

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
AUGUST 15, 2022 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Joe Finnegan, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL – WELCOME NEW BOARD MEMBER GAYLE PHILLIPS
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – June 20, 2022
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. ACH GRANT RECOMMENDATIONS – Christina Parrish Stone (**Action Required**)
 - Public Comment
8. CONTRACTED TOURISM PROMOTION SERVICES DRAFT SCOPE REVIEW - Tera Meeks
9. MONTHLY REPORTS PROVIDED IN PACKETS
10. MEMBER COMMENTS
11. NEXT MEETING DATE – OCTOBER 17TH
12. ADJOURN

TDC Regular Meeting – August 15, 2022

Agenda Item 5 – Approval of Minutes (**Action Required**)

- Regular Meeting – June 20, 2022

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
JUNE 20, 2022
1:30 P.M.**

Proceedings of a regular meeting of the Tourist Development Council (TDC) of St. Johns County, Florida, held in the auditorium at the County Administration Building, 500 San Sebastian View, St. Augustine, Florida.

Present: Joe Finnegan, Chair
Paul Waldron, BCC Representative
Nancy Sikes-Kline, Vice Mayor, City of St. Augustine Representative
Danny Berenberg, District 4
Kathy Fleming, District 5
Saundra Hutto, Deputy Clerk

Also present: Tera Meeks, Tourism and Cultural Development Director; Dena Masters, TDC Administrative Coordinator; Jalisa Ferguson, Assistant County Attorney, and Sindy Wiseman, Deputy Clerk

Absent: Michael Gordon, Vice Chair; Michael Wicks, District 4; Troy Blevins, District 5; and Don Samora, Vice Mayor, City of St. Augustine Beach Representative

(06/20/22 - 1 - 1:34 p.m.)

1. CALL TO ORDER

Finnegan called the meeting to order.

(06/20/22 - 1 - 1:34 p.m.)

2. PLEDGE OF ALLEGIANCE

Berenberg led the Pledge of Allegiance.

(06/20/22 - 1 - 1:35 p.m.)

3. ROLL CALL

Masters called the roll. Council members Berenberg, Finnegan, Fleming, Sikes-Kline, and Waldron were present. Gordon, Wicks, Blevins and Samora were absent.

(06/20/22 - 2 - 1:35 p.m.)

4. APPROVAL OF AGENDA

Motion by Waldron, seconded by Berenberg, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to approve the Agenda, as submitted.

(06/20/22 - 2 - 1:36 p.m.)

5. APPROVAL OF MINUTES

Berenberg asked to have the spelling of his name corrected on the last page under adjourn.

(1:37 p.m.) Motion by Waldron, seconded by Sikes-Kline, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to approve the minutes for the May 16, 2022, meeting, as amended.

(06/20/22 - 2 - 1:37 p.m.)

6. PUBLIC COMMENT

There was none.

(06/20/22 - 2 - 1:38 p.m.)

7. TOURIST DEVELOPMENT COUNCIL BOARD MEMBER
RECOMMENDATIONS

Meeks presented the details of the vacancy and discussed the recommendation process.

(1:40 p.m.) Jan Chesterton, 65 Anastasia Lakes Drive, provided an overview of her qualifications and background.

(1:44 p.m.) Finnegan asked Chesterton whether the association she ran represented restaurants.

(1:44 p.m.) Berenberg asked if Chesterton could explain her connections with Tallahassee regarding the restaurant and lodging association, and about the treatment of the industry.

(1:46 p.m.) Fleming questioned Chesterton thoughts on the future of tourism in St. Johns County.

(1:48 p.m.) Irving Kass, 887 Garrison Drive, provided an overview of his qualifications and background.

(1:57 p.m.) Fleming questioned Kass on his thoughts regarding the future of tourism in St. Johns County.

(1:59 p.m.) Berenberg asked Kass to explain his appointment to the Amphitheater and Concert Hall Advisory Committee; and to express his thoughts on the proposed tourism marketing work group.

(2:03 p.m.) Regina Gayle Phillips, 259 Pintoresco Drive, provided an overview of her qualifications and background.

(2:11 p.m.) Fleming questioned Phillips' thoughts on the future of tourism.

(2:13 p.m.) Berenberg questioned Phillips on African American marketing for St. Johns County.

(2:21 p.m.) Berenberg nominated Gayle Phillips for the vacancy with Fleming seconding.

(2:21 p.m.) Waldron nominated Irving Kass for the vacancy with Finnegan seconding.

(2:22 p.m.) Council members expressed their support for the nominees.

(2:35 p.m.) Bob Oneal, 3614 South Cattail Drive, Jacksonville, Florida, spoke in support of Irving Kass for the open vacancy position.

(2:37 p.m.) Floyd Phillips, 259 Pintoresco Drive, spoke in support of Gayle Phillips for the open vacancy position.

(2:40 p.m.) Diane Mataraza, 125 Woodcutters Trail, spoke in support of Gayle Phillips for the open vacancy position.

(2:43 p.m.) Meeks discussed the voting process and a roll-call-vote was requested.

(2:43 p.m.) Motion by Berenberg, seconded by Fleming, carried 3/2, with Waldron and Finnegan dissenting, with Gordon, Wicks, Blevins and Samora absent, to recommend the Board of county Commissioners to approve Regina Gayle Phillips for the vacant Tourist Development Council seat.

(06/20/22 - 3 - 2:46 p.m.)

8. CULTURAL COUNCIL FISCAL YEAR (FY) 23 PROMOTION PLAN PRESENTATION

Christina Parrish Stone, Executive Director, of the St. Johns Cultural Council, presented the details of the marketing plan, via PowerPoint. She requested an increase to the ACH Grants line item.

(3:05 p.m.) Discussion ensued on marketing events in the north and west areas of the County; the status on recognizing the civil rights sites in Lincolnville; and on commemoration the St. Augustine Beach wade-ins.

(3:13 p.m.) Motion by Berenberg, seconded by Sikes-Kline, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to recommend the Board of County Commissioners to approve the FY23 Cultural Council promotion plan.

(06/20/22 - 4 - 3:14 p.m.)

9. VISITORS AND CONVENTION BUREAU (VCB) FISCAL YEAR (FY) 23 PROMOTION PLAN PRESENTATION

Richard Goldman, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau, presented the details of the marketing plan, via PowerPoint.

(3:38 p.m.) David Crane, 318 Camp Street, New Orleans, LA, Vice President, Director of Account Management with Petermayer Integrated Marketing Agency, introduced Petermayer, via video, and spoke about the VCB's past and future brand messaging that included a current travel intranationally campaign, via PowerPoint, video, and radio advertisements.

(3:55 p.m.) Jordy Luft, 318 Camp Street, New Orleans, LA, Media Director for Petermayer Integrated Marketing Agency, presented the details of the FY23 Media Plan, via PowerPoint.

(4:08 p.m.) Goldman continued presenting details of the marketing plan, via PowerPoint.

(4:28 p.m.) Berenberg questioned Goldman on how to obtain \$82 million dollar budget. Goldman responded.

(4:29 p.m.) Discussion ensued on the marketing budget and on the Florida State Parks Foundation's Fort Mose Historic State Park reconstruction project.

(4:33 p.m.) Motion by Sikes-Kline, seconded by Waldron, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to recommend the Board of County Commissioners to approve the FY 23 VCB Promotion Plan as presented.

(06/20/22 - 5 - 4:33 p.m.)

10. FISCAL YEAR 23 BUDGET

Meeks presented the details of the budget, via PowerPoint.

(4:38 p.m.) Berenberg questioned the Category 3-Leisure and Recreation and the Artificial Reef Program, and discussion ensued on the reef program and on the Category 5 line items.

(4:47 p.m.) Sikes-Kline spoke about increasing the Category 2 – Arts, Culture and Heritage (ACH), ACH Grants line item to \$500,000. Discussion ensued on the transfer request.

(4:52 p.m.) Motion by Sikes-Kline, seconded by Berenberg, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to recommend the Board of County Commissioners to approve a \$50,000 transfer of funds to the Category 2 – Arts, Cultural and Heritage, ACH Grants line item, from whichever line item is necessary.

(4:53 p.m.) Motion by Berenberg, seconded by Fleming, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to recommend the Board of County Commissioners to approve the FY 23 budget, as presented.

(06/20/22 - 5 - 4:54 p.m.)

11. MONTHLY REPORTS PROVIDED IN PACKETS

Meeks stated that the monthly reports were provided in the agenda packets.

(06/20/22 - 5 - 4:54 p.m.)

12. MEMBER COMMENTS

Berenberg expressed his sentiments on serving on the Tourist Development Council.

(06/20/22 - 5 - 4:55 p.m.)

13. NEXT MEETING DATE

The next meeting was scheduled for August 15, 2022.

(06/20/22 - 6 - 4:55 p.m.)

14. ADJOURN

(4:55 p.m.) **Motion by Berenberg, seconded by Fleming, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to adjourn the meeting.**

With there being no further business to come before the Council, Finnegan adjourned the meeting at 4:55 p.m.

Approved _____, 2022

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Joe Finnegan, Chair

ATTEST: BRANDON J. PATTY,
CLERK OF THE CIRCUIT COURT & COMPTROLLER

By: _____
Deputy Clerk

TDC Regular Meeting – August 15, 2022

Agenda Item 7 – Arts, Culture and Heritage Grant Recommendations (Action Required)

Attached is the list of ACH Grant Applications for your FY2023. There were 25 Grant Applications received, totaling \$718,379. The recommended ACH Grant budget for FY2023 is \$500,000, which is an increase from previous year.

The Grant Panel reviewed and scored the applications at their meeting on July 26th. Applicants were invited to attend the meeting to provide any updates from what was originally included in their application.



Applicant Organization Name:	Event/Program Information	Request \$	Avg. Score	Funding Recommendation
Lightner Museum of Hobbies	Lightner Museum 75th Anniversary	\$ 60,000	98.0	\$ 44,784
Romanza St. Augustine	Romanza-FY2023 SJC ACH Grant Application	\$ 50,000	97.8	\$ 37,319
St. Augustine Music Festival	St. Augustine Music Festival	\$ 22,800	97.8	\$ 17,018
Fort Mose Historical Society	Flight to Freedom: The Fort Mose Story Continues	\$ 9,614	97.0	\$ 7,176
The Limelight Theatre	The Limelight Theatre	\$ 60,000	96.4	\$ 44,784
St. Augustine Art Association	STAAA Program Support 2023	\$ 45,000	96.2	\$ 33,588
St. Augustine Lighthouse & Museum	Annual Program Support	\$ 60,000	96.0	\$ 44,784
St. Augustine Ballet, Inc.	St. Augustine Ballet Performances	\$ 10,000	96.0	\$ 7,464
Ximenez-Fatio House Museum	Ximenez-Fatio House Museum Project	\$ 48,475	95.6	\$ 36,182
Latin Community Services	A Latin American Festival	\$ 40,000	95.4	\$ 29,856
The Adfish Group	St. Augustine Food + Wine Festival	\$ 50,000	94.4	\$ 37,320
Lincolntonville Museum & Cultural Center	Lincolntonville Museum Year Round Programming	\$ 40,000	93.0	\$ 29,856
Broward County Film Festival	13th Annual Saint Augustine Film Festival	\$ 40,000	91.4	\$ 29,856
Gamble Rogers Folk Festival, Inc.	Gamble Rogers Music Festival 2023	\$ 10,444	90.6	\$ 7,795
Historic Florida Militia, Inc.	Historic Florida Militia Events	\$ 12,500	89.6	\$ 6,997
St. Augustine Beach Civic Association	Music & Art by the Sea 2022-23	\$ 12,500	89.4	\$ 6,997
First Coast Cultural Center	Holiday Shoppes	\$ 5,145	85.8	\$ 2,880
Art and Life in 3D, Inc.	The Ghosts of St. Augustine's Past	\$ 10,820	85.4	\$ 6,057
First Coast Opera	First Coast Opera 2022-23 Season	\$ 31,823	84.4	\$ 17,814
St. Augustine Yacht Club	2022 Regatta of Lights	\$ 3,500	84.0	\$ 1,959
Flagler College, Inc.	St. Augustine Spanish Food & Wine Festival @ Flagler College	\$ 23,970	82.8	\$ 13,418
Apex Theatre Studio, Inc.	Apex Theatre Studio 2022-23 Performance Series	\$ 14,146	82.0	\$ 7,919
EMMA Music Association	EMMA Concert Series FY2023	\$ 45,000	81.3	\$ 25,191
Ponte Vedra Auto Show	2022 Ponte Vedra Auto Show	\$ 8,000	77.8	\$ 2,986
	ACH Grant Total Request(s)	\$ 713,737		\$ 500,000

TDC Regular Meeting – August 15, 2022

Agenda Item 8 – Contracted Tourism Promotion Services Draft Scope Review

- SJC Tourism Bureau Services (VCB Core Services) Draft Scope
- SJC Arts, Culture & Heritage Development & Management
(Cultural Council Core Functions) Draft Scope
- SJC Destination Marketing Services Draft Scope

ST. JOHNS COUNTY TOURSIM BUREAU SERVICES (VCB CORE SERVICES)
DRAFT SCOPE

SCOPE OF SERVICES:

Task 1 – Sever as a Subject Matter Expert on the SJC Tourism Promotions Working Group

A member of the Contractor’s Senior Management team will participate in the monthly SJC Tourism Promotions Working Group meetings (“Working Group”). The Working Group is comprised of subject matter experts from key local tourism promotion organizations including the SJC Cultural Council and Chamber of Commerce as well as the corresponding supporting government entities including St. Johns County, the City of St. Augustine and the City of St. Augustine Beach.

The Working Group guides the promotional efforts of the County and provides input on the development of promotional materials.

Participation in the Working Group will provide the contractor with an opportunity to engage in the development of the County’s tourism promotional materials to ensure the available promotional materials are on par with what is needed to successfully achieve the tasks outlined in this scope.

Task 2 –Sales and Promotion Activities: Convention, Leisure, Target Markets

Using approved County promotional materials, Contractor will recommend, develop and implement sales strategies, which may include familiarization tours that optimize the economic impact of tourism by focusing on overnight stays and specialty high-yield tourism sectors such as destination weddings.

Contractor shall actively pursue potential meetings, conferences/conventions, events and large groups with a goal of increasing the economic impact of tourism in St. Johns County. The Contractor shall provide leads to appropriately sized capable accommodations in the County. In this regard, no preference shall be shown to any particular private accommodation or facility.

Task 3 – Business to Business Tourism Promotion

Contractor shall work with organizations and businesses at the local, state and national level to create and implement promotional programs which will increase awareness of the destination and increase visitation to the destination. Contractor will be responsible for securing and coordinating promotional/giveaway items with local businesses.

Task 4 – Digital Content Management: Website, Social Media, E-Newsletters

- Maintain, update and, as necessary, redesign the County owned tourism bureau websites to provide accurate, updated and appealing information which may be utilized by individuals considering the destination. Additionally, the Contractor shall provide associated digital services such as search engine optimization of websites, digital analytics tracking, reporting and recommendations based on data capture. The tourism bureau website must establish and maintain working links to other county funded tourism promotional websites.
- Provide day-to-day social media management to drive engagement on all County social media sites. Contractor shall be responsible for content creation, posting strategy and inquiry response on social media platforms including Facebook, Instagram, Twitter, and LinkedIn. Additionally, Contractor will provide graphics support (including photos, original infographics, memes and other visual audience engagement assets) and analysis of both

quantitative and qualitative metrics (e.g.: engagement) and reporting. The County does have a catalogue of photos which may be utilized by the contractor.

- The Contractor shall generate and distribute a regular email newsletter (at least quarterly) which provides information on upcoming events and opportunities to interested individuals in the maintained email database (referenced in task 6).

Task 5 – Calendar of Events

- Work with local organizations to gather the necessary information to create and maintain a digital calendar of events.
- Create, print and distribute a quarterly Calendar of Events.

Task 6 – Assembly and Distribution of Materials including e-newsletters

Assemble available promotional materials to individuals and organizations as requested. Complete bulk mailings of annual visitors guide and other promotional materials as directed by the Tourism Department.

Task 7 - Tourism Businesses Database Management

Maintain and expand the existing database of local tourism businesses, promotional points of contact and individuals interested in receiving print and of electronic materials. This database shall be used to plan bulk mailing of promotional materials, distribution of electronic newsletters and other outreach as appropriate.

Task 8 – Reports and Data

Contractor shall submit monthly invoices accompanied by a monthly report of current projects, tasks and accomplishments.

Task 9 – Meetings

- TDC Meetings - A member of the Contractor's Senior Management team shall attend all TDC meetings and provide regular reports of effectiveness and progress in completing the Scope of Services in the agreed form and format.
- Meetings Upon Request - Upon request by County officers and staff, and following reasonable notice, the Contractor shall be available to attend meetings involving matters including but not limited to performance of the Agreement.

Task 10 - Account Management

Contractor account management responsibilities include but are not limited to:

- Tracking the effectiveness of programs administered by the Contractor, including return on investment when possible.
- Preparing cost schedules and project sheets for project related costs and securing Tourism Department's approval of all expenditures by submitting project estimates.
- Providing quarterly status reports, or as otherwise requested, to the Tourism Department updating the progress of all projects.
- Retaining custody of digital copies and original artwork belonging to the County and utilizing for promotional purposes as approved by the Tourism Department.
- Providing needed account service, consultation and regular contact to ensure prompt completion of projects.
- Maintaining internal procedures which ensure budget control, prompt billing and quality control, including but not limited to auditing invoices for space, time, preparation and services and forwarding these invoices to the Tourism Department for payment. The

Tourism Department will remit payment directly to vendors upon receipt of invoices which will need to be audited and approved by the Contractor.

- Handling procurement and management of subcontractors for the Tourism Department for services related to said contract, such as but not limited to, fulfilment, research, photography, videography and printing/binding functions.

ST. JOHNS COUNTY
ARTS, CULTURAL, HERITAGE TOURISM DEVELOPMENT AND MANAGEMENT
(CULTURAL COUNCIL CORE FUNCTIONS)
DRAFT SCOPE

SCOPE OF SERVICES:

Task 1 – Sever as a Subject Matter Expert on the SJC Tourism Promotions Working Group

A member of the Contractor’s Senior Management team will participate in the monthly SJC Tourism Promotions Working Group meetings (“Working Group”). The Working Group is comprised of subject matter experts from key local tourism promotion organizations including the Visitors and Convention Bureau and Chamber of Commerce as well as the corresponding supporting government entities including St. Johns County, the City of St. Augustine and the City of St. Augustine Beach.

The Working Group guides the promotional efforts of the County and provides input on the development of promotional materials.

Participation in the Working Group will provide the contractor with an opportunity to engage in the development of the County’s tourism promotional materials to ensure the available promotional materials are on par with what is needed to successfully achieve the tasks outlined in this scope.

Task 2 – Create a comprehensive 5-year Growth and Development Plan for sustainable arts, culture, heritage tourism in St. Johns County

In Coordination the with the Tourism Department, the awarded Contractor shall develop a 5-year plan for the growth and development of sustainable arts, culture, heritage tourism in St. Johns County. The Growth and Development plan (“Plan”) shall provide an overall vision and direction for arts, culture, heritage tourism development and shall specifically: (1) identify and assess existing and potential local arts, culture, heritage tourism opportunities including signature features and attractions/events; (2) assess visitor needs and expectations; (3) assess economic impact and market readiness for the different sectors; (4) present priorities for growth and development based on existing and potential resources and economic benefits; (5) outline implementation strategies and order of magnitude funding requirements; (6) provide a time line for implementing the outlined steps for development; and (7) determine measures of success by which progress on the plan can be assessed.

Although the contractor is encouraged to consider the successes and failures of other iconic historic and coastal cities and regions across the country to leverage successful strategies, approaches and ideas, the methodology for gathering information for the plan shall be developed by the awarded Contractor.

The awarded Contractor shall:

- Begin working on the Plan, within 45 days of contract initiation.
- Review relevant studies including the St. Johns County Destination Marketing Report (2010), the St. Johns County Tourism Development Strategic Plan (2017), the St. Johns County Arts and Cultural Center Market Analysis and Feasibility Study (2018) and shall incorporate relevant information and recommendations from these studies into the Plan as appropriate.

- Engage local arts, culture, heritage organizations, their leaders and supporters, as well as residents and visitors across the County, to explore ways to strengthen and further develop the County’s cultural assets focusing on sustainable arts, culture, heritage tourism across the County. The Contractor shall conduct a minimum of two (2) stakeholder meetings for industry input and conduct interviews with up to ten (10) local arts, culture, heritage organizations as directed by the Tourism Department.
- Be responsible for compiling, organizing, synthesizing, and analysing all data and information collected from research, stakeholder meetings, interviews, etc.
- Provide an initial draft of the Plan to the Tourism Department and present the Plan to the Tourist Development Council (“TDC”) at a regularly scheduled meeting.
- Revise the draft plan based on input from the TDC and provide a revised final plan and presentation at a regularly scheduled meeting. If the TDC requests further changes or does not feel that previous direction was incorporated into the Plan, the Contractor will be expected to further revise the Plan and present the revisions at the following regularly scheduled TDC meeting. The Plan must receive final approval from the TDC.

Task 3 – Implement strategies/events/actions outlined in the approved 5-year Growth and Development plan

- Following final approval of the strategic plan, the Contractor shall work toward implementing the strategies/events/programs/actions outlined in the comprehensive 5-year plan.
- Each June, the Contractor shall draft and present a plan to the TDC at the regularly scheduled TDC meeting which outlines the Contractors efforts in the coming fiscal year to implement the strategies/events/programs/actions outlined in the approved plan.
- Provide quarterly updates on implementation progress at regularly scheduled TDC meetings.

Deliverables:

- Provide annual plan to the Tourism Department and present the plan to the Tourist Development Council each June outlining steps to be taken in the upcoming fiscal year for implementation of the approved 5-year plan

Task 4 – Provide knowledge and expertise on the development of arts, culture, heritage tourism programs and policies

- The Contractor shall serve as the subject matter expert on arts, culture, heritage tourism in St. Johns County, providing knowledge and expertise on strategies, events, programs and actions with a goal of encouraging the development of arts, culture, heritage tourism as well as preserving and protecting the integrity of the resources.
- The Contractor shall regularly attend TDC meetings.
- The Contractor shall attend Board of County Commissioner meetings and public meetings at the request of the Tourism Department and provide input, reports and presentations for subject items as requested by the Tourism Department.

Task 5 – Implement/manage ongoing Arts Culture Heritage Grant program

- In coordination with the Tourism Department, the Contractor shall review grant guidelines annually and provide suggested revisions to the Arts, Culture Heritage (ACH) grant program to further improve the economic impact of the grant.

- In coordination with the Tourism Department, the Contractor shall present recommended or requested changes to the ACH grant program to the TDC and the Board of County Commissioners at regularly scheduled meetings no later than March of each year.
- The Contractor shall revise the ACH grant guidelines as directed by the TDC and Board of County Commissioners and represent the guidelines if necessary.
- The Contractor shall schedule, publicize and conduct at least three ACH grant guideline review workshops each grant cycle. The purpose of the workshops shall be to inform potential applicants of the requirements and answer relevant questions.
- Contractor shall be responsible for managing the contract with the third party grant application software company and maintaining and updating the electronic grant applications.
- The Contractor shall be the primary point of contact for potential grant applicants during the grant cycle. As such the Contractor shall be familiar with the grant guidelines and be able to answer standard questions on requirements for award and reimbursement.
- In Coordination with the Tourism Department, the Contractor shall schedule the Grant Funding Panel review meeting and shall provide a facilitator for the review meeting. The facilitator is responsible for keeping the meeting on task as well upholding presentation time limits and decorum.
- The Contractor shall receive the grant reimbursement request packets from grant recipients and shall review the request packets for completeness and accuracy. Contractor shall address and resolve any inaccuracies or missing information with the grant recipient.
- Contractor shall submit the reviewed and finalized grant reimbursement packets to the Tourism Department for final review and payment issuance.

Task 6 – Account Management

The Contractor shall meet with the Tourism Department staff at such times and places, and in such duration as may be requested, for the purpose of carrying out Tourism Department initiatives.

Contractor account management responsibilities include but are not limited to:

- Tracking the effectiveness strategies/events/programs/actions administered by the successful Contractor, including return on investment when possible.
- Preparing cost schedules and project sheets for expenditures and secure Tourism Department's approval of all expenditures.
- Providing quarterly status reports, or as otherwise requested, to the Tourism Department updating the progress of all projects.
- Retaining custody of digital copies and original artwork and documents belonging to the County and supplying copies as requested and approved by the Tourism Department.
- Assigning and aiding in the prosecution, application, registration, and defense of all applicable intellectual property.
- Providing needed account service, consultation and regular contact to ensure prompt completion of projects.
- Maintaining internal procedures which ensure budget control, prompt billing and quality control, including but not limited to auditing invoices for space, time, preparation and services and forwarding these invoices to the Tourism Department for payment.
- Providing monthly budget spread sheets detailing all billing for each project. The Tourism Department will remit payment directly to vendors upon receipt of invoices which will need to be audited and approved by the Contractor.
- Handling procurement and management of subcontractors for the Tourism Department series related to said contract.

**ST. JOHNS COUNTY DESTINATION MARKETING SERVICES
DRAFT SCOPE**

SCOPE OF SERVICES:

Task 1 - Creative Concept

The Contractor shall be the principal advisor providing the SJC Tourism Department creative services related to the conception, design and execution of advertising campaigns and programs targeting a variety of audiences including leisure and business travel consumers and other selected targets that can help accomplish the goal of increasing the economic impact of tourism in St. Johns County.

The selected Contractor shall have expertise in developing creative for advertising programs, branding campaigns, television, magazine, newspaper, radios, digital and other forms of marketing. Additionally, the Contractor shall have the demonstrated ability to strategically plan, integrate, manage and execute an assortment of marketing projects.

The Contractor shall be able to use various forms of media to create communications that convey the breadth and depth of the destination to target audiences for the purpose of increasing the economic impact of tourism in the County.

The Contractor shall have the ability and experience to develop creative campaigns for implementation on a state, national and international level. Previous experience developing creative for tourism campaigns is preferred.

The Contractor will develop creative concept in coordination with the SJC Tourism Promotions Working Group ("Working Group") which is comprised of subject matter experts from key local tourism promotion organizations including the SJC Cultural Council, the Visitors and Convention Center and the Chamber of Commerce as well as the corresponding supporting government entities including St. Johns County, the City of St. Augustine and the City of St. Augustine Beach. The development of the creative concept will be guided and approved by the Working Group.

Task 2 - Production/Design

The Contractor shall conform with standard industry advertising practices to develop or produce the quality of artwork, digital advertising including online banners and pre-roll video, digital files, printed matter, radio and television commercials, specialty advertising items and other collateral materials as required by the Tourism Department and purchase at advantageous rates.

Production responsibilities may also include but are not limited to:

- Engagement of talent
- Finished artwork
- Video/Radio scripts
- Dubs of broadcast materials
- Digital files/disks of finished materials to the Tourism Department or designated recipient including pdf files, JPGs, Raw files, etc

Task 3 – Media Planning and Buying

The contractor shall be the principal advisor and provider to the Tourism Department on media buying services and shall work with the Working Group to develop an annual destination marketing plan defining major goals, primary target markets, overall promotional strategy and key projects.

The contractor shall work with the Working Group to develop an annual destination marketing plan that focuses on delivering the most efficient and effective marketing for reaching the defined target audiences. In coordination with the Tourism Department Staff, the Contractor shall present the annual destination marketing plan to the TDC at the regularly scheduled June meeting. If necessary, the contractor shall revise the annual marketing promotion plan based on comments/direction received from the TDC.

The Contractor shall negotiate and contract with advertising media and others, on behalf of the Tourism Department at the most advantageous rates available in the commercial advertising market. Additional emphasis should be placed on obtaining added value elements to all media buys including additional space/time, online components and promotional programs.

The Contractor shall monitor and review insertions of advertisements in publications, displays, broadcasts and other advertising media used to such a degree as is the custom by commercial advertising agencies. The Contractor shall check such items as date of appearance, position of ad, size, mechanical reproduction and any other related factors and furnish the Tourism Department with proof of placement and running of said advertisements by providing tear sheets with date of insertion or other evidence of placement as approved by the Tourism Department Director or designee.

The successful proposer shall develop a quarterly report, table or flowchart of activity by month for each market and shall report on the number of impressions generated for the various markets. The Contractor may be asked to present a marketing status update report to the TDC at a regularly scheduled TDC meeting mid-year (presentation should be approximately 20 minutes in length). Every effort will be made to coordinate the marketing status update presentation with the presentation of the annual destination marketing plan in June however the Contractor may be asked to attend and present at up to two (2) TDC meetings per fiscal year.

Task 5 – Meetings

- The Contractor shall meet monthly with the SJC Tourism Promotions Working Group to provide updates on promotional efforts and gather input for future promotional efforts.
- In coordination with the Tourism Department Staff, the Contractor shall present the annual destination marketing plan to the TDC at the regularly scheduled June meeting. If necessary, the contractor shall revise the annual marketing promotion plan based on comments/direction received from the TDC.
- Meetings Upon Request - Upon request by County officers and staff, and following reasonable notice, the Contractor shall be available to attend meetings involving matters including but not limited to performance of the Agreement.

Task 6 - Account Management

The Contractor shall meet with the Tourism Department staff at such times and places, and in such duration as may be requested, for the purpose of carrying out Tourism Department initiatives.

Contractor account management responsibilities include but are not limited to:

- Tracking the effectiveness of advertising and marketing campaigns administered by the Contractor, including return on investment when possible.
- Preparing cost schedules and project sheets for advertising expenditures and other related costs and secure Tourism Department's approval of all expenditures with regard to authorized advertising by submitting preproduction estimates.
- Providing quarterly status reports, or as otherwise requested, to the Tourism Department updating the progress of all projects.
- Retaining custody of digital copies and original artwork belonging to the County and supplying copies to third parties for marketing purposes as requested and approved by the Tourism Department.
- Providing needed account service, consultation and regular contact to ensure prompt completion of projects.
- Maintaining internal procedures which ensure budget control, prompt billing and quality control, including but not limited to auditing invoices for space, time, preparation and services and forwarding these invoices to the Tourism Department for payment.
- Providing monthly budget spread sheets detailing all billing for each project. The Tourism Department will remit payment directly to vendors upon receipt of invoices which will need to be audited and approved by the Contractor.
- Tracking agency hours on a monthly basis and providing a spreadsheet or report of all hours spent on each assigned project and submit an invoice to the Tourism Department for these hours. The Tourism Department shall compensate the Contractor based upon hours only, no commission, mark-up or incentives shall be paid on project or product cost.
- Handling procurement and management of subcontractors for the Tourism Department promotions related to said contract, such as but not limited to, fulfilment, research, photography, videography and printing /binding functions.

TDC Regular Meeting – August 15, 2022

Agenda Item Monthly Reports (Information Only)

FY2022 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
June	\$ 1,862,167	28.5%
FYTD	\$ 16,830,220	65.8%
% OF BUDGET		75.0%
% OF FY		111.2%

BUDGETED \$ \$ 15,130,362

FY 2022 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

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	\$ 1,265,224.37	67.1%	117.7%	\$ 225,190.22	11.9%	83.6%	\$ 255,523.02	13.5%	113.7%
2022 January	\$ 832,697.18	60.9%	98.7%	\$ 175,928.95	12.9%	26.6%	\$ 215,798.97	15.8%	87.4%
February	\$ 1,052,000.62	56.4%	107.9%	\$ 384,659.28	20.6%	100.6%	\$ 287,716.29	15.4%	52.5%
March	\$ 1,644,508.44	62.5%	79.7%	\$ 427,962.34	16.3%	54.6%	\$ 407,668.56	15.5%	106.7%
April	\$ 1,449,693.19	60.8%	62.4%	\$ 421,844.46	17.7%	67.1%	\$ 351,859.54	14.8%	68.9%
May	\$ 1,188,821.47	62.6%	36.7%	\$ 308,457.56	16.2%	14.3%	\$ 283,652.31	14.9%	31.6%
June	\$ 1,174,922.14	52.6%	21.7%	\$ 503,466.18	22.5%	16.7%	\$ 431,855.24	19.3%	70.5%
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	\$ 63,426.56	3.4%	46.1%	\$ 76,999.33	4.1%	48.7%	\$ 1,886,363.50
2022 January	\$ 67,268.83	4.9%	43.1%	\$ 74,797.10	5.5%	51.3%	\$ 1,366,491.03
February	\$ 71,379.28	3.8%	53.8%	\$ 70,874.23	3.8%	89.6%	\$ 1,866,629.70
March	\$ 68,857.05	2.6%	15.1%	\$ 83,683.63	3.2%	38.6%	\$ 2,632,680.02
April	\$ 92,432.70	3.9%	71.2%	\$ 69,296.39	2.9%	16.1%	\$ 2,385,126.28
May	\$ 55,312.50	2.9%	26.5%	\$ 63,926.35	3.4%	5.8%	\$ 1,900,170.19
June	\$ 69,554.82	3.1%	78.7%	\$ 53,200.28	2.4%	11.0%	\$ 2,232,998.66

FY 2022 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

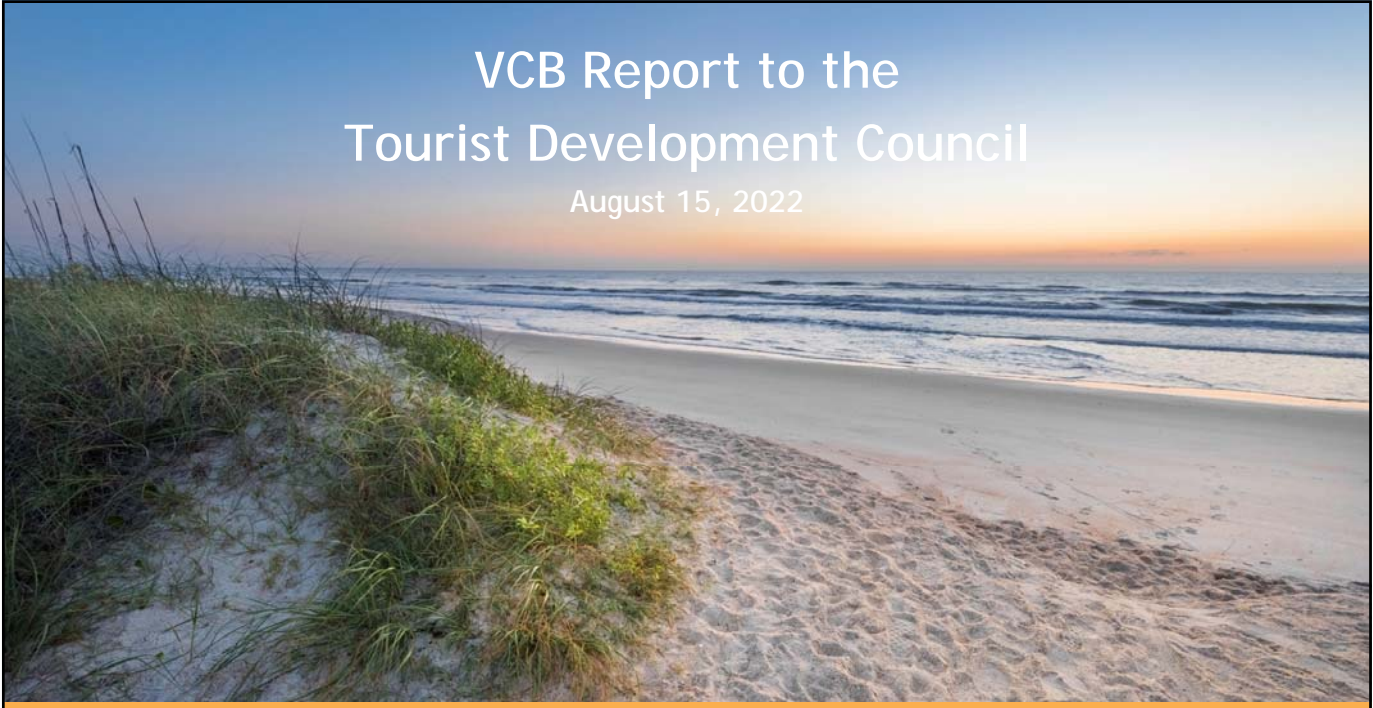
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	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 \$	888,085	37.2%	65.8%	\$ 469,721	19.7%	62.5%	\$ 842,307	35.3%	60.8%	\$ 26,225	1.1%	56.2%
MAY \$	653,545	34.4%	17.2%	\$ 402,395	21.2%	49.1%	\$ 686,738	36.1%	29.6%	\$ 20,385	1.1%	-6.6%
JUN \$	1,018,305	45.6%	31.8%	\$ 384,319	17.2%	25.5%	\$ 687,202	30.8%	26.7%	\$ 21,315	1.0%	329.7%
JUL												
AUG												
SEP												
FY YTD	\$ 6,032,103			\$ 3,200,844			\$ 6,532,726			\$ 211,864		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
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%	\$ 2,385,126.28
MAY \$	107,080	5.6%	43.9%	\$ 21,289	1.1%	2314.4%	6.8%	\$ 8,738	0.5%	84.3%	\$ 1,900,170.19
JUN \$	95,220	4.3%	24.6%	\$ 17,651	0.8%	-40.8%	5.1%	\$ 8,986	0.4%	82.6%	\$ 2,232,998.66
JUL											\$ -
AUG											\$ -
SEP											\$ -
FY YTD	\$ 949,494			\$ 176,716				\$69,947.03			\$ 17,173,693.78

VCB Report to the Tourist Development Council

August 15, 2022



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Combined Lodging Metrics June 2022

Occupancy (%)	FY 2022			
	Apr	May	Jun	FYTD
This Year	68.7	59.8	63.4	61.2
Last Year	68.9	64.2	72.5	55.7
Percent Change	-0.2	-6.9	-12.6	9.8

ADR	FY 2022			
	Apr	May	Jun	FYTD
This Year	219.70	206.21	207.39	201.69
Last Year	185.27	191.51	190.50	169.73
Percent Change	18.6	7.6	8.9	18.8

RevPAR/L	FY 2022			
	Apr	May	Jun	FYTD
This Year	151.03	123.23	131.41	123.41
Last Year	127.67	122.91	138.08	94.61
Percent Change	18.3	0.3	-4.8	30.4

Supply	FY 2022			
	Apr	May	Jun	FYTD
This Year	292,194	309,994	293,254	2,666,530
Last Year	279,328	291,341	261,935	2,590,793
Percent Change	4.6	6.4	12.0	2.9

Demand	FY 2022			
	Apr	May	Jun	FYTD
This Year	200,867	185,244	185,809	1,631,595
Last Year	192,483	186,905	189,854	1,444,223
Percent Change	4.4	-0.9	-2.1	13

Gross Revenue	FY 2022			
	Apr	May	Jun	FYTD
This Year	42,129,655	38,199,730	38,535,211	329,063,396
Last Year	35,661,551	35,809,563	36,166,775	245,121,907
Percent Change	23.7	6.7	6.5	34.2

Combined STR Traditional Lodging and Vacation Rental Performance Metrics



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Smith Travel Research

June 2022

Occupancy (%)	FY 2022		
	Apr	May	Jun
This Year	77.5	69.4	69.3
Last Year	74.4	68.1	76.1
Percent Change	4.2	1.9	-8.9

Running 12 Months		
2020	2021	2022
54.1	57.2	67.8
66.7	54.1	57.2
-18.8	5.7	18.6

ADR	FY 2022		
	Apr	May	Jun
This Year	200.75	187.41	181.02
Last Year	168.73	176.56	176.66
Percent Change	19.0	6.1	2.5

Running 12 Months		
2020	2021	2022
135.36	146.75	177.73
142.27	135.36	146.75
-4.9	8.4	21.1

RevPAR	FY 2022		
	Apr	May	Jun
This Year	155.64	130.14	125.44
Last Year	125.55	120.29	134.37
Percent Change	24.0	8.2	-6.6

Running 12 Months		
2020	2021	2022
73.30	83.96	120.57
94.86	73.30	83.96
-22.7	14.5	43.6

Supply	FY 2022		
	Apr	May	Jun
This Year	198,270	204,879	198,270
Last Year	192,870	199,299	192,870
Percent Change	2.8	2.8	2.8

Running 12 Months		
2020	2021	2022
2,286,764	2,361,590	2,396,927
2,302,104	2,286,764	2,361,590
-0.7	3.3	1.5

Demand	FY 2022		
	Apr	May	Jun
This Year	153,713	142,271	137,394
Last Year	143,507	135,787	146,699
Percent Change	7.1	4.8	-6.3

Running 12 Months		
2020	2021	2022
1,238,272	1,351,127	1,626,036
1,535,056	1,238,272	1,351,127
-19.3	9.1	20.3

Revenue	FY 2022		
	Apr	May	Jun
This Year	30,858,496	26,662,370	24,871,734
Last Year	24,214,563	23,974,501	25,916,557
Percent Change	27.4	11.2	-4.0

Running 12 Months		
2020	2021	2022
167,609,748	198,277,091	288,996,495
218,388,540	167,609,748	198,277,091
-23.3	18.3	45.8

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



Smith Travel Research

June 2022

	Current Month June 2022 vs June 2021		Percent Change from June 2021			
	Occ %	ADR				Room
	2022	2022	Occ	ADR	RevPAR	Rev
Hillsborough County, FL	71.9	137.81	-0.2	16.8	16.5	16.5
Nassau County, FL	71.6	290.70	-4.7	7.6	2.6	2.6
Pinellas County, FL	71.1	198.32	-11.2	5.3	-6.5	-5.6
St. Johns County, FL	69.3	181.02	-8.9	2.5	-6.6	-4.0
Charleston, SC	79.2	185.50	1.3	10.7	12.1	12.6
Jacksonville, FL	73.2	144.02	-4.1	5.5	1.1	1.9
Myrtle Beach, SC	77.5	220.47	-2.7	-1.1	-3.8	-6.3
Orlando, FL	76.5	149.38	13.0	20.3	36.0	51.0
Sarasota-Bradenton, FL	72.7	175.01	-6.9	3.9	-3.2	-2.5
Savannah, GA	77.8	157.80	0.4	12.4	12.8	15.1
Fort Walton Beach, FL	83.0	274.47	-7.2	-4.4	-11.3	-9.6
Daytona Beach, FL	68.2	158.40	-10.1	0.8	-9.4	-10.4
Zip Code 32084+	70.9	162.43	-13.0	1.5	-11.7	-7.0
Zip Code 32080+	70.8	202.81	-14.1	7.9	-7.3	-4.8
Zip Code 32092+	67.5	110.36	-3.7	6.2	2.3	2.1

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



AllTheRooms.com Analytics

June 2022

Active Listings	FY 2022		
	Apr	May	Jun
This Year	5,437	5,425	5,362
Last Year	5,193	5,164	4,996
Percent Change	4.7	5.1	7.3

Supply	FY 2022		
	Apr	May	Jun
This Year	93,924	105,115	94,984
Last Year	86,458	92,042	69,065
Percent Change	8.6	14.2	37.5

Occupancy (%)	FY 2022		
	Apr	May	Jun
This Year	50.2	40.9	51.0
Last Year	56.6	55.5	62.5
Percent Change	-11.4	-26.4	-18.4

Demand	FY 2022		
	Apr	May	Jun
This Year	47,154	42,973	48,415
Last Year	48,976	51,118	43,155
Percent Change	-3.7	-15.9	12.2

ADR	FY 2022		
	Apr	May	Jun
This Year	281.44	268.48	282.22
Last Year	233.73	231.52	237.52
Percent Change	20.4	16.0	18.8

Revenue	FY 2022		
	Apr	May	Jun
This Year	13,271,159	11,537,360	13,663,477
Last Year	11,446,988	11,835,062	10,250,218
Percent Change	15.9	-2.5	33.3

RevPAL	FY 2022		
	Apr	May	Jun
This Year	141.30	106.76	143.85
Last Year	132.40	128.58	148.41
Percent Change	6.7	-14.6	-3.1



AllTheRooms.com Analytics

June 2022

Area Comparison	Occupancy	ADR	RevPAL	Supply	Demand
32080	51%	\$ 270.64	\$ 138.78	3,053	24,660
32082	40%	\$ 474.82	\$ 188.71	390	2,482
32084	53%	\$ 284.66	\$ 150.45	1,550	16,546
32092	48%	\$ 210.46	\$ 101.55	294	2,221



Glossary of Terms

- Room Night=> One room times one night, it is a basic component of calculations for occupancy, demand, supply, ADR and RevPAR/L;
- Occupancy=> Percent of available room nights that are occupied in a given period of time (Room nights sold divided by available room nights expressed as a percentage);
- ADR=> Average Daily Room Rate (Revenue from the sale of room nights divided by the number of room nights occupied);
- RevPAR/L=> Average revenue per available room night or listing night (Revenue from the sale of rooms in a specific period divided by all available room nights for the period);
- Demand=> Number of room nights sold in a given period of time;
- Supply=> Total number of room nights or listing nights available for sale in a given period (Smith Travel Research (STR) requires that a room be out of order for at least six months before it can be taken out of available room counts);
- Gross Revenue=> Revenue from the sale of rooms in a given period;
- FYTD=> Fiscal year to date

Bed Tax Collections

May 2022

May (Net Collections) \$ 1,862,167 30%

YTD Net Collections May \$ 14,641,881 73%

YTD Collections by Area	May	YTD
Anastasia Island and St. Augustine Beach (32080)	34%	34%
Ponte Vedra Beach (32082)	21%	19%
St. Augustine, Vilano and North Beach (32084)	36%	39%
St. Augustine Shores/South/207 (32086)	1%	1%
World Golf Village and west of I-95 (32092)	6%	6%
I-95&SR 16/Palencia (32095)	1%	1%
Other	0.5%	0.4%

Website Campaign Updates

July 2022

Top Level Performance

Visits to Website	143,394
Pageviews	245,813
Time on Site	1:39
Bounce Rate	52.17%
Scroll Depth	31.22%

Key Performance Indicators

Guides Ordered	760
eNewsletter Signups	136
Clicks on Partner Listings	15,860
BookDirect Clicks (lodging)	1,041

Organic Performance

Visits to Website	58,337
Pageviews	90,829
Time on Site	1:38
Bounce Rate	51.65%



VIC Visitation

June 2022

SJCC –PVBD Visitor & Information Center

	June 2022	June 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	47	45	0.09%	391	311	356

City of St. Augustine Downtown Visitors Center

	June 2022	June 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	51,245	51,710	95%	366,472	319,346	371056

St. Augustine Beach Visitors Center

	June 2022	June 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	1,911	2,790	4%	21,091	20,586	23376

Jacksonville Airport Visitor Information Center

	June 2022	June 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	1,016	698	2%	9,036	9,338	10036

Total Inquiries at Visitors Centers

	June 2022	June 2021	FYTD 2022	FYTD 2021	Total FY 2021
	54,219	55,243	396,990	349,581	404,824



Departmental Reports



Social Media

June 2022

Social Media		YOY Change
Facebook		
Fans added In June	468	
Total Facebook Fans	521,819	1%
Facebook Impressions	3,602,259	
Engagement Rate	2.6%	
Reach	1,297,795	
Instagram		
Instagram Followers	43,406	9%
Instagram Impressions	203,734	
Twitter		
Twitter Followers	14,043	5%
Twitter Impressions	69,749	
YouTube		
Views To Date	415,885	9%

** Changes in Facebook's algorithm continues to impact followers, reach, impressions and engagement*



Communications Summary

June 2022

	June	FYTD	FYTD 21	
Total Impressions	4,688,742,995	72,319,093,237	58,525,736,735	24%
VCB Supported Stories <i>in publication or broadcasted</i>	329	2,987	2,473	21%

Sales Measurement Summary

June 2022

	June	Monthly % Actual vs Goal	YTD	YTD % Actual vs Goal
Solicitation Emails/Calls	171	8%	1,613	5%
Total Leads Distributed	32	14%	209	2%
Lead Room Nights	6,390	-41%	67,565	-5%

Florida's First Coast of Golf

May 2022

	May-22	May-21	% Change
Rooms	5,475	6,488	-16%

	May-22	May-21	% Change
Rounds	21,058	24,953	-16%

	2022	2021	Change
Precipitation	0.28	0.77	-0.49

	2022	2021	Change
Temperature (Avg High)	76	75	1°

Digital Traffic

	May-22	May-21	% Change
	16,545	8,406	97%
	2022 YTD	2021 YTD	% Change
	88,985	75,012	19%



Promotions – June 2022

2022 PROMOTIONS

- Completed 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 ended on July 1, 2022.
- Completed 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 promotions launched in May 2022 and ended after the 4th of July holiday.
- Working with VISIT FLORIDA on a large Atlanta radio promotion that will include an in-market live broadcast in November 2022.
- Finalizing contract negotiations with Peter Greenberg Worldwide for an exclusive destination video segment on *The Travel Detective: Hidden Gems* as well as a live broadcast on the nationally syndicated CBS radio show, *Eye on Travel*. *Hidden Gems* will air 1Q2023 and the CBS radio show will air in October 2022.

DATABASE MARKETING

- Subscriber base is now at 201,452.



CEO's Comments

- June Combined Traditional and Vac Rental Lodging: Occupancy 63.4% (-12.6%), ADR \$207.39 (+8.9%), RevPAR/L \$131.41 (-4.8%), Demand -2.1%, Supply +12%, Revenue +6.5%
- June Traditional Lodging Stats: Occupancy 69.3% (-8.9%), ADR \$181.02 (+2.5%), RevPAR \$125.44 (-6.6%), Demand -6.3%, Supply +2.8%
- June Vacation Rental Stats: Occupancy 51 (-18.4%), ADR \$282.22 (+18.8%), RevPAL \$143.85 (-3.1%), Demand +12.2%, Gross Rev +33.3% and Supply +7.3%
- June Attractions (n=18) report that attendance was down slightly -0.8% to 2021; FYTD was up +9.8% to 2021
- June B&B Lodging stats (n=8): Occ 70.8% (-22.2% below 2021), ADR \$275.62 (+12.5%), RevPAR \$195.22 (-12.4%), Demand -19.3%. FYTD Occ 82.0% (+5.4%), ADR \$284.92 (+12.3%), RevPAR \$233.69 (+18.4%), Demand +6.4%
- June Publicity: Supported stories FYTD 2,987, +21% to FYTD 2021.
- June Sales team lead distribution was +2% YTD goal, with solicitations +5% ahead of goal.
- Completed Cox Media Group Atlanta promotions with stations WSB-AM, WSRV, WALR, and WSB-FM and iHeart Media Orlando promotions with stations WMGF, WTKS, WRUM, WXXL, & WJRR. Conducted State of the Tourism Industry presentations to industry leaders and the public. Working with VISIT FLORIDA on a large Atlanta radio promotion for NOL and finalizing contract negotiations with Peter Greenberg Worldwide for an exclusive destination video segment on The Travel Detective: Hidden Gems.
- Attended Destinations International Annual Conference at which VCB was awarded Destination Marketing Accreditation Program renewal for practicing the highest standards of professional operation.
- Developed with Board and provided creative brief to Peter Mayer Advertising and VCB staff for use developing new campaign, web design and other marketing messaging.
- Completed 2021 Tourism Economic Impact study in SJC and provided the TDC with summary of mutual collaboration activities between VCB and SJCC.

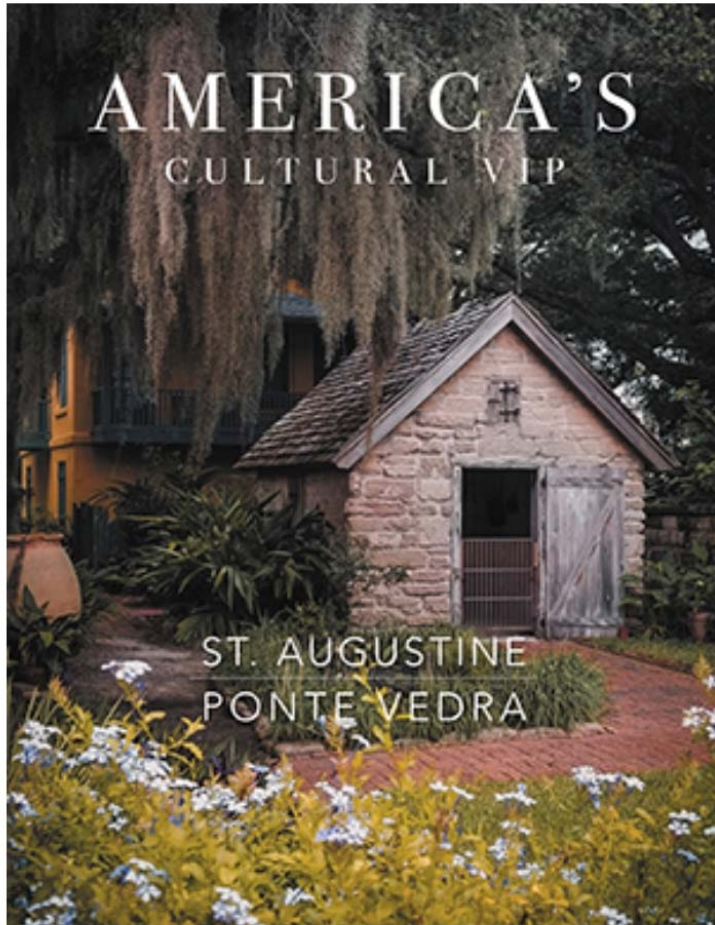
Destination Marketing, Tourism Product Development & Arts, Culture and Heritage Grants

Monthly Report to the
Tourist Development Council
August 15, 2022



ST. JOHNS
CULTURAL COUNCIL

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



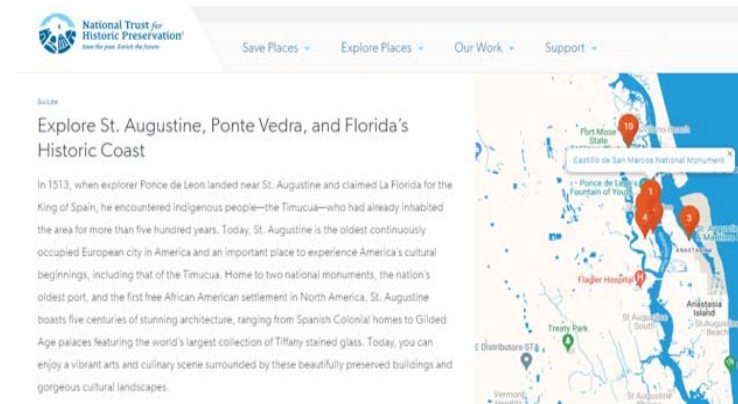
Visitor Resources: Cultural Guide

During the past thirty days, we distributed an additional 2500 copies of the Cultural Guide through direct mail, Florida and St. Johns County visitor centers, and local hotels.

The Guide is also available online as a flipbook and for download as a pdf.

Continued National Trust for Historic Preservation Marketing Partnership

Digital, print and website package including interactive online guide to Florida's Historic Coast with links to ten historic sites / museums



The screenshot shows the National Trust for Historic Preservation website. The header includes the logo and navigation links: "Save Places", "Explore Places", "Our Work", and "Support". The main content area features a title "Explore St. Augustine, Ponte Vedra, and Florida's Historic Coast" and a paragraph of text. To the right is a map of the Florida coast with ten numbered red markers (1-10) indicating historic sites. The text below the map reads: "In 1513, when explorer Ponce de Leon landed near St. Augustine and claimed La Florida for the King of Spain, he encountered indigenous people—the Timucua—who had already inhabited the area for more than five hundred years. Today, St. Augustine is the oldest continuously occupied European city in America and an important place to experience America's cultural beginnings, including that of the Timucua. Home to two national monuments, the nation's oldest port, and the first free African American settlement in North America, St. Augustine boasts five centuries of stunning architecture, ranging from Spanish Colonial homes to Gilded Age palaces featuring the world's largest collection of Tiffany stained glass. Today, you can enjoy a vibrant arts and culinary scene surrounded by these beautifully preserved buildings and gorgeous cultural landscapes."



Photo: St. Johns Cultural Council

3 St. Augustine Lighthouse and Maritime Museum

The St. Augustine Lighthouse & Maritime Museum is a private, nonprofit museum dedicated to its mission "to discover, preserve, present and keep alive the stories of the Nation's Oldest Port...." The Lighthouse, constructed in 1874, stands 165 feet above sea level, overlooking the Matanzas Bay and the Atlantic Ocean from Anastasia Island. Visitors can climb its 219 steps for a spectacular view of the city and ocean.

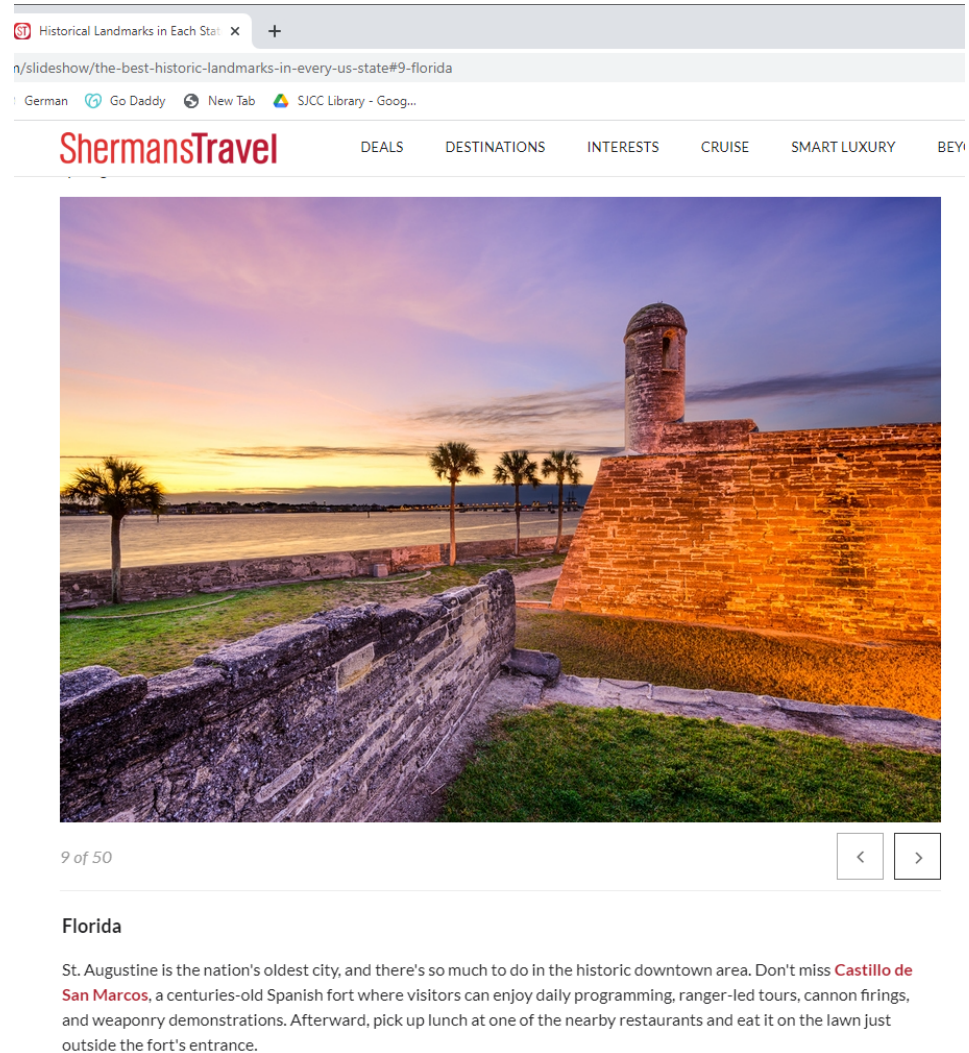
NEW: Public Radio Ads

In August, we launched a new Public Radio Advertising Program throughout Florida, Georgia and South Carolina to promote cultural events and programming in St. Johns County with an initial campaign in support of Sing Out Loud.



Public Relations

Public Relations efforts in July / August included a familiarization trip for travel writers from Lexington, Kentucky and New York, New York. Earned media resulting from our work included coverage in ShermansTravel's Best Historic Landmarks in Every US State, following articles in the New York Times, U.S. News and World Report, and other high profile media.



The screenshot shows a web browser window with the URL [n/slideshow/the-best-historic-landmarks-in-every-us-state#9-florida](#). The browser tabs include "Historical Landmarks in Each State" and "German". The address bar shows "Go Daddy", "New Tab", and "SJCC Library - Goog...". The website header features the "ShermansTravel" logo and navigation links for "DEALS", "DESTINATIONS", "INTERESTS", "CRUISE", "SMART LUXURY", and "BEY...". The main content area displays a large photograph of the Castillo de San Marcos, a stone fort in St. Augustine, Florida, during a sunset. The fort's walls and a circular tower are illuminated by warm light. Below the image, the text "9 of 50" and navigation arrows are visible. The section is titled "Florida" and contains the following text: "St. Augustine is the nation's oldest city, and there's so much to do in the historic downtown area. Don't miss **Castillo de San Marcos**, a centuries-old Spanish fort where visitors can enjoy daily programming, ranger-led tours, cannon firings, and weaponry demonstrations. Afterward, pick up lunch at one of the nearby restaurants and eat it on the lawn just outside the fort's entrance."

Digital Media

During the first ten months of the current fiscal year we have seen a dramatic increase in social media followers and opt-in subscribers to the Historic Coast Culture weekly e-newsletter.



84% Increase in Followers



13% Increase in Followers



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

150% Increase in Subscribers

Arts, Culture and Heritage Grants

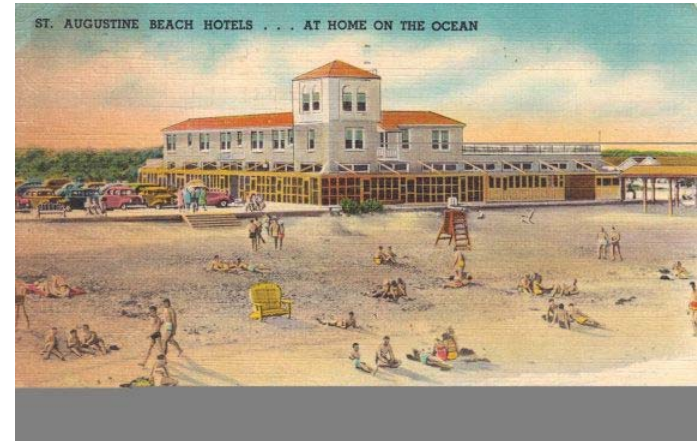
During the past month our staff:

- **Completed technical review of 30 grant applications**
- **Updated online grant review software**
- **Created training module for Funding Review Panel**
- **Moderated the Funding Review Panel**
- **Completed funding recommendations for FY2023**
- **Reviewed, requested and obtained additional documentation, and submitted payment requests for all completed ACH grant-funded events**

Tourism Product Development: Civil Rights

A consultant has been selected and work has begun on a new tourism asset at St. Augustine Beach, interpretive signage related to the 1964 wade-ins and other Civil Rights era events in St. Johns County, primarily funded by grants from the National Trust for Historic Preservation and National Park Service.

Preservation architects who will supervise the ongoing restoration of the St. Augustine Beach Hotel (funded by a \$500,000 State grant) will be selected this month, following review of responses to our Request for Proposals.



Tourism Product Development: Culinary Events

**Whiskey, Wine and Wildlife
Vilano Beach
November 3 – 6, 2022**



A CULINARY WEEKEND LIKE NO OTHER

Whiskey, Wine & Wildlife artfully combines renowned beverage tastings and inspired cuisine from some of the South's best chefs and local culinary superstars, with a chance to experience coastal wildlife up-close, all in one weekend!



Tourism Product Development: Cultural Events



**SEA Community
Gullah Geechee Heritage Festival
Armstrong Park
December 2, 2022**



Tourism Product Development: Music Festivals & Concerts

New Gamble Rogers Concert Series
and expanded
Gamble Rogers Music Festival

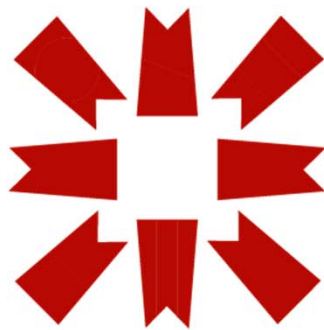
October, 2022 through June, 2023

The Waterworks (St. Augustine) &
St. Johns County Fairgrounds (Elkton)



Questions?

Please contact us by email to
info@historiccoastculture.com



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CULTURAL COUNCIL

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