



ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet  
June 28, 2022 at 1:30 pm  
Casa Monica Resort & Spa, 95 Cordova Street,  
St. Augustine, FL 32084

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# ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VISITORS & CONVENTION BUREAU

## **Anti-Trust Statement**

**The purpose of this meeting today is to act upon matters relating to the business of St. Johns County Visitors and Convention Bureau and not to discuss or pursue the business interests of individual companies. We should proceed with caution and alertness, keeping in mind the requirements and prohibitions of Federal and State Antitrust laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers or others. We should concern ourselves only with the business of St. Johns County Visitors and Convention Bureau as set forth in the agenda for this meeting.**

## **Conflict of Interest Statement**

**It is the duty of every member of the Board of Directors who is in any way, directly or indirectly, interested in a contract or proposed contract with the St. Johns County Visitors and Convention Bureau to disclose the nature and extent of such interest and to refrain from voting in respect to the contract or proposed contract.**



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

VCB Board of Directors Meeting Agenda  
June 28, 2022 1:30 pm  
Casa Monica Resort & Spa  
95 Cordova Street  
St. Augustine, FL 32084

**Call to order:**

**Acknowledge Anti-Trust Statement and Conflict of Interest Statement**

**Roll Call:**

**Public Comments:**

**Agenda Items**

1. Approval of April 2022 Minutes
2. VCB Strategic Plan Updates – VCB Board Members
3. President's Report – Richard Goldman
  - a. Primary Metrics – Richard Goldman
  - b. Departmental Reports – VCB Directors
4. Financial Reports – Craig Schoninger
5. May 2022 Advertising/Media Report – Richard Goldman
6. State of the Tourism Industry recap – Susan Phillips
7. Update on VCB Board Nomination Process – Virginia Whetstone
8. Distribution of FY2023 Marketing Plan – Richard Goldman
9. COVID-19 Update – Richard Goldman

**Committee Reports:**

Leisure Sales Committee – Cindy Stavelly

Conference Sales Committee – William McBroom

**Government Liaisons' Comments:**

St. Johns County Board of County Commissioners: Henry Dean

City of St. Augustine: Melissa Wissel

City of St. Augustine Beach: Commissioner Dylan Rumrell

**Ex-officio Comments:**

St. Johns County Chamber of Commerce: Isabelle Renault/Bob Porter

St. Johns County Cultural Council: Christina Parrish Stone

Northeast Florida Regional Airport: Ed Wuellner

**New Business:**

1. Advertising Committee Update – Chair Kimberly Wilson & Richard Goldman

**Old Business:**

1. Follow-up on MOU with Sustainable Events Network Florida & Caribbean – Richard Goldman

**Adjournment:**





ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Minutes  
April 26, 2022 1:30 pm  
The Sebastian Hotel, 333 S. Ponce de Leon Blvd.,  
St. Augustine, FL 32084

**Call to order:** Vice Chair Tom Dolan at 1:39 p.m.

**Acknowledge Anti-Trust Statement and Conflict of Interest Statement** – Susan Phillips

**Roll Call:** Susan Phillips

**Present:** Tom Dolan, Craig Schoninger, Tom Jankowski, Charles Robles, Melissa Wissel, Commissioner Henry Dean, Bob Porter, Ed Wuellner **(Note: *There was not a quorum of the VCB Board of Directors present at this meeting*)**

**Absent:** Kimberly Wilson (excused), Jason Kern (excused), Virginia Whetstone (excused), Samantha Palmer (excused), Cindy Stavely (excused), Commissioner Dylan Rumrell, Tera Meeks, Isabelle Renault, Christina Parrish Stone

**Staff:** Richard Goldman, Susan Phillips, William McBroom

**Others present:** Joe Finnegan (SJC Tourist Development Council & St. Francis Inn), Vickie Corder & Mitesh Sangani (Helms Briscoe), Dr. Zachary Cole and members of the Flagler College Hospitality & Tourism Management class)

**Public Comments:** None.

#### **Agenda Items**

1. Approval of March 2022 Minutes
  - a. Minutes could not be approved without a quorum.
2. The update from Vickie Corder and Mitesh Sangani with Helms Briscoe on behalf of the Sustainable Events Network, Florida & Caribbean (SENEFC) was moved from “New Business” to the top of this agenda. Vickie shared that there are 17 sustainable goals for good business and sustainability, with five top Rs which are used in communicating and supporting the SENEFC program. The five Rs are: refuse, reduce, reuse, repurpose, and

recycle. Zero food waste is a primary focus. The Good Samaritan law from 1996 encouraged the donation of food and grocery products for distribution to individuals in needs. The law also protects you from liability, including civil and criminal penalties. The SENFC program has an array of hospitality partners and its program is used to promote, educate, and provide resources for the hospitality community. Vickie and Mitesh would like the VCB to become a member of SENFC through a Memorandum of Understanding (MOU) which is a sustainability support document for both the VCB and SENFC). Richard Goldman reminded everyone that the reason the VCB was considering participation is that we receive questions from prospective meeting planners regarding our destination's sustainability program(s). This is quite possibly a quick and easy way to answer that question. In addition, Richard noted that at the last VCB Board meeting, there was a concern about signing an MOU. Vickie advised that the MOU shows the destination is serious and committed to sustainability. However, she noted they are completely willing to modify the MOU if the VCB Board requests changes. Richard will forward any follow-up questions to Vickie and Mitesh. He will also forward a note to the VCB Board for review and input before obtaining a vote (there is not a quorum present today for a vote).

3. VCB Strategic Plan Updates – VCB Board Members

a. Strategy:

- i. Renew listening and education meetings with community. Develop a subcommittee of a speakers bureau comprised of VCB Board members and key staff and offer the presentation(s) to all target groups that the Board further identifies.
  1. This is ongoing.
- ii. Seek efficiencies and avoid duplication in the delivery of Destination Marketing services.
  1. No updates to report.
- iii. Provide advocacy for the SJT tourism industry in Tallahassee & Washington, DC.
  1. Bob Porter will give a report later regarding advocacy in Tallahassee and at the Special Session, which is generally very positive.
- iv. Promote sustainable aspects of tourism in St. Johns County.
  1. Today we heard an update regarding the Sustainable Events Network which, if an MOU is signed, would support this strategy. In addition, the VCB is supporting the new water shuttle service announced last week between Vilano Beach and St. Augustine (to be done via VCB support with publicity and social media).

- v. Continue our commitment to the SJC Tourist Development Council Destination Master Plan/Strategic Plan.
    - 1. There are no updates on the SJC Master Plan; however, we do include it in our annual Marketing Plan to highlight what we are doing to support the TDC's strategic plan.
  - vi. Offer VCB partner opportunities to increase value and participation.
    - 1. The VCB invited partners to attend the SJC Chamber of Commerce's Tourism & Hospitality Council's social on April 14, 2022 at Kelly Farm. While this was a Chamber event, we had several VCB partners and staff attend. VCB staff is working on a late July 2022 lunchtime social at The Amp, complete with a behind-the-scenes tour and a local food truck for purchase of lunch by attendees. An update will be provided at the June 2022 VCB Board meeting.
4. President's Report – Richard Goldman
- a. Primary Metrics – Richard Goldman
    - i. March 2022 combined lodging (traditional and vacation rentals) is up across the board year-over-year. Highlights are:
      - 1. Occupancy is up 18.1%
      - 2. ADR is up 25.0%
      - 3. RevPAR/L is up 47.7%
      - 4. Demand is up 21.1%
      - 5. Supply is up 2.5%
      - 6. Revenue is up 51.4%
    - ii. Smith Travel Research data for March 2022 (year-over-year) reflects:
      - 1. Occupancy is up nearly 10%
      - 2. ADR is up 32%
      - 3. RevPAR is up 45%
      - 4. Supply is up 2.7%
      - 5. Demand is up 13%
      - 6. FYTD numbers are astronomical with the lowest increase being Supply which is up 3%, and the next lowest increase at 32% for ADR
      - 7. Our comp set performance in March 2022 exceeded Savannah and Charleston
    - iii. AllTheRoom.com analytics for March 2022 show:
      - 1. Active listings are up 18%

2. Actual supply is up 26.5% (something has happened for inventory to grow so significantly year-over-year; Richard will research and provide any updates to the VCB Board)
  3. ADR is up 27%
  4. RevPAL is up 13%
  5. Demand is up 12%
  6. Revenue is up 43%
- iv. Bed Tax Collections through February 2022 are astonishing. ADR continues to positively affect the bed tax collections. Feb 2022 was up 92%, and FYTD also up 92%.
  - v. Website performance is up 42% over last year. Growth in organic search is up 42%. Clicks to partners are up 22%. The website is performing very well. New York, Boston, Jacksonville, Orlando, Miami-Ft. Lauderdale, Tampa-St. Petersburg, and Atlanta are top source markets with interest for our destination. New York and Boston searches increased by 17% and 42% year-over-year, respectively.
  - vi. The year-over-year VIC numbers have recovered largely; however, the anomaly is the Ponte Vedra VIC which is down significantly in March 2022; however, it's up significantly FYTD (smaller number of visitors which can shift either way quickly with a large family visiting). The downtown VIC is up 13% for the month of March, and up 24% FYTD. The St. Augustine Beach VIC is up 17% for March and up 2% FYTD. The Jacksonville Airport VIC is up by 119% compared to March 2021; however, down 26% FYTD due to two months of closure for renovations. Overall visitation to our VICs were up by 14% (March) and up 20% (FYTD).
- b. Departmental Reports – VCB Directors
- i. Susan Phillips provided an update on partnerships. There are two new partners: Earth Kinship Tours and The Brumos Collection Automotive Museum. Total partners for FY2022 has reached 298.
  - ii. Richard Goldman provided an update on social media. Engagement level at 2.5% is very strong because the average engagement at this size DMO site is under 1%. We are outperforming the average very significantly (25,000 followers takes a lot less to show a significant percentage engagement than a 500,000 account). Instagram growth is up 11%. Twitter is up 1.5% and is not one of our larger platforms. YouTube is up 9% for the month.
  - iii. Susan provided an update on communications. The numbers are phenomenal, and our team continues to hit the ball out of the ballpark.

Total impressions for March 2022 were 30.7 billion, for a total of nearly 60 billion impressions FYTD, which is a 44% year-over-year increase. We have to give a lot of credit to our team for their hard work. In addition, we have great touristic assets that we are leveraging, and we're working every media relationship possible to maximize our PR efforts. Top media coverage in March 2022 included:

1. Southern Living Magazine, Girls Getaway at 16,493,000 impressions
  2. WFLA-TV, highest-rated museums in Florida, St. Augustine Lighthouse at 2,425,148 impressions
  3. Travel Awaits, 6 Delicious St. Augustine Restaurants with Incredible View at 4,881,980 impressions
  4. Fodor's Travel, Luxe for Less: 8 Amazingly Affordable Spa Experiences in the U.S. at 1,768,918 impressions
  5. There was also a huge pick-up from our late March San Juan Puerto Rico media mission with Camelo Communication which we'll share at the next Board meeting
- iv. William McBroom provided the sales update. Solicitations are up 2% for the month and up 7% FYTD. Total leads of 39 were up 34% for the month. Total room nights were up 24% FYTD despite being down for March 2022. Of the 39 total leads, 18 were tour and travel, five corporate, four religious, three government, two military reunions, two sports, two education, two association, and one social. The market breakout of leads is 52% from the southeast (half from Florida), 33% from the northeast, 10% from the midwest, and 5% from the west.
- v. Richard advised that Florida's First Coast of Golf's February 2022 report showed there was more than 4.5 inches of rain in 2021, but less than 1/3 of that amount this year. Digital traffic is up 14% YTD and up 3% in March 2022.
- vi. Susan shared an overview of the various late spring and early summer promotions including iHeart Radio corporate for many major cities as well as radio promotions in Gainesville, Tampa, Atlanta, plus a targeted Hispanic media promotion. WSB-TV Atlanta also has a TV/website/social media culinary promotion which includes luxury accommodations and VIP tickets to the St. Augustine Food + Wine Festival. Misty Wells ("Take it Outside with Misty Well show on Fox Sports Sun) is filming Season 3 which will include a bioluminescent tour; pickleball, tennis and golf at The Yards; the GTM Preserve reptile room; GTM bike trails with a highlight on

A1A Scenic and Historic Coastal Byway; and, inshore fishing. Episode will air 3Q2022. We are also working on increasing our e-mail database which we expect to exceed 200,000 subscribers in the next couple of months (currently at 196,728 subscribers).

- vii. Richard provided information on attractions performance through March 2022 which was up 3% compared to last year (with 22 respondents), but down 12.4% from March 2019. FYTD was up 16.7% to 2021 and up 5.1% over FYTD 2019.
- viii. January 2022 Bed & Breakfast data is being shared because the response has been lighter than usual. SAHI changes in ownership might be impacting the reporting.
- ix. The VCB continues to support the Elite Airways service from Portland ME to UST and as well as Breeze's new service into Jacksonville from eight new markets. This is very good for us, and we're supportive.

5. Financial Reports – Craig Schoninger

- a. The balance sheet reflects a very financially stable position with \$1.5 million in the bank, or assets of \$1.5 mil and current liabilities of \$3,709. On the income statement for the month of March, we took in \$403,000 on a budget of \$400,000; overhead expenses were at \$112,000 versus a \$106,000 budget (due to a slight overage in payroll). Promotional spending was \$239,000 versus a budget of \$311,000 (or \$72,000 under budget). This difference is due to actual advertising spend and invoice timing. Total expenses were \$351,000 versus \$417,000 budgeted. Year-to-date we are in the same boat with total income of \$2.6 million versus \$2.6 million budgeted; and, total expenses of \$1.6 million versus \$1.8 million budgeted. ***Since we do not have a quorum today, the financial statements will be approved at the next VCB Board meeting.***

6. March 2022 Advertising/Media Report – Richard Goldman (examples were shared in the slideshow presentation)

- a. Radio/Audio
- b. Facebook/Instagram
- c. Digital (Hybrid Theory, Quantcast, Tripadvisor & Smithsonian)
- d. Local Palate (co-op)
- e. Atlanta Magazine (co-op)
- f. Flamingo Magazine (co-op)
- g. Undiscovered Florida (VISIT FLORIDA® co-op)
- h. El Sentinel/Sun Sentinel
- i. Sweet July (VISIT FLORIDA co-op)
- j. Villages Magazine

- k. Villages Newcomer Guide
  - l. VISIT FLORIDA Official Travel Guide
  - m. FSAE
  - n. Destination Reunions
  - o. Meetings & Conventions
  - p. Recommend magazine
7. State of the Tourism Industry update – Susan Phillips
- a. Susan provided an update on the 2022 State of the Tourism Industry event scheduled for May 25, 2022 at the Renaissance World Golf Village. Breakfast and networking will be in the pre-function area from 8:15-8:45 a.m. Doors to the ballroom will open at 8:45 a.m. We expect 350 to attend, with the event ending at 11:00 a.m. Laura Morey (actress/tour guide for The Tasting Tours) will be emcee. The theme is “Back on Track” with speakers to include David Reichbach from Destination Analysts, John Pearsall from Elite Airways, Gina Nyxaza from Breeze Airways, Christina Parrish Stone from the St. Johns Cultural Council, and David Crane from PETERMAYER Agency. Sidney Hobbs, owner and president of the Classic Car Museum in St. Augustine will be the keynote speaker. There will also be a presentation of the Tourism Impact Award. Cash sponsorships of approximately \$7,000 have been secured, and the VCB team needs to raise an additional \$13,000 to cover costs (since this is all paid for with private sector funding).
8. Employee of the Year update – Richard Goldman
- a. Richard gave an update regarding the 2021 Tourism Employee of the Year awards. There were 29 entries in five categories. The finalists in each category were presented awards in-person by Chair Kimberly Wilson and Richard Goldman the weeks of April 11<sup>th</sup> and April 18<sup>th</sup>, 2022. All nominees received an award certificate and letter of recognition.

Winners were: **Lodging** – Joseph Campbell, Housekeeping Supervisor with the Casa Monica Resort & Spa; **Attractions** – a three-way with Kelcie Lloyd, Special Projects Manager at the St. Augustine Lighthouse & Maritime Museum, Quentin Curtis, Tour Guide with GhoSt Augustine, and Niki Kemper, General Manager of The Tasting Tours; **Restaurant** – Danica Affolter, Server at the Columbia Restaurant; **Retail** – Clark Gilmore, Spirits Educator with the St. Augustine Distillery; and, **Government** – Suzanne Schuyler-Vetter, Information Host with the City of St. Augustine.

A press release was distributed afterwards announcing the winners and included photos.

9. COVID-19 Update – Richard Goldman

- a. There are no updates from Destination Analysts since April 4, 2022. All numbers reflect a low community transmission level, but state positivity rate (testing vs. positive) is up to 9% (SJC is 6.5%). The number of cases doubled this past week over the prior week. At this time, there is very nominal impact on hospitals, with only 17 cases in SJC.

**Committee Reports:**

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley - None

Conference Sales Committee – William McBroom

- The Conference Sales committee met on March 20, 2022 at the Embassy Suites, St. Augustine Beach. An update was provided to the group regarding upcoming Jacksonville and Atlanta planner events.
- William shared an FSAE sponsorship reminder and also noted that the FSAE annual conference has selected Florida's Historic Coast to host the 2025 event, with the Sawgrass Marriott as the host property.
- Trends include properties are seeing a high volume of incoming leads, mostly short-term (in the year) and many are for smaller groups (10-50 rooms on peak). Occupancy is high generally, mostly due to high leisure demand. Lots of short-term groups are booking as overflow from other Florida destinations which are compressed (Orlando, Tampa, Miami, Palm Beach). Leisure is a higher rate than group, with short-term demand. Last year was great; this year is ahead of pace. Leisure summer is booking now and demand is up to last year's level. Lead volume is up for 2024-2026 at the larger group properties. Hammock Beach has newly renovated outlets open (Delphinos, Loggerheads, Cigar Bar). They are looking to add 199 one-bedroom units in the new tower.
- Next Conference Sales committee meeting is June 8, 2022 at the Guy Harvey Resort.

**Government Liaisons' Comments:**

St. Johns County Board of County Commissioners: Henry Dean

- There was a major announcement from the U.S. Army Corp of Engineers which announced two federal beach renourishment projects for St. Augustine Beach and for Vilano Beach to Serenata, each of which is about three miles long. The nor'easter last year wiped out both areas. Vilano Beach had only been built within the previous month or two before the nor'easter. On federal projects like this where a wipeout comes after recent renourishment, their policy is to come in with federal dollars to restore it back to pre-storm conditions. The head of the U.S. Army Corps of Engineers approved this, and



the project was announced at last week's meeting. This will provide approximately \$37 million for St. Augustine Beach renourishment and \$35 million for Vilano Beach. You're probably questioning why there is a difference in these amounts. The more public access, the more the federal government participates (Vilano Beach has less public beach access). One area that needs attention is between the Serenata Beach Club and the GTM Preserve to north, which has not been restored yet, even though funds were appropriated in 2017.

- The SJC Board of County Commissioners (BoCC) held a growth management workshop this morning. There are a number of people in attendance who feel that growth is out of control, who want to stop development, and who feel the BoCC is friendly to developers and provides a rubber stamp approval. At the end of the growth management workshop meeting, Commissioner Dean stated that the three home builders whose developments were denied by the BoCC on March 15<sup>th</sup>, April 5<sup>th</sup>, and April 19<sup>th</sup>, 2022 would be shocked to learn that some feel that the BoCC is the hands of the developers and/or beholden to them.
- The 4<sup>th</sup> affordable housing project has been approved for development in West Augustine (the BoCC previously approved three affordable housing projects over the past two years with this pilot project). Commissioner Dean is a huge supporter and proponent of developing affordable housing solutions for our local workforce.

City of St. Augustine: Melissa Wissel

- At the recent City of St. Augustine Commission meeting, Reuben Franklin announced they preparing to obtain bids for services, through a DOT contract to provide a city-wide circulator. The initial bid will be to organizations to start a circulator bus through downtown. Longer range plans are to have a circulator out to the beach, as well.
- Another topic at the Commission meeting was the lynching marker that was stolen four years ago, and which was approved at this meeting by the Commission to be placed at the downtown VIC outside by the clock tower (illustration is available on the City's website).
- On June 2<sup>nd</sup> Concerts in the Plaza will being. City staff is also working on details for 4<sup>th</sup> of July celebration.

City of St. Augustine Beach: Commissioner Dylan Rumrell

#### **Ex-officio Comments:**

St. Johns County Chamber of Commerce: Isabelle Renault/Bob Porter

- Bob Porter advised that the Special Session went off with a bang. Legislation will be back at end of May (before Memorial Day) for the various property insurance issues throughout the state of Florida. The legislature will try and figure out how to address this as it's significantly impacting businesses and consumers.
- The SJC legislative delegation voted with Gov. DeSantis which improved our county's chance of receiving earmarks in the budget.
- There is a four-day political leadership for political office boot camp. This is the third year now via Zoom which includes local chambers and campaign consultants from both sides.
- The legislative breakfast has been rescheduled to May 6, 2022, from 8:00-930 a.m. at the Renaissance World Golf Village. The delegation will include county commissioners, mayors, and many other elected politicians who will be in attendance and ready to talk.

St. Johns County Cultural Council: Christina Parrish Stone

Northeast Florida Regional Airport: Ed Wuellner

- The load factors are very strong on the Elite Airways flights to Newark, New Jersey and Portland, Maine. The airport is happy with that, and of course the airline is happy. White Plains was the next likely destination for Elite, but now with Breeze in the marketplace, that probably won't happen.
- There will be airline meetings in June, with hopefully good news to follow.
- If anyone is interested in becoming a member of the Northeast Florida Regional Airport Authority, there are three seats up for election this year.
- It is really important for everyone to pay attention, as the airport needs your support, partnership, and help in order to obtain more airline service. The airport serves the entire community, and provides options not only to tourists/visitors, but also to locals who finally have air service, again, and don't have to drive to Jacksonville or other airports. The expectation is that our partnership with the federal grant for air service is likely to come into play after the first of the year. However, we must continue to keep our messaging and support positive as airlines watch and listen to how air service is valued in a community (we are on their airline radars!).

#### **New Business:**

1. The status report to the VCB Board regarding an MOU with Sustainable Events Network, Florida & Caribbean was moved and addressed at the beginning of this agenda.

2. Richard updated the VCB Board regarding a 2021 visitation and economic impact research study. A vote is not needed on this as it's already included in the VCB's Marketing Plan. However, Richard is waiting for the county's direction regarding whether this can be a sole source contract with Downs & St. Germain Research, which previously worked with SJC and has the historical data. If so, this would presumably make the process quicker. Richard will provide an update at the next VCB Board meeting.
3. Richard shared that the initial FY2023 Budget is \$5,216,200, 10% more than the budget for this fiscal year.
4. Richard stated that the process for filling upcoming VCB Board seat openings begins on May 1st. The Board Chair would first appoint a Nominating Committee. However, if you look at the current VCB Board seat terms you'll notice that none of our existing Board members are rolling off in September. So, presumably folks up for their second term will continue to serve. If they are willing to serve, then the appointed Nominating Committee will convene. [Subsequent to this Board meeting, Chair Wilson appointed a Nominating Committee which is proposing a slate to include Jason Kern and Cindy Stavely for their second terms.]

**Old Business:**

**Adjournment:**

**Meeting adjourned at 3:56 p.m.**

***The next VCB Board of Directors meeting will be at the Casa Monica Resort & Spa on June 28, 2022.***

# St. Johns County Visitors & Conventions Bureau, Inc.

## Balance Sheet As of May 31, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
10010 Ameris - 8596 - Cat1	1,554,941.47
10015 Ameris - 8653 - VCB	230,775.69
10017 Ameris - 9435 - VCB	2,537.27
10300 Petty Cash - VCB	268.90
<b>Total Bank Accounts</b>	<b>\$1,788,523.33</b>
Other Current Assets	
12000 Undeposited Funds	0.00
12200 Inventory - DO NOT USE	0.00
12400 Due (To)/From TDC - Cat1	0.00
13000 Prepaid Expenses - VCB	0.00
<b>Total Other Current Assets</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$1,788,523.33</b>
Fixed Assets	
14010 Furniture and Equipment - VCB	899.10
14999 Accumulated Depreciation - VCB	-899.10
<b>Total Fixed Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$1,788,523.33</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
22000 Prepaid Dues - Cat1	0.00
22050 Accrued Expenses - Cat1	0.00
24000 Payroll Liabilities - Cat1	
24010 Payroll Liab - Federal - Cat1	-2,468.97
24020 Payroll Liab - Social Security - Cat1	-1,753.07
24030 Payroll Liab - Medicare - Cat1	-409.98
24040 Payroll Liab - EE 401K	-2,234.60
24050 Payroll Liab - EE 401K Loan	-238.89
24060 Payroll Liab - EE Health Insurance	1,505.44
24070 Payroll Liab - EE FSA	3,359.10
<b>Total 24000 Payroll Liabilities - Cat1</b>	<b>-2,240.97</b>
25000 PPP Loan	0.00
<b>Total Other Current Liabilities</b>	<b>\$ -2,240.97</b>
<b>Total Current Liabilities</b>	<b>\$ -2,240.97</b>
<b>Total Liabilities</b>	<b>\$ -2,240.97</b>
Equity	
30000 Opening Balance Equity - Cat1	280,068.94
32000 Retained Earnings	205,889.49

	TOTAL
Net Income	1,304,805.87
Total Equity	\$1,790,764.30
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,788,523.33</b>

# St. Johns County Visitors & Conventions Bureau, Inc.

Budget vs. Actuals: FY\_2021\_2022 - FY22 P&L

May 2022

	TOTAL		
	ACTUAL	BUDGET	REMAINING
Income			
40011 County Revenue - Fiscal 20-21 - Cat1	400,000.00	400,000.00	0.00
40015 CoOp Revenue - Cat1	2,008.90		-2,008.90
<b>Total Income</b>	<b>\$402,008.90</b>	<b>\$400,000.00</b>	<b>\$ -2,008.90</b>
GROSS PROFIT	<b>\$402,008.90</b>	<b>\$400,000.00</b>	<b>\$ -2,008.90</b>
Expenses			
51000 - Administrative Overhead - Cat1			
51000-1 Computer Expense - Cat1			
51000-1 Equipment - Cat1	-84.18	0.00	84.18
51000-1 Software - Cat1	-3,159.89	200.00	3,359.89
51000-1 Supplies - Cat1	-86.36	100.00	186.36
<b>Total 51000-1 Computer Expense - Cat1</b>	<b>-3,330.43</b>	<b>300.00</b>	<b>3,630.43</b>
51000-2 Office Equipment - Cat1	-1,302.11	350.00	1,652.11
51000-3 Office Supplies - Cat1	-5,339.25	657.00	5,996.25
51000-4 Rent - Cat1			
51000-4 Building - Cat1	4,400.00	4,400.00	0.00
51000-4 Equipment - Cat1	139.47	188.00	48.53
51000-4 Storage - Cat1	359.34	300.00	-59.34
<b>Total 51000-4 Rent - Cat1</b>	<b>4,898.81</b>	<b>4,888.00</b>	<b>-10.81</b>
51000-5 Payroll - Cat1			
51000-5 401K Match - Cat1		846.00	846.00
51000-5 Bonuses - Cat1		0.00	0.00
51000-5 FSA Claim / Adjustment	304.30	1,333.00	1,028.70
51000-5 Health Insurance - Cat1	6,691.59	9,400.00	2,708.41
51000-5 Payroll Processing Fee - Cat1	274.00	1,700.00	1,426.00
51000-5 Payroll Taxes - Cat1	9,202.23		-9,202.23
51000-5 Salaries & Wages - Cat1	51,907.92	65,000.00	13,092.08
<b>Total 51000-5 Payroll - Cat1</b>	<b>68,380.04</b>	<b>78,279.00</b>	<b>9,898.96</b>
51000-6 Repairs - Cat1			
51000-6 Building - Cat1		0.00	0.00
51000-6 Equipment - Cat1	-276.90	100.00	376.90
<b>Total 51000-6 Repairs - Cat1</b>	<b>-276.90</b>	<b>100.00</b>	<b>376.90</b>
51000-7 Utilities - Cat1			
51000-7 Electric - Cat1	451.80	400.00	-51.80
51000-7 Internet - Cat1	376.94	356.00	-20.94
51000-7 Phone - Cat1	1,002.70	1,080.00	77.30
51000-7 Water,Sewer,Trash - Cat1	128.14	130.00	1.86
<b>Total 51000-7 Utilities - Cat1</b>	<b>1,959.58</b>	<b>1,966.00</b>	<b>6.42</b>
51000-8 Dues & Membership - Cat1			
51000-8 Company - Cat1		0.00	0.00
51000-8 Public Relations - Cat1		530.00	530.00
51000-8 Sales - Cat1		3,750.00	3,750.00

	TOTAL		
	ACTUAL	BUDGET	REMAINING
<b>Total 51000-8 Dues &amp; Membership - Cat1</b>		<b>4,280.00</b>	<b>4,280.00</b>
<b>Total 51000 - Administrative Overhead - Cat1</b>	<b>64,989.74</b>	<b>90,820.00</b>	<b>25,830.26</b>
54900 - Promotional Expenses - Cat1			
54900-1 Advertising - Cat1	253.43		-253.43
54900-1 Adv Resv-Graft,Air, MPI - Cat1	5,395.00	19,281.00	13,886.00
54900-1 Collateral Materials - Cat1	6,012.04	1,500.00	-4,512.04
54900-1 FL First Coast of Golf - Cat1		0.00	0.00
54900-1 JackRabbit - Cat1		0.00	0.00
54900-1 Players-Co-Op - Cat1	9,999.95	25,000.00	15,000.05
54900-1 PMA - Cat1	179,046.47	423,362.00	244,315.53
54900-1 Promotions In House - Cat1	11,386.18	4,500.00	-6,886.18
54900-1 SAAA Brochure Ads - Cat1		0.00	0.00
54900-1 Sales Support - Cat1	925.00	0.00	-925.00
54900-1 TaxSlayer Bowl - Cat1		0.00	0.00
54900-1 Tour Ops - Cat1		0.00	0.00
54900-1 Web Developement - Cat1	3,106.48	4,000.00	893.52
<b>Total 54900-1 Advertising - Cat1</b>	<b>216,124.55</b>	<b>477,643.00</b>	<b>261,518.45</b>
54900-10 Tradeshow - Cat1			
54900-10 Industry - Cat1	1,495.00	2,400.00	905.00
54900-10 Public Relations - Cat1	1,200.00	0.00	-1,200.00
54900-10 Sales - Cat1	22,217.75	5,400.00	-16,817.75
<b>Total 54900-10 Tradeshow - Cat1</b>	<b>24,912.75</b>	<b>7,800.00</b>	<b>-17,112.75</b>
54900-11 PR Services - Cat1	12,357.63	11,500.00	-857.63
54900-2 Brochure Distribution - Cat1		0.00	0.00
54900-4 In House PR - Cat1			
54900-4 Group Closing Fund - Cat1		3,650.00	3,650.00
54900-4 Industry/Promo - Cat1	200.00	0.00	-200.00
54900-4 Public Relations - Cat1	5,180.11	2,900.00	-2,280.11
54900-4 Sales - Cat1	5,646.61	1,000.00	-4,646.61
<b>Total 54900-4 In House PR - Cat1</b>	<b>11,026.72</b>	<b>7,550.00</b>	<b>-3,476.72</b>
54900-5 Inquiry Services - Cat1	2,466.83	2,430.00	-36.83
54900-6 Postage - Cat1	606.96	5,500.00	4,893.04
54900-7 Travel & Per Diem - Cat1	32.40		-32.40
54900-7 Industry - Cat1	1,126.68	1,000.00	-126.68
54900-7 Public Relations - Cat1	1,153.06	50.00	-1,103.06
54900-7 Sales - Cat1	1,592.58	5,400.00	3,807.42
<b>Total 54900-7 Travel &amp; Per Diem - Cat1</b>	<b>3,904.72</b>	<b>6,450.00</b>	<b>2,545.28</b>
54900-8 PRO Fees & Research - Cat1	0.00		0.00
54900-8 Accountants - Cat1	2,700.00	450.00	-2,250.00
54900-8 All The Rooms		5,000.00	5,000.00
54900-8 Farren technology - Cat1	1,648.55	400.00	-1,248.55
54900-8 IDSS - Cat1	400.00	420.00	20.00
54900-8 nSight - Cat1		0.00	0.00
54900-8 Rogers Towers Trademark - Cat1		260.00	260.00
54900-8 STR Reports - Cat1		0.00	0.00
54900-8 Visa Vue - Cat1		0.00	0.00
54900-8 Visitor Profile - Cat1		0.00	0.00
<b>Total 54900-8 PRO Fees &amp; Research - Cat1</b>	<b>4,748.55</b>	<b>6,530.00</b>	<b>1,781.45</b>

	TOTAL		
	ACTUAL	BUDGET	REMAINING
54900-9 Sales Mission - Cat1		0.00	0.00
<b>Total 54900 - Promotional Expenses - Cat1</b>	<b>276,148.71</b>	<b>525,403.00</b>	<b>249,254.29</b>
<b>Total Expenses</b>	<b>\$341,138.45</b>	<b>\$616,223.00</b>	<b>\$275,084.55</b>
NET OPERATING INCOME	<b>\$60,870.45</b>	<b>\$ -216,223.00</b>	<b>\$ -277,093.45</b>
Other Income			
65100 Annual Meeting - VCB		0.00	0.00
65110 Interest Income - VCB	0.11	3.00	2.89
65405 Membership Dues - VCB		1,000.00	1,000.00
68001 Program Revenues - VCB		750.00	750.00
68004 Travel Planner Advertising - VCB		7,200.00	7,200.00
68007 Fotofest Income - VCB		3,000.00	3,000.00
68010 State of the Industry - VCB		1,500.00	1,500.00
<b>Total Other Income</b>	<b>\$0.11</b>	<b>\$13,453.00</b>	<b>\$13,452.89</b>
Other Expenses			
70500 Bank Charges - VCB		0.00	0.00
70600 Merchant Fees - VCB	61.90	150.00	88.10
70800 Depreciation expense - VCB		20.00	20.00
73100 Professional Services - VCB	525.00	500.00	-25.00
73800 Licenses and Taxes - VCB		0.00	0.00
73900 Meeting Expenses - VCB		1,500.00	1,500.00
74000 Travel - VCB	685.99	100.00	-585.99
74001 Employee of the Year - VCB	559.13	0.00	-559.13
74010 Trade Shows Exp - VCB		0.00	0.00
74500 Insurance - VCB	968.10	0.00	-968.10
74805 Entertainment & Meals - VCB	381.33	175.00	-206.33
74900 Advertising Exp - VCB	47.50	0.00	-47.50
75000 Office Expenses - VCB		600.00	600.00
75100 Annual Meeting Expenses		0.00	0.00
75403 Dues & Subscriptions		0.00	0.00
76000 Miscellaneous Expenses		0.00	0.00
78001 Program Expenses		0.00	0.00
78004 Travel Planner Expense		0.00	0.00
78005 Fotofest Expenses		0.00	0.00
78008 (STI) State of the Industry Exp	-8,250.00	16,500.00	24,750.00
78011 Building-Equipment Expens	5.33		-5.33
78017 Charitable Contributions		0.00	0.00
<b>Total Other Expenses</b>	<b>\$ -5,015.72</b>	<b>\$19,545.00</b>	<b>\$24,560.72</b>
NET OTHER INCOME	<b>\$5,015.83</b>	<b>\$ -6,092.00</b>	<b>\$ -11,107.83</b>
NET INCOME	<b>\$65,886.28</b>	<b>\$ -222,315.00</b>	<b>\$ -288,201.28</b>



# St. Johns County Visitors & Conventions Bureau, Inc.

## Profit and Loss

May 2022

	TOTAL
Income	
40010 County Revenue - Fiscal 19-20 - Cat1	8,980.00
40011 County Revenue - Fiscal 20-21 - Cat1	400,000.00
40015 CoOp Revenue - Cat1	-6,091.10
<b>Total Income</b>	<b>\$402,888.90</b>
GROSS PROFIT	<b>\$402,888.90</b>
Expenses	
51000 - Administrative Overhead - Cat1	
51000-1 Computer Expense - Cat1	
51000-1 Equipment - Cat1	-84.18
51000-1 Software - Cat1	-3,159.89
51000-1 Supplies - Cat1	-86.36
<b>Total 51000-1 Computer Expense - Cat1</b>	<b>-3,330.43</b>
51000-2 Office Equipment - Cat1	-1,302.11
51000-3 Office Supplies - Cat1	-5,339.25
51000-4 Rent - Cat1	<b>4,898.81</b>
51000-5 Payroll - Cat1	<b>68,380.04</b>
51000-6 Repairs - Cat1	
51000-6 Equipment - Cat1	-276.90
<b>Total 51000-6 Repairs - Cat1</b>	<b>-276.90</b>
51000-7 Utilities - Cat1	<b>1,959.58</b>
<b>Total 51000 - Administrative Overhead - Cat1</b>	<b>64,989.74</b>
54900 - Promotional Expenses - Cat1	
54900-1 Advertising - Cat1	<b>216,124.55</b>
54900-10 Tradeshow - Cat1	<b>24,912.75</b>
54900-11 PR Services - Cat1	12,357.63
54900-4 In House PR - Cat1	<b>11,026.72</b>
54900-5 Inquiry Services - Cat1	2,466.83
54900-6 Postage - Cat1	606.96
54900-7 Travel & Per Diem - Cat1	<b>3,904.72</b>
54900-8 PRO Fees & Research - Cat1	<b>4,748.55</b>
<b>Total 54900 - Promotional Expenses - Cat1</b>	<b>276,148.71</b>
<b>Total Expenses</b>	<b>\$341,138.45</b>
NET OPERATING INCOME	<b>\$61,750.45</b>
Other Income	<b>\$0.11</b>
Other Expenses	<b>\$ -5,015.72</b>
NET OTHER INCOME	<b>\$5,015.83</b>
NET INCOME	<b>\$66,766.28</b>

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX  
FISCAL YEAR 2021

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$20,166,976.04	0.1%	\$ 19,398,685	-12.5%	\$ 23,662,350	-7.6%	\$ 19,993,289	-16.1%	\$ 25,098,374	-6.5%	\$ 38,966,965.79	110.2%
EXEMPT RECEIPTS	-\$532,475.04	-44.0%	\$ (534,115)	-41.6%	\$ (563,639)	-34.0%	\$ (625,410)	-1.4%	\$ (686,959)	-22.0%	\$ (1,027,730.54)	35.5%
TAXABLE RECEIPTS	\$ 19,634,501	2.2%	\$ 18,864,570	-11.2%	\$ 23,098,711	-6.7%	\$ 19,367,879	-16.6%	\$ 24,411,415	-6.0%	\$ 37,939,235.25	113.4%
TOTAL TAX COLLECTED	\$ 785,380.04	2.2%	\$ 754,583	-11.2%	\$ 923,948	-6.7%	\$ 774,715	-16.6%	\$ 976,457	-6.0%	\$ 1,517,569.41	113.4%
ADJUSTMENTS	\$ -											
TOTAL TAX DUE	\$ 785,380	2.2%	\$ 754,583	-11.2%	\$ 923,948	-6.7%	\$ 774,715	-16.6%	\$ 976,457	-6.0%	\$ 1,517,569.41	113.4%
LESS COLLECTION ALLOWANCE	-\$5,884.45	9.3%	\$ (5,940.48)	7.6%	\$ (6,329)	-6.3%	\$ (6,014)	6.5%	\$ (7,266)	15.5%	\$ (8,656)	54.5%
PLUS PENALTY	\$124.04		\$ 509.89		\$ 918		\$ 817		\$ 923		\$ 608	
PLUS INTEREST	\$0.00		\$ 88.22		\$ 76		\$ -		\$ 34.91		\$ -	
TOTAL AMOUNT REMITTED	\$ 779,620	2.1%	\$ 749,240	-11.3%	\$ 918,614	-6.7%	\$ 769,519	-16.6%	\$ 970,149	-6.1%	\$ 1,509,521	113.9%
LESS TAX COLLECTOR & CLERK	\$ (15,592)	2.1%	\$ (14,985)	-11.3%	\$ (18,372.27)	-6.7%	\$ (15,390)	-16.6%	\$ (19,403)	-6.1%	\$ (30,190)	113.9%
NET TO TDC	\$ 764,027.24	2.1%	\$ 734,255.62	-11.3%	\$ 900,241.43	-6.7%	\$ 754,128	-16.6%	\$ 950,745.86	-6.1%	\$ 1,479,331	113.9%

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

Budgeted	\$ 12,104,290
% of Budget	91.7%
% of FY	118.9%

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX  
FISCAL YEAR 2022

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$ 30,454,161.70	51.0%	\$ 29,892,062.94	54.1%	\$38,830,263.95	64.1%	\$ 28,381,796.14	42.0%	\$ 38,517,641.33	53.5%	\$ 54,110,658.69	38.9%
EXEMPT RECEIPTS	\$ (1,088,786.30)	104.5%	\$ (919,500.94)	72.2%	\$ (989,968.15)	75.6%	\$ (967,953.74)	54.8%	\$ (1,114,143.53)	62.2%	\$ (1,242,577.49)	20.9%
TAXABLE RECEIPTS	\$ 29,365,375	49.6%	\$ 28,972,562	53.6%	\$ 37,840,296	63.8%	\$ 27,413,842	41.5%	\$ 37,403,498	53.2%	\$ 52,868,081	39.3%
TOTAL TAX COLLECTED (*Increased to 5%)	\$ 1,468,269	87.0%	\$ 1,448,628	92.0%	\$ 1,892,015	104.8%	\$ 1,370,692	76.9%	\$ 1,870,175	91.5%	\$ 2,643,404	74.2%
ADJUSTMENTS	\$ -		\$ -									
TOTAL TAX DUE	\$ 1,468,269	87.0%	\$ 1,448,628	92.0%	\$ 1,892,015	104.8%	\$ 1,370,692	76.9%	\$ 1,870,175	91.5%	\$ 2,643,404	74.2%
LESS COLLECTION ALLOWANCE	\$ (7,589.53)	29.0%	\$ (8,361.64)	40.8%	\$ (9,579.86)	51.4%	\$ (9,936.61)	65.2%	\$ (11,217.23)	54.4%	\$ (15,362)	77.5%
PLUS PENALTY	\$ 1,753.33		\$ 457.45		\$ 3,790.68		\$ 5,541.04		\$ 7,468.18		\$ 4,484	
PLUS INTEREST	\$ 66.12		\$ 11.43		\$ 138.26		\$ 194.48		\$ 203.86		\$ 155	
TOTAL AMOUNT REMITTED	\$ 1,462,499	87.6%	\$ 1,440,735	92.3%	\$ 1,886,364	105.3%	\$ 1,366,491	77.6%	\$ 1,866,630	92.4%	\$ 2,632,680	74.4%
LESS TAX COLLECTOR & CLERK	\$ (29,250)	87.6%	\$ (28,815)	92.3%	\$ (37,727)	105.3%	\$ (27,330)	77.6%	\$ (37,333)	92.4%	\$ (52,654)	74.4%
NET TO TDC	\$ 1,433,249	87.6%	\$ 1,411,921	92.3%	\$ 1,848,637	105.3%	\$ 1,339,161	77.6%	\$ 1,829,297	92.4%	\$ 2,580,026	74.4%

	APR	% PY	MAY	% PY	JUN	% PY	JUL	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	\$ 48,866,330.52	29.4%											\$ 269,052,915	45%
EXEMPT RECEIPTS	\$ (1,013,671.32)	11.3%											\$ (7,336,601)	
TAXABLE RECEIPTS	\$ 47,852,659	29.9%											\$ 261,716,314	45%
TOTAL TAX COLLECTED	\$ 2,392,633	62.3%											\$ 13,085,816	82%
ADJUSTMENTS	\$ -													
TOTAL TAX DUE	\$ 2,392,633	62.3%											\$ 13,085,816	82%
LESS COLLECTION ALLOWANCE	\$ (14,424.12)	75.1%											\$ (76,471)	
PLUS PENALTY	\$ 6,752.46												\$ 30,247	
PLUS INTEREST	\$ 164.98												\$ 934	
TOTAL AMOUNT REMITTED	\$ 2,385,126.28	62.6%	\$ -		\$ -		\$ -		\$ -		\$ -		\$ 13,040,525	82%
LESS TAX COLLECTOR & CLERK	\$ (47,703)	62.6%											\$ (260,810)	82%
NET TO TDC	\$ 2,337,424	62.6%											\$ 12,779,714	82%

Budgeted	\$ 15,130,362
% of Budget	58.3%
% of FY	84.5%

St. Johns County Tourist Development Taxes  
FY 2021 - FY 2022 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

FY 2021 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

FY2021									
OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 469,745	60.3%	-13.4%	\$ 122,082	15.7%	44.1%	\$ 110,792	14.2%	48.6%
November	\$ 450,721	60.2%	-26.4%	\$ 108,000	14.4%	38.1%	\$ 108,367	14.5%	28.2%
December	\$ 581,211	63.3%	-13.6%	\$ 122,650	13.4%	11.2%	\$ 119,589	13.0%	10.3%
2021 January	\$ 418,968	54.4%	-29.6%	\$ 138,957	18.1%	-10.6%	\$ 115,136	15.0%	28.3%
February	\$ 505,936	52.2%	-20.7%	\$ 191,737	19.8%	-3.0%	\$ 188,678	19.4%	79.2%
March	\$ 915,380	60.6%	164.6%	\$ 276,738	18.3%	38.1%	\$ 197,203	13.1%	89.5%
April	\$ 892,668	60.8%	462.5%	\$ 252,520	17.2%	559.0%	\$ 208,274	14.2%	487.4%
May	\$ 869,855	59.6%	269.3%	\$ 269,959	18.5%	266.4%	\$ 215,482	14.8%	232.4%
June	\$ 965,502	55.6%	77.2%	\$ 431,563	24.8%	93.3%	\$ 253,222	14.6%	66.8%
July	\$ 1,066,449	53.5%	109.0%	\$ 505,930	25.4%	30.6%	\$ 301,030	15.1%	58.9%
August	\$ 784,468	57.7%	86.8%	\$ 286,635	21.1%	68.8%	\$ 213,820	15.7%	64.5%
September	\$ 544,090	56.3%	30.6%	\$ 174,916	18.1%	23.6%	\$ 173,152	17.9%	67.7%

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 31,428	4.0%	29.9%	\$ 45,573	5.8%	21.7%	\$ 779,619.63
November	\$ 36,335	4.8%	30.4%	\$ 45,817	6.1%	9.3%	\$ 749,240.43
December	\$ 43,399	4.7%	39.5%	\$ 51,765	5.6%	-16.4%	\$ 918,613.70
2021 January	\$ 47,024	6.1%	10.3%	\$ 49,434	6.4%	24.6%	\$ 769,518.81
February	\$ 46,414	4.8%	-2.1%	\$ 37,385	3.9%	-16.3%	\$ 970,148.84
March	\$ 59,830	4.0%	105.3%	\$ 60,371	4.0%	131.6%	\$ 1,509,521.38
April	\$ 53,995	3.7%	236.5%	\$ 59,670	4.1%	416.6%	\$ 1,467,127.46
May	\$ 43,734	3.0%	23.3%	\$ 60,439	4.1%	157.6%	\$ 1,459,468.58
June	\$ 38,925	2.2%	-29.7%	\$ 47,919	2.8%	44.1%	\$ 1,737,131.04
July	\$ 57,841	2.9%	36.0%	\$ 63,492	3.2%	71.4%	\$ 1,994,742.26
August	\$ 36,221	2.7%	23.6%	\$ 37,853	2.8%	19.4%	\$ 1,358,997.75
September	\$ 27,370	2.8%	-11.2%	\$ 46,077	4.8%	49.2%	\$ 965,604.03
							\$ 14,679,733.91 YTD Total

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 998,795	68.3%	112.6%	\$ 175,554	12.0%	43.8%	\$ 176,544	12.1%	59.3%
November	\$ 914,520	63.5%	102.9%	\$ 189,787	13.2%	75.7%	\$ 198,154	13.8%	82.9%
December	\$ 1,265,225	67.1%	117.7%	\$ 225,190	11.9%	83.6%	\$ 255,523	13.5%	113.7%
2022 January	\$ 832,697	60.9%	98.7%	\$ 175,929	12.9%	26.6%	\$ 215,799	15.8%	87.4%
February	\$ 1,052,001	56.4%	107.9%	\$ 384,659	20.6%	100.6%	\$ 287,716	15.4%	52.5%
March	\$ 1,644,508	62.5%	79.7%	\$ 427,962	16.3%	54.6%	\$ 407,669	15.5%	106.7%
April	\$ 1,449,693	60.8%	62.4%	\$ 421,844	17.7%	67.1%	\$ 351,860	14.8%	68.9%
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 45,980	3.1%	46.3%	\$ 65,625	4.5%	44.0%	\$ 1,462,498.69
November	\$ 56,409	3.9%	55.2%	\$ 81,865	5.7%	78.7%	\$ 1,440,735.34
December	\$ 63,427	3.4%	46.1%	\$ 76,999	4.1%	48.7%	\$ 1,886,363.87
2022 January	\$ 67,269	4.9%	43.1%	\$ 74,797	5.5%	51.3%	\$ 1,366,491.03
February	\$ 71,379	3.8%	53.8%	\$ 70,874	3.8%	89.6%	\$ 1,866,629.70
March	\$ 68,857	2.6%	15.1%	\$ 83,684	3.2%	38.6%	\$ 2,632,680.02
April	\$ 92,433	3.9%	71.2%	\$ 69,296	2.9%	16.1%	\$ 2,385,126.28
May							
June							
July							
August							
September							

FY 2021/22 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE  
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FY 2021 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE  
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

Anastasia Island				Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
32080	% TTL	+/- PY		32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2021												
OCT	\$ 281,056	36.1%	21.6%	\$ 139,924	17.9%	-18.3%	\$ 302,388	38.8%	9.5%	\$ 4,382	0.6%	-42.3%
NOV	\$ 244,251	32.6%	9.9%	\$ 128,830	17.2%	-31.9%	\$ 311,103	41.5%	-10.0%	\$ 11,221	1.5%	33.0%
DEC	\$ 287,891	31.3%	-3.9%	\$ 123,592	13.5%	-23.7%	\$ 426,155	46.4%	-1.8%	\$ 14,435	1.6%	74.6%
JAN	\$ 275,586	35.8%	-13.3%	\$ 123,847	16.1%	-27.0%	\$ 307,349	39.9%	-9.4%	\$ 15,960	2.1%	26.2%
FEB	\$ 357,842	36.9%	-10.8%	\$ 156,103	16.1%	-23.3%	\$ 357,483	36.8%	1.9%	\$ 15,293	1.6%	2.9%
MAR	\$ 565,240	37.4%	66.3%	\$ 312,538	20.7%	192.0%	\$ 513,879	34.0%	153.2%	\$ 19,112	1.3%	388.9%
APR	\$ 535,522	36.5%	606.5%	\$ 289,109	19.7%	324.3%	\$ 523,854	35.7%	542.4%	\$ 16,791	1.1%	645.0%
MAY	\$ 557,765	38.2%	184.0%	\$ 269,972	18.5%	349.0%	\$ 529,840	36.3%	259.3%	\$ 21,831	1.5%	366.9%
JUN	\$ 772,646	44.5%	64.9%	\$ 306,138	17.6%	97.6%	\$ 542,272	31.2%	71.2%	\$ 4,960	0.3%	-73.6%
JUL	\$ 839,882	42.1%	36.6%	\$ 346,769	17.4%	93.0%	\$ 676,304	33.9%	120.6%	\$ 17,285	0.9%	119.0%
AUG	\$ 564,919	41.6%	67.0%	\$ 303,720	22.3%	128.2%	\$ 410,897	30.2%	62.5%	\$ 15,125	1.1%	133.8%
SEP	\$ 326,845	33.8%	13.9%	\$ 184,662	19.1%	36.1%	\$ 382,826	39.6%	57.4%	\$ 4,379	0.5%	-41.9%
FY YTD	\$ 5,609,445			\$ 2,685,205			\$ 5,284,352			\$ 160,774		

WGV + west of I95				I95&SR16 + Palencia				Other			
32092	% TTL	+/- PY		32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$ 48,861	6.3%	-24.8%	\$ 361	0.0%	-95.9%	6.3%	\$ 2,647	0.3%	-21.1%	\$ 779,620
NOV	\$ 44,035	5.9%	-32.4%	\$ 6,788	0.9%	-34.2%	6.8%	\$ 3,012	0.4%	-26.1%	\$ 749,240
DEC	\$ 55,139	6.0%	-15.5%	\$ 8,556	0.9%	-21.1%	6.9%	\$ 2,846	0.3%	-37.3%	\$ 918,614
JAN	\$ 33,274	4.3%	-50.7%	\$ 9,943	1.3%	-13.8%	5.6%	\$ 3,560	0.5%	-22.6%	\$ 769,519
FEB	\$ 62,672	6.5%	9.5%	\$ 16,950	1.7%	3275.8%	8.2%	\$ 3,806	0.4%	-26.5%	\$ 970,149
MAR	\$ 79,476	5.3%	68.9%	\$ 14,161	0.9%	1968.2%	6.2%	\$ 5,117	0.3%	25.3%	\$ 1,509,521
APR	\$ 78,422	5.3%	629.6%	\$ 15,776	1.1%	-22.7%	6.4%	\$ 7,653	0.5%	555.4%	\$ 1,467,127
MAY	\$ 74,436	5.1%	237.6%	\$ 882	0.1%	95.4%	5.2%	\$ 4,742	0.3%	157.7%	\$ 1,459,469
JUN	\$ 76,394	4.4%	84.2%	\$ 29,801	1.7%	560.1%	6.1%	\$ 4,920	0.3%	34.5%	\$ 1,737,131
JUL	\$ 93,738	4.7%	107.8%	\$ 16,298	0.8%	74.6%	5.5%	\$ 4,465	0.2%	39.5%	\$ 1,994,742
AUG	\$ 59,593	4.4%	77.8%	\$ 577	0.0%	-95.8%	4.4%	\$ 4,167	0.3%	51.2%	\$ 1,358,998
SEP	\$ 55,161	5.7%	39.4%	\$ 8,240	0.9%	25.3%	6.6%	\$ 3,490	0.4%	2.1%	\$ 965,604
FY YTD	\$ 761,200			\$ 128,333				\$ 50,425			\$ 14,679,734

FY 2022 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE  
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

Anastasia Island				Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
32080	% TTL	+/- PY		32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2022												
OCT	\$ 467,652	32.0%	66.4%	\$ 315,331	21.6%	125.4%	\$ 560,656	38.3%	85.4%	\$ 12,539	0.9%	186.1%
NOV	\$ 412,011	28.6%	68.7%	\$ 292,685	20.3%	127.2%	\$ 602,694	41.8%	93.7%	\$ 27,049	1.9%	141.1%
DEC	\$ 539,728	28.6%	87.5%	\$ 285,504	15.1%	131.0%	\$ 916,384	48.6%	115.0%	\$ 22,473	1.2%	55.7%
JAN	\$ 413,705	30.3%	50.1%	\$ 202,751	14.8%	63.7%	\$ 606,691	44.4%	97.4%	\$ 23,396	1.7%	46.6%
FEB	\$ 699,776	37.5%	95.6%	\$ 302,582	16.2%	93.8%	\$ 702,391	37.6%	96.5%	\$ 25,682	1.4%	67.9%
MAR	\$ 939,296	35.7%	66.2%	\$ 545,555	20.7%	74.6%	\$ 927,663	35.2%	80.5%	\$ 32,799	1.2%	71.6%
APR	\$ 888,084	37.2%	65.8%	\$ 469,721	19.7%	62.5%	\$ 842,307	35.3%	60.8%	\$ 26,225	1.1%	56.2%
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 4,360,252			\$ 2,414,130			\$ 5,158,786			\$ 170,164		

WGV + west of I95				I95&SR16 + Palencia				Other			
32092	% TTL	+/- PY		32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$ 90,936	6.2%	86.1%	\$ 9,814	0.7%	2620.8%	6.9%	\$ 5,572	0.4%	110.5%	\$ 1,462,498.69
NOV	\$ 88,210	6.1%	100.3%	\$ 12,260	0.9%	80.6%	7.0%	\$ 5,826	0.4%	93.4%	\$ 1,440,735.34
DEC	\$ 97,325	5.2%	76.5%	\$ 17,288	0.9%	102.1%	6.1%	\$ 7,662	0.4%	169.3%	\$ 1,886,363.87
JAN	\$ 88,541	6.5%	166.1%	\$ 25,455	1.9%	156.0%	8.3%	\$ 5,952	0.4%	67.2%	\$ 1,366,491.03
FEB	\$ 111,393	6.0%	77.7%	\$ 18,307	1.0%	8.0%	6.9%	\$ 6,498	0.3%	70.8%	\$ 1,866,629.70
MAR	\$ 144,042	5.5%	81.2%	\$ 32,112	1.2%	126.8%	6.7%	\$ 11,213	0.4%	119.1%	\$ 2,632,680.02
APR	\$ 126,747	5.3%	61.6%	\$ 22,540	0.9%	42.9%	6.3%	\$ 9,501	0.4%	24.2%	\$ 2,385,125.95
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 747,193			\$ 137,777				\$ 52,223			





ST AUGUSTINE, PONTE VEDRA & THE BEACHES VCB: MAY 2022

# TRAVEL MARKETING CAMPAIGN

# 11%

Increase in Website Visits  
YoY

# 7%

Increase in Organic Search  
YoY

# 15%

Increase in Partner Listing Clicks

## TRAVEL MARKETING

# CAMPAIGN UPDATE

- During the month of May, the Tempest team optimized the Anastasia State Park page.
- The team also made optimizations to the Live Music page.
- The team optimized the St. Augustine Lighthouse Maritime Museum page.
- Additionally, the team made optimizations to the Lincolnvile Museum and Cultural Center page.
- The team created and deployed the May newsletter.



A person is shown in silhouette, sitting and looking at a tablet. The background is a vibrant sunset with orange and yellow clouds. The person is wearing a hoodie and is positioned on the right side of the frame, facing left.

TRAVEL MARKETING

# SITE PERFORMANCE



**TRAVEL MARKETING**

# TOP-LEVEL PERFORMANCE

During the month of May, we saw increases in website visits, users and pageviews.

**135,650** Visits to Website

**119,911** Users

**219,550** Pageviews

**1.62** Pageviews per Visit

**0:01:28** Average Time on Site

**78.44%** New Sessions

**58.10%** Bounce Rate

**31.02%** 50% Scroll Depth



TRAVEL MARKETING

# TOP-LEVEL PERFORMANCE

## GOOGLE ANALYTICS 4

**132,741** Website Sessions

**110,254** Website Users

**41,700** Organic Website Users

**63,927** Engaged Sessions

**48.16%** Engagement Rate

**0:00:51** Average Engagement Time per Session

## TRAVEL MARKETING

# KEY PERFORMANCE INDICATORS

Compared to last year, clicks on partner listings increased 15 percent.

**709** Requests for Physical Guides

**147** eNewsletter Signups

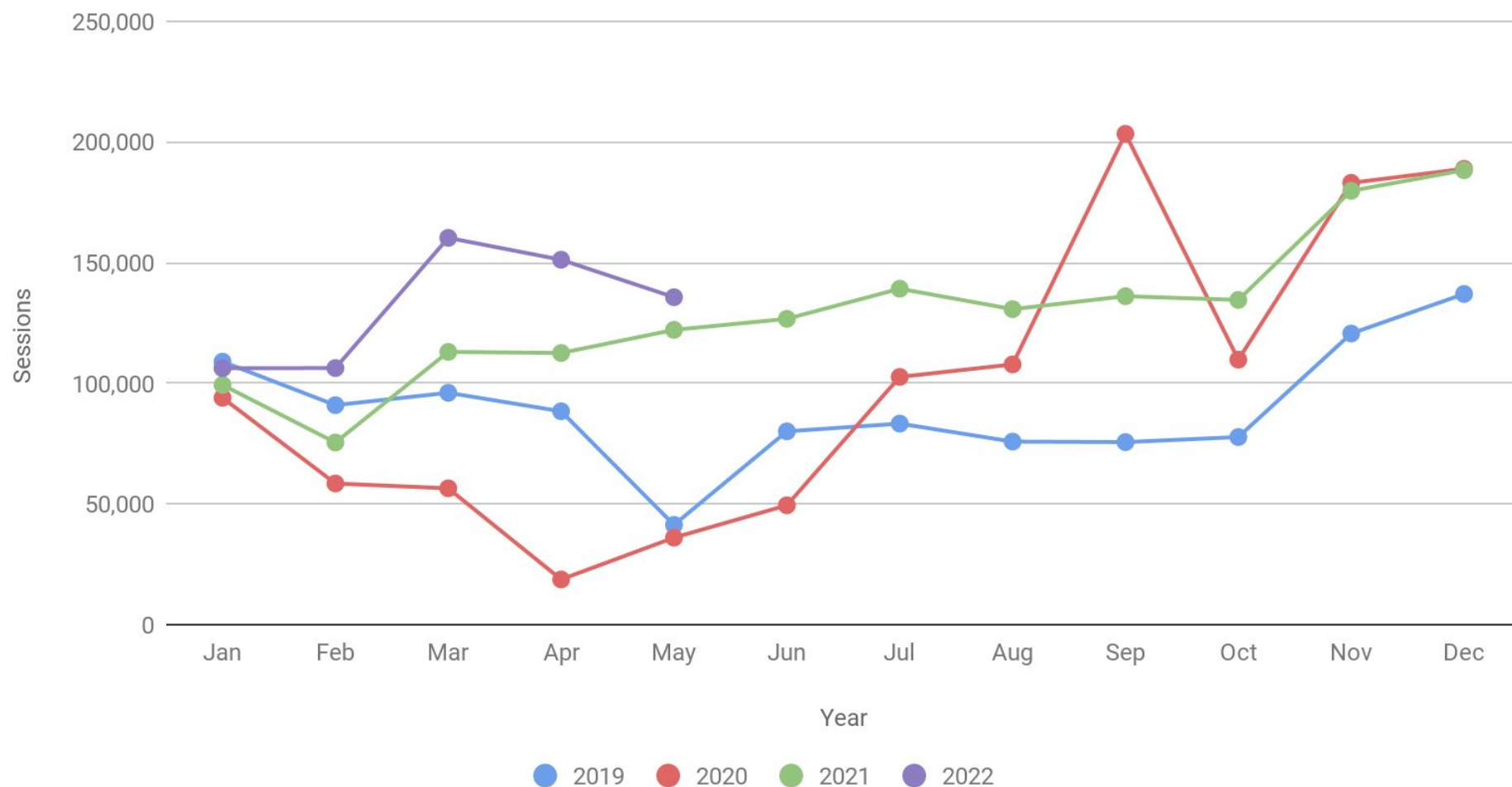
**15,860** Clicks on Partner Listings

**910** BookDirect Clicks

## TRAVEL MARKETING

# SESSIONS

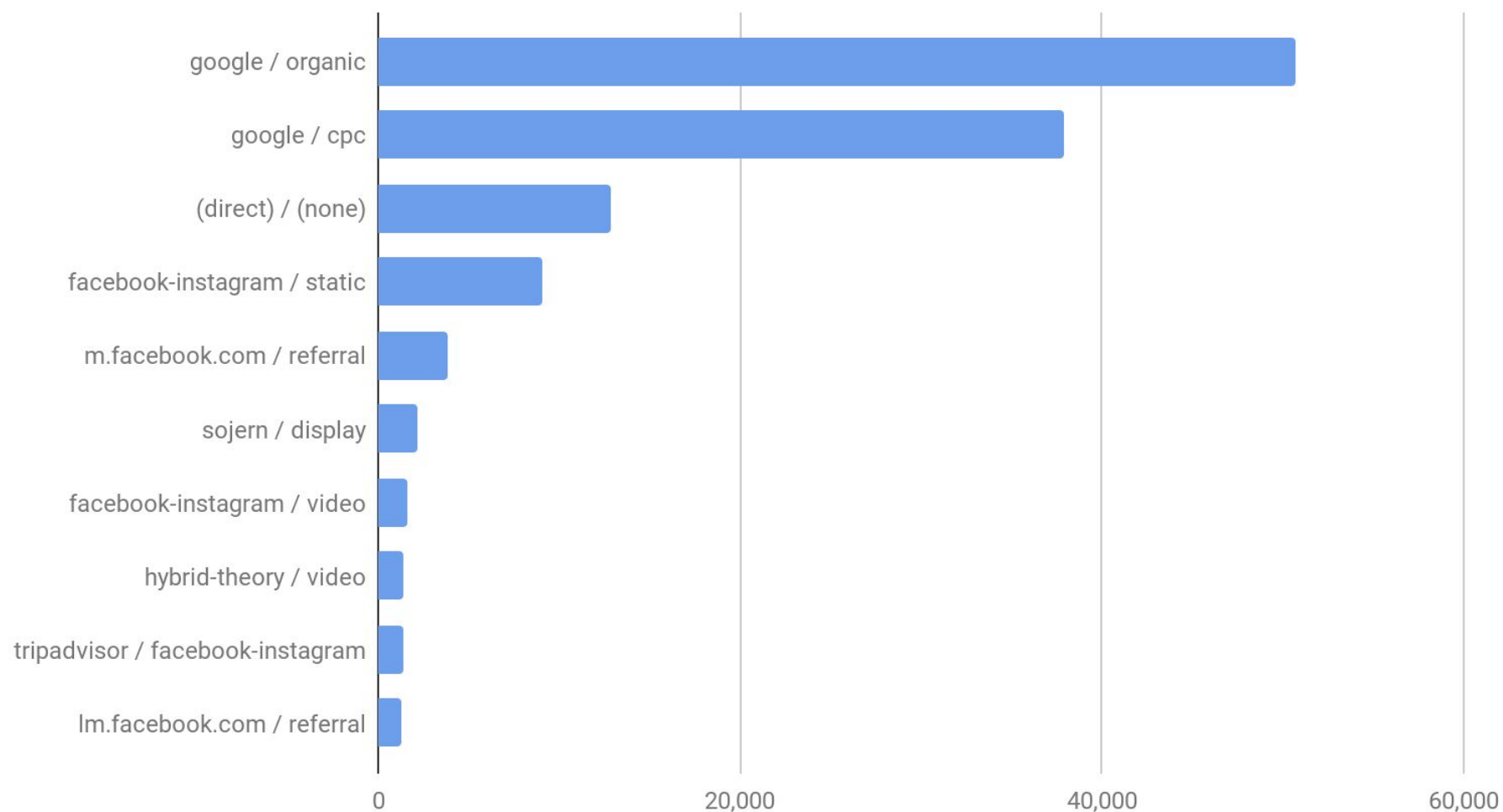
Visits captured by the website increased 11 percent compared to May 2021.



**TRAVEL MARKETING**

# TOP TRAFFIC SOURCES

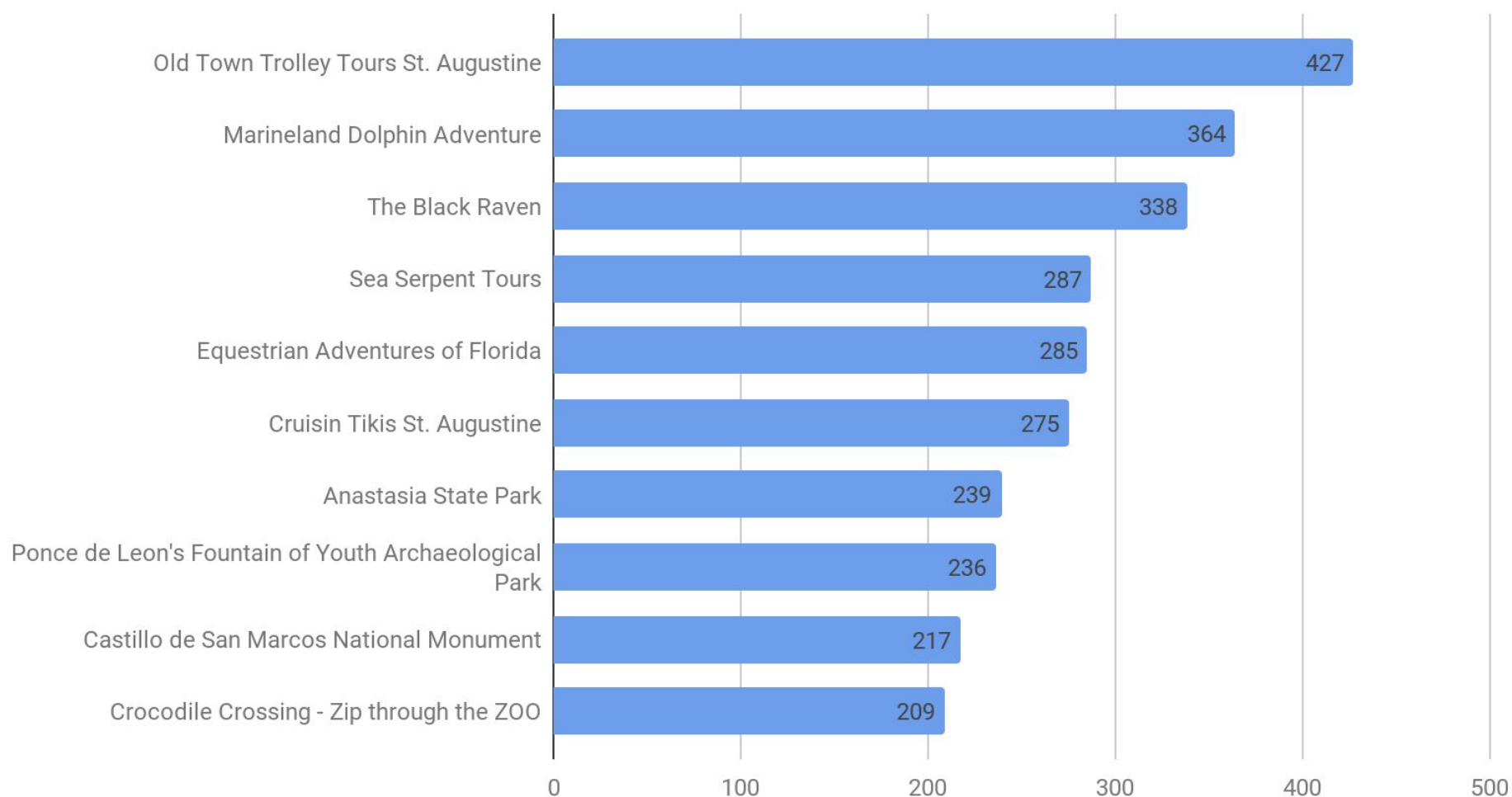
In May, there was an increased in referral traffic coming from Facebook and Display ads.



**TRAVEL MARKETING**

# PARTNER LISTING CLICKS

In May, the Old Town Trolley Tours increased 79 percent and Marineland Dolphin Adventure increased 203 percent.







TRAVEL MARKETING

# ORGANIC SEARCH





**TRAVEL MARKETING**

# ORGANIC PERFORMANCE

Organic search contributed 39 percent of the overall website visitation.

**52,239** visits to Website

**43,168** Users

**80,267** Pageviews

**1.54** Pageviews per Visit

**0:01:36** Average Time on Site

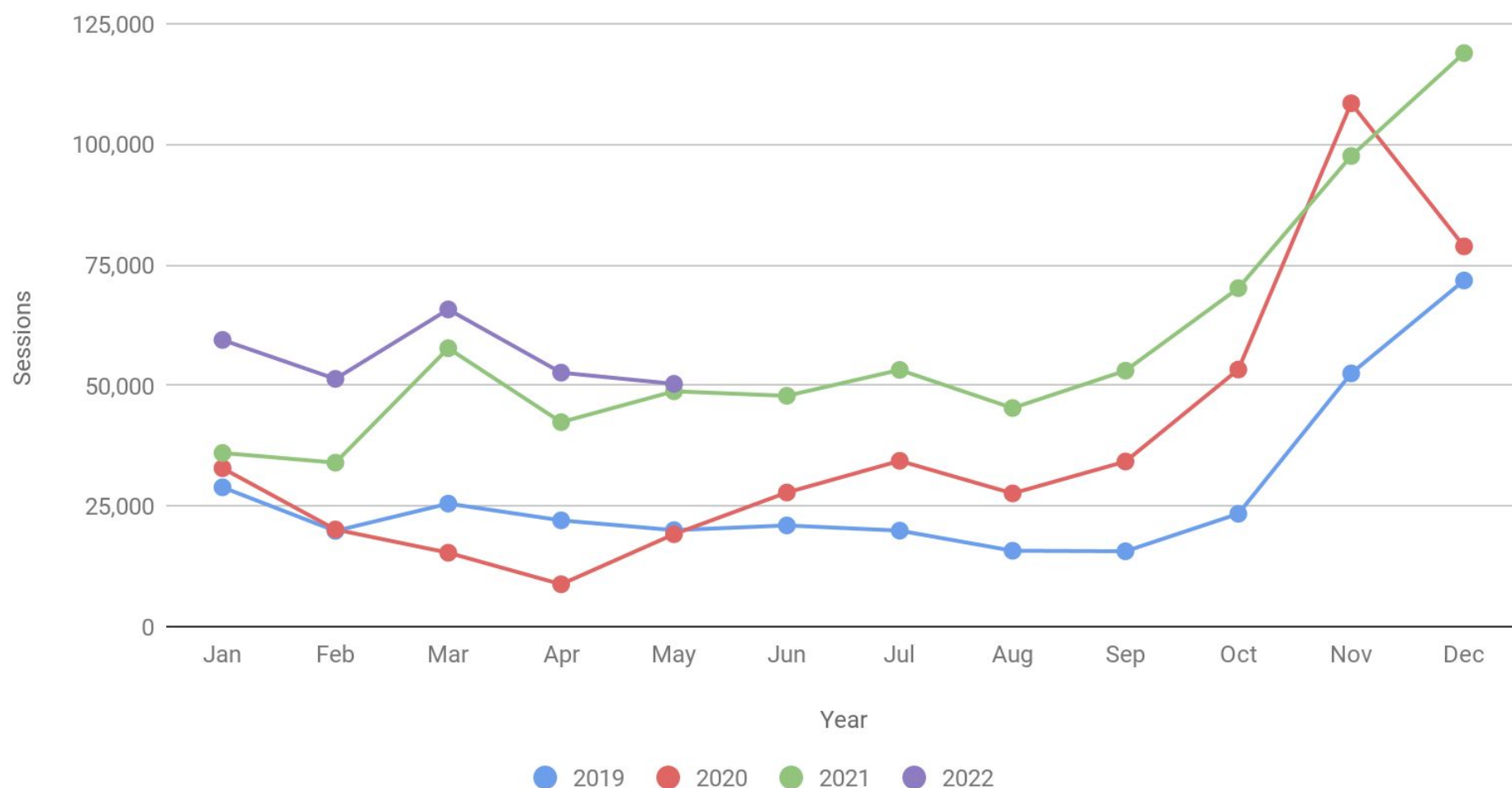
**77.97%** New Sessions

**53.16%** Bounce Rate

## TRAVEL MARKETING

# ORGANIC SEARCH

Organic search traffic increased 7 percent compared to last year.

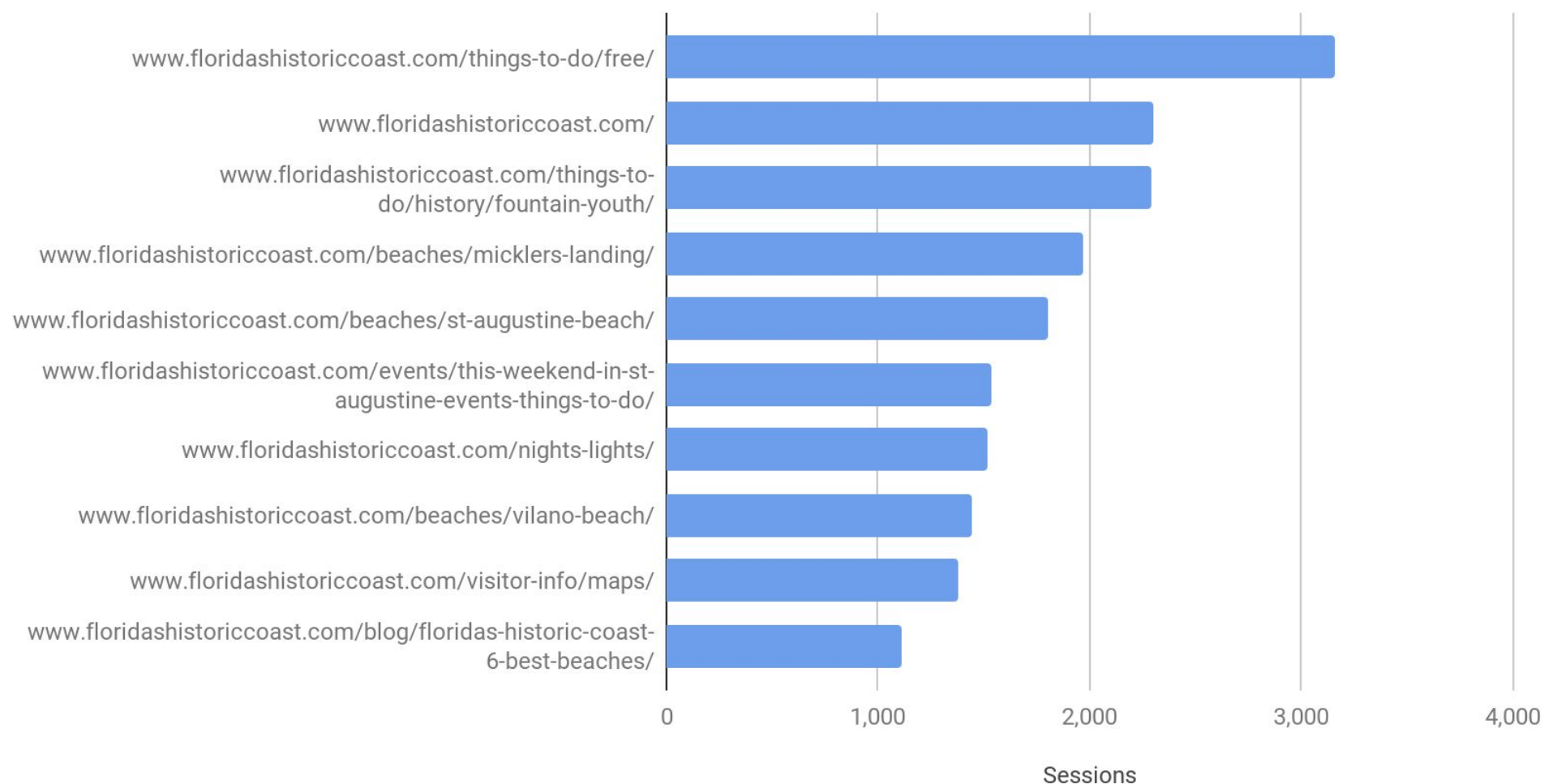




**TRAVEL MARKETING**

# TOP LANDING PAGES

In May, we saw strong engagement with This Weekend in St. Augustine and Micklers Landing Beach page.



## TRAVEL MARKETING

# TOP LANDING PAGES

mickler's landing

All

Maps

Images

News

Videos

More

Tools

About 24,500 results (0.52 seconds)

https://www.floridashistoriccoast.com › Beaches

Mickler's Landing | St. Augustine & Ponte Vedra, FL

The four-lane roads of Ponte Vedra Beach narrow to two as nature takes over the entire landscape. **Mickler's Landing** (pronounced "mike-lers") is just two ...

People also ask

Is Mickler's Landing closed?

Why is Mickler's Landing closed?

Mickler's Landing Beachfront Park Opens on Weekends - Mickler's Landing Beachfront Park is currently closed Monday through Friday to allow crews to resume work on the FEMA Dune Enhancement Project, but will remain accessible on Saturdays and Sundays from 6 a.m. - 8 p.m. Full public use of the parking lot and beach ...

https://www.floridashistoriccoast.com › Beaches

Mickler's Landing | St. Augustine & Ponte Vedra, FL - Florida's ...

Mickler's Landing

Beach in St. Johns County, Florida

Directions

Save

4.6 ★★★★★ 2,033 Google reviews

Mickler's Landing (pronounced "mike-lers") is just two blocks east of the A1A. The first public beach in Ponte Vedra, Mickler's remains a local favorite, famous for its pink, coquina-sand stretches of beach.

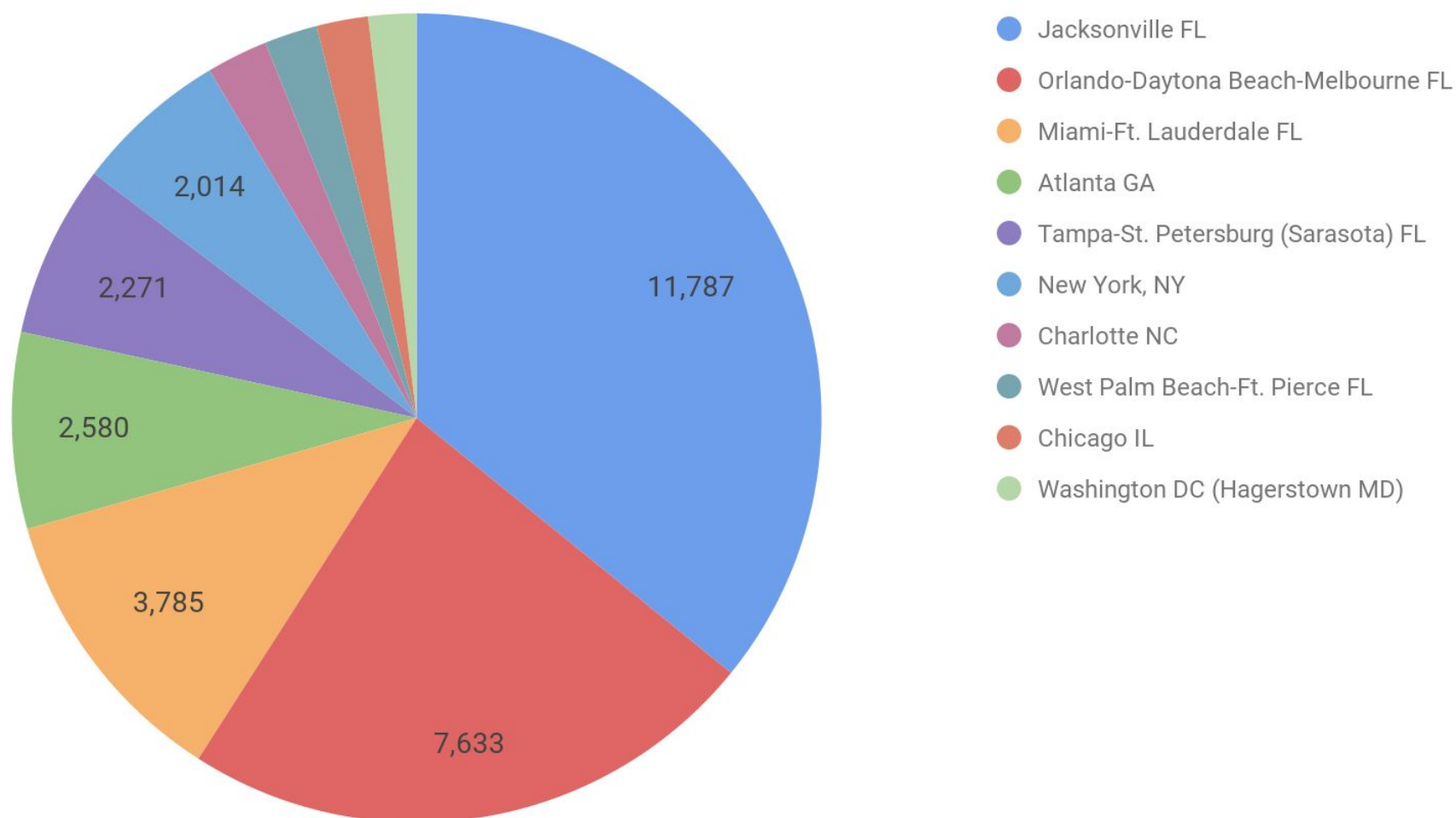
https://www.floridashistoriccoast.com › Beaches

Mickler's Landing | St. Augustine & Ponte Vedra, FL - Florida's ...

**TRAVEL MARKETING**

# SESSIONS BY CITY

Flight markets like New York increased by 79 percent, Chicago increased by 25 percent and Washington DC increased 15 percent.



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

*~Winston Churchill*

## TRAVEL MARKETING

# LOOKING AHEAD

- During the month of June, the Tempest team will optimize the 4th of July event ahead of the holiday.
- The team will also be making optimizations to the Beaches page.
- We will also be optimizing the Top Scenic Spots for Photos on Florida's Historic Coast blog.
- The team will be creating and deploying the June newsletter.

# THANK YOU

QUESTIONS?



## VCB INDUSTRY EMAIL STATISTICS May 2022

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Tue, May 31, 2022, 12:00 PM	THIS WEEK May 31, 2022	1,286	463 38%	28 2%	75 6%	3 1%
Fri, May 27, 2022, 12:35 PM	2022 STI Thank You	935	334 40%	50 6%	90 10%	1 1%
Tue, May 24, 2022, 11:13 AM	May 24, 2022 PARTNERCOM	487	206 45%	18 4%	31 6%	0 0%
Tue, May 24, 2022, 11:00 AM	2022 STI invite 6	919	290 35%	10 1%	86 9%	0 0%
Mon, May 23, 2022, 10:33 AM	THIS WEEK May 23, 2022	1,288	483 40%	14 1%	70 5%	1 1%
Fri, May 20, 2022, 1:22 PM	SALES NEWS #3 FY2022	645	261 43%	22 4%	39 6%	0 0%
Wed, May 18, 2022, 11:02 AM	2022 STI invite 4	986	309 35%	8 1%	95 10%	0 0%
Mon, May 16, 2022, 12:11 PM	THIS WEEK May 16, 2022	1,208	457 41%	30 3%	90 7%	0 0%
Wed, May 11, 2022, 11:03 AM	2022 STI invite 3	992	291 33%	6 1%	104 10%	0 0%
Tue, May 10, 2022, 4:51 PM	May 10, 2022 PARTNERCOM	502	210 45%	21 5%	36 7%	0 0%
Mon, May 9, 2022, 2:28 PM	THIS WEEK May 9, 2022	1,309	459 38%	28 2%	96 7%	0 0%
Wed, May 4, 2022, 11:01 AM	2022 STI invite 2	990	324 36%	8 1%	102 10%	0 0%
Mon, May 2, 2022, 10:49 AM	THIS WEEK May 2, 2022	1,241	435 38%	22 2%	89 7%	1 1%





TRAVEL MARKETING

# EMAIL MARKETING



**TRAVEL MARKETING**

# GENERAL EMAIL PERFORMANCE

Compared to last year, we saw really strong open rates, with the most clicked feature being the Food and Wine Festival.

## OPT-IN SUBSCRIBERS

**15,027** Messages Sent

**19%** Click-to-Open Rate

**512** Sessions

**02:41** Average Session Duration

## GENERAL LIST

**185,835** Messages Sent

**8%** Click-to-Open Rate

**649** Sessions

**01:21** Average Session Duration



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

*~Winston Churchill*

## TRAVEL MARKETING

# LOOKING AHEAD

- During the month of June, the Tempest team will optimize the 4th of July event ahead of the holiday.
- The team will also be making optimizations to the Beaches page.
- We will also be optimizing the Top Scenic Spots for Photos on Florida's Historic Coast blog.
- The team will be creating and deploying the June newsletter.

## **St. Johns County Visitors & Convention Bureau**

### **Call Center Statistics**

May 1 - May 31, 2022

Total Calls Received:	356
Total Call Minutes:	506.75
Average Answer Time:	19 sec
Brochures Ordered:	26

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## St. Johns County Visitors & Convention Bureau

### Requests By Guide

May 1 - May 31, 2022

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	6003
<b><u>GRAND TOTAL</u></b>	<b><u>6003</u></b>

## St. Johns County Visitors & Convention Bureau

### Requests By Source

May 1 - May 31, 2022

<u>Guide</u>	<u># of Requests</u>
Call Center	26
2021 Visit Florida Magazine	1
2022 Visit Florida Magazine	18
Email / Direct Requests	61
WebTraveler	680
Undiscovered Florida	9
AdQuire	5208
<b>GRAND TOTAL</b>	<b>6003</b>

# St. Johns County Visitors & Convention Bureau

## Requests By State

May 1 - May 31, 2022

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	1728	28.8%
GA	791	13.2%
IL	775	12.9%
NY	672	11.2%
MD	593	9.9%
NJ	527	8.8%
VA	247	4.1%
IN	100	1.7%
CT	78	1.3%
DC	55	0.9%
PA	38	0.6%
SC	36	0.6%
TN	36	0.6%
NC	32	0.5%
WV	32	0.5%
OH	30	0.5%
TX	28	0.5%
AL	25	0.4%
KY	20	0.3%
WI	20	0.3%
Foreign	12	0.2%
MI	12	0.2%
MO	12	0.2%
MN	11	0.2%
CA	10	0.2%
LA	10	0.2%
CO	7	0.1%
OK	7	0.1%
KS	6	0.1%
AR	5	0.1%
AZ	5	0.1%
IA	4	0.1%
MA	4	0.1%
ME	4	0.1%
MS	4	0.1%
UT	4	0.1%

NE	3	0.0%
NV	3	0.0%
OR	3	0.0%
WA	3	0.0%
ID	2	0.0%
ND	2	0.0%
PR	2	0.0%
AK	1	0.0%
DE	1	0.0%
NM	1	0.0%
RI	1	0.0%
SD	1	0.0%
<b>GRAND TOTAL</b>	<b>6003</b>	

## St. Johns County Visitors & Convention Bureau

### Requests By Country

May 1 - May 31, 2022

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	5991	99.80%
Canada	3	0.05%
Germany	2	0.03%
Belgium	1	0.02%
France	1	0.02%
Hong Kong	1	0.02%
Jordan	1	0.02%
Spain	1	0.02%
Switzerland	1	0.02%
United Kingdom	1	0.02%
<b>GRAND TOTAL</b>	<b>6003</b>	

## St. Johns County Visitors & Convention Bureau

### Have you visited our area before?

May 1 - May 31, 2022

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	11	42%	123	66%
Yes	15	58%	64	34%
TOTAL	26		187	



## St. Johns County Visitors & Convention Bureau

### When do you plan to visit? (Month Year)

May 1 - May 31, 2022

<b><u>When Visiting?</u></b>	<b><u>This</u></b>			
	<b><u>month</u></b>	<b><u>Month %</u></b>	<b><u>YTD</u></b>	<b><u>YTD%</u></b>
Jan-22	0	0%	8	4%
Feb-22	0	0%	22	12%
Mar-22	0	0%	27	14%
Apr-22	0	0%	51	27%
May-22	6	23%	24	13%
Jun-22	10	38%	27	14%
Jul-22	2	8%	5	3%
Aug-22	4	15%	6	3%
Sep-22	1	4%	8	4%
Oct-22	2	8%	5	3%
Nov-22	0	0%	3	2%
Dec-22	1	4%	1	1%
Jan-23	0	0%	0	0%
Feb-23	0	0%	0	0%
Mar-23	0	0%	0	0%
Apr-23	0	0%	0	0%
May-23	0	0%	0	0%
Jun-23	0	0%	0	0%
Jul-23	0	0%	0	0%
Aug-23	0	0%	0	0%
Unsure 2022	0	0%	0	0%
<b>TOTAL</b>	<b>26</b>		<b>187</b>	

## St. Johns County Visitors & Convention Bureau

### How long do you plan to stay?

May 1 - May 31, 2022

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	6	3%
2 days	2	8%	19	10%
3 days	7	27%	45	24%
1 week	10	38%	62	33%
2 weeks	1	4%	21	11%
3 weeks	0	0%	0	0%
1 month	1	4%	6	3%
2 months	0	0%	1	1%
3 months	0	0%	1	1%
Don't know	5	19%	26	14%
TOTAL	26		187	

## St. Johns County Visitors & Convention Bureau

### How many people will be traveling in your party?

May 1 - May 31, 2022

<u>Number of People</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	4%	9	5%
2	12	46%	91	49%
3	1	4%	12	6%
Four or more	9	35%	57	30%
Don't know	3	12%	18	10%
TOTAL	26		187	

## St. Johns County Visitors & Convention Bureau

### What type of accomodations are you interested in?

May 1 - May 31, 2022

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	23	88%	162	87%
Hotel / Motel	1	4%	12	6%
Bed / Breakfast	1	4%	4	2%
Condo	1	4%	4	2%
RV	0	0%	1	1%
Single Family	0	0%	3	2%
Efficiency / Suite	0	0%	1	1%
<b>TOTAL</b>	<b>26</b>		<b>187</b>	

**Visitor Center Inquiries  
May 2022**

<b>SJCC-PVBD Visitor &amp; Information Center</b>						
	May 2022	May 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
<b>Total Visitors</b>	<b>35</b>	<b>49</b>	<b>0.06%</b>	<b>344</b>	<b>266</b>	<b>456</b>
<b>City of St. Augustine Downtown Visitors Center</b>						
	May 2022	May 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
<b>Total Visitors</b>	<b>51,675</b>	<b>54,533</b>	<b>94%</b>	<b>315,227</b>	<b>267,636</b>	<b>569,995</b>
<b>St. Augustine Beach Visitors Center</b>						
	May 2022	May 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
<b>Total Visitors</b>	<b>1,839</b>	<b>2,988</b>	<b>3%</b>	<b>19,180</b>	<b>17,796</b>	<b>37,492</b>
<b>Jacksonville Airport Visitor Information Center</b>						
	May 2022	May 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
<b>Total Visitors</b>	<b>1,137</b>	<b>501</b>	<b>2%</b>	<b>8,020</b>	<b>8,640</b>	<b>4,547</b>
<b>Total Inquiries at Visitors Centers</b>						
	May 2022	May 2021		FYTD 2022	FYTD 2021	Total FY 2021
	<b>54,686</b>	<b>58,071</b>		<b>342,771</b>	<b>294,338</b>	<b>612,490</b>



### Partners Applied:

- Airport Express of St. Augustine
- St. Augustine Tour Pass
- Luv'n Oven Catering
- GeoTrippin Adventures

### Partners Approved Previously:

- Earth Kinship
- The Brumos Collection

### FY 2022 Partnership Recap

- New Partner Businesses FY 2022 – 13
- Total Partners September 2021 – 295
- Total number of businesses dropped FY2021 - 15
- Total Partners FY2022 – 301



ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

## Partnership Application

Thank you for your interest in becoming a partner of the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau. Partnership is \$300 annually valid from October 1 through September 30. Out of county accommodations fees are based on room count at \$5 per room. Upon approval, the information provided on this application will be used to create your listing on [www.FloridasHistoricCoast.com](http://www.FloridasHistoricCoast.com).

Company / Organization Name: Airport Express of St. Augustine Inc.

Main Contact & Title: Wayne Acosta

Business Phone Number: 904.824.9400 Fax Number: 904.471.7083

E-mail Address: airportexpress.staug@hotnet1.com

Web site: airportexpresspickup.com

Social Media links:



Other: \_\_\_\_\_

Physical Address: 8. Sunfish Drive

City, State, ZIP: St. Augustine Beach FL 32080

Mailing Address (if different from above): SAME

Occupational License (s) # Please attach applicable copy(ies) City #: 1011970 County #: \_\_\_\_\_

Tour Guide/Other License # \_\_\_\_\_ Bed Tax # \_\_\_\_\_

What is the best time (s) anytime and phone number to reach you? 904.824.9400

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

General Manager: Wayne Acosta

Director of Sales: /

Sales Manager: Wayne Acosta

Who would you like to be allowed to make changes to your profile on [www.floridashistoriccoast.com](http://www.floridashistoriccoast.com)?

Wayne Acosta

Who would you like to receive leads? airport express, staus@hotmail.com or  
904.824.9400

The VCB often sends industry specific information & newsletters via e-mail. It would be our pleasure to include staff members in our distribution. Please provide the names and email address of those that may be interested in receiving these publications.

MR. Wayne Acosta wjacosta-1966@gmail.com

Partnership benefits include a listing on [www.FloridasHistoricCoast.com](http://www.FloridasHistoricCoast.com) with a link to your business web site and a listing in the annual Travel Planner. Please select (by circling) one heading from the list below that best describes your business:

Accommodations Attractions/Tours Dining/Night Life Shopping Visitor Services (including B2B Services)

Weddings Transportation Cultural & Performing Arts Group Tour & Event Services Associate

If your business offers additional amenities to visitors, you may purchase additional listings – if appropriate – for \$50.00 each. An example might be a hotel listed under “Accommodations” which also has a restaurant that they would like listed separately in the dining section.

If you would like an additional listing, where would you like it placed?

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

To serve St. Augustine, Great Customer  
service! 28 years

I wish to become a participating partner of the St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau and look forward to growing my business.

Wayne Acosta

Signed

Date

4/16/22

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

Fax to: 904.829.6149

Please contact Erin Masters at [EMasters@FloridasHistoricCoast.com](mailto:EMasters@FloridasHistoricCoast.com) if you have further questions.



This Receipt is issued pursuant to  
County ordinance 87-36

**2021/2022 ST. JOHNS COUNTY  
LOCAL BUSINESS TAX RECEIPT**  
MUST BE DISPLAYED IN A CONSPICUOUS PLACE

**Account** 1011970  
**EXPIRES** September 30, 2022

**Business Type** Taxi Service  
**Location** 8 Sunfish Drive  
St Augustine FL 32080

**New Business  
Transfer**

**Business Name** Airport Express Of St  
Augustine Inc

**Owner Name** Airport Express Of St Augustine Inc

**Mailing  
Address** 8 Sunfish Dr  
St. Augustine, FL 32080



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

<b>Tax</b>	22.00
<b>Penalty</b>	0.00
<b>Cost</b>	0.00
<b>Total</b>	22.00

**DENNIS W. HOLLINGSWORTH  
ST. JOHNS COUNTY TAX COLLECTOR**

This receipt does not constitute a franchise, an agreement, permission or authority to perform the services or operate the business described herein when a franchise, an agreement, or other county commission, state or federal permission or authority is required by county, state or federal law.

This form becomes a receipt only when validated below

**Paid by receipt(s) 2020-803230 on 08/17/21 for \$22.00**



## Partnership Application

Thank you for your interest in becoming a partner of the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau. Partnership is \$300 annually valid from October 1 through September 30. Out of county accommodations fees are based on room count at \$5 per room. Upon approval, the information provided on this application will be used to create your listing on [www.FloridasHistoricCoast.com](http://www.FloridasHistoricCoast.com).

Company / Organization Name: St. Augustine Tour Pass

Main Contact & Title: Keith Simmons / President

Business Phone Number: 843-410-2577 Fax Number: \_\_\_\_\_

E-mail Address: info@tourpass.com

Web site: https://tourpass.com/st-augustine

Social Media links:         Other: @tourpass

Physical Address: 557 East Bay Street #22677

City, State, ZIP: Charleston, SC 29413

Mailing Address (if different from above): \_\_\_\_\_

Occupational License (s) # Please attach applicable copy(ies) City #: \_\_\_\_\_ County #: \_\_\_\_\_ (local business license attached)

Tour Guide/Other License # N/A Bed Tax # N/A

What is the best time (s) 9am - 5pm EST and phone number to reach you? 843-41.-2577

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

General Manager: Tiffin: tiffin@tourpass.com

Director of Sales: \_\_\_\_\_

Sales Manager: \_\_\_\_\_

Who would you like to be allowed to make changes to your profile on [www.floridashistoriccoast.com](http://www.floridashistoriccoast.com)?

**Yes**

Who would you like to receive leads? **Group leads, yes. Other individual leads, no.**

The VCB often sends industry specific information & newsletters via e-mail. It would be our pleasure to include staff members in our distribution. Please provide the names and email address of those that may be interested in receiving these publications.

**Yes, just our main contact email please.**

Partnership benefits include a listing on [www.FloridasHistoricCoast.com](http://www.FloridasHistoricCoast.com) with a link to your business web site and a listing in the annual Travel Planner. Please select (by circling) **one** heading from the list below that best describes your business:

**Accommodations** **Attractions/Tours** **Dining/Night Life** **Shopping** **Visitor Services (including B2B Services)**  
**Weddings** **Transportation** **Cultural & Performing Arts** **Group Tour & Event Services** **Associate**

If your business offers additional amenities to visitors, you may purchase additional listings – if appropriate – for \$50.00 each. An example might be a hotel listed under “Accommodations” which also has a restaurant that they would like listed separately in the dining section.


If you would like an additional listing, where would you like it placed?

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

**Our goal is to make the process for touring easier and stress-free. We'd like to reach travelers to**

**St. Augustine. We have partnered with the top tours and attractions in St. Augustine.**

I wish to become a participating partner of the St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau and look forward to growing my business.

  
Signed

**4/5/2022**  
Date

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

Fax to: 904.829.6149

Please contact **Erin Masters** at **904.209.4422** or [EMasters@FloridasHistoricCoast.com](mailto:EMasters@FloridasHistoricCoast.com) or **Ben Nguyen** at [BNguyen@FloridasHistoricCoast.com](mailto:BNguyen@FloridasHistoricCoast.com) if you have further questions.

# Town of Mount Pleasant

100 ANN EDWARDS LN MOUNT PLEASANT, SC 29464 (843)849-2786

## BUSINESS LICENSE

THIS LICENSE (OR PERMIT) IS ISSUED ON THE PETITION OF THE APPLICANT, WHO ASSUMES ALL RESPONSIBILITY OF COMPLIANCE WITH FEDERAL OR STATE REGULATIONS. THE TOWN WILL MAKE NO REFUND IF SUCH REGULATIONS PREVENT OR RESTRICT THE TRADE, BUSINESS OR PROFESSION HEREIN PROPOSED.

LICENSE NUMBER  
**20108436**

DATE OF ISSUE  
**05/10/2022**

THIS LICENSE EXPIRES  
**04/30/2023**

THIS LICENSE MUST BE DISPLAYED

### BUSINESS MAILING ADDRESS

TRAVELER COMMUNICATIONS GROUP LLC  
P.O. BOX 22677  
CHARLESTON, SC 29413

ID NUMBER	TYPE	RATE
143016	454110	1RES22

AUTHORIZED SIGNATURE



Rev 4/1/12  
AM



## Partnership Application

Thank you for your interest in becoming a partner of the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau. Partnership is \$300 annually valid from October 1 through September 30. Out of county accommodations fees are based on room count at \$5 per room. Upon approval, the information provided on this application will be used to create your listing on [www.FloridasHistoricCoast.com](http://www.FloridasHistoricCoast.com).

Company / Organization Name:

Luv'n Oven Catering

Main Contact & Title:

Sherry Stoppelberg

Business Phone Number:

904 540 1681

Fax Number:

+

E-mail Address:

datilbgood@gmail.com

Web site:

Luv'n Oven Catering

Social Media links:



Other:

Physical Address:

6095 Church Rd

City, State, ZIP:

ELKTON NJ 08203

Mailing Address (if different from above):

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

County #:

Tour Guide/Other License #

Bed Tax #

What is the best time (s) and phone number to reach you?

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

General Manager:

Director of Sales:

Sales Manager:

Who would you like to be allowed to make changes to your profile on [www.floridashistoriccoast.com](http://www.floridashistoriccoast.com)?

Who would you like to receive leads?

Anyone needing food

The VCB often sends industry specific information & newsletters via e-mail. It would be our pleasure to include staff members in our distribution. Please provide the names and email address of those that may be interested in receiving these publications.

Partnership benefits include a listing on [www.FloridasHistoricCoast.com](http://www.FloridasHistoricCoast.com) with a link to your business web site and a listing in the annual Travel Planner. Please select (by circling) one heading from the list below that best describes your business:

Accommodations   Attractions/Tours   Dining/Night Life   Shopping   Visitor Services (including B2B Services)

Weddings   Transportation   Cultural & Performing Arts   Group Tour & Event Services   Associate

If your business offers additional amenities to visitors, you may purchase additional listings – if appropriate – for \$50.00 each. An example might be a hotel listed under “Accommodations” which also has a restaurant that they would like listed separately in the dining section.

If you would like an additional listing, where would you like it placed?

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

I wish to become a participating partner of the St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau and look forward to growing my business.

Signed

Sherry Stoppel-Coe

Date

4-4-22

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

Fax to: 904.829.6149

Please contact **Erin Masters** at 904.209.4422 or [EMasters@FloridasHistoricCoast.com](mailto:EMasters@FloridasHistoricCoast.com) or **Ben Nguyen** at [BNguyen@FloridasHistoricCoast.com](mailto:BNguyen@FloridasHistoricCoast.com) if you have further questions.





STATE OF FLORIDA  
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF HOTELS AND RESTAURANTS  
2601 BLAIR STONE ROAD  
TALLAHASSEE FL 32399-1011

850-487-1395

LUVIN OVEN LLC  
LUVIN' O-VAN  
6095 CHURCH RD  
ELKTON FL 32033

Congratulations! With this license you become one of the nearly one million Floridians licensed by the Department of Business and Professional Regulation. Our professionals and businesses range from architects to yacht brokers, from boxers to barbeque restaurants, and they keep Florida's economy strong.

Every day we work to improve the way we do business in order to serve you better. For information about our services, please log onto [www.myfloridalicense.com](http://www.myfloridalicense.com). There you can find more information about our divisions and the regulations that impact you, subscribe to department newsletters and learn more about the Department's initiatives.

Our mission at the Department is: License Efficiently, Regulate Fairly. We constantly strive to serve you better so that you can serve your customers. Thank you for doing business in Florida, and congratulations on your new license!



DETACH HERE

RON DESANTIS, GOVERNOR

JULIE I. BROWN, SECRETARY

STATE OF FLORIDA  
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION  
DIVISION OF HOTELS AND RESTAURANTS

LICENSE NUMBER

MFD6550188

VIN NUMBER: 1GTHP32M4G3500185

The MOBILE FOOD DISP VEHICLE (2014)  
Named below IS LICENSED  
Under the provisions of Chapter 509 FS.  
Expiration date: JUN 1, 2022

LUVIN OVEN LLC  
LUVIN' O-VAN  
333 S PONCE DE LEON  
SAINT AUGUSTINE FL 32084



NON-  
TRANSFERABLE



ISSUED: 06/17/2021

DISPLAY AS REQUIRED BY LAW

SEQ # L2106170000065

This Receipt is issued pursuant to  
County ordinance 87-36

## 2021/2022 ST. JOHNS COUNTY LOCAL BUSINESS TAX RECEIPT

MUST BE DISPLAYED IN A CONSPICUOUS PLACE

**Account** 1085045  
**EXPIRES** September 30, 2022

**Business Type** Mobile Food Vendor

**Location** 6095 Church Rd  
Elkton FL 32033

**Business Name** Luvn O-Van

**Owner Name** Luvn Oven Inc

**Mailing Address** 6095 Church Rd  
Elkton, FL 32033



**New Business  
Transfer**

<b>Tax</b>	30.00
<b>Penalty</b>	0.00
<b>Cost</b>	0.00
<b>Total</b>	<b>30.00</b>

**DENNIS W. HOLLINGSWORTH  
ST. JOHNS COUNTY TAX COLLECTOR**

This receipt does not constitute a franchise, an agreement, permission or authority to perform the services or operate the business described herein when a franchise, an agreement, or other county commission, state or federal permission or authority is required by county, state or federal law.

**This form becomes a receipt only when validated below**

**Paid by receipt(s) 2020-802774 on 08/05/21 for \$30.00**





## Partnership Application

Thank you for your interest in becoming a partner of the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau. Partnership is \$300 annually valid from October 1 through September 30. Out of county accommodations fees are based on room count at \$5 per room. Upon approval, the information provided on this application will be used to create your listing on [www.FloridasHistoricCoast.com](http://www.FloridasHistoricCoast.com).

Company / Organization Name: GeoTrippin' Adventure Company

Main Contact & Title: Benjamin Brandao, Owner

Business Phone Number: 904-701-3272 Fax Number: \_\_\_\_\_

E-mail Address: tours@geotrippin.com

Web site: geotrippin.com

Social Media links:



Physical Address: Behind Genung's Fish Camp 291 Cubbedge Rd.

City, State, ZIP: St Augustine, FL 32086

Mailing Address (if different from above): 4420 Carter Rd. #13, Saint Augustine, FL 32086

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

Tour Guide/Other License # na Bed Tax # na

What is the best time (s) 9am and phone number to reach you? 904.314.7876

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

General Manager: \_\_\_\_\_

Director of Sales: \_\_\_\_\_

Sales Manager: \_\_\_\_\_



Who would you like to be allowed to make changes to your profile on [www.floridashistoriccoast.com](http://www.floridashistoriccoast.com)?

Ben Brandao

Who would you like to receive leads? Ben Brandao

The VCB often sends industry specific information & newsletters via e-mail. It would be our pleasure to include staff members in our distribution. Please provide the names and email address of those that may be interested in receiving these publications.

gingalls@northguanaoutpost.com

Partnership benefits include a listing on [www.FloridasHistoricCoast.com](http://www.FloridasHistoricCoast.com) with a link to your business web site and a listing in the annual Travel Planner. Please select (by circling) **one** heading from the list below that best describes your business:

**Accommodations** **Attractions/Tours** **Dining/Night Life** **Shopping** **Visitor Services (including B2B Services)**

**Weddings** **Transportation** **Cultural & Performing Arts** **Group Tour & Event Services** **Associate**

If your business offers additional amenities to visitors, you may purchase additional listings – if appropriate – for \$50.00 each. An example might be a hotel listed under “Accommodations” which also has a restaurant that they would like listed separately in the dining section.

If you would like an additional listing, where would you like it placed? \_\_\_\_\_

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

Working to build demand for ecotourism. Workforce development to handle increased interest in tour services.

I wish to become a participating partner of the St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau and look forward to growing my business.



Signed \_\_\_\_\_

May 5, 2022

Date \_\_\_\_\_

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

Fax to: 904.829.6149

Please contact **Erin Masters** at [EMasters@FloridasHistoricCoast.com](mailto:EMasters@FloridasHistoricCoast.com) if you have further questions.

Last updated: April 26, 2022



This Receipt is issued pursuant to  
County ordinance 87-36

**2021/2022 ST. JOHNS COUNTY  
LOCAL BUSINESS TAX RECEIPT**

MUST BE DISPLAYED IN A CONSPICUOUS PLACE

**Account** 1083696  
**EXPIRES** September 30, 2022

**Business Type** Misc. Public Serv.  
**Location** 291 Cubbedge Rd  
St Augustine FL 32080

**Business Name** **Geotrippin**

**Owner Name** Geotrippin Adventure Company LLC

**Mailing Address** 4420 Carter Rd Apt 13  
St Augustine, FL 32086



**New Business  
Transfer**

<b>Tax</b>	22.00
<b>Penalty</b>	0.00
<b>Cost</b>	0.00
<b>Total</b>	<b>22.00</b>

**DENNIS W. HOLLINGSWORTH  
ST. JOHNS COUNTY TAX COLLECTOR**

This receipt does not constitute a franchise, an agreement, permission or authority to perform the services or operate the business described herein when a franchise, an agreement, or other county commission, state or federal permission or authority is required by county, state or federal law.

This form becomes a receipt only when validated below

**Paid by receipt(s) 2020-900612 on 07/22/21 for \$22.00**



## Creative Support Report: May 2022

Stacey Sather, Creative and Social Media Manager

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

- FY23 Marketing Plan vendor design update management
- STI weekly Invite email, slides, agenda, poster, TIA helmet engraving, keynote certificate, event photos & video, thank you email with photos & videos for attendees
- Quarterly Sales Enews design and deployment
- 2022 Celebrate guide content updates, design changes, printing, and distribution
- Ancient City Gamefishing ad design
- Elite Airways Portland, ME to STA flight giveaway on Facebook & Instagram
- St Augustine History Festival final social media reports
- June-August Calendar of Events design, printing, and distribution
- 2011-2021 annual Facebook fan totals
- VCB Bcard update outreach and redesign
- Web updates
- Broll project management
- City & State bi-monthly analytics for FHC site to Florida's First Coast of Golf
- Monthly social media insights report for iDSS
- Monthly hero image updates
- Weekly content meeting
- Weekly web audit meeting
- Url acquisitions, review and renewal of existing urls
- FHC Broll video editing for social media stills and shorts
- VCB image resourcing & requests, image library updates
- Daily social media review and approval of Netweave content
- NetWeave monthly social media analytics and strategy review
- Tempest monthly website and ECRm review

### **Ongoing/Upcoming Projects**

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

- Response & refer incoming media opportunity outreach to agency



**Facebook Fans** added: 513 Total Fans: 519,669 (+0%)  
Reach: 1,284,446 (+22%) Impressions: 3,637,584 (-16.6%) Engagement Rate: 2% (+7.1%)

Netweave Analysis: *April had a higher-than-usual amount of ad spending, and we saw a dip in all metrics when that began to decrease somewhat in May. Organic content remained consistently strong, however. In the future, we recommend spreading large ad buys like this out across a season or even across the year, if possible. Long-term consistency is much more healthy for both the ad's performance and the account in general. If the algorithm sees a large drop-off in page performance after a month or less of high ad spending, it may assume that the page's content quality has decreased and respond by making your content harder for people to find.*

*This month's most popular posts included a #TestimonialTuesday, #FanFeatureFriday, and an announcement about the Best Life Top 10 award. Each of these demonstrates a long-standing core content strategy for this account, so no news is good news. We don't believe any major shake-ups are required here at this time.*

*And as always, while the net follower growth looks close to 0% this month, that was not due to an actual lack of performance. Your high total follower count requires a proportionally high number of new followers to shift the needle when shown as a percentage. In this case, even a 1% increase would have required more than 5,000 new followers this month, and that number is out of reach without a much more aggressive advertising campaign. When looked at in context, your follower growth remains above average and remarkably consistent. And as usual, around 80% of your lost followers for the month were accounts that were deactivated, memorialized, or removed by Facebook for being suspicious.*

#### **Top Facebook Posts**

5/31 #TestimonialTuesday – Harry's – reach 33,765, engagements 2,152

5/27 #FanFeatureFriday – reach 54,999, engagements 1,875

5/17 Best Life -10 Best U.S. Cities – reach 27,192, engagements 1,842

**Twitter** Total Followers: 14,020 (+0.8%) Impressions: 35,307 (+36%)

**YouTube** Views: 1,400 (+13.73%) Lifetime Views: 414,003 (+0.37%)

**Instagram** Total Followers: 43,143 (+0.6%) Impressions: 256,976 (-33.7%) Reach: 72,652 (-28%)

Netweave Analysis: *Instagram's showed the same reduction in paid impressions in May that Facebook did, but the effect was more noticeable thanks to the smaller organic audience on this account. The fact that we saw engagement rate increase is a result of engagements falling less than impressions, which is common in these situations as ads tend to generate fewer engagements per impression than regular posts.*

#### **Top Instagram Posts**

5/29 How long would it take you to get to FHC – reach 10,168, impressions 11,206, engagements 908

5/31 #TestimonialTuesday – Harry's – reach 11,130, impressions 11,814, engagements 578

5/27 #FanFeatureFriday – reach 6,976, impressions 7,309, engagements 560

#### **Other**

- Implementation of #FanFeatureFriday and #TestimonialTuesday UGC content on FB & IG
- Final social reports for St. Augustine History Festival
- Social media intern outreach

#### **Hispanic Social Media**

##### **Facebook**

Fans added: 566 (-2.9%), Total likes: 19,901 (+3.7%), Total Reach: 132,521 (+1.2%), Impressions: 152,025 (+1.2%), Engagement Rate: 7.61% (+68.36%)

##### **Instagram**

Total Followers: 1,295 (+26 | +2.0%), Impressions: 22,462 (-26.9%), Engagement Rate: 9.7% (-8.14%)

#### **Top Instagram Posts:**

May 11: Video, Reach: 324, Likes: 30, Impressions: 343

May 07: IGTV, Reach: 227, Likes: 16, Impressions: 145

May 02: IGTV, Reach: 190, Likes: 8, Impressions: 206



# ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

## Sales Department Report, May 2022

Evelyn Lopez-Kelley, Director of Leisure Sales  
William McBroom, Director of Conference Sales  
Jaya Dillard, Sales & Services Manager

The VCB sales team is charged with promoting St. Augustine, Ponte Vedra & The Beaches throughout the U.S. and abroad as a group and meeting friendly destination.

- ❖ **Site Visits:** *Conducting customized destination tours encompassing county layout, points of interest, venues and services based on clients' needs to fulfill potential program. Site visits with partners to ensure sales team keeps up to date on their venues & services.*
- ❖ **Sales Initiatives:** *Attending a variety of sales initiatives targeting key meeting professionals, travel agents, tour operators, wedding/event planners, and consumers to generate leads.*
- ❖ **Meetings:** *Collectively meeting with clients to vet program needs in order to offer compatible venues & services. Meeting with VCB partners to maintain knowledge in order to help promote group business.*

### CURRENT MONTH - May 2022

#### Site Visits:

- Pro Duffers Site, 5/16

#### Sales Initiatives:

- Prevue Summit, 5/2-4
- Sports ETA Tradeshow, 5/2-6
- Atlanta/Avalon Planner Lunch, 5/11
- Atlanta/Buckhead Planner Lunch, 5/12
- Luxury Meetings Summit/Atlanta, 5/12
- Connect Diversity, 5/22-25
- Connect Marketplace Association, 5/22-25

#### Meetings:

- SJC Tourism & Hospitality Board Meeting, 5/6
- Fort Mose Golf Tournament, 5/9
- Great Race Zoom Meeting, 5/10
- St. Augustine Kiwanis, 5/12
- SJC Parks & Recreation Sports Video Meeting, 5/12
- Vilano Main Street Meeting, 5/18
- Society of Government Meeting Planners Monthly Meeting, 5/19
- FL Invitational Rugby Showcase, 5/20-22
- Meeting Professionals International North Florida Chapter Golf Tournament, 5/23
- VCB State of the Tourism Industry Event, 5/25
- SJC Chamber Board Meeting, 5/25

## **NEXT MONTH – June 2022**

### **Site Visits:**

- Pride Run Series, 6/6-9
- Southeast Egg Association, 6/8
- HuddleUp, 6/8-9

### **Sales Initiatives:**

- IPW (International Pow Wow) 6/4-9
- Society of Government Meeting Professionals Annual Conference, 6/14-17
- SITE Southeast Southern Supper planner event, 6/15
- Smart Meetings Mid-Atlantic tradeshow, 6/16-18
- Military Reunion Network Education Summit, 6/24-27
- Luxury Meeting Summit – Chicago, 6/29-30

### **Meetings:**

- VCB Conference Sales Meeting, 6/8
- Conquistador Classic 2023 Sales Meeting, 6/9
- SJC Tourism & Hospitality Council Event, 6/9
- SJC Tourism & Hospitality Council Board Meeting, 6/10
- VCB Leisure Sales Committee, 6/16
- Juneteenth Heritage Luncheon, 6/18
- SJC Chamber Board Meeting, 6/22
- VCB Board Meeting, 6/28
- Meeting Professionals International North Florida Chapter Annual Gala, 6/30



**St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau  
Sales Numbers Department Report May 2022**

[illegible]



**May 2022 Media Results: 4,089,718,531 Impression: 1,460clips- does not include broadcast  
VCB Earned Media Result: 466,983,563 Impressions; 71 clips**

**VCB Assisted Coverage May 2022**

Gilded Age, Life Roars on in the South's Grand Hotels – 3 Million impressions  
TravelGumbo.com/cheesplatesandroomservices.com - Exploring Historic St. Augustine/Family Fun on FHC-143,000 impressions  
VacationIdea.com – The Oldest Cities in the United State –  
Livability.com – 6 Historic Downtowns you Must Visit –  
TheTravel.com - St. Augustine: What To See In America's Oldest City  
People - Florida Zoo Baby Sloth Meets Dad for the First Time in Adorable Moment Caught on Video  
Golf.com – Interview with Nelly Korda at The Yards.  
Fishing Booker.com- St. Augustine is one of the top Memorial Day fishing spots in America!  
TravelAwaits – Top 10 Places to See Fireworks while Traveling in an RV -4,668,000 impressions  
365AtlantaTraveler.com – Dog Friendly Beaches in Florida  
The Weekly (Syndicated weekly newspapers in the west) Latitudes: Enjoy laid back luxury and natural beauty in Ponte Vedra  
Travel with Lolly - Bayfront Marin House: A Perfect St. Augustine Inn  
Travellens.com- The Top 10 Things to do in Ponte Vedra -

**Content Issued:**

June Mint Magazine event calendar  
June event calendar for regional publications  
June – August events edits for printed COE  
Multiple Website and Blog Pages updates for website  
Updated Accolades lists  
Visit Florida Story pitches – Best Beaches, attractions fit for Families, Authentic Florida Cities

**Media Inquiries & Story Pitches:**

Karl Tieschl, Itinerary prep and review for June 2022 visit for German guidebook updates  
Matt Meltzer, Thrillist- updates for the Top 14 reasons to visit St. Augustine this Summer  
Cindy Orley, Akron Moms- what's New prep for July 2022 media visit  
Kathleen Walls, What's new for Family RVing Magazine article  
Lena Zellar – media visit planning for Stefan Klug, July visit for story in German daily newspaper Märkische Oderzeitung  
Joey Amato, Pride Journeys - Content for the Ultimate Pride Guide  
Lauren Titus, Edible Magazine – FHC Dining section  
Radio Interview with Joseph Rossman,  
The Family Vacationer – Podcast Interview about Family Travel  
Eric Bowman, TravelPulse – Unique Destination focus story pitch  
Food & Travel Magazine - Back to the Future: Historical and Cultural Getaways and Great Town Vibes, Big Town Taste  
Content for Ancient City Gamefish Challenge website  
Aoife O'Riordan – Global Traveler – content story ideas for Summer  
Michelle Jerson, radio interview for Passport Mommy – places to go this summer  
Tony Denmark, Florida Travel Pos – story ideas  
NATJA Conference Media Market place – 42 journalists – Sounds of Summer; ecotours; luxury getaways; festivals and events – food scene  
Fishing Booker.com Karin Mayer – Best fishing spots over Memorial Day Weekend  
Megan Dubois – Smarter Travel – Top wineries in each state – San Sebastian  
Tracey Teo – Christmas in St. Augustine for story pitching to publications  
Anietra Hamper – Hook and Cook Restaurants – Planetware

**Releases Issued (8):**

This Week (4)  
PartnerCom (2)  
Summertime Story ideas for media  
Celebrate Music, nature and History on Florida's Historic Coast

**Writers Hosted: (9)**

Penny Zibula, six legs will travel and Travel Awaits – DMIA and Pet Friendly travel stories  
Shawn Coward, Colombia Magazine- SA Food + Wine Festival coverage  
Angela Caraway – Indulge Magazine – SA Food + Wine Festival Coverage  
Patricia Letakis, Orlando Magazine and South Florida Condo s Florida Happenings newsletter -SA Food + Wine Festival coverage  
Jesse Blacno – EatandLikelt – SA Food + Wine Festival coverage  
Chris Pranis – loving our Food.com  
Cait Kontalis

Amy Gilbride – Florida Travel Girl  
Charles Winters – Birmingham News

**Images Released: 51 downloaded images from Cleanpix**

Jan Gourley – images of Vilano and GTM for Fall food festival  
USA Today 10Best images for Magic Beach Motel and The Local  
Anna Hobbs, Toronto area magazines – stories about history and Castillo  
Anne Hammock – Shorelines – images for events  
Penny Zibula – Images for beach accessibility – Travel Awaits  
MaryAnn Newsham – Cruise and ours Worldwide – catalog torus support  
Stuart Korhfage- Biz Journals –  
Evan Pagano – Travel Awaits  
Sovereign Alliance- images to promote luxury tours  
Anne Hammock – Family Signing for FL TU

**OTHER:**

Attended NATJA Conference and Media Marketplace  
Coordinated Sponsorship programs and media marketplace for SATW Eastern Chapter Meeting (June)  
Attended NATJA Annual Conference and Board Retreat  
Presented program about Travel Etiquette for Writers at NATJA Conference  
Attended SATW Eastern Chapter virtual Board Meeting  
Prepared SATW Eastern Chapter brief Book  
Submitted Culinary Heritage Video for Flagler Award  
Coordinated :15 and :30 ads to broadcast during the Ancient City Challenge Tournament  
Attended STI Event  
Assisted in the coordination of the STI event  
Managed Hispanic PR Agency services  
Reviewed and cleaned up stagnant Constant contact data base.  
Review images in Cleanpix.com – updated images  
Submitted SATW Requalification forms  
Completed Hurricane Prep Plan Updates

St Augustine, Ponte Vedra & The Beaches VCB Communications Report FY2022

Media Impressions	Mar-22	Apr-22	May-22	Mar-21	Apr-21	May 2021	May 2022 compared to May 2021	YTD FY2022	YTD Compared to FY 2021	FY 2022 compared to FY 2021	FY 2021 Totals
Domestic Media	3,333,046,214	2,558,600,590	2,691,076,093	3,245,909,264	675,071,812	1,237,606,244	117.44%	#REF!	9,364,754,183	#REF!	12,400,538,578
International	24,350,056,820	592,030,265	1,398,642,438	29,575,093,021	1,492,878,573	1,237,463,850	13.02%	#REF!	36,230,288,971	#REF!	51,018,943,803
Broadcast	3,034,333,701	443,848,731		169,171,254	70,845,837	41,591,057	-100.00%	#REF!	466,540,393	#REF!	576,250,463
Total	30,717,436,735	3,631,557,574	4,089,718,531	32,990,173,539	2,238,796,222	2,516,518,873	62.51%	#REF!	46,061,583,547	#REF!	63,995,590,566
Media Inquiries Answered:	Mar-22	Apr-22	May-22	Mar-21	Apr-21	May-21	May 2022 compared to May 2021	YTD FY2022	YTD Compared to FY 2021	FY 2022 compared to FY 2021	FY 2021 Totals
Media Visitors Hosted:	25	26	20	12	16	6	233.33%	#REF!	119	#REF!	162
News Releases Issued:	18	8	8	17	6	5	60.00%	#REF!	93	#REF!	116
Stories Pitched VCB supported	9	11	9	13	10	10	-10.00%	#REF!	79	#REF!	117
Stories	19	18	46	16	18	10	360.00%	#REF!	210	#REF!	367
Image access impressions from VCB supported stories	181	154	71	233	452	374	-81.02%	#REF!	2254	#REF!	3,377
	78	109	51	86	63	181	-71.82%	#REF!	657	#REF!	1,141
	327,664,000	404,588,312	466,983,563	196,580,480	406,232,881	1,459,609,873	-68.01%	#REF!	4,764,326,589	#REF!	5,857,243,656



ST. AUGUSTINE  
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## **2022 PROMOTIONS**

- Completed two promotions with Beasley Radio Group in Tampa on radio station WRBQ-FM for May and July 2022. Grand prize on each are a 3 day 2 night stay complete with lodging, dining gift cards and attraction tickets.
- Completed summer promotion with Central Florida Media Group in Gainesville which ran on radio stations WOGK-FM and WYND-FM starting May 9, 2022, with two grand prizes of a 3 day/2 night stay complete with lodging, dining gift cards and attraction tickets.
- Launched Cox Media Group Atlanta promotions with stations WSB-AM, WSRV, WALR, and WSB-FM for summer promotions with 3 day/2 night prize packages for each station, complete with lodging, attraction tickets and dining gift cards. These back-to-back promotions started on May 9, 2022 and continue through July 1, 2022.
- Completed promotional sweepstakes program with Norsan Media (Hispanic media company with media outlets Hola, Raza and Latina – broadcast, newspaper, and social media) targeting Hispanic listeners for travel to Florida's Historic Coast during Summer 2022. Promotion ran May 11-June 1, 2022 with one grand prize of a 3 day 2 night stay complete with lodging, dining gift cards, and attraction tickets.
- Launched iHeart Media Orlando promotions with stations WMGF, WTKS, WRUM, WXXL, & WJRR for summer promotions with 3 day/2 night prize packages complete with lodging, attraction tickets, and dining gift cards (two prizes per station, for a total of 10 prizes). These started in May 2022 and will run through July 2022.
- Completed Elite Airways social media promotion which targeted residents of Portland, Maine with winner receiving a round-trip pair of tickets from Portland, ME to Northeast Florida Regional Airport. Promotion launched on May 15, 2022 and was completed on May 22, 2022.
- Finalized iHeart Media Tampa promotions on station WFUS and WMTX. Two prize packages were provided for a 3 day/2 night stay complete with accommodations, attractions tickets, and dining certificates. Promotion runs from May 23-June 8, 2022.

- Completed radio sweepstakes promotion on Atlanta radio station WFSH. One prize package will be provided for a 3 day/2 night stay complete with accommodations, attraction tickets, and dining certificates. The promotion ran until the end of May 2022.
- Finalized Cox Media Group Orlando promotion on WMMO. Prize winner will receive a 3 day/2 night prize package to include accommodations, attractions tickets and dining certificates. Promotion runs from June 11-June 19, 2022.

## **DATABASE MARKETING**

- Subscriber base is now at 200,862.

# GOLF TOURIST ACTIVITY

Florida's  
First Coast of Golf

Apr-22



## 2021 FFCG TOP 10 CITY DEMAND MARKETS

1	Florida	6	New York
2	Georgia	7	Virginia
3	North Carolina	8	Texas
4	California	9	Pennsylvania
5	Illinois	10	South Carolina

## TOP 5 DEMAND MARKETS (DIGITAL USERS)

### UNITED STATES

Florida  
California  
Georgia  
New York  
North Carolina



### INTERNATIONAL

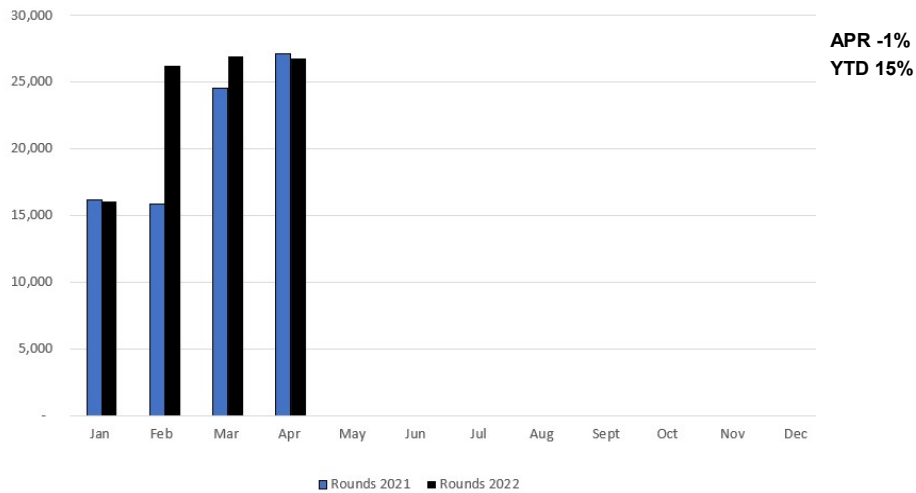
United States  
Canada  
United Kingdom  
Germany  
Sweden

## DIGITAL TRAFFIC

	2022	2021	CHANGE
MONTHLY	13,664	8,552	60%
YEAR TO DATE	72,440	66,606	9%



## ST. JOHNS TOURIST ROUNDS TREND



## PRECIPITATION

2022	2021	CHANGE
2.64	3.40	-0.76



## AVERAGE TEMP



2022	2021	CHANGE
70	68	2

## FY22 EARNED MEDIA

VALUE	\$971,939
IMPRESSIONS	24,800,658