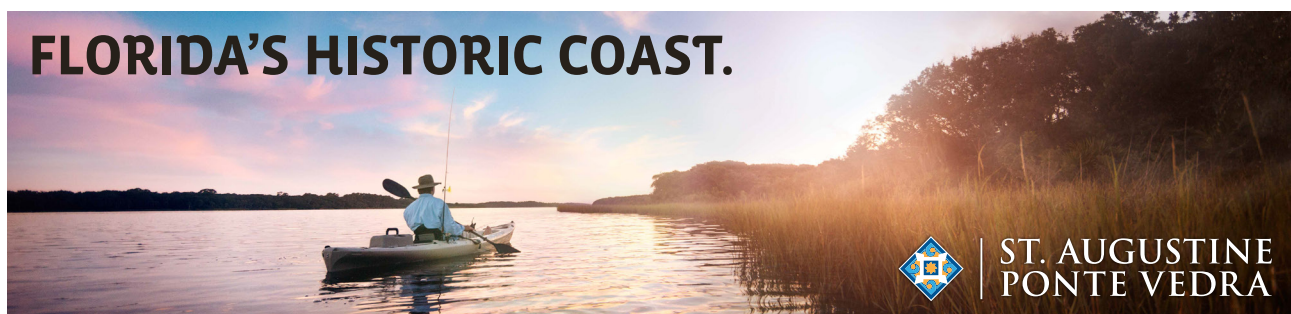
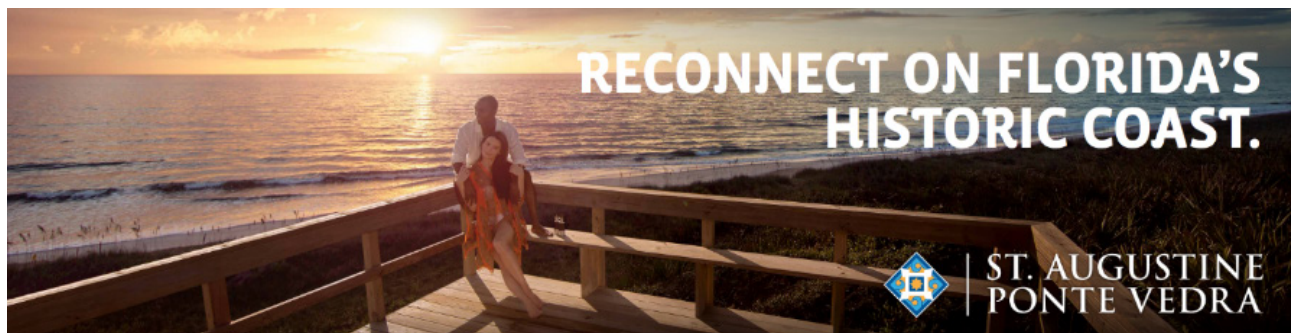
INTERNATIONAL PROGRAMS

- › Renewed the annual program with UK Graft Media targeting international travelers arriving in Orlando.
- › Took advantage of VISIT FLORIDA's co-op opportunities including participation in Dreamscapes Canada which included inclusion in the winter/spring issue of national editions of The Globe and Mail newspapers. Insertion also included appearance in e-magazine with direct links to FHC website.
- › Coordinated a full-page co-op ad in the January issue of Canadian Traveler - Canadian's Guide to Florida.



OUT OF HOME

- › Renewed all six static billboards from FY 2017 that appear on the popular routes of Highway 17 and Interstate 95, stretching from South Georgia to central Florida, continuing the destination branding as Florida's Historic Coast.
- › Digital boards promoting Nights of Lights ran mid-November through early December in Orlando, Jacksonville and Tampa.



MEETINGS / TRAVEL TRADE / GROUP SALES

MEETINGS

Focused on corporate meeting and event planners, association and SMERF planners, and executive influencers.

- › Targeted planners in northeast and southeast with focus on Florida.
- › Insertions in national trade publications included Meetings and Conventions, Successful Meetings, Meetings Today, Connect Faith, Connect Associations, ASAE and Convene, many of which included digital display ad components.
- › Meeting planners were geo-targeted with custom emails through E-target, E-pro direct.



**MEETINGS
THEY'LL
*Remember***

From intimate venues to state-of-the-art convention centers, we'll put a wide range of meeting and event spaces at your fingertips. But that's to be expected. What attendees may not expect is world-class contemporary cuisine served with a side of history. Or innovative handcrafted cocktails garnished with legendary tales. And many more incredible experiences off the clock.

 **ST. AUGUSTINE | PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

For more information on places to stay and play,
visit MyFloridaMeetings.com | 800-418-7529, ext. 2012

LEISURE GROUPS AND TRAVEL TRADE

Focused on operators, home-based agents and student groups.

- › Targeted national trade publications within Florida-related editorial content and incorporated digital presence to target tour operators and travel agents.
- › Print presence included Travel Weekly, Travel Agent Magazine, Leisure Group Travel.
- › Renewed Travel Agent Academy program to generate leads and educate influencers.
- › Utilized custom emails to target travel agents through E-Target.

VCB STAKEHOLDER CO-OPERATIVE OPPORTUNITIES REPORT

FY 2018

PREPARED BY: BCF AND STAFF

CO-OP OPPORTUNITIES OVERVIEW

To enhance Florida's Historic Coast advertising and provide stakeholders with opportunities to expand their own advertising efforts, the VCB provided a wide variety of marketing options. This program has proved to be an affordable and cost-effective way for stakeholders to showcase accommodations, attractions, retail and restaurant options throughout the destination. In FY 2018, the VCB offered 24 cooperative advertising opportunities to 16 vendors. Out of the 138 slots available, 103 were filled by VCB partners, a 75% fulfillment. These 24 opportunities were leveraged by 20 VCB partners, showing that key stakeholders continue to take advantage of multiple co-op placements each year.

HIGHLIGHTS OF INITIATIVES

Opportunities Offered

- › 15 print
- › 9 online

KEY PERFORMANCE MEASURES FY 2018

- › New social media co-op opportunities debuted in FY 2018 and included four separate flights on Instagram and Facebook. Sixteen partners took advantage of this new offering.
- › The number of available slots decreased from 159 in FY 2017 to 138 in FY 2018 due to the budget reduction.
- › The co-op media plan included \$102,158 net worth of media exposure – 74 percent of which was funded by the VCB.
- › The 2018 VISIT FLORIDA Official Visitors guide wasn't as popular as last year with six participants as compared to 12 last year. The rise of digital co-op opportunities likely led to this shift.
- › The most popular print co-op offered was for The Villages and the Villages Newcomers guide. All 24 spots were filled.
- › In-kind contributions received directly from partners reached \$219,819 overall, an increase of 28.5% over the previous year. This included attraction tickets; discounts on lodging, food and beverage, meeting space, tours, transportation, entertainment and merchandise; and signage and printing.

TRAVEL & TOURISM

FLORIDA'S

Historic COAST

MAKE HISTORY AT YOUR OWN PACE

Mondays through Thursdays are when you can save up to 30% on stays. It's when the fares tend to be just for the price. The best spots at old inns are yours for the taking. And the nights are bigger as the crowds get smaller.

**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST

FloridaHistoricCoast.com
800-585-8786

St. Augustine Aquarium
2000 Beach Road
St Augustine 32085
813-926-0000

A historic site recognized as "TOP" by TripAdvisor, located in the heart of the historic district and just steps from the historic beach. Tropic by Wyndham offers the largest resort in town that was recognized with TripAdvisor's historic award. FREE parking & Wi-Fi.

TROPIC by Wyndham Inn
1315 E. Prince of Lane Boulevard
813-926-0000
TropicInn.com

Beachside Lodge
2000 Beach Road
St Augustine 32085
BeachsideLodge.com

Over 100 years of magnificent views. Historic charm. Beachside and downtown St. Augustine. It's the best of both worlds. Beachside Lodge, located on historic grounds and guest beds.

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST

St. Augustine/Ponte Vedra
FloridaHistoricCoast.com

[illegible]

E-CRM

FY 2018 MARKETING PLAN PAGES 73-77
PREPARED BY: TEMPEST

OBJECTIVES

At the outset of the 2018 fiscal year, the VCB and its previous marketing agency implemented a strategy to send two emails each month to the database. Since onboarding, the Tempest team has maintained this performance with aims to further modernize the VCB e-CRM strategy.

DESIGN AND DEDICATED IP:

- › The VCB and Tempest worked to migrate VCB email marketing activities to the iDSS Cyclone CRM System.
- › A new email template was created within the CRM email marketing platform, allowing the VCB to continue to engage with subscribers and provide a consistent brand experience. The email template was rigorously tested to ensure proper rendering in all major email clients.
- › The VCB email program was deployed using a dedicated IP address. Tempest worked to slowly warm up the IP, ensuring strong deliverability for future email blasts. The dedicated IP will ensure only VCB emails will be deployed from this location, further improving deliverability and reputation moving forward.


SUBSCRIBER LISTS:

- › Tempest has been closely monitoring list health to ensure an active, engaged subscriber base. Modern e-CRM strategies emphasize list engagement above the size of the list itself; to that end, the Tempest team has been working with the VCB to ensure subscribers are properly engaging with email messaging.
- › Subscribers sourced through contests have been engaged through a custom welcome email program, ensuring they are actively joining VCB marketing lists and remain engaged with messages moving forward.
- › The team has leveraged continual list cleansing, removing disengaged subscribers to ensure high levels of engagement with email marketing activities.

A/B TESTING


- › The VCB and Tempest have worked together to test subject lines and email content. Testing email content has helped the team identify trends and further evolve email marketing strategies to continue to provide an engaging program that fosters tourism to St. Augustine, Ponte Vedra and the Beaches.
- › Subject lines that highlight specific elements of the visitor experience in St. Augustine, Ponte Vedra and the Beaches continue to perform extremely well.
- › As list hygiene continues and A/B testing provides more insights, engagement rates will continue to steadily improve among the subscriber base.

IN THE SPOTLIGHT



ST. AUGUSTINE'S HISTORY OF FARMING
History in St. Augustine repeats itself with a farm-fresh focus. Whether it is at farmers markets, local businesses or restaurants, home-grown produce can still be found and enjoyed.


[LEARN MORE](#)




HOLIDAY SHOPPING SECRETS
Unsure of what to give your family and friends this holiday season? Here are tips on where to find unique gifts that reflect the history, flavor, arts and culture on Florida's Historic Coast®.

[LEARN MORE](#)

WHAT'S HAPPENING



SURF ILLUMINATION ▶
November 16th, 2018
[more](#)



NIGHT OF LIGHTS LIGHT-UP NIGHT! ▶

Having problems viewing this message? [View it online](#)





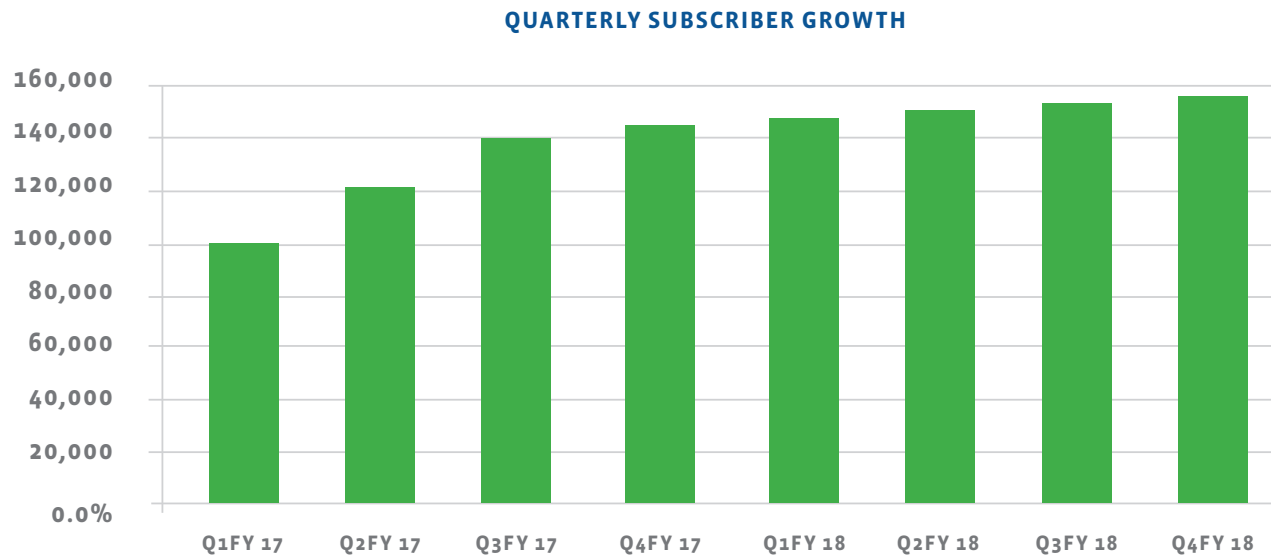
THE FIRST THANKSGIVING

The first Thanksgiving you've never heard of was celebrated in St. Augustine.

[LEARN MORE](#)

SUBSCRIBER GROWTH

Total subscribers increased 7 percent. Looking ahead to FY 2019, Tempest will be focused on improving list quality as opposed to focusing on list size.



GOALS:

As compared to the FY 2017 total of 144,220 subscribers, FY 2018 saw a 7 percent increase, very close to the original subscriber goal (154,765 total subscribers).

Increase open rate to 20 percent

- › Actual: With the migration to a new email marketing platform, it's necessary to invest time in building equity within the new email marketing IP address. As this builds over time, deliverability will improve, fostering improved open rates.
- › Early deployments yielded open rates of 4 percent. With continued work, the VCB and Tempest teams were able to improve open rates to 6 percent by the end of the 2018 fiscal year. Early 2019 data shows open rates continue to improve, reaching 7 percent for October.

Maintain CTR of 15 percent

- › Actual: 2 percent. Again, with the migration to a new email marketing platform, time is needed to build equity within the new IP address. As equity continues to build, deliverability will improve, thus boosting click-through rates.
- › The VCB and Tempest are also working to aggressively test content performance within emails. By continually improving open rates and analyzing engagement with email content, engagement will continue to grow and click-through rates will continually improve.

Increase subscribers 10 percent

- › Actual: 7 percent. Rather than automatically adding contest entrants to VCB E-CRM lists, Tempest deployed a welcome email strategy. This strategy focused on engaging contest entrants and providing incentives for them to actively join the VCB email marketing list.
- › While this strategy yielded a smaller group of new emails for the VCB marketing lists, the approach ensured those subscribers were engaged with VCB email content and would not mark messages as spam. Ultimately, this strategy will yield long-term list health and positive engagement.



EMAIL DEPLOYMENT

AUGUST SUBJECT LINES

8/16/2018 Sing Out Loud Festival	It's Easy Season on Florida's Historic Coast®
8/16/2018 Sing Out Loud Festival	St. Augustine's Largest Free Music Festival Ever
8/21/2018 Free Things to Do	Explore St. Augustine Ponte Vedra's Easy Season
8/21/2018 Free Things to Do	Easy Season on Florida's Historic Coast®

SEPTEMBER SUBJECT LINES

9/13/2018 History @ Culture	It's Easy Season on Florida's Historic Coast®
9/13/2018 History @ Culture	Experience Heritage in St. Augustine
9/19/2018 Romance and Wine	Explore St. Augustine Ponte Vedra's Easy Season
9/19/2018 Romance and Wine	Florida's Historic Coast® Insider Edition

WELCOME EMAIL SUBJECT LINES

9/19/2018 Subscribe Call to Action	Your Exclusive Deals for St. Augustine @ Ponte Vedra
9/28/2018 Subscribe Call to Action	Your Exclusive Deals for St. Augustine @ Ponte Vedra

WEB DEVELOPMENT

FY 2018 MARKETING PLAN PAGES 78-87

PREPARED BY: TEMPEST

OBJECTIVES

At the outset of the 2018 fiscal year, the VCB and its previous marketing agency focused efforts on improving website content, navigation, and engagement with the audience through social media. Since onboarding, the Tempest team has shifted strategies to focus on engaging a wider travel planning audience.

UPDATED HOSTING ENVIRONMENT:

- › In FY 2018, the VCB and Tempest teams worked together to migrate the website to a new hosting environment. This initiative placed the website on best-in-class Amazon AWS website servers, providing enhanced site speed and reliability.
- › During the migration to the new hosting environment, the Tempest Integrated Marketing Services team was involved every step of the way, ensuring a smooth transition to the new hosting environment and a swift deployment of major SEO optimization strategies.

ENHANCED CONTENT ACCESSIBILITY:

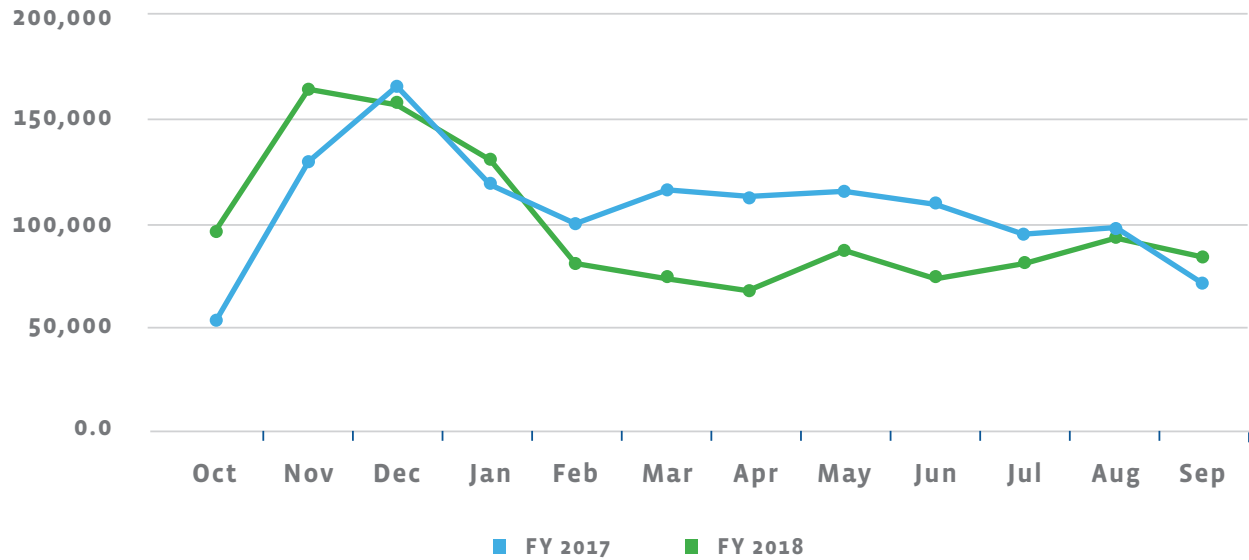
- › Once the website had been fully migrated to its new hosting environment, the Tempest team immediately began work to improve accessibility of content throughout the website. By adjusting best-practice SEO signals throughout the website, Tempest was able to boost engagement with search engines and users.
- › A consistent, ongoing approach to content optimization has provided significant year-over-year growth. Implementing targeted content updates alongside schema markup has helped the VCB win huge gains in content visibility, increasing brand engagement and interaction with target audiences.

ADVANCED CONTENT STRUCTURE:

- › As the VCB and Tempest work together on a completely reimagined digital marketing platform, the Tempest team has been laying the foundation for success with a completely reinvented content structure for the new website.
- › The VCB and Tempest have been working together to audit all existing website content, identifying opportunities for growth and opportunities to streamline content themes. This advanced, search-friendly and user-focused content structure will launch with the deployment of the new website in FY 2019.

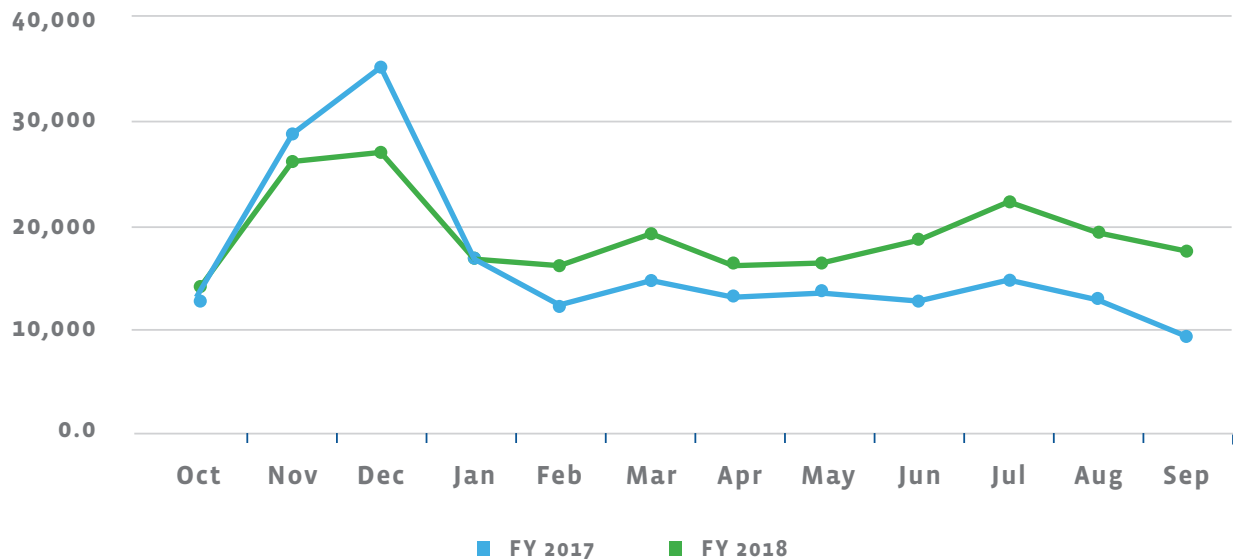
TOTAL VISITS

Total visits captured by the website decreased 8 percent compared to FY 2017, mainly due to budget driven shifts in advertising strategy.



ORGANIC VISITS

Visits captured by organic search increased 15 percent, showing strong improvement after the launch of Tempest's new hosting environment and SEO.



BOUNCE RATE

Historically, the VCB's previous marketing agency used bounce rate as a primary goal for website performance and engagement. Tempest recommends a shift away from this as a central KPI; user behavior online has changed significantly in the past several years and our goals for measuring engagement should evolve accordingly.

DESKTOP BOUNCE RATE GOAL: 35 PERCENT

- › The bounce rate for users on desktop devices did improve to 44 percent, but the original goal was not met.
- › It is important to look at this goal performance in light of changing user behavior online. As users demand more specific content to fulfill their research needs, users will find their needs met more quickly by a single web page. This limits the need to “hunt and peck” through website content, but can be recorded as a bounce.
- › We are seeing positive trends realized in other user engagement signals. The average session duration from visitors on desktop increased 20 percent compared to FY 2017. This indicates overall content quality is improving, enticing visitors to spend a longer time on the page.

MOBILE BOUNCE RATE GOAL: 50 PERCENT

- › Bounce rate for this traffic segment remained steady compared to FY 2017, at 59 percent. Despite this consistency in bounce rate, it is important to note that other engagement signals show improved engagement with users on mobile devices.
- › Similar to visitors on desktop devices, visitors on mobile devices are showing increased content engagement. The average session duration for mobile visitors increased 12 percent compared to FY 2017, and average pages viewed per session increased 3 percent.
- › While we are seeing positive engagement trends, there is room for growth. The enhanced mobile experience that will launch with the new website will help foster deeper engagement with this audience in FY 2019.

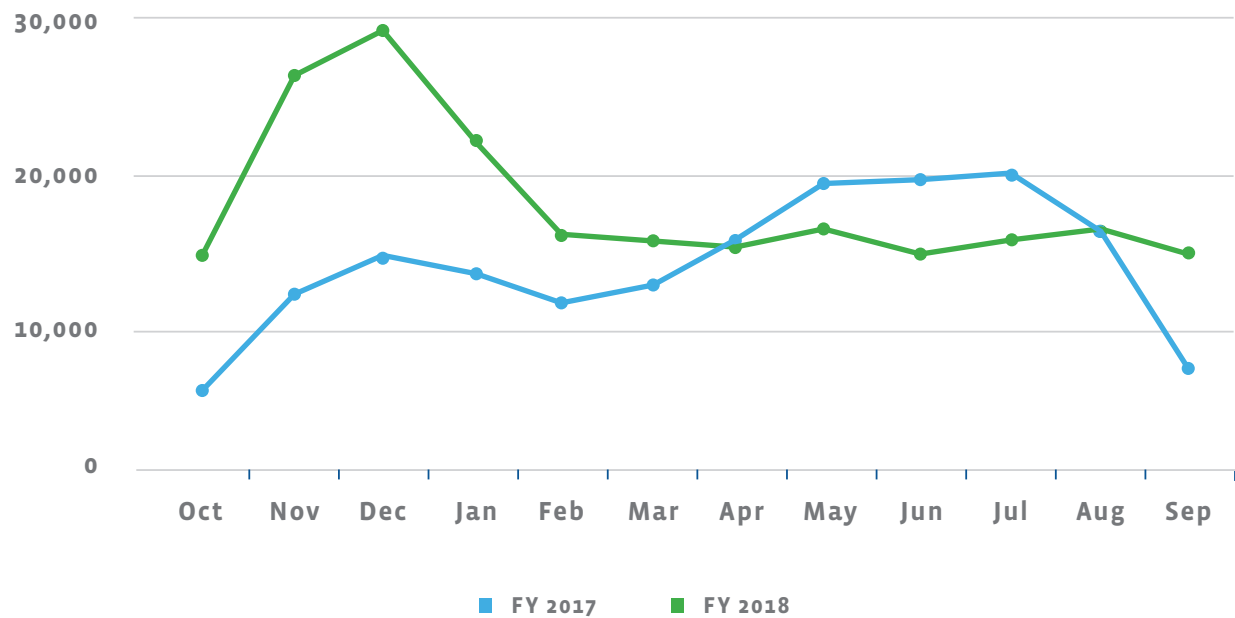
TABLET BOUNCE RATE GOAL: 42 PERCENT

- › As with other channels, the bounce rate for users on tablet devices remained consistent with FY 2017, at 49 percent. Tablet users are also exhibiting similar engagement trends to visitors on mobile and desktop devices.
- › The average session duration for tablet users increased 14 percent. This shows content quality is improving and is engaging visitors more effectively and enticing them to spend longer on the page interacting with content. Meanwhile, the average pages viewed per session increased 7 percent. This shows that visitors who do choose to navigate to other pages on the website are more engaged than they were in FY 2017, exploring deeper into website content.

STAKEHOLDER REFERRALS

Clicks to stakeholder websites increased 28 percent compared to FY 2017. The website is generating strong engagement with partner URLs, emails, and phone numbers.

Finally, the website redesign will entail upgrading the overall user experience, look and feel of FloridasHistoricCoast.com, transitioning to a flexible and modern content management system, and incorporating responsive design in order to more effectively serve mobile website visitors.



DATE RANGE	ENTRANCES	PAGE VIEWS	BOUNCE RATE	TIME ON PAGE
Oct 1, 2017 - Sep 30, 2018	175,905	389,825	59.61%	0:01:31
Oct 1, 2016 - Sep 30, 2017	124,218	290,029	53.71%	0:01:33
Change	+41.61%	+34.41%	+10.97%	-1.64%

CONTENT PERFORMANCE

Engagement with event content has increased dramatically in FY 2018. The core event calendar page is capturing stronger visibility, as are individual events.

Individual events such as Nights of Lights, optimized by Tempest, are capturing visitors and engaging them for longer durations with enhanced content.

DATE RANGE	ENTRANCES	PAGE VIEWS	BOUNCE RATE	TIME ON PAGE
Oct 1, 2017 - Sep 30, 2018	180,641	235,960	63.84%	0:02:10
Oct 1, 2016 - Sep 30, 2017	132,761	189,031	53.71%	0:01:52
Change	+36.06%	+24.83%	+18.87%	+16.38%

Travel planners are showing excellent engagement with beach content on the website. Optimized by Tempest, the “6 Best Beaches” page is seeing strong growth.

DATE RANGE	ENTRANCES	PAGE VIEWS	BOUNCE RATE	TIME ON PAGE
Oct 1, 2017 - Sep 30, 2018	10,987	21,124	30.39%	0:02:33
Oct 1, 2016 - Sep 30, 2017	1,924	12,235	25.68%	0:01:53
Change	+471.05%	+72.65%	+18.33%	+35.90%

The “Secret Things to Do” blog highlighting Ponte Vedra Beach saw the most growth compared to FY 2017.

DATE RANGE	ENTRANCES	PAGE VIEWS	BOUNCE RATE	TIME ON PAGE
Oct 1, 2017 - Sep 30, 2018	7,730	11,409	37.98%	0:02:49
Oct 1, 2016 - Sep 30, 2017	1,064	3,955	18.36%	0:02:10
Change	+626.50%	+188.47%	+106.89%	+30.15%

COMMUNICATIONS & PUBLIC RELATIONS REPORT

FY 2018 MARKETING PLAN PAGES 64-71

**PREPARED BY: KATHY CATRON, DIRECTOR OF COMMUNICATIONS;
BARBARA GOLDEN, COMMUNICATIONS MANAGER; STACEY SATHER,
CREATIVE AND SOCIAL MEDIA MANAGER**

OVERVIEW

The mission of the Communications Department is to manage the VCB's public relations efforts to enhance the value of the brand and to successfully attract overnight visitors to St. Johns County, Florida's Historic Coast (FHC). All objectives are designed to reach potential visitors with meaningful messages in locations where they are, inspiring them to engage with the destination.

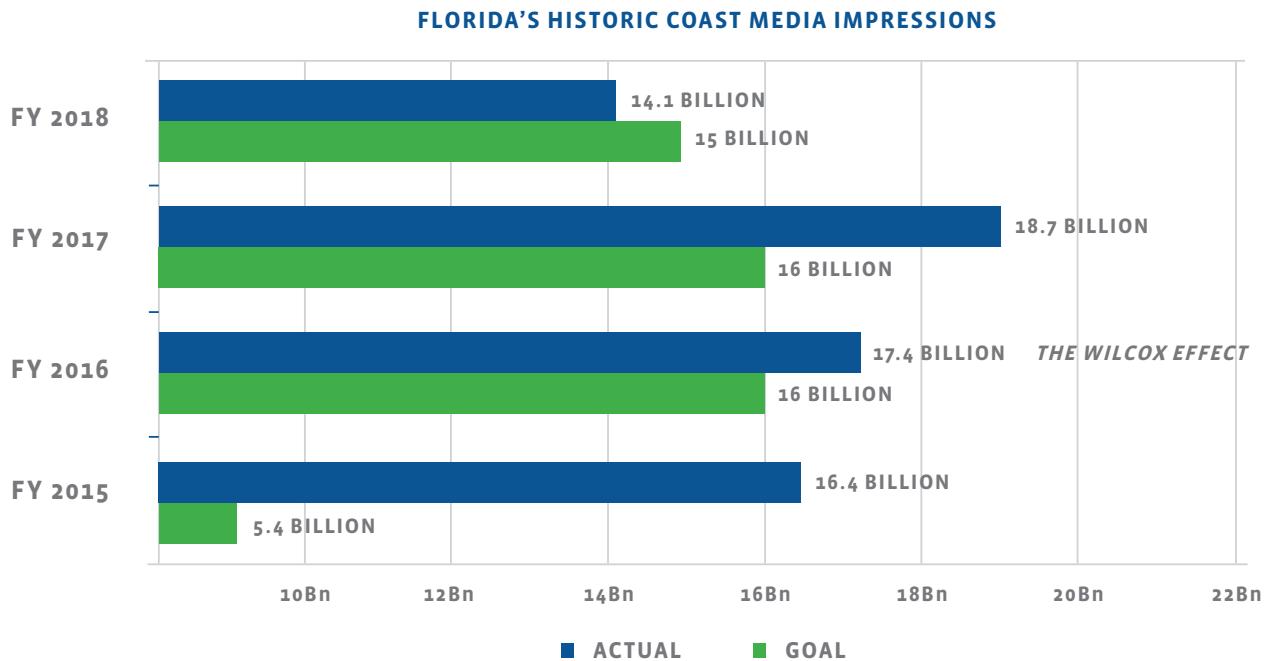
OBJECTIVES:

- › Generate media coverage of the destination and its attributes
- › Expand social media followers, reach and engagement
- › Increase awareness among the Hispanic market to inspire travel to the destination

MEDIA RELATIONS

In FY 2018, the VCB Communications Department continued to measure and report on media impressions including digital, print, broadcast, local, national and international coverage along with monthly summaries of high-quality media coverage. Media coverage highlighted attributes of the destination including culinary, music and entertainment, eco and outdoor activities, culture and the arts and what's new in the destination.

KEY PERFORMANCE MEASURES



- › The media impression goal for FY 2018 was 15 billion impressions. The VCB fell short -6% of this goal, achieving 14.1 billion impressions likely due, at least in part, to a change in media reporting service. In FY 2018, Meltwater stopped reporting aggregate news reporting sources like About.com, Gate House Media, and other national outlets that had been included in past years reporting, accounting for a significant loss of impressions.
- › The FY 2018 goal to host four media familiarization tours featuring dining and golf was exceeded by 20% through hosting a total of five fam tours, including three partner initiated and two VISIT FLORIDA partnership tours.
- › The FY 2018 goal to redesign the online press kit is delayed due to the upcoming total web re-design slated for 2019. However, all press kit content was updated throughout the year, including itineraries, new images and video assets and translations in five languages.
- › In FY 2018 the goal to participate in three media missions to build relationships was exceeded by 100% (six total) because of affordable opportunities presented by VISIT FLORIDA and SATW.

SOCIAL MEDIA

Social media continued to increase awareness of the destination, generated inspiration and effectively engaged the public.

In FY 2018, new content for use in social media was created including eight new videos and photo content for food, dining, special events and outdoors. The VCB's social media team incorporated Facebook Live sessions and Instagram stories into its channels this year, using the platform's new technologies to engage the public. The social media team explored the use of IGTV for Instagram, launched a Facebook Group page for VCB Partners, and worked with college social media interns to create content on the VCB Instagram page, especially posts directed at a millennial audience.

Staff continued to work with social media consultants and took part in professional development to stay on top of social media trends.

KEY PERFORMANCE MEASURES

- › Twitter followers increased to 11,913, 11% above the goal of 10,700.
- › Florida's Historic Coast's Facebook followers increased to 493,419, 0.3% below the goal of 495,000. The culling by Facebook of inactive accounts along with changes to Facebook's algorithms contributed to the outcome.
- › The engagement rate on the VCB's Facebook page was consistently strong. The average engagement rate was 10%, 100% over the goal of 5%.
- › The VCB met its goal of hosting four social media sweepstakes and/or contests. Sweepstakes were held on both the English and Spanish Facebook pages.
- › The VCB met its goal of participating in six Twitter chats.
- › Instagram increased to 14,108 followers, 13% above the goal of 12,500 followers. In place of creating a separate Instagram account for food/dining, social media walls were created on the home page and dining page on the VCB's website with Instagram food posts submitted by Instagram users.
- › The VCB's lifetime views of YouTube increased to 283,044, 5% above the goal of 270,000.

HISPANIC AUDIENCE DEVELOPMENT

- › The VCB continued its Hispanic PR campaign with assistance from a Hispanic PR agency.
- › The in-state Hispanic market and close-by travelers were primary consumers across all age ranges. Families and millennials continued to be the target audience.
- › Monthly press releases were issued along with active media pitching year-round.

KEY PERFORMANCE MEASURES:

- › Hispanic media coverage goal to achieve 140 million impressions was exceeded by 70%, for a total of 193 million impressions. This was the result of more focused releases distributed using wire services.
- › In FY 2018 the goal was to host ten Hispanic media. This goal was exceeded by 20%, with 12 Hispanic media hosted in destination.
- › The goal to develop and work with three Hispanic social media influencers fell short. Only two Hispanic social influencers were hosted in destination during 2018.
- › The Spanish language Facebook page fell 54% below goal with 3,341 followers for the year. The Spanish language Twitter fell 20% below goal with only 479 followers.
- › A new Hispanic PR agency was engaged to help make up for these shortfalls.

PROMOTIONS & STRATEGIC ALLIANCES REPORT

FY 2018 MARKETING PLAN PAGES 88-95

**PREPARED BY: SUSAN PHILLIPS, DIRECTOR OF TOURISM PROMOTION
& STRATEGIC ALLIANCES**

OVERVIEW:

In FY 2018, the VCB promotions department developed and executed a mix of media promotions, consumer incentives meant for short-term calls to action, Easy Season initiatives and VCB outreach.

The FY 2018 VCB promotion plan was separated into four categories:

- › Media promotions
- › VCB outreach
- › VCB Promotion & Production
- › Innovation

MEDIA PROMOTIONS

Objective: To 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.

KEY PERFORMANCE MEASURES

- › Secure a minimum of \$300,000 media value (based on a minimum 10:1 ROI on budget).
 - › The VCB surpassed this goal with expenditures of \$42,825 yielding promotional media value of \$1,467,473, or a 34:1 ROI against total budget.
- › Develop promo campaigns that supplement MMGY Global (and BCF Agency) broadcast buys.
 - › With each of the three campaign flights (Nights of Lights, Summer, and Easy Season), at least 20 or more promotions were secured against each paid media campaign buy.
- › Develop and execute promotions that support Northeast Florida Regional Airport (NFRA) and its non-stop air service providers as aggressively as NFRA can deliver leads on media partners assured prize seating. Minimum goal: one promo per carrier per origin market.
 - › A total of three promotions were implemented in conjunction with NFRA and ViaAir in the Charlotte market (one with The Charlotte Observer; two with iHeart Radio Group).

PERFORMANCE

- › The number of media promotions executed in FY 2018 rose 34 percent year-over-year, from 53 to 71. Promotional value increased even more substantially, from \$797,942 to \$1,467,473, or an 84% percent increase. Additionally, FY 2018 promotions reached more than 38.4 million impressions, which is a 309% percent increase over FY 2017's 9.4 million impressions for the year*.
- › Negotiating for leveraged promotional extensions of paid media buys in all VCB advertising markets combined with participation in VISIT FLORIDA promotions in key markets such as Boston, New York City, and Philadelphia, collectively delivered a significant number of impressions.
- › The majority of FY 2018 promotions centered around key drive Florida markets and included outreach to the Hispanic market via radio promotions. In addition, several promotions were placed in out-of-state markets with both significant non-stop flight and/or easy drive access to Florida's Historic Coast.

*See chart at the end of this section for a list of promotions

VCB PROMOTION & PRODUCTION SEED MONEY

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

KEY PERFORMANCE MEASURES

While there was not a key performance metric for this objective, the VCB promotion and communications department worked together to secure two new programs.

PERFORMANCE

- › A dedicated "River City Live" show on News4JAX and CW 17 featuring Florida's Historic Coast, filmed and aired in November and December 2017. In addition, Eric Dowdle's "Painting the Town," a 30-minute national PBS program filmed on Florida's Historic Coast, aired in April 2018.

VCB TOURISM OUTREACH

Objective: 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.

KEY PERFORMANCE MEASURES

Produce a State of the Tourism Industry Celebration event attended by more than 350 targeted tourism and hospitality stakeholders, community influencers and public officials.

Produce a summary presentation of the event to serve as speaker support for presentations to varied community groups over the following 12 months.

PERFORMANCE

- › Produced a State of the Tourism Industry Celebration event in May 2018, attended by more than 350 tourism and hospitality stakeholders and VCB partners, featuring the theme of “Resilience.” Speakers included master of ceremonies, Kevin Venardos (The Venardos Circus), Richard Gonzmart (The Columbia Restaurant Group), Erin Francis-Cummings (Destination Analysts), Kevin McNulty (NetWeave Social Media), Keith Ireland and Greg Ward (BCF Agency). All spoke to the theme of resilience and the importance of tourism to St. Johns County.
- › Produced a summary presentation of the event that served as speaker support for the VCB's President/CEO in his presentations to community groups throughout FY 2018 and into FY 2019.

INNOVATION: MIDWEEK HOSPITALITY PROFESSIONALS

Objective: Work with the Hospitality Industry Association (HIA) to create a program designed to build midweek business by targeting Central Florida hospitality workers.

Key Performance Measures

- › Development of an offer of consequence sufficient to “move the needle”
- › Success in gathering meaningful participation from a sizeable number of VCB partners
- › Initial response from the target audience that validates the concept

Performance:

- › There were staff changes, both at the VCB and at HIA, which resulted in changing priorities and direction. As a result, this program was not developed in FY 2018 and may be revisited at a later time.

FY 2018 PROMOTIONS

NIGHTS OF LIGHTS CAMPAIGN

MEDIA PARTNER	CAMPAIGN	MARKET	MEDIA	TIMING
WESH, MeTV, WKCF, ESH.com	Nights of Lights	Orlando	TV	12/4/17 - 12/17/17
WKMG-TV	Nights of Lights	Orlando	TV	12/4/17 - 12/11/17
WOFL-TV	Nights of Lights	Orlando	TV	12/4/17 - 12/11/17
WTLV-TV	Nights of Lights	Jacksonville	TV	12/4/17 - 12/8/17
WJAX-TV	Nights of Lights	Jacksonville	TV	12/4/17 - 12/11/17
WJXT-TV	Nights of Lights	Jacksonville	TV	12/4/17 - 12/8/17
WMMO	Nights of Lights	Orlando	Radio	12/4/17 - 12/17/17
WOMX	Nights of Lights	Orlando	Radio	12/4/17 - 12/31/17
WOCL	Nights of Lights	Orlando	Radio	12/4 /17 - 12/17/17
WMGF	Nights of Lights	Orlando	Radio	12/4/17 - 12/17/17
WEJZ	Nights of Lights	Jacksonville	Radio	12/11/17 - 12/22/17
WJGL	Nights of Lights	Jacksonville	Radio	12/4/17 - 12/17/17
WAPE	Nights of Lights	Jacksonville	Radio	12/4/17 - 12/17/17
99.1 WQJK	Nights of Lights	Jacksonville	Radio	12/30/17 - 1/15/18
106.9 Rumba	Nights of Lights	Jacksonville	Radio	12/30/17 - 1/15/18
107.3 The River	Nights of Lights	Jacksonville	Radio	12/30/17 - 1/15/18
WFLZ	Nights of Lights	Tampa	Radio	12/18/17 - 12/25/17
WMTX	Nights of Lights	Tampa	Radio	12/4/17 - 12/17/17
WXTB	Nights of Lights	Tampa	Radio	12/2/17 - 12/8/17
iHeart Media/ViaAir	Nights of Lights	Charlotte	Radio	12/4/17 - 12/17/17
Total Estimated Impressions	1,705,596	Total Estimated Media Value:	\$216,573	

MISCELLANEOUS CAMPAIGNS

MEDIA PARTNER	CAMPAIGN	MARKET	MEDIA	TIMING
Boston Herald	Misc. - VISIT FLORIDA	Boston	Print	Jan-Feb 2018
Orlando Sentinel	Misc. - Spring/Early Summer	Orlando	Print	April 2018
ViaAir/Charlotte Observer	Misc. - Spring/Early Summer	Charlotte	Print	April 2018
Metro.us	Misc. - VISIT FLORIDA	NY, Boston, Philadelphia	Print	May 2018
Total Estimated Impressions	24,755,132	Total Estimated Media Value:	\$726,550	

SUMMER CAMPAIGN

MEDIA PARTNER	CAMPAIGN	MARKET	MEDIA	TIMING
WJGL	Summer	Jacksonville	Radio	5/28/18 - 6/10/18
WAPE	Summer	Jacksonville	Radio	5/28/18 - 6/10/18
WEZI	Summer	Jacksonville	Radio	5/28/18 - 6/10/18
WOKV	Summer	Jacksonville	Radio	6/4/18 - 6/17/18
WSOL	Summer	Jacksonville	Radio	6/4/18 - 6/17/18
WKSL (KISS)	Summer	Jacksonville	Radio	6/4/18 - 6/17/18
WKSL (Planet)	Summer	Jacksonville	Radio	6/4/18 - 6/17/18
WJBT	Summer	Jacksonville	Radio	6/4/18 - 6/17/18
WRUM	Summer	Jacksonville	Radio	6/4/18 - 6/17/18
WTKS	Summer	Orlando	Radio	6/4/18 - 6/17/18
WRUM	Summer	Orlando	Radio	6/4/18 - 6/17/18
WMMO	Summer	Orlando	Radio	5/28/18 - 6/10/18
WWKA	Summer	Orlando	Radio	5/28/18 - 6/10/18
WOMX	Summer	Orlando	Radio	6/4/18 - 6/17/18
WQYK	Summer	Tampa	Radio	6/4/18 - 6/17/18
WDUV	Summer	Tampa	Radio	5/28/18 - 6/10/18
WHPT	Summer	Tampa	Radio	5/28/18 - 6/10/18
WWRM	Summer	Tampa	Radio	5/28/18 - 6/10/18
WXGL	Summer	Tampa	Radio	5/28/18 - 6/10/18
WMTX	Summer	Tampa	Radio	6/18/18 - 6/29/18
Total Estimated Impressions	4,980,417	Total Estimated Media Value:	\$227,750	



EASY SEASON CAMPAIGN

MEDIA PARTNER	CAMPAIGN	MARKET	MEDIA	TIMING
WJGL	Easy Season®	Jacksonville	Radio	8/13/18 - 8/31/18
WOKV	Easy Season®	Jacksonville	Radio	8/13/18 - 8/31/18
WEJZ	Easy Season®	Jacksonville	Radio	8/13/18 - 8/31/18
WGNE	Easy Season®	Jacksonville	Radio	8/13/18 - 8/31/18
WKSL	Easy Season®	Jacksonville	Radio	8/13/18 - 8/31/18
BQIK	Easy Season®	Jacksonville	Radio	8/13/18 - 8/31/18
WMMO	Easy Season®	Orlando	Radio	8/13/18 - 8/31/18
WCFB	Easy Season®	Orlando	Radio	8/13/18 - 8/31/18
WDBO	Easy Season®	Orlando	Radio	8/13/18 - 8/31/18
WWKA	Easy Season®	Orlando	Radio	8/13/18 - 8/31/18
WRUM	Easy Season®	Orlando	Radio	8/13/18 - 8/31/18
WRBQ	Easy Season®	Tampa	Radio	8/13/18 - 8/31/18
WYUU	Easy Season®	Tampa	Radio	8/13/18 - 8/31/18
WDUV	Easy Season®	Tampa	Radio	8/13/18 - 8/31/18
WHPT	Easy Season®	Tampa	Radio	8/13/18 - 8/31/18
WOGK	Easy Season®	Gainesville	Radio	8/13/18 - 8/31/18
WNND	Easy Season®	Gainesville	Radio	8/13/18 - 8/31/18
WSKY	Easy Season®	Gainesville	Radio	8/13/18 - 8/31/18
WKTK	Easy Season®	Gainesville	Radio	8/13/18 - 8/31/18
WKHX	Easy Season®	Atlanta	Radio	8/13/18 - 8/31/18
iHeart CLT/ViaAir	Easy Season®	Charlotte	Radio	8/13/18 - 8/31/18
WQOL	Easy Season®	West Palm Beach	Radio	8/13/18 - 8/31/18
WAVE	Easy Season®	West Palm Beach	Radio	8/13/18 - 8/31/18
Sinclair	Easy Season®	Tallahassee, Gainesville, Valdosta	TV	8/13/18 - 9/30/18
Sinclair	Easy Season®	Macon	TV	8/13/18 - 9/30/18
Sinclair	Easy Season®	Savannah	TV	8/13/18 - 9/30/18
Sinclair	Easy Season®	Charleston	TV	8/13/18 - 9/30/18
Total Estimated Impressions	7,011,675	Total Estimated Media Value:	\$296,600	

ALL FY 2018 CAMPAIGNS

	IMPRESSIONS	ESTIMATED MEDIA VALUE
GRAND TOTAL	38,452,820	\$1,467,473

SPECIAL EVENTS REPORT

FY 2018 MARKETING PLAN PAGES 103-105

PREPARED BY: ERIN MASTERS, SPECIAL EVENTS AND DATABASE MANAGER

FLORIDA'S BIRDING & PHOTO FEST: APRIL 18 – 22, 2018

Florida's Birding & Photo Fest is a birding and photography event featuring more than 114 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.

Florida's Birding & Photo Fest, celebrating its 15th year in 2018, saw a decline of 10% in attendance over 2017 with 648 attendees, resulting in direct tourism spending of \$545,292.

KEY PERFORMANCE MEASURES

- › Attendance was down -10% (727 vs. 648)
- › The attendance and spending data reflect three influences:
 1. A conflict with other Florida-based photography events – Birding & Photo Fest was scheduled after PhotoShop World in Orlando which may have played a role in the decreased attendance
 2. New speakers with new topics helped with spending
 3. Horses on the beach workshops at dawn and dusk helped with spending

KEY FINDINGS FOR 2018

- › 86% of attendees said that Photo Fest was their primary reason for visiting FHC
- › 89% of attendees participated two or more days
- › 87% said they will likely return next year
- › 63% were from out of the region/out of state
- › 51% stayed in hotels/motels, campgrounds, condos, or B&Bs in FHC
- › Non-Festival Activities included:
 - › 91% dined out
 - › 41% visited historic district



- › 41% visited state parks
- › 35% visited beaches
- › 20% visited Ponte Vedra Beach
- › 16% visited museums/paid attractions
- › 12% visited outlet malls

Source: Post-event survey of Festival attendees (648 sent; 21% responded)

SALES REPORT

FY 2018 MARKETING PLAN PAGES 51-63

**PREPARED BY: WILLIAM MCBROOM, DIRECTOR OF CONFERENCE SALES;
EVELYN VAZQUEZ, DIRECTOR OF LEISURE SALES; JAYA DILLARD, SALES & SERVICES
MANAGER; DEBBIE TRUHOWSKY, MARKETING COORDINATOR**

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, wedding/event planners, and consumers 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 SJC industry sales leaders.

FY 2018 KEY PERFORMANCE MEASURES

COMBINED SALES LEADS AND ROOM NIGHTS

FY 2018 OBJECTIVE:

- › To source 383 leads representing 79,475 Room Nights

FY 2018 ACCOMPLISHMENT:

- › 391 leads sourced, 2% above goal, representing 138,655 Room Nights and 74% above goal. The increase in Room Nights sourced is primarily due to an increase in countywide opportunities for sports groups.

FY 2018 WHOLESALE ROOM NIGHT OBJECTIVE:

- › 119,700 Room Nights (Though 2% over FY 2017 goal, it was set below FY 2017 actual due to 21% budget reduction.)

FY 2018 ACCOMPLISHMENT:

- › 124,374 Room Nights, 4% above goal

COMBINED SALES CALLS/EMAILS

FY 2018 OBJECTIVE:

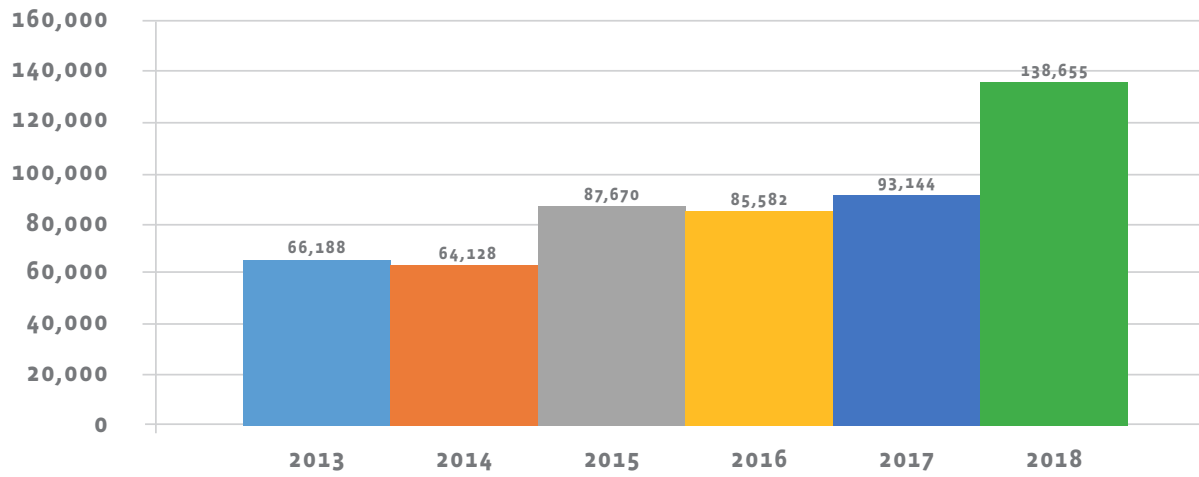
- › Make 2,001 prospecting calls/emails

FY 2018 ACCOMPLISHMENT:

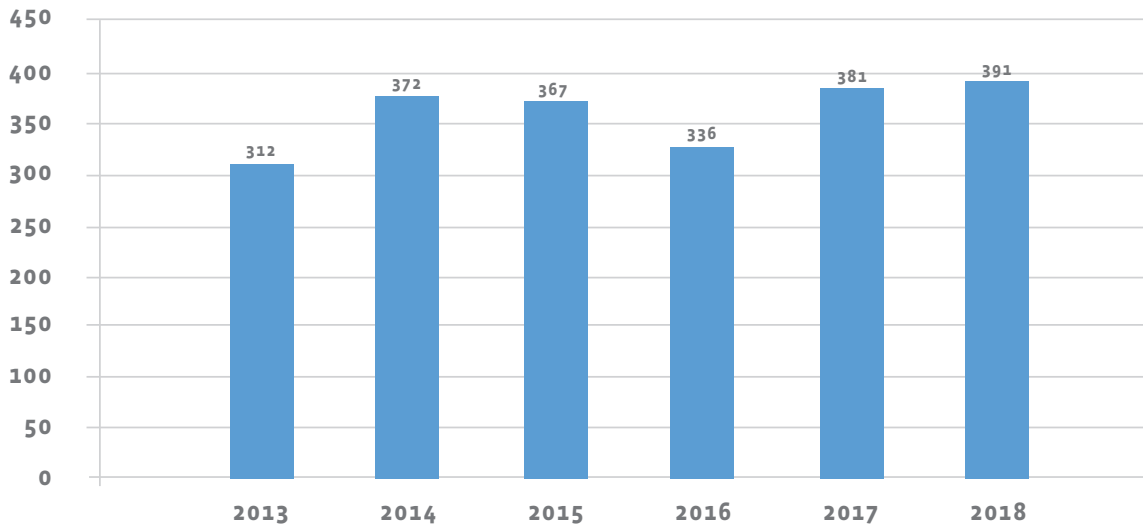
- › 2,060 prospecting calls/emails recorded, 3% above goal



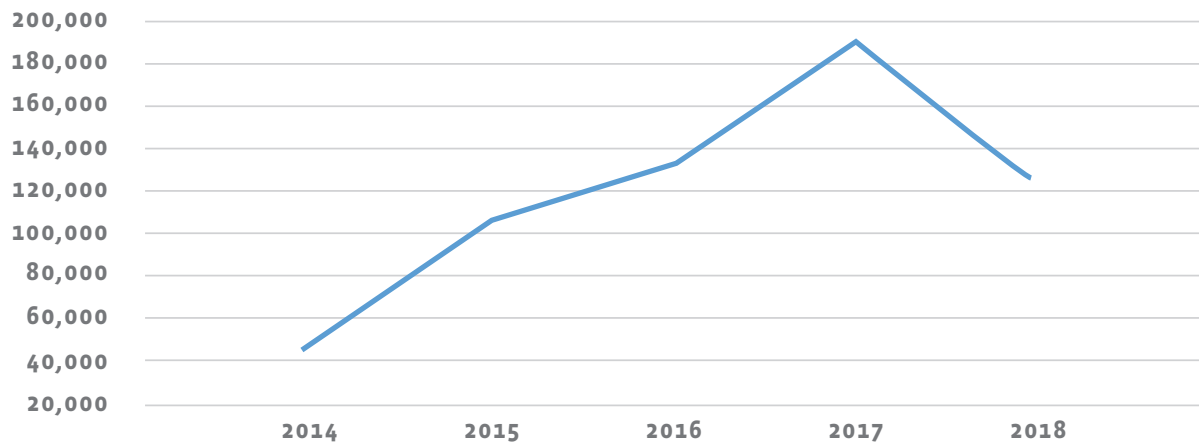
ROOM NIGHTS



LEADS SENT



WHOLESALE ROOM NIGHTS



COMBINED FAMS AND SITE VISITS – 42 FOR THE YEAR

During FY 2018, the Sales Department hosted 121 meeting planners, tour operators, travel agents, group leaders and brides.

SALES DEPARTMENT INITIATIVES

Internet Destination Sales System (iDSS) is the Customer Relation Management (CRM) tool used to track meeting and leisure group planners from all market segments. This tool enables the sales team to send out special offers and event notices to meeting professionals in a timely manner, and to send leads to our partners.

- › The VCB team has used the iDSS Sales System to deliver 391 qualified leads to our partners to help them book group business. In FY 2018 there were 341 combined partner-related account updates, including emails, phone calls, administrative sales training support and general lead questions. The sales department conducted two iDSS orientation sessions to educate partners on how to use the sales system successfully in addition to one-on-one orientations as requested.

DATABASES

In FY 2018, the department managed several email databases including one for the FHC travel academy with 2,001 enrolled and 1,013 travel agents who have graduated. The Sales department also had 77 new Villages residents who agreed to be added to the FHC mailing list to receive future promotions from the approximately 400 who attended the March 2018 FHC Expo. The team is compiling planner lists from tradeshow attendees and other sources and currently has approximately 4,300 active planners on these lists for solicitation.

COMBINED SALES INITIATIVES – 59 FOR THE YEAR

- › Of the 51 Sales initiatives originally planned, 38 were executed as planned, 21 were added and 13 were cancelled or rescheduled as noted on the table below.



CONFERENCE SALES	LOCATION	DATE
IMEX America w/ VISIT FLORIDA	Las Vegas, NV	Oct 16 – 20, 2017
(Did not attend due to VISIT FLORIDA restructuring)		
Connect Medical (Added)	Cincinnati, OH	Oct 24 - 27, 2017
Connect Florida	Palm Coast, FL	Nov 1 - 2, 2017
Florida Encounter	West Palm Beach, FL	Nov 29 – Dec 1, 2017
(Did not attend due to VISIT FLORIDA restructuring)		
Meetings Today LIVE! Golf	Howie-in-the-Hills, FL	Dec 3 - 6, 2017
(Cancelled by organization)		
Successful Meetings Southeast Tradeshow (Added)	Miami, FL	Dec 3 - 6, 2017
Elite Meetings Alliance	Kissimmee, FL	Dec 9 - 12, 2017
Assn Executives of North Carolina (AENC) Annual	Raleigh, NC	Dec 13 – 14, 2017
(Did not attend due to schedule conflict)		
Independent Planner Education Conference (IPEC)	National Harbor, MD	Jan 30 - Feb 2, 2018
FSAE Luncheon Meeting	Tallahassee, FL	Feb 20, 2018
Luxury Meetings Summit (Added)	Orlando, FL	February 28, 2018
Elite Meetings Alliance (Added)	San Diego, CA	March 2 - 5, 2018
HelmsBriscoe Annual Business Conference	Orlando, FL	April 30 - May 2, 2018
(Did not attend due to schedule conflict)		
TPC Meeting Planner FAM	SAPVB	May 8 - 13, 2018
Capital Events Tradeshow (Added)	Tallahassee, FL	May 15 - 16, 2018
Georgia Society of Assn Exec's (GSAE) Convention	Miramar Beach, FL	May 30 - June 1, 2018
SMART Meetings Mid-Atlantic Tradeshow	Washington, DC	June 13 - 14, 2018
Florida Society of Assn Exec's (FSAE) Convention	Ft. Lauderdale Beach, FL	July 11 - 13, 2018
American Society of Association Executives (ASAE)	Chicago, IL	Aug 18 - 21, 2018
with Visit Florida (Added)		
Meeting Professionals International SES	SAPVB	Aug 22 - 24, 2018
(Jaya Dillard attended)		
Connect Corporate Marketplace Tradeshow	Salt Lake City, UT	Aug 23 - 25, 2018
SMART Meetings East Tradeshow (Added)	West Palm Beach, FL	Aug 26 - 28, 2018
Destination Southeast Tradeshow	Palm Beach Gardens	Sept 5 - 8, 2018
Small Market Meetings Tradeshow	Ontario, CA	Sept 23 - 25, 2018



SPECIALTY & EXECUTIVE GROUP EVENTS	LOCATION	DATE
Annual Florida Black Expo	Jacksonville, FL	October 5-7, 2017
Military Friendly Network - NE Regional Roundtable (Added)	Portland, ME	October 23-25, 2017
TEAMS Sports Conference @ Expo	Orlando, FL	October 31-November 3, 2017
Nat Coalition of Black Meeting Planner	Oakland, CA	Nov 2017
(Did not attend due to schedule conflict)		
Military Reunion Network - SE Regional Roundtable	Nashville, TN	Nov. 29 - Dec 2, 2017
The Knot Workshop and Post FAM (Added)	SAPVB	December 6, 2017
SJC VCB Sports @ Rec FAM	SAPVB	December 2017
(Did not execute due to scheduling issues)		
VF I-95 Welcome Center Festival	Yulee, FL	January 26, 2018
Rainbow Wedding Network (Added)	SAPVB	February 4, 2018
TRI-Base Travel Show	FL @ GA	March 15, 2018
TRI-Base Travel Show	FL @ GA	March 16, 2018
TRI-Base Travel Show	FL @ GA	March 17, 2018
National Assoc. of Sports Commission (Added)	Minneapolis, MN	April 23-26, 2018
IGLTA Annual Convention	Ontario, Canada	May 9 - 12, 2018
The PLAYERS National Military Appreciation FAM	SAPVB	May 1, 2018
(Did not execute due to scheduling issues)		
SGMP NEC	Norfolk, VA	June 5-7, 2018
Tampa Bay Bridal Show @ Sales Calls	Tampa, FL	June 24, 2018
SGMP Edu-Con Day	Gainesville, FL	July 1, 2018
CONNECT Sports Tradeshow	Salt Lake, UT	August 23-25, 2018
VCB Black History FAM Tour	Miramar Beach, FL	May 30 - June 1, 2018
(Cancelled due to sch issues, planned for FY 2019)	SAPVB	September 5-7, 2018
Univ of FL Meeting Planner Workshop (Added)	Gainesville, FL	September 19, 2018
Rainbow Wedding Network	Raleigh, NC	February 25, 2018
(Rescheduled to FY2019)		



LEISURE SALES - DOMESTIC & INT'L	LOCATION	DATE
21st Annual Hispanic Meeting Planner Conf	TBD	Oct. 2017
(Show cancelled)		
IITA Board Retreat (Added)	Clearmont, WY	Oct. 19-22, 2017
Connect Faith	Cincinnati, OH	Oct 25-27, 2017
Fall Villages Group Leader/Resident Sales Event	Lady Lake, FL	November 9, 2017
NTA @ UMA Motorcoach Travel Exchange	San Antonio, TX	December 14-18, 2017
Nights of Lights FAM Tour	SAPVB	December 2017
(Did not execute due to scheduling issues)		
Florida Huddle	Ft. Lauderdale, FL	January 9-12, 2018
ABA Marketplace	Charlotte, NC	January 27-30, 2018
Religious Conference Management Assoc. / RCMA	Omaha, NE	January 30-February 1, 2018
Connect Diversity Summit	Portland, OR	February 4-6, 2018
(Note: Jaya Dillard attended)		
International Inbound Travel Assn Summit	Portland, OR	February 4-7, 2018
Connect Travel (Added)	Orlando, FL	February 18-21, 2018
Sales Mission-Orlando (Added)	Orlando @ Miami, FL	February 27-March 2, 2018
Christian Meetings and Conventions Association	Roanoke, VA	March 6-8, 2018
(Did not attend due to schedule conflict)		
AAA Sales Mission (Added)	Orl, Tampa, St. Pete	June 11-12, 2018
Spring Villages Group Leader/Resident Sales Event	Lady Lake, FL	June 13, 2018
Player's Championship Tournament Fam	Ponte Vedra, FL	May 8-13, 2018
IPW	Denver, CO	May 19-23, 2018
TAP Dance-Travel Alliance Partners, LLC Conference	Atlantic City, NJ	June 4-8, 2018
Sales Mission (Added)	NYC	July 10-11, 2018
Sales Mission (Added)	Long Island	July 12-13, 2018
GMOA-AMA-SCMA Regional Meeting (Added)	Atlanta, GA	July 22--26, 2018
VMA/NCMA/MCASC	Greenville, SC	August 8-12, 2018
SYTA	Baltimore, MD	August 24-28, 2018
La Cita (Added)	Ft. Lauderdale, FL	Sept 4-7, 2018

GROUP CLOSING FUND (GCF) PERFORMANCE

GCF OVERVIEW:

This initiative was originally created by the VCB Conference Sales Committee in response to what the Conference Sales Committee felt was a competitive disadvantage when meeting planners compared the time and cost of ground transportation to/from Jacksonville Int'l 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 FY 2018, the VCB had a total of \$95,602 in definite and pending GCF offers for groups in FY 2019 through FY 2024. These offers represent an incentive for 43 groups to book in St. Johns County with 48,082 room nights, \$8,600,931 in room revenue, \$4,809,555 in food & beverage revenue and \$13,410,486 in total revenue.

GCF KEY PERFORMANCE MEASURE

FY 2018 OBJECTIVE:

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

FY 2018 ACHIEVED:

- › 48 GCF proposals were accepted by the VCB in FY 2018 with 13 contracted, 18 pending and 17 lost, for a conversion rate (contracted) of 27%, 2 points better than the minimum goal. With the 18 pending groups, the conversion rate is expected to rise as some of these groups convert to definite.

LOCAL INDUSTRY PROGRAMS REPORT

FY 2018

PREPARED BY: ERIN MASTERS, SPECIAL EVENTS AND DATABASE MANAGER

OVERVIEW:

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

FY 2018 KEY MEMBERSHIP & STAKEHOLDER ANNUAL PROGRAMS

- › February 15 – Tourism Advisory Workshop
- › May 17 – State of the Tourism Industry Report
- › September 20 – Co-op workshop outlining FY 2019 advertising opportunities for tourism stakeholders
- › September 27 – VCB Annual Meeting

VCB PARTNERSHIPS

- › The growth in partnerships decreased by 14% in FY 2018 (332 vs. 284).

ADDITIONALLY IN FY 2018

- › The VCB conducted 34 new partnership orientations during which partners were given usernames and passwords and shown how to update their profiles on the VCB's industry partner site, www.sapvb.org.
- › 39 new partners were approved.

TOURISM DEVELOPMENT REPORT

FY 2018

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 FY 2018.

INITIATIVES COMPLETED IN FY 2018

- › Compiled, consulted with and distributed tourism-related information to two hotel development groups and one attraction developer for development, redevelopment or purchase of properties in St. Johns County.
- › No new hotels were opened, but five new hotels were under construction and four existing properties were significantly renovated in FY 2018.
- › Assisted Northeast Florida Regional Airport (NFRA) with the solicitation of new service by several airlines.
- › Compiled tourism-related information and consulted with an international air carrier to start service to JIA – all work was done in conjunction with Jacksonville Aviation Authority senior staff.
- › Supported with publicity and social media, the launch of agritourism activities along the County Road 207 corridor.
- › Continued to work closely with St. Johns County Chamber, St. Johns County Cultural Council on tourism-related economic development opportunities.
- › Continued to 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.
- › Continued a sponsorship of the DONNA 26.2 annual marathon to help assure this very large event continues its host relationship with Ponte Vedra Beach.