

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
JUNE 20, 2022 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Joe Finnegan, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (Action Required)
5. APPROVAL OF MINUTES (Action Required)
 - Regular Meeting Minutes – May 16, 2022
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. TDC BOARD MEMBER RECOMMENDATIONS (Action Required)
Public Comment
8. CULTURAL COUNCIL FY23 PROMOTION PLAN PRESENTATION (Action Required)
Public Comment
9. VCB FY23 PROMOTION PLAN PRESENTATION (Action Required)
Public Comment
10. FY23 BUDGET (Action Required)
Public Comment
11. MONTHLY REPORTS PROVIDED IN PACKETS
12. MEMBER COMMENTS
13. NEXT MEETING DATE – AUGUST 15th
14. ADJOURN

TDC Regular Meeting – June 20, 2022

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – May 16, 2022

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
MAY 16, 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
Michael Gordon, Vice Chair
Paul Waldron, BCC Representative
Nancy Sikes-Kline, Vice Mayor, City of St. Augustine Representative
Don Samora, Vice Mayor, City of St. Augustine Beach Representative
Danny Berenberg, District 4
Michael Wicks, District 4
Kathy Fleming, District 5
Troy Blevins, District 5
Saundra Hutto, Deputy Clerk

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

Absent: David Migut, County Attorney

(05/16/22 - 1 - 1:30 p.m.)

1. CALL TO ORDER

Finnegan called the meeting to order.

(05/16/22 - 1 - 1:30 p.m.)

2. PLEDGE OF ALLEGIANCE

Danny Berenberg led the Pledge of Allegiance.

(05/16/22 - 1 - 1:30 p.m.)

3. ROLL CALL

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

(05/16/22 - 2 - 1:31 p.m.)

4. APPROVAL OF AGENDA

Motion by Berenberg, seconded by Fleming, carried 9/0, to approve the Agenda, as submitted.

(05/16/22 - 2 - 1:34 p.m.)

5. APPROVAL OF MINUTES

Motion by Blevins, seconded by Gordon, carried 9/0, to approve the minutes for the March 21, 2022, meeting, as submitted.

(05/16/22 - 2 - 1:35 p.m.)

6. PUBLIC COMMENT

There was none.

(05/16/22 - 2 - 1:36 p.m.)

7. SPORTS TOURISM GRANT APPROVALS

- American Junior Golf Association, TPC Sawgrass Junior Players Championship - \$10,000 Recommended
- Ancient City Game Fish Association, Ancient City Game Fish Challenge - \$20,000 Recommended
- Florida Elite Soccer for the Florida Elite SA Invitational - \$10,000 Recommended
- Jax Football Club for the Labor Day Shootout - \$7,500 Recommended

Teddy Meyer, St. Johns County Parks and Recreation Facilities Manager, presented the details of the funding request, via PowerPoint.

(1:38 p.m.) Berenberg questioned the Jax Football Club request with respect to no minutes being in his packet and asked how that was voted on, and why they were not receiving the whole amount they requested. Meyer responded and discussion ensued with Blevins on how they determined the funding for the event.

(1:44 p.m.) Donna Frantz, 6409 Pine Circle West, provided additional comments on the Ancient City Game Fish event and commended Dena for her work.

(1:38 p.m.) Motion by Waldron, seconded by Sikes-Kline, carried 9/0, to recommend approval of American Junior Golf Association, TPC Sawgrass Junior Championship

funding request for \$10,000; Ancient City Game Fish Association, Ancient City Game Fish Challenge funding request for \$20,000; Florida Elite Soccer for the Florida Elite SA Invitational funding request for \$10,000; Jax Football Club for the Labor Day Shootout funding request for \$7,500 to the Board of County Commissioners.

(05/16/22 - 3 - 1:45 p.m.)

8. TOURIST DEVELOPMENT COUNCIL BOARD MEMBER
RECOMMENDATIONS

Meeks presented the details of the vacancies.

(1:46 p.m.) Finnegan questioned if the term recommendation was the same as nomination. Meeks responded.

(1:47 p.m.) Blevins nominated Irving Kass for the vacancy with Sikes-Kline seconding.

(1:51 p.m.) Subsequently, Berenberg recommended Regina Phillips with Fleming seconding on the vacant position.

(1:48 p.m.) Samora questioned if the applicants were present. Discussion ensued on the application process, including requesting applicants to attend the recommendation meeting.

(2:05 p.m.) Sikes-Kline questioned Meeks about the conflict of interest with the respect to Regina Phillips. Discussion ensued.

(2:09 p.m.) Blevins questioned whether the current motions needed to be withdrawn.

(2:09 p.m.) Berenberg spoke on diversity and explained his nomination for Phillips. Discussion ensued on nominations and the nomination process.

(2:13 p.m.) The motions nominating Phillips and Kass were withdrawn.

(2:14 p.m.) Motion by Blevins, seconded by Fennigan, to invite Phillips and Kass to provide introductions at the next TDC meeting. There was no vote. Discussion ensued on the nomination process.

(2:19 p.m.) Motion by Blevins, seconded by Fleming, carried 9/0, to invite Phillips, Kass, and Chesterton to provide introductions at the next TDC meeting, as amended.

(2:20 p.m.) Discussion ensued on the application process for other boards in St. Johns County, and on the process for future vacancies.

(05/16/22 - 4 - 2:42 p.m.)

9. CONTRACTED TOURISM PROMOTION SERVICES DISCUSSION

Meeks presented the details of the tourism contracts and Request for Proposals (RFP), via PowerPoint. She spoke on the key functions of the tourism bureau services, the arts and cultural tourism product development services, and the structure and key functions of the tourism marketing/advertising services. Discussion ensued on marketing contractors, forming a tourism marketing working group, and the advantages and disadvantages to the working group.

(2:47 p.m.) Blevins left the meeting.

Meeks summarized that she would establish a plan of how to implement the working group; to create a scope for one marketing contractor, with the potential to expand to multiple contractors; a scope for tourism bureau services; and a scope for arts and cultural tourism product development services.

(05/16/22 - 4 - 4:13 p.m.)

10. MONTHLY REPORTS PROVIDED IN PACKETS

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

(4:13 p.m.) Berenberg suggested creating a glossary of the items in the report. Goldman responded.

(05/16/22 - 4 - 4:15 p.m.)

11. MEMBER COMMENTS

There were none.

(05/16/22 - 4 - 4:15 p.m.)

12. NEXT MEETING DATE

The next meeting date was scheduled for June 20, 2022.

(05/16/22 - 4 - 4:16 p.m.)

13. ADJOURN

Motion by Bernburg, seconded by Fleming, carried 8/0, with Blevins absent, to adjourn.

With there being no further business to come before the Council, Fennigan adjourned the meeting at 4:16 p.m.

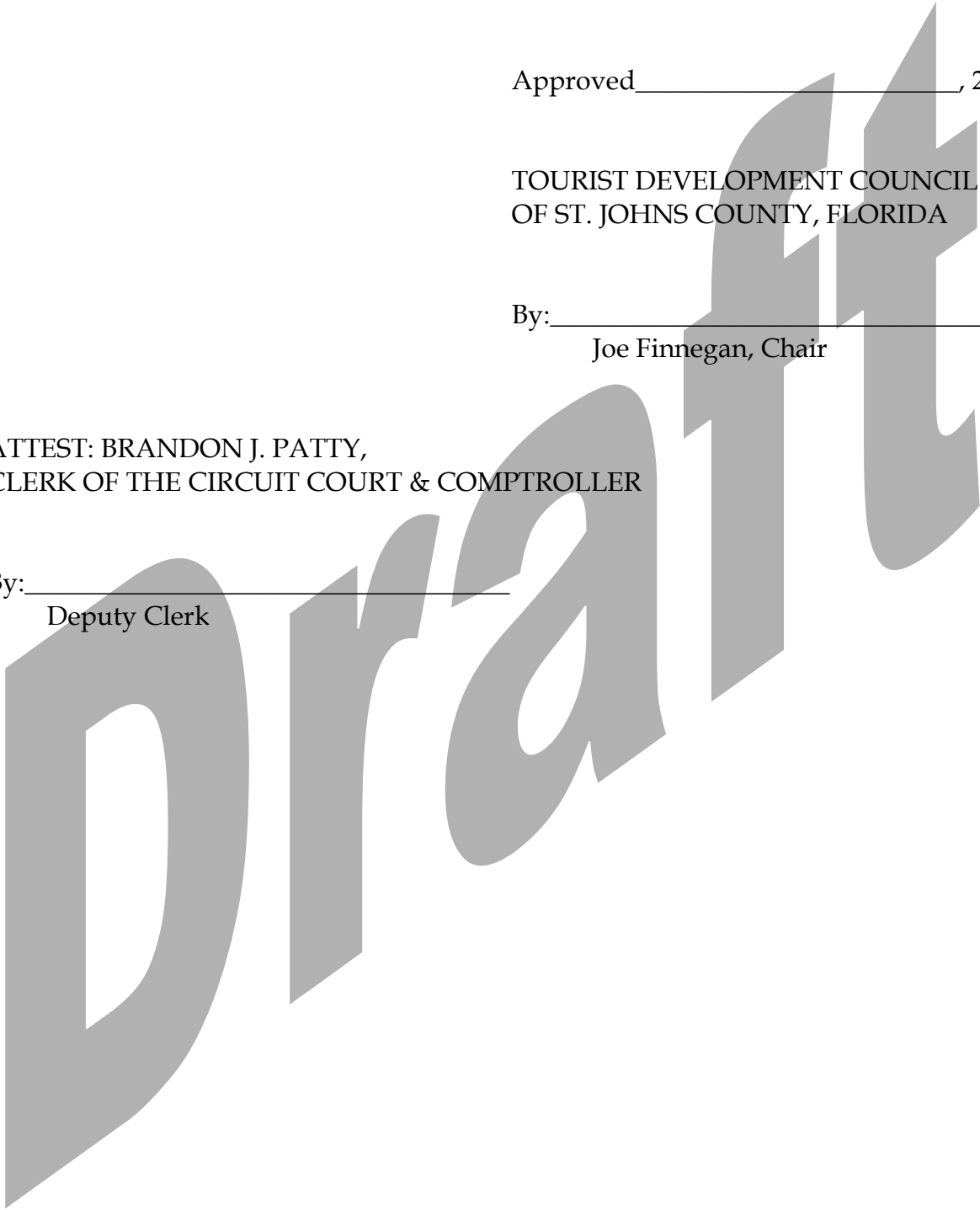
Approved _____, 2022

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 – June 20, 2022

Agenda Item 7 – TDC BOARD MEMBER RECOMMENDATION – Tera Meeks (Action Required)

Vacancy– Due to the Expiring Term of Danny Berenberg

Per Florida Statute 125.0104 up to four (4) members (but not less than 3 members) are owner or operators of tourist accommodations, which are subject to the bed tax. The remaining members are persons currently involved in tourist related businesses other than accommodations. All members must be electors in St. Johns County. A notice of the committee vacancy was sent out by the BCC Office.

Applications were reviewed at the May meeting and three (3) of the applicants were invited to today's meeting to share a bio and answer questions of the board members.

TDC

Rec. 4.5.22
lenh. 10.5.22
1 year 4.5.23



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

4.5.2022

DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).

Name: Jan Marie Chesterton District #: _____

Address: 65 Anastasia Lakes Drive

City: St. Augustine State: FL Zip: 32080

Phone #: 518-423-0249 E-mail Address: jchester@nycap.rr.com

How long have you been a legal resident of St. Johns County? 6 years

Most recent occupation/employer: president nonprofit NYS Hospitality & Tourism Assoc.

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: resume attached

Educational background: University of Delaware - Graduate Institute of Organization Management, Skidmore College- Bachelor of Arts in Psychology and Sociology, Graduate Leadership Saratoga

Past work experience: resume attached

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. St Augustine Art Association - volunteer/docent
2. St Johns Golf Club Amateur Tournament-volunteer
3. _____
4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:

65 Anastasia Lk Dr - 0.26 Acres 7950 A1a South Condo unit #222 - 1166 Sq ft

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) _____

N/A

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

- | | |
|---------------------------------------|----------|
| 1. <u>Tourist Development Council</u> | 2. _____ |
| 3. _____ | 4. _____ |

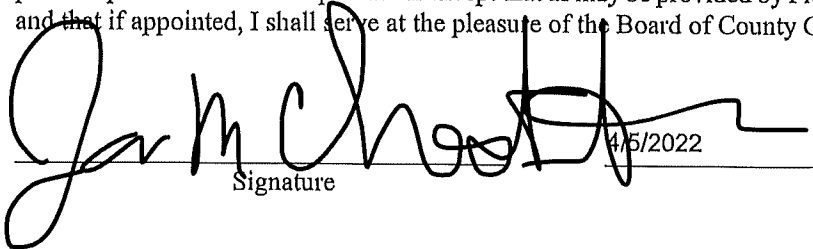
List three (3) personal or professional references:

1. Jason Neely, Broker Associate, Landmark Realty 904-471-6600
2. Jennifer Flynt, Administrator, St Augustine Art Association 904-824-2310
3. Anna Pras, CAM, Owner/operator, Latitude30 Vacation 904-599-1596

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
see attached resume

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.


Signature _____ Date 4/5/2022

Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:
1. _____
2. _____
3. _____

JAN MARIE CHESTERTON

jchester@nycap.rr.com

518-423-0249

Two decades of executive-level experience in the development, growth and leadership of member-driven, not-for-profit organizations, plus 9 years operating and management experience in private industry. Consistently successful in increasing revenues and funding, expanding membership, enhancing member services and developing governance infrastructures focused on current and future trends.

EXPERIENCE

New York State Hospitality and Tourism Association, Albany, NY

President 2010-2016

Hired as President and Chief Executive Officer of statewide hospitality trade association in 2010 to succeed retiring president. As a contracted Officer of the Association, paid to perform such services for the Association as provided in the Association's By-Laws, and directed of all Association activities prescribed by the Board of Directors or the Chairman of the Board of the Association. Accountable for a \$2.0 million + budget and financial affairs, a direct reporting staff of 10, responsible for association policy, member development and retention, member services, public relations and communications. Directed the activities of the governmental affairs lobbyists who monitors legislative matters in the New York State legislature and big 5 municipalities in the association's jurisdiction. Served as Association's primary registered New York State Lobbyist. Oversaw growth and development of Association's Education Foundation (501 (c) 3) in fundraising, scholarship programs, and financial growth. Maintained key role in the development and promotion of Tourism Industry Coalition's lobbying efforts as it affects the I♥NY annual marketing budget.

New York State Hospitality and Tourism Association, Albany, NY

Vice President 1996-2010

Promoted to Vice President in 1999, from Director of Member Services. Worked with the President as part of the management team providing full operational and P&L responsibility for this not-for-profit tourism related, trade association.

SKILLS

Executive-level Organization Management - Financial/Budgetary Management - Political/Legislative Advocacy- Media Relations - Fundraising/ Event Management - Public Relations/Affairs - Member Development - Strategic Planning - Educational Programs – Guest Services - Revenue Raising - Public Speaking

EDUCATION

University of Delaware - Graduate Institute of Organization Management, IOM

Graduate Leadership Saratoga

Skidmore College- Bachelor of Arts in Psychology and Sociology

Culinary Institute of America - Continuing Education

PARTICIPATION

NYS Tourism Advisory Council - NYS Tourism Industry Coalition Administrator
NYS Main Street Small Business Coalition - NYS Division of Tourism, Regional Tourism Task Force - NYS
Governors' Green Hospitality and Tourism Partnership - NYS Independent Living Council Travel
Committee - US EPA Region 2 Hospitality & Restaurant Pollution Prevention Advisory Council - NYS
Office of Homeland Security Advisory partner - NYS Governor's Tourism Conference Advisory Board -
NYS Department of Health, Ground Water Rule Work Group
NYS Consumer Protection Board, Recall Awareness Promotion Project - Travel/Tourism Judge NYS DECA
Conference

AWARDS

International Society of Hospitality Association Executives Achievement award,
2007 Governmental Affairs - 2003 Educational Development
Awarded the American Hotel and Lodging Association's Most Valuable Membership award, National
Membership Program
American Hotel and Lodging Association's Chairman's Cup, 2006, 2005, 2004, 1998
Membership Growth and Retention

REFERENCES AS REQUESTED

TIME RECEIVED
March 17, 2022 at 11:59:10 AM EDT

REMOTE CSID

DURATION 72 PAGES 2

STATUS Received

Sent to JS
on 4.19.22

Mar 17 2022 3:58pm

Rec 4.19.22 1
Length 10.19.22
1 year 4.19.23

TDC



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

4.19.2022

DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Irving J Kass District #: Two

Address: 887 Garrison Drive

City: St. Augustine State: Fl Zip: 32092

Phone #: 904 540-0390 E-mail Address: lkass@stgeorge-inn.com

How long have you been a legal resident of St. Johns County? 21 years

Most recent occupation/employer: St. George Inn

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: _____

Educational background: B.S. Florida State University

Past work experience: VP KSL Recreation, GM Adams Mark Jacksonville, GM Doral Hotels, Resident Manger Bonaventure Resort, Ten years in management Hyatt Hotels

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- 1. Lighthouse 2. Rotary
- 3. Chamber 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
887 Garrison Drive (Home)

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest

(i.e., proprietary, partnership, stock holdings, etc.) _____
Off The Dime, Inc. dba St. George Inn & Bin 39

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

- 1. TDC _____ 2. _____
- 3. _____ 4. _____

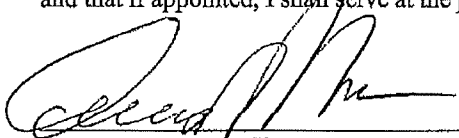
List three (3) personal or professional references:

- 1. Charles Cox _____
- 2. Phillip McDaniel _____
- 3. John Fraser _____

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
Served on TDC prior. Involved in Tourism Industry since 1977

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.



Signature

3/17/2022

Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:
1. _____
2. _____
3. _____

TDC

Rec 4.1.22
lenh 10.1.22
1yr. 4.1.23



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

4.1.2022

DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s)).

Name: Regina Gayle Phillips District #: 2

Address: 259 Pintoresco Drive

City: St. Augustine State: FL Zip: 32095

Phone #: 205 836-0609 E-mail Address: Rgphillips@lincolnvillemuseum.org

How long have you been a legal resident of St. Johns County? 12 years

Most recent occupation/employer: _____

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: Culinary Certificate First Coast Technical Institute

Educational background: University of Florida, BA Journalism

Past work experience: Executive Director Lincolnville Museum and Cultural Center, 2018 to present

Please list **all** civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. Friends of Lincolnville, Inc.
2. Saint Augustine Lighthouse and Meritime Museum
3. St. Augustine Historical Society
4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
259 Pintoresco Drive (home)

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest

(i.e., proprietary, partnership, stock holdings, etc.)
St. Augustine Distillery (stockholder)

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. Tourism Development Council
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Dr. Dorothy Israel (deeisrael@comcast.net) 904 471-8478
2. Kathy Fleming (Kfleming@staugustinelighthouse.org 904 829-0745 ex 215
3. Annette Curtis-Williams wilcut124@hotmail.com 904 553-2282

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

I currently serve as Executive Director of the Lincolnville Museum and Cultural Center, a museum of African American History. A brief resume is attached.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.

Regina Gayle Phillips
Signature

March 28, 2022

Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____

Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____

Regina Gayle Phillips

205 826-0609

gayphill@gmail.com

259 Pintoresco Drive, St. Augustine, FL 32085

Lincolnvillemuseum.org

Objectives

To provide leadership and administrative operations for an African American Museum

Education

University of Florida

1980 | BA in Journalism

First Coast Technical Institute Culinary Program 2004

Florida Junior College at Jacksonville 1977

• **Writer, Editor, Business Owner**

Experience

Executive Director of Lincolnville Museum and Cultural Center (LMCC) 2018 to present. Responsible for all museum operations such as exhibits, tours, programming, community relations, fundraising and overall management.

Served as a volunteer Event Coordinator and Board Member at the LMCC June 2015 to 2018. Duties included Board Secretary, grant writer, organized office and volunteer protocols, organized exhibits, initiated catalog and archiving process for photos and artifacts, coordinated fundraisers, live Jazz programs, lectures, live theater performances, produced flyers, press releases and event programs, prepared marketing materials, set up museum operations, represented museum at training meetings and community events.

Owner/Operator of Gayle's Gourmet Catering 2004 -2009 Established and operated food service business serving corporate, institutional, community based organizations and individual clients at events up to 500 people. Coordinated menus and food prep, managed staff, setup displays for events, prepared promotional materials and direct contact with clients which included The University of Alabama, Stillman College, sororities, fraternities, corporate clients and pharmaceutical sales reps.

Anheuser Busch Brewery 1984-1986 Purchasing and accounting; processed receivables, coordinated parts inventory for brewery line operations.

Journalist/ Editor The Daytona Times Newspaper 1980 -1984 Wrote articles and edited content for a weekly Black Publication.

Staff writer for the Independent Florida Alligator at the University of Florida.

Skills

Writing, event planning & coordination, program development, consulting, grant-writing and awards management, strategic planning; communications, inventory control, accounting, executive presentations.

Travel experience includes: Canada, Zimbabwe, South Africa, Namibia, Ghana, Singapore, Hong Kong, Italy, Spain, Greece, Portugal, United Kingdom, Czech Republic, Mexico, Panama Canal Zone and Central America, Mexico, Caribbean, Honduras, Australia and New Zealand.

COMMUNITY SERVICE

Board Member, St. Augustine Lighthouse & Maritime Museum 2016- present.

Board Member Saint Augustine Historical Society

Coordinator for St. Johns Community Remembrance Project in conjunction with Equal Justice Initiative to bring a lynching marker to the City of St. Augustine.

Member of the Confederate Memorial Conceptualization Advisory Committee for City of St. Augustine

2019 Recipient of ROWITA, (Recognition of in the Arts) Award

2019 Honoree of Enterprising Women Leadership Institute

Former member St. Johns Housing and Finance Committee and St. Johns Housing Partnership

Presenter:

University of Florida Samuel Proctor Oral History Program : From Segregation to Black Lives Matter," for dedication of the Joel Buchanan Archive of African American Oral History, March 2019

Florida African American Historic Preservation Network on "Collaboration for Success," February 2020
Gullah Geechee Historic Preservation Corridor Florida Regional workshop September 2019
Numerous panel discussion on African American History and Culture in St. Augustine 2016- present
Presented on African American history for St. Johns County 200th Anniversary, July 2021

TDC Regular Meeting –June 20, 2022

Agenda Item 8 – Cultural Council Promotion Plan and Marketing Update (Action Required)

Cultural Destination Marketing Plan

Fiscal Year 2023



ST. JOHNS
CULTURAL COUNCIL

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

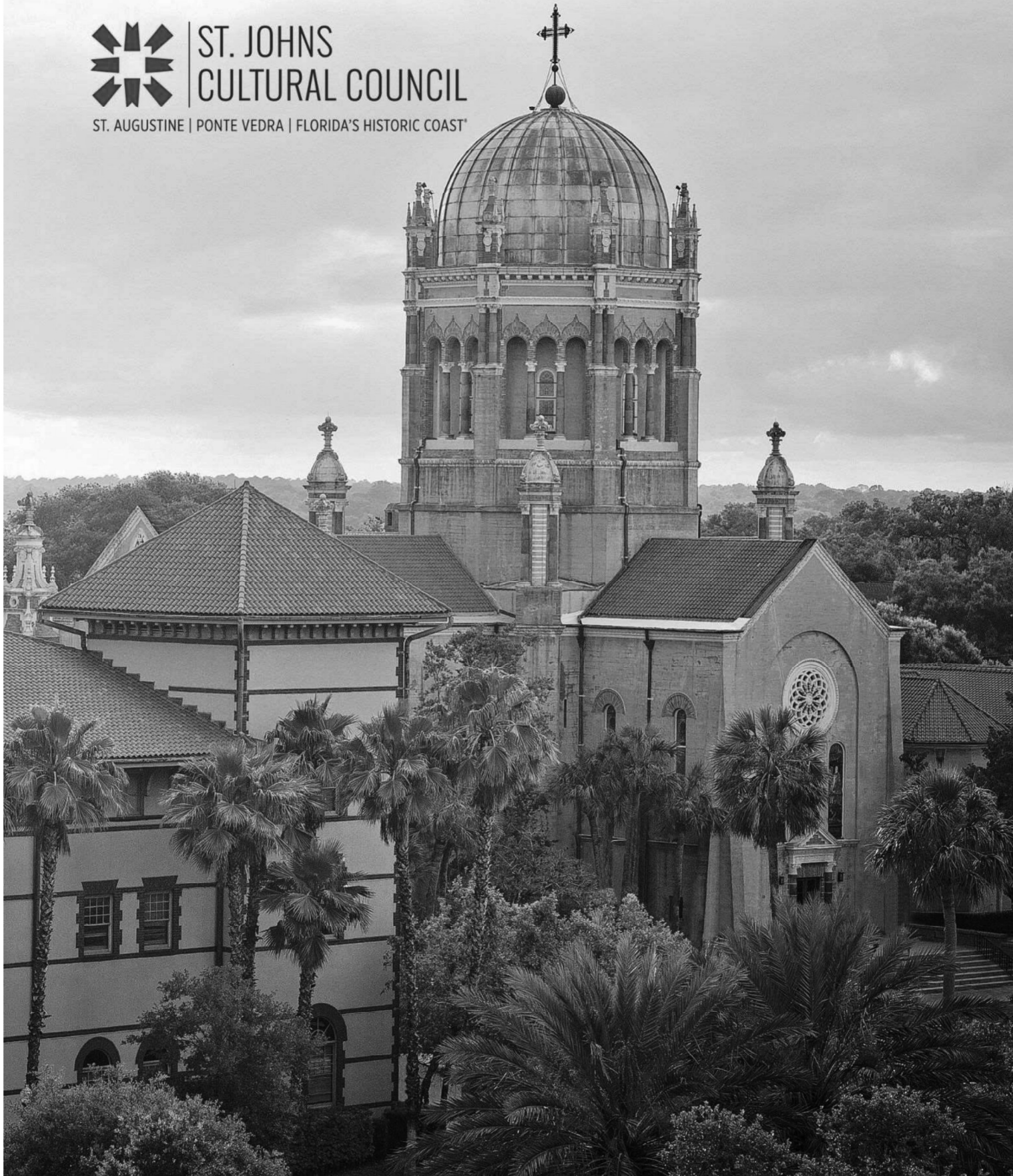


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Overview

BACKGROUND

The St. Johns Cultural Council (SJCC) engaged the services of Robin Malpass & Associates (RMA), a destination marketing agency with cultural tourism experience and expertise, to perform a *Cultural Destination Marketing Review* in July 2020. The findings were significant and uncovered new opportunities for St. Johns County to attract a higher quality visitor with **existing** tourism assets.

St. Johns County has an enormously large, diverse and attractive portfolio of cultural assets. A visitor can experience five centuries of art, architecture, history and heritage.

Additionally, St. Johns County holds the record for the most culturally diverse “firsts” and “oldests” in America.

In the Destination Marketing Review, RMA provided recommendations to help the SJCC elevate the many cultural assets of St. Johns County.

Those recommendations were incorporated into a Three-Year Cultural Destination Marketing Plan, which has been updated for Fiscal Year 2023.

PLAN SUMMARY

Cultural heritage tourism has only been around in this country formally since the mid-1990s and was championed by the National Trust for Historic Preservation. Since then, there is one key theme connecting current research and trends in cultural tourism and that is the importance of authenticity.

Being place-based, cultural tourism is driven by an interest to experience and engage with culture first-hand. It is backed by a desire to discover, learn about and enjoy the tangible and intangible cultural assets offered in a tourism destination, including contemporary culture.

The pandemic brought tourism around the world to a roaring halt. It gave destinations an unusual opportunity to rethink tourism and its benchmarks of success. High-quality cultural tourism is gaining traction according to the United Nations World Tourism Organization (UNWTO) as a new strategy for recovery and revival post pandemic. Its contribution to the long-term health and resilience of the tourism sector and the local communities is now recognized as significant.

The Cultural Destination Marketing Plan comes at a time when cultural heritage tourism is experiencing a surge in popularity. The opportunity for St. Johns County is unparalleled. This Plan will help St. Johns County claim its cultural birthright as a **very important place**.

OBJECTIVES

The Cultural Destination Marketing Plan must support the vision identified in the St. Johns County Tourism Development Council's Strategic Plan (2017).

Vision

"St. Johns County is the premier vacation and business/leisure destination in Florida."

The objectives of the plan are to strengthen the Cultural Heritage Tourism Program for St. Johns County to elevate its competitive market position as a premier vacation and business/leisure tourism destination in Florida.

GOALS

1. Utilize existing St. Johns County cultural assets
2. Attract and retain new visitors to St. Johns County
3. Increase year-round tourism
4. Increase tourism throughout St. Johns County
5. Establish St. Johns County as an important cultural destination in the USA

#1- Utilize Existing St. Johns County Cultural Assets

The Cultural Destination Marketing Plan is based on the opportunity to expand and increase tourism opportunities by harnessing the immense cultural assets of St. Johns County at a time when destinations are vying to regain market share worldwide post the COVID-19 health crisis.

St. Johns County has the opportunity to capitalize on its cultural assets to compete in the cultural tourism market segment. According to the UNWTO, cultural tourism is the fastest-growing segment of the tourism industry and accounts for 40% of all tourism worldwide.

Cultural tourism intersects with heritage and religious sites, arts and architecture, performing arts, gastronomy, festivals and special events, among others. The UNWTO reports that countries around the world are harnessing their unique mix of tangible and intangible heritage and contemporary culture to boost economic growth and sustainable development through cultural tourism, which can lead to job creation, regeneration of rural and urban areas and the protection of natural and cultural heritage.

An additional benefit of cultural tourism is that it is a continuously evolving sub-sector influenced by changing lifestyles, burgeoning forms of culture and creativity and traditional and digital innovation. It provides infinite possibilities for tourism market expansion and growth in St. Johns County.

#2 - Attract and Retain New Visitors to St. Johns County

St. Johns County's current tourism program primarily targets new and past general leisure tourists from Florida and the Southeast, according to multiple studies conducted by Downs & St. Germain Research for the TDC. They describe the typical profile of an overnight visitor to St. Johns County as 44-years old and members of Generation X who are from Florida or the Southeast with a median household income of \$99,400. Approximately one-quarter travel with children to the destination. Generally, members of Generation X are trying to raise a family, pay off student debt and take care of aging parents. These demands put a high strain on resources.

The SJCC Cultural Destination Marketing Plan targets the "cultural visitor." The National Trust for Historic Preservation defines the cultural visitor as one who **spends more than any other type of visitor and travels more often**. Specific cultural visitor profiles recommended for St. Johns County are detailed under the "Target Markets" section.

3 - Increase Year-Round Tourism

By targeting cultural visitors representing the baby boomer and millennial demographics, the Cultural Destination Marketing Plan provides an opportunity to increase tourism year-round. Baby boomers are typically empty nesters who take, on average, 4 to 5 trips a year. They have the freedom to travel year-round and often do to avoid the crowded peak seasons. Millennials are more likely to take advantage of the opportunity to work from anywhere and have modernized their approach to travel, which extends beyond typical vacation season and encompasses a year-round calendar. They, too, enjoy less crowds and value the opportunity to experience the natural pace of local culture. One of the benefits of cultural tourism is that it is not as weather dependent as other forms of recreational and leisure tourism. Visitors can enjoy many cultural activities and experiences indoors.

#4 - Increase Tourism Throughout St. Johns County

A focus on cultural tourism provides an opportunity to be more inclusive of tourism assets throughout St. Johns County. Cultural visitors seek out authentic local culture and experiences. St. Johns County offers a rich, diverse cultural landscape that provides an opportunity for cultural visitors to hike, bike, sail, paddle, ride and taste their way along hundreds of years of tangible and intangible cultural assets. From exploring the Old Dixie Highway to visiting a ranch with heritage Cracker cattle to tracing the route of famed botanist William Bartram to experiencing Gullah Geechee heritage in Armstrong, there are so many ways for cultural tourists to engage with all areas of St. Johns County.

#5 – Establish St. Johns County as an Important Cultural Destination in the USA

Due to the historically regional focus of the current tourism program of St. Johns County, the destination has limited recognition outside of Florida and the Southeast. It has even less recognition as one of America's most important cultural destinations. There is a lack of knowledge and awareness of the destination's many American "first" and "oldest" accolades as well as its location and rich diverse heritage that encompasses five centuries and cultures from around the world. Many of the cultural stories of St. Johns County are largely unknown.

A black and white photograph of a large, ornate building, likely a historical or institutional structure, featuring multiple stories, arched windows, and a prominent tower on the right side. The building is surrounded by numerous tall palm trees and lush landscaping, including a manicured lawn and a paved walkway leading to a bench. The scene is captured from a low angle, emphasizing the height of the building and the palm trees.

HERITAGE AND CULTURAL STORIES OF
ST. JOHNS COUNTY

We believe that St. Johns County has more diverse, distinctive cultural assets than any one place in America.

The following are examples of unique St. Johns County cultural assets with an indication of how those assets can be used to create differentiation and competitive advantage to increase market share for St. Johns County.

EXAMPLES OF ST. JOHNS COUNTY CULTURAL ASSETS

ST. AUGUSTINE - THE EARLY HISTORY OF AMERICA'S OLDEST CITY

Overview:

As the first city built by Europeans in North America, St. Augustine and its surrounding communities played an integral role in the history of the United States, North America and the world.

Media to Target:

- New York Times, Conde Nast Traveler, National Geographic, USA Today, History, Garden & Gun

Social Media to Engage:

- FB: Florida Historical Society, National Park Service, Visit Florida, Florida Division of Historical Resources, National Trust for Historic Preservation, National Historic Landmarks Program
- IG: @NationalParkService, @VisitFlorida, @SavingPlaces, @NationalHistoricLandmarkNPS

Storytelling:

Ponce de León's Fountain of Youth Archaeological Park

As the site of a Native American village, the reported landing spot of the first Europeans to North America and the birthplace of the now oldest continuously inhabited city in the US, this archaeological park offers a glimpse into a past that was crucial in shaping the direction of the United States.

Newsworthy pitch angles:

- ☐ First Peoples - The park celebrates the culture of the Timucua, a loosely-knit confederation of Native American tribes, in a reconstructed portion of the town of Seloy, which was located here.
- ☐ First Spanish Settlement in America and the Nation's Oldest Seaport - Founded in 1565 by Don Pedro Menéndez de Avilés of Spain within the village of Seloy, St. Augustine was America's first successful European colony and Menéndez the first governor of Florida. Over the next 200 years, St. Augustine's port offered an invaluable haven for Spanish treasure fleets sailing from the Caribbean.

Our Lady of La Leche at Mission Nombre de Dios

Founded along with St. Augustine in 1565, Mission Nombre de Dios served the religious needs of America's first city while also enabling missionaries to attempt to convert Native Americans to Catholicism.

Newsorthy pitch angles:

- First Mass and Mission – When St. Augustine was founded by Don Pedro Menéndez de Avilés, he was presented a cross to kiss by Father López de Mendoza Grajales. The celebration of a Mass followed immediately and thus began the work of America's First Mission.
- First Shrine - In the early 1600s, the Spanish settlers established the first Shrine to the Blessed Virgin Mary in the United States. Known as Our Lady of La Leche, the shrine has remained a comforting place of prayer for mothers-to-be, families and those seeking to strengthen their faith. It is the oldest Marian shrine in the United States and in 2019 the US Conference of Catholic Bishops elevated this temple to national shrine status. In 2021, the shrine was granted a Canonical Coronation.
- The Great Cross - Built to celebrate the 400th anniversary of the Mission's founding, The Great Cross is the tallest free-standing cross in the Western Hemisphere.

Castillo de San Marcos

Built by the Spanish in St. Augustine to defend Florida and the Atlantic trade route, this national monument and park features 11 historic structures and interprets more than 450 years of cultural intersections. Five flags (Spanish, French, British, Confederate and US) have flown over this fort, yet it has never been taken in battle.

Newsorthy pitch angles:

- Oldest Masonry Fortification – Castillo de San Marcos, built by the Spanish between 1672 and 1695, is the oldest masonry fort in the continental U.S.
- The Contest of Nations and First Great Melting Pot - The Castillo symbolizes both the clash of world powers, like Spain, Britain and France, and the clash between cultures from American Indians and European soldiers and settlers to enslaved and free African Americans that ultimately resulted in our uniquely diverse nation. These original walls provide tangible evidence of the colonial beginnings of cultural diversity as well as the challenges cultural differences can create.
- The First Fort Made of Coquina - Made from a mortar of coquina (a limestone composed of shells that was prevalent in the area), the walls of the Castillo have withstood the elements, termites, fire and even cannonballs, which bounced off the soft, compressible stone.



Fort Matanzas

Built by the Spanish to guard Matanzas Inlet and protect the settlement of St. Augustine from a sneak attack through the Matanzas River, this 279-year old fort - which is 14 miles from St. Augustine and could house a maximum of 50 soldiers during a crisis - is now a national monument that offers a carefully preserved look back at colonial history. The surrounding national park consists of almost 300 acres of an undeveloped portion of an Atlantic barrier island and coastal ecosystem that contains dunes, marsh, maritime forest and associated flora and fauna, including endangered species.

Newsworthy pitch angles:

- ☐ Only Spanish Fortified Watchtower in the Continental U.S. – Built from coquina, Fort Matanzas offers visitors the rare opportunity to experience the outpost and natural landscape as it might have appeared to an 18th-century Spanish soldier.
- ☐ “Matanzas” is Spanish for “Slaughter” - The inlet, river and fort get their name from a brutal massacre that occurred at the inlet. In 1565, the ships of a rival French settlement sailed to attack St. Augustine, but a hurricane carried the fleet too far south, wrecking them on the Florida coast. As 130 of those shipwrecked soldiers returned over land, Don Pedro Menéndez de Avilés and his men met them at the inlet. He convinced them to surrender and then, once they did, had all but 16 of them slain.
- ☐ Home of Endangered Species - The distinct habitats of the intact barrier island ecosystem are home to a number of threatened and endangered species, including several types of sea turtle (loggerhead, green and leatherback), the least tern, the Anastasia Island beach mouse and the eastern indigo snake.

The Historic Homes, Streets and Monuments of St. Augustine

As the first and oldest city in the United States, St. Augustine can lay claim to many sites that are also the first and oldest in the country.

Newsworthy pitch angles:

- ☐ First Parish – Established in 1565 and still serving congregants today, the Cathedral Basilica of St. Augustine is referred to as “America’s First Parish.” It is the oldest Christian congregation in the contiguous United States. The current church, the parish’s fourth, was designated a U.S. National Historic Landmark on April 15, 1970.
- ☐ Oldest Street in the Country / Narrowest Street – Aviles Street is the oldest street in the US and rich in art, history and culture. Nearby is Treasury Street, which is only six feet, one inch wide.
- ☐ Oldest House in Florida - A National Historic Landmark, the González-Alvarez House is the oldest surviving Spanish colonial dwelling in St. Augustine.
- ☐ First Greek Settlers - After the failed attempt at a colony south of St. Augustine called New Smyrna, Greek colonists were granted sanctuary in St. Augustine. Established in the Avero House (which was built around 1749), the St. Photios Greek Orthodox National Shrine features Byzantine decorations and a museum with exhibits about the life of early Greek settlers and the development of the Greek Orthodox Church in America.
- ☐ Most Historical Homes – St. Augustine ranks #1 as the city with the most historical homes per capita. 22% of all homes in St. Augustine are historical. Highlights include: Ximenez-Fatio House Museum, Pena-Peck House, Father Miguel O’Reilly House Museum, The Government House, Oldest House Museum (Gonzalez-Alvarez House), Llambias House, Oldest Wooden Schoolhouse and St. Photios Greek Orthodox National Shrine / Avero House.

HOLIDAYS & LIFE IN ST. AUGUSTINE

Overview:

With over 450 years of history, St. Augustine has fascinating connections to a number of holidays and traditions.

Newsorthy pitch angles:

- ☐ First Thanksgiving - Forget cranberry sauce, Plymouth Rock and pilgrims. Think olives, garbanzo beans, oysters and fish. The first Thanksgiving in our country took place within the grounds of Ponce de León's Fountain of Youth Archaeological Park in September 1565, when Menéndez, his 800 Spanish settlers and Timucua tribe members from Seloy celebrated a Mass of Thanksgiving, most likely feasting on sailor's fare and native foods, to commemorate the successful sea voyage and founding of the town of St. Augustine.

- ☐ First St. Patrick's Day Celebration in the US, First St. Patrick's Day Parade in the WORLD - Records show that under the direction of the Spanish colony's Irish vicar Ricardo Artur (Richard Arthur), the Catholic feast day of St. Patrick, the patron saint of Ireland, was celebrated in 1600 (the first time in the US), and then a year later a parade was held honoring the saint (the first known St. Patrick's Day parade in the world).

- ☐ Feast of St. Augustine - Menéndez named the settlement "St. Augustine," because he originally spotted the site on August 28, the feast day of St. Augustine.

- ☐ The Connection Between Easter, St. Augustine & Florida - Upon coming ashore at what would become St. Augustine, Ponce de León claimed the land for Spain and named the land "Florida," because it was near Easter, which de León knew as "Pascua Florida" or "Feast of Flowers," and for the region's lush vegetation.

- ☐ Christmas in St. Augustine - Modern day St. Augustine has been cited by leading publications as a go-to spot to enjoy this beloved holiday. See these recent distinctions:
 - *10 dazzling holiday light displays around the world* from National Geographic (Nov 2018) (one of only two US cities to make the list!): https://www.nationalgeographic.com/travel/article/holiday-lights-photos#/10-light-displays-florida_41318_600x450.jpg

 - *Where to Go for Christmas: 23 U.S. Cities Full of Holiday Cheer* from Condé Nast Traveler (Dec 2020): <https://www.cntraveler.com/gallery/the-best-places-to-spend-christmas-in-the-us>

 - *55 Best Christmas Towns to put on Your Holiday Bucket List* from Country Living (Dec 2020): <https://www.countryliving.com/life/travel/g2829/best-christmas-towns-in-usa/>

GILDED AGE

Overview:

St. Augustine is rich in history, and in the late 1800s, “rich” was the operative word. This little town became the premier resort destination for the well-to-do – and it all began in 1883 with an auspicious visit by Henry Morrison Flagler, John D. Rockefeller’s partner in founding Standard Oil.

Facts:

- Flagler was responsible for the surge in tourism, as he brought his East Coast Railroad into the St. Augustine area, which drew the nation’s wealthiest families to Florida in the winter.
- In the late 1800s, Henry Flagler, who was cultivating a luxurious southern retreat, enticed a group of artists to move to St. Augustine to enhance the area’s cultural landscape resulting in an artistic framework and creative spirit that still flourishes today.
- After Flagler’s arrival, the population of St. Augustine soon doubled, and improvements in street paving, law enforcement and fire protection were implemented.

Media to Target:

- Conde Nast Traveler, Architectural Digest, National Geographic Travel, Preservation Magazine, History

Social Media to Engage:

- FB: Mansions of the Gilded Age run by @Gilded Age Mansions, National Trust for Historic Preservation, Gilded Age High Society, National Historic Landmarks Program, Historic Hotels of America
- IG: @MansionsOfTheGildedAge, @TheGildedAgeSociety, @SavingPlaces (The US National Trust, @AmericanCastles, @AidenNYC, @NationalHistoricLandmarkNPS, @HistoricHotels

Storytelling:

Flagler College and the Hotel Ponce de Leon

In 1888, Flagler built the Hotel Ponce de León, his first in a series of luxury resorts along Florida’s east coast. This masterpiece of Spanish Renaissance architecture was the first major poured-in-place concrete building in the United States.

Newsorthy pitch angles:

- The grand hotel launched the careers of architects John Carrère and Thomas Hastings who are noted most for the New York Public Library and The House and Senate Office Buildings adjacent to the Capitol in Washington, D.C. Interestingly, Carrère and Hastings were young men right out of college when they designed the hotel.
- The Edison Electric Company powered the building with steam heat and 4,000 electric lights, making the Ponce one of the nation’s first electrified buildings.

- Louis Comfort Tiffany is credited with much of the building's interior design including the stained glass and mosaics.
- Flagler College is home to the single largest private, currently in-use collection of Tiffany stained glassworks in the world worth \$3.5 million.
- The former hotel is considered one of the finest examples of Spanish Renaissance architecture and was one of the most exclusive resorts of its day.
- Prominent personalities like Mark Twain, President Theodore Roosevelt, Babe Ruth and Babe Didrikson frequented the hotel.
- An artists' colony was established when Flagler erected studios at the rear of the hotel. The studios attracted prominent artists, including Martin Johnson Heade, Felix de Crano and Reynolds Beal.
- One of the few Flagler hotels to survive the Great Depression, the property was commandeered by the U.S. Coast Guard during the Second World War for use as a training center. The hotel and city are considered the birthplace of the Coast Guard Reserve.
- The hotel is listed as a National Historic Landmark.
- The hotel's Thomas Edison clock was one of the first-ever to be used in a public space.
- The Crisp-Ellert Art Museum, built in honor of Dr. JoAnn Crisp-Ellert and her husband, Dr. Robert Ellert, offers Flagler College students and the Northeast Florida community a venue for fostering knowledge and a deep appreciation of contemporary art. As an educational resource for the College, the Museum exhibits regional, national and international artists and provides opportunities for critical engagement and exposure to a variety of exhibitions and personal interactions with visiting artists. The Museum also hosts public programs, including artist talks, readings, panel discussions and film series that provide a platform for vital interdisciplinary dialogue.

Lightner Museum

Housed in the historic former Alcazar Hotel, built in 1888 by Henry Flagler, the Lightner Museum boasts a collection of mostly American Gilded Age pieces.

Newsworthy pitch angles:

- Otto Lightner, founder of Hobbies Magazine, bought the former Alcazar Hotel in 1947 for \$150,000. He needed a place to house his collection of turn-of-the-century fine and decorative art and furniture. Many of his acquisitions, from antique mechanical musical instruments to Tiffany glass, were from Depression-era estate auctions in Chicago.
- The museum features mechanized musical instruments that date from the 1870s through the early 20th century.
- The Spanish Renaissance Revival-style building was added to the National Register in 1971.
- The museum displays a taxidermy lion that previously belonged to Winston Churchill.
- The Lightner Museum is located in the space previously used by the hotel's casino, steam baths, salons, bowling alley and swimming pool, which was the largest in the world when it was built.

Memorial Presbyterian

Henry Flagler built the church as a memorial to his daughter, Jennie Louise Flagler Benedict, who passed away following childbirth in 1889.

Newsorthy pitch angles:

- Florida's first Presbyterian congregation, established in 1890
- The church is the final resting place of Henry Flagler and members of his immediate family
- Contains an original Louis Comfort Tiffany glass window titled "Peace on Earth"

The Casa Monica Resort and Spa

Retaining its historic grandeur with a decor that includes Moorish columns and original art, this establishment is the only Gilded Age hotel to still serve as a hotel and, as such, is a National Trust Historic Hotel of America.



BLACK HISTORY

Overview:

St. Augustine's rich Black history changed our nation and inspired the world. From a free Black community in the Spanish colonial era to the civil rights movement of the 1960s, St. Augustine is the birthplace of African American history.

Facts:

- When Pedro Menendez founded St. Augustine in 1565, there were African members of his crew.
- The city's oldest written records list the first birth of a Black child in 1606, 13 years before many textbooks say the first Africans arrived at Jamestown in 1619.
- The first underground railroad ran south to St. Augustine.
- Fort Mose was the first legally sanctioned free settlement for formerly enslaved Africans in the present-day United States.
- St. Augustine played a major role in the civil rights movement of the 1960s.

Media to Target:

- Conde Nast Traveler, New York Times, Travel + Leisure, Ebony, ESSENCE, Upscale, Travel Noire, Southern Living, USA Today

Social Media to Engage:

- FB: African American Intellectual History Society, African American Travel Conference, Association of Black Travel Professionals, U.S. Civil Rights Trail, Gullah Geechee Cultural Heritage Corridor Commission, National Register of Historic Places, Martin Luther King Jr
- IG: @BlackHistory, @NAACP, @JaxNAACP

Storytelling:

Fort Mose

Fort Mose is one of the most important sites in American History - the site of the first legally sanctioned free African settlement in what is now the United States. In 1738, the Spanish governor of Florida chartered Fort Mose as a settlement for those fleeing slavery from the English colonies in the Carolinas. Over the next 25 years, Fort Mose and Spanish St. Augustine became a sanctuary for Africans seeking liberation from the tyranny of English slavery.

Newsworthy pitch angles:

- ☐ In 1994, Fort Mose was designated a National Historic Landmark and is listed on the National Register of Historic Places.
- ☐ Fort Mose is considered the focal point for the first Underground Railroad, which ran not from south to north, but rather from the British southern colonies farther south into Spanish Florida, where escaped slaves would be given their freedom.
- ☐ Fort Mose is designated by UNESCO as a Slave Route Project Site of Memory.
- ☐ In 2009 the National Park Service named Fort Mose as a precursor site on the National Underground Railroad Network to Freedom.

Lincolnvile

Former slaves established this neighborhood as “Little Africa” immediately after the Civil War in 1866. Later renamed Lincolnvile, it thrived during segregation, including a busy shopping district, churches and the largest collection of Victorian houses in town. It played a major role in the civil rights movement in the 1960s. One of the main streets has been named to honor Dr. Martin Luther King Jr.

Newsworthy pitch angles:

- ☐ Lincolnvile is listed on the National Register of Historic Places, in part because it was the launching place for demonstrations that led directly to the passage of the Civil Rights Act of 1964.
- ☐ Lincolnvile Museum and Cultural Center – housed in the community’s first Black public high school – is now a museum dedicated to the rich cultural heritage of the Lincolnvile community.
- ☐ Ray Charles was a student at the Florida School for the Deaf and the Blind. His piano is on display at the Lincolnvile Museum and Cultural Center.
- ☐ ACCORD Civil Rights Museum and Freedom Trail - 31 historic markers throughout the county tell the story of how St. Augustine became the site of the final thrust for passage of the Civil Rights Act of 1964.
- ☐ A statue of Dr. Alexander Darnes is located in the garden of the Segui-Kirby Smith House. Born enslaved, he became the first Black physician in Florida.
- ☐ St. Cyprian’s Episcopal Church, built in 1900 by Africans, is the oldest church building in Lincolnvile.



CIVIL RIGHTS HISTORY

Overview:

St. Augustine played a major role in the civil rights movement of the 1960s. Today, visitors to the city can learn about the historic events that led to the passage of the 1964 Civil Rights Act.

Facts:

- Demonstrations began in St. Augustine with a sit-in at the local Woolworth's lunch counter in 1960. Four teenagers, Audrey Nell Edwards, JoeAnn Anderson Ulmer, Willie Carl Singleton and Samuel White, known as the St. Augustine Four, were jailed and sent to reform schools for trying to order a meal at the "whites only" lunch counter. The four were praised by MLK and Jackie Robinson.
- Dr. Robert Hayling is hailed as the "father" of St. Augustine's civil rights movement. He organized demonstrations and coordinated visiting activists, including Dr. Martin Luther King.
- In the spring of 1964, northern college students on their "spring break" decided to also protest against segregation in the city. Many were arrested, including one of their supporters, Mrs. Malcolm Peabody, mother of the governor of Massachusetts.
- In May 1964, Reverend Martin Luther King Jr. arrived in St. Augustine with Andrew Young and organized a series of protests with local Black leaders.
- Martin Luther King Jr. was eventually arrested at the Monson Motor Lodge after he and others attempted to eat in the Monson Restaurant on June 11, 1964.
- On June 18, 1964, James Brock dumped acid into the water at the Monson Motor Lodge in St. Augustine. He was trying to disrupt swimmers who were protesting the hotel's whites-only policy. Wade-ins at St. Augustine Beach during the same week also received national attention.
- A photo of the events at the Monson Motor Lodge appeared in newspapers around the world, including the cover of the New York Times, and is often credited for having helped convince undecided members of Congress to vote in favor of the Civil Rights Act that was passed on July 4, 1964.

Media to Target:

- Conde Nast Traveler, New York Times, Travel + Leisure, Ebony, ESSENCE, Upscale, Travel Noire, Southern Living, USA Today

Influencers to Target:

- Oneika Raymond, @oneikatraveller
- Carol Cain, @girlgonetravel
- Erick Prince, @minoritynomad
- Olivia, @ochristine
- Travis Levis, @misterlevis

Social Media to Engage):

- FB: African American Intellectual History Society, African American Travel Conference, Association of Black Travel Professionals, U.S. Civil Rights Trail, Gullah Geechee Cultural Heritage Corridor Commission, National Register of Historic Places, Martin Luther King Jr
- IG: @BlackHistory, @NAACP, @JaxNAACP

Storytelling:

Newsorthy pitch angles:

- Frank Butler Park - One of the historic Black beaches from the segregation era now has a park on both the ocean and intercoastal waterway.
- Foot Soldiers Monument - In 2011, this artistic monument was dedicated to honor the local heroes of the civil rights movement.
- Martin Luther King Jr. Avenue in St. Augustine is one of only two streets named in his honor that MLK actually walked on
- ACCORD Museum - Located in the former office of Dr. Robert B. Hayling, dentist and civil rights leader, this was the first civil rights museum in Florida.
- ACCORD Freedom Trail – The trail provides a self-guided tour of civil rights events and locations of importance in St. Augustine’s Lincolnville neighborhood and throughout the County.



CULTURAL LANDSCAPES

Overview:

Upon landing in St. Augustine in 1513, Ponce de León looked upon the lush landscape and named it Florida, meaning flowery. St. Johns County's verdant scenery combined with a rich history spanning over 500 years offers visitors a wide range of parks, beaches and trails to explore.

Social Media to Engage:

- FB: National Park Service, Florida State Parks, Rails To Trails Conservancy, NOAA Digital Coast, Great Florida Birding and Wildlife Trail, Florida Cracker Cattle Association, National Audubon Society, Audubon Florida, Florida Farm Bureau, Florida Department of Agriculture & Consumer Services, Visit Florida
- IG: @NationalParkService, @Fl.StateParks, @RailsToTrails, @NOAADigitalCoast, @FloridaBirdingTrail, @AudubonSociety, @Audobon_FL, @FlaFarmBureau, @VisitFlorida

Storytelling:

Anastasia Island State Park

More than 1,600 acres of unspoiled beaches, tidal marshes, maritime hammocks and ancient sand dunes make this a captivating destination for visitors looking to swim, surf, boat, picnic, hike and explore. This beach has played its part in history as well, providing the coquina for the Castillo de San Marcos, and being the site of "wade-ins" by those protesting segregated beaches in the 60's.

Newsworthy pitch angles:

- ☐ Historic King's Coquina Quarries - See the remains of quarries from which laborers hauled blocks of coquina to construct the historic Castillo de San Marcos and other buildings over 300 years ago.
- ☐ Only Home of the Endangered Anastasia Island Beach Mouse - The sand dunes are home to this endangered creature, whose eating and burrowing habits promote the growth of dune-stabilizing vegetation and who has become the park's unofficial mascot.
- ☐ Teeming with Wildlife - There are 1,600 acres of rich ecosystems to explore. Located on the Great Florida Birding and Wildlife Trail, visitors can see water birds such as the great blue heron, tricolor heron, wood stork and roseate spoonbills and spot manatees, dolphins, sea turtles, fish and crabs in the estuarine tidal marsh. Shell collectors can find clam, scallop, oyster and olive shells around low tide.

St. Augustine Lighthouse & Maritime Museum

For over 400 years, a lighthouse or watchtower has stood on Anastasia Island providing aid to allies and preventing enemy ships from sneaking in and taking the city. The lighthouse is 165 feet tall, has 219 steps (which visitors can climb) and uses a lens that consists of 370 hand cut prisms, arranged in a beehive shape. On a clear night, the light can be seen for over 20 nautical miles.

Newsorthy pitch angles:

- ☐ Site of the Oldest Permanent Navigational Aid in North America - Thanks to the publishing of a map of Sir Francis Drake's raid on St. Augustine by an Italian cartographer, it's known that there has been a watchtower at the end of Anastasia Island since at least 1586.
Today's lighthouse, the second on the spot, was first lit in 1874, making it 174 years old.
- ☐ First US Coastguard Female Employee and First Hispanic-American Woman to Command A Federal Shore Installation - Maria Mestre de los Dolores Andreu became keeper of the lighthouse in 1860, after her husband, who had been the lighthouse keeper, died. She served as keeper until 1861 when the light was ordered darkened by the Confederacy.

Guana Tolomato Matanzas National Estuarine Research Reserve (GTM Research Reserve)

The GTM Research Reserve consists of 76,760 acres of interconnected ocean and forest coastal habitats, extending from Ponte Vedra Beach to Palm Coast. Its 170,000 visitors per year enjoy its scenic beaches, extensive trail systems, Environmental Education Center and Guana Lake Dam.

Newsorthy pitch angles:

- ☐ A Designated National Estuarine Research Reserve - One of only 29 in the country, the GTM Research Reserve protects and provides for a great diversity of plants and animals.
- ☐ A Vibrant, Important Ecosystem - Known fauna and flora within the reserve include 44 mammal, 358 bird, 41 reptile, 21 amphibian, 303 fish and 580 plant species. The park is also a designated destination on the Great Florida Birding and Wildlife Trail.
- ☐ 5,000 Years of Human History - Artifacts found in the GTM Research Reserve range from an arrowhead from the late Archaic Period (2500-1000 BC) to pottery from the 19th century. There are currently 115 recorded archaeological sites within its boundary. Known sites include a burial mound, numerous shell middens, a Spanish mission and homestead sites from the British, Second Spanish and Territorial time periods.



St. Augustine Alligator Farm Zoological Park

The Alligator Farm strives to instill appreciation and understanding of crocodilians and other wildlife in the hearts and minds of all visitors. First opened over 100 years ago, the zoological park has expanded to include a wide range of animals such as exotic birds, mammals and reptiles as well as being designated a site on the Great Florida Birding and Wildlife Trail.

Newsworthy pitch angles:

- ☐ One of Florida's Oldest Continuously Running Attractions - In 1893, George Reddington and Felix Fire, alligator collectors, founded the St. Augustine Alligator Farm. In 1992, the Alligator Farm was designated a U.S. Historic District.
- ☐ Only Facility in the World Exhibiting All 24 Species of Crocodilian - A milestone in reptile keeping, the Land of Crocodiles Exhibit Area, opened in 1993, hosts living specimens of all 24 currently recognized species of crocodilian.
- ☐ Zip-line Over Crocodiles - Crocodile Crossing is a one-of-a-kind zip-line experience in which participants zip over the entire park, literally seeing live crocodilians, lemurs and tropical birds from a new perspective.

Beluthahatchee Park

Full of hidden surprises, this fairytale-like, four-acre park continues the legacy of author Stetson Kennedy, who purchased and then established the land as a wildlife conservatory. Kennedy envisioned the site would become a literary landmark and that it would carry on the shared Kennedy/Woody Guthrie three-fold legacy of devotion to human rights, mother earth and the traditional culture.

Newsworthy pitch angles:

- ☐ See Literary Heritage Section for information on Stetson Kennedy, Woody Guthrie and Zora Neale Hurston.
- ☐ Lush Vegetation, Diverse Wildlife - Surrounded by a heavy canopy of native vegetation, Beluthahatchee provides wildlife a protected habitat and continues to serve as a rookery and roosting place for ospreys, eagles, snowy egrets, tri-colored heron and many other species.



Alpine Groves Park

The 54-acre park contains the partially restored house and grounds of a late 19th century homestead along with a citrus grove in the midst of live oaks and magnolia trees. Set on a bluff overlooking the St. Johns River, the park is a designated destination on the Great Florida Birding and Wildlife Trail.

Newsorthy pitch angles:

- Last Standing Structures from the 1800s - The historical site within the park was an orange grove homestead during the 19th-century citrus boom. The three historic structures on the land -the Bennett House, citrus sorting shed and stables - are the last remaining physical structures in this area from the 1800s (some with machines and tools that remain where the workers left them on their last day on the job). These buildings provide a unique window into the rich local history and economic development of northwest St. Johns County.

- One Park, Three Distinct Florida Habitats - Hiking and exercise enthusiasts will enjoy the one-mile paved, handicap-and-stroller-accessible hiking trail that traverses three distinct Florida habitats. In the uplands, you'll find towering pines, gopher tortoises and a variety of birds. Towards the river, you'll enter the mixed hardwoods, home to large live oak, hickory trees and owls. Where the freshwater creek meets the St. Johns River, you'll find cypress trees, manatees and alligators. In addition to the native Florida ecosystems, you can also find two butterfly gardens.



Hiking, Biking, Driving & Exploring the Trails of St. Johns County

Whether for a short trip or a long excursion, the multi-use trails of St. Johns County take you through Florida's different habitats while displaying the region's beautiful flora and fauna.

Newsworthy pitch angles:

- ☐ St. Augustine to Palatka Rails to Trails Path - This 19-mile paved trail transformed from what was once the Florida East Coast Railway includes views of a mix of woodland and rural landscapes as it runs through several small communities including Elkton, Armstrong and Hastings as well as the Gullah Geechee Heritage Corridor.

- ☐ St. Johns River to Sea Loop - The longest loop trail underway in the American Southeast, this 260-mile multi-use trail is constantly evolving, with many of the miles either complete or in the acquisition, design or construction phase. The character of the loop ranges from resort towns to rural hamlets, from coastal dunes to springs and links the seashore, Florida State Parks, national monuments, national wildlife refuges and museums. The St. Johns portion runs through the Palatka to St. Augustine State Trail.

- ☐ Stokes Landing Conservation Area - Journey through this 1.4-mile loop and look for red-tailed hawks, wading birds and otters on this 274-acre preserve.

- ☐ William Bartram Scenic and Historic Highway - Named in honor of America's first natural-born botanist who traveled Florida extensively in the 1700s, this highway runs 17 miles along the east side of the St. Johns River from Jacksonville south to northwestern St. Johns County on State Road 13. The scenic route is known for 300-year-old live oaks on either side, hanging Spanish moss and lots of other jungle-type flora as well picturesque views of the St. Johns River. Trails parallel the whole length of the driving road and enable an idyllic hike or bike ride across hardwood hammocks and through wetlands and small agricultural villages along the estuary.

- ☐ Dixie Highway - Deep in the scrub forest of central Flagler and southern St. Johns counties, the "Old Brick Road," a 10-mile stretch of red-brick ghost highway that was part of a 5,000 mile interstate partnership, once brought a regular stream of tourists in Model-T Fords from as far as Chicago to the exotic, tropical wilderness of Florida. Completed in 1916 but obsolete within 15 years, this road provides a glimpse into Florida's past along with access to ghost towns, logging areas and farms. The road is rugged, often bumpy and only nine-feet wide in some areas. Visitors will need a car or bike that can handle the terrain.

- ☐ Gullah Geechee Heritage Festival (Armstrong) - The only one of its kind in Saint Johns County and held in one of the few remaining African-American settlements in Northeast Florida, this festival combines a scenic bike ride led by Bike Florida with a celebration of the traditions of the Gullah Geechee people, including music, dancing, food, basket weaving, art and the Gullah Geechee Ring Shouters.

The Great Florida Birding & Wildlife Trail

Because it's along the Atlantic Flyway, a more than 3,000 mile stretch from the Arctic tundra to the Caribbean traversed by migratory birds, Florida sees a wide variety of birds (spring and fall migrants as well as year-round residents) that find supportive living conditions in the region's productive ecosystems. The Great Florida Birding and Wildlife Trail is a network of 510 premier wildlife viewing sites across the state. St. Johns County has 12 official sites that are a part of this trail.

The sites are:

- Alpine Groves Park
- Anastasia State Park
- Faver-Dykes State Park
- Fort Matanzas National Monument
- Fort Mose Historic State Park
- Guana River Wildlife Management Area
- Guana Tolomato Matanzas National Estuarine Research Reserve
- Matanzas State Forest
- Southeast Intracoastal Waterway Park
- St. Augustine Alligator Farm Zoological Park
- Vaill Point Park
- Vilano Boat Ramp

A1A Scenic and Historic Byway: An All American Road

Perhaps no stretch of highway reaches further into America's history than the A1A Scenic and Historic Coastal Byway. From the northern boundary of St. Johns County, the 72 mile Byway connects State Parks, National Monuments, stunning beaches, nature trails, estuaries and five hundred years of history. Recognized as a National Scenic Byway in 2002, the A1A Scenic and Historic Coastal Byway was designated as Florida's second All-American Road on February 16, 2021.



Agricultural Destinations and Events in St. Johns County

Florida's climate and soil are ideal for farming and, while the state is known for its citrus fruits, St. Johns County actually offers up a few agricultural surprises, such as the Datil pepper - a hot pepper that's unique to the area- and Hastings, the Potato Capital of Florida (a local agriculture agent with the University of Florida says that "30 percent of the spring potato crop in the United States comes from the region").

Newsorthy pitch angles:

- Birthplace of the Datil Pepper - In 2013, Horticultural Sciences Professor Daniel Cantlife told the St. Johns County Commission that "St. Johns County is the only place on the planet that this plant, the Datil, has come from... We have looked around the planet; we can't find it anywhere else." The datil pepper has been used in regional cuisine since the 1700s when Minorcan colonists began incorporating the pepper (as hot as the Habanero, but sweeter) into their dishes. Today, it's used in locally-made and regionally famous Datil Pepper Sauce and Minorcan Chowder as well as for vinegars, jellies and mustards.
- Datil Pepper Festival - This annual celebration recognizes this unique-to-the-region pepper and its importance to the culinary heritage of the nation's oldest city. Activities include: a Datil Pepper Restaurant Cook-Off, Hot Sauce Competitions, Datil Jelly and Jam Contest, tastings and sale of datil pepper products, plants and décor.
- Hastings, the Potato Capital of Florida - When Henry Flagler needed fresh produce for his luxury St. Augustine hotels, he convinced his cousin to start a farm, which grew into the town of Hastings. Known as the Potato Capital of Florida, this small farming community has 21,000 acres of potato farms and also produces cabbage, onions, eggplant and ornamental horticulture. With nearby towns possessing names like Spuds, the county itself is a huge potato producer with 30 percent of the spring potato crop in the U.S. coming from the region.
- County Line Produce (Hastings) – Selling produce since 1965, this fruit and vegetable stand on a 65-acre farm is one of the oldest seasonal businesses in St. Johns County. Started and still run by the Bland Family, the farm first offered just cabbage and potatoes (a mainstay of the county) and then over time has added carrots, beets, Brussels sprouts on the stem, all kinds of greens and Silver Queen corn. They now also bring in fruit and vegetables from other Florida farms as well as locally made foods, such as honey, boiled peanuts and Datil pepper sauce.
- Sykes Family Farms – With over 50 years of farming experience, Sykes Family Farms entertains visitors of all ages with activities like their 9-acre corn maze full of "cornfusing" twists and turns, animals, cow milking, hayrides, a play area and more.

Cattle Ranches

As the oldest city in America, cattle have been raised in the area for centuries, having arrived in Florida with the Europeans in the 1500s.

Newsorthy pitch angles:

- Florida Cracker Cattle - The Cracker Cattle descend from cows first brought to Florida in the 1500s by Ponce de León and later Spanish explorers and settlers. A number of these cattle escaped and ran wild for years. Their name comes from the cowboys known as Crackers for their ability to make a whip snap. These heritage cattle are raised in ranches in St. Johns County, including Two Sons Farm,
- Cracker Day Celebration (St. Johns County Fairgrounds, Elkton) - This annual event celebrates the region's Cracker Cattle and Cracker Cowboy traditions with horse and cattle games, such as the popular barrel roll, a whip-cracking contest, games for children and plenty of food and drink, especially barbeque meats.

LITERARY HERITAGE

Overview:

St. Johns County is an ideal destination for bibliophiles. Florida was a paradise to prolific writers and some even called St. Augustine home.

Facts:

- The Florida Federal Writers' Project provided jobs for unemployed writers during the Great Depression. It was responsible for bringing together famous authors in Florida like Stetson Kennedy and Zora Neale Hurston. Northeast Florida was a base for many of the FWP writers based in the state.
- Pulitzer Prize-winning author Marjorie Kinnan Rawlings, known for classic works like *The Yearling* and *Cross Creek* spent a part of her life living at her home in Crescent Beach, which still stands. She and her husband owned the hotel that currently houses St. Augustine's Ripley's Believe it or Not Museum.
- 230+ fictional books have been written about St. Augustine or have scenes in or around the city.

Media to Target:

- New York Times, Washington Post, Town & Country, HuffPost, NPR, Oxford American, The Atlantic, Good Grit, Garden & Gun, Southern Living, BuzzFeed

Social Media to Engage:

- FB: State Archives of Florida, ALSC - The Association for Library Service to Children, Woody Guthrie, Their Eyes Were Watching God, Library of Congress
- IG: @LibraryCongress

Storytelling:

Zora Neale Hurston Park

Zora Neale Hurston's conversations with former slaves inspired her work *Their Eyes Were Watching God*, which has won numerous awards and been included in several "Best" lists, including the 100 best English-language novels published since 1923.

- A park dedicated to Hurston sits at the corner of King Street and Ponce de Leon Boulevard.
- A plaque identifies the home where she lodged on West King Street.

Beluthahatchee Park

Located in northwest St. Johns County on the William Bartram Scenic Highway, Beluthahatchee Park was formerly the residence of journalist/author Stetson Kennedy. The author of *Palmetto Country*, *Southern Exposure* and *Jim Crow Guide to the U.S.A.*, Stetson Kennedy was probably best known for his investigations into the Ku Klux Klan, which resulted in his 1957 book *The Klan Unmasked*. His work as a writer, activist and conservationist continued until his death in August 2011. Beluthahatchee is now a St. Johns County park with the main house serving as a museum and many of Kennedy's personal items on display along with educational exhibits about Kennedy, Woody Guthrie and conservationist William Bartram.

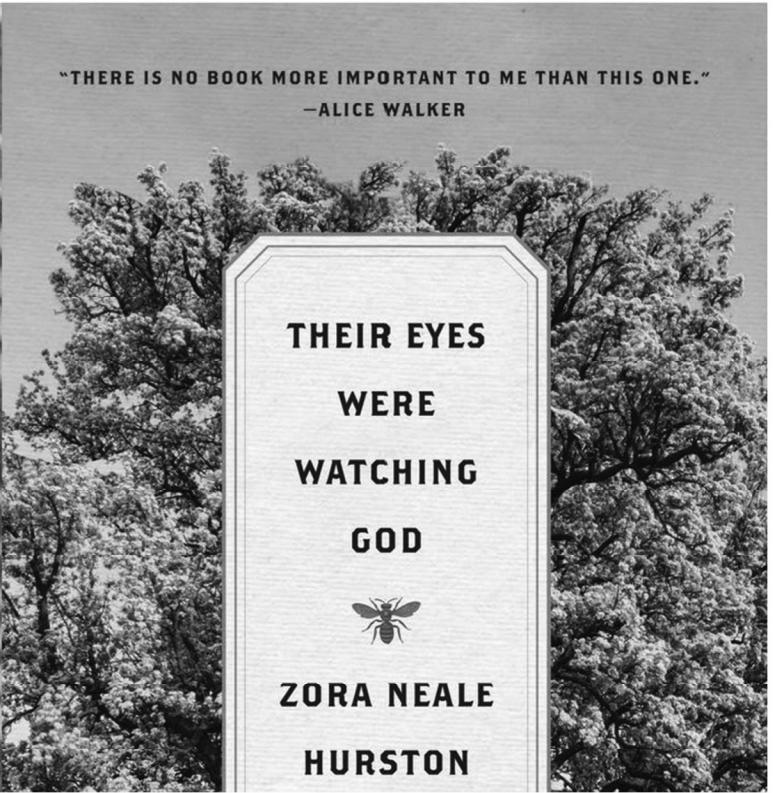
- The Kennedy homestead was added to the American Library Association's national register of literary sites in 2003, and Kennedy himself was inducted into the Florida Artists Hall of Fame in 2005.
- The Stetson Kennedy residence is a National Literary Landmark, as recognized by the Friends of the US Library. It is the only twice designated Literary Landmark, because of its association with both Kennedy and Woody Guthrie.

Hemingway House B&B

The owners of the Hemingway House Bed & Breakfast admit that — while Hemingway visited the city of St. Augustine — he never stayed at this home on Charlotte Street. Today, guests can enjoy any of the six cozy rooms in this quaint adult-centric bed and breakfast and perhaps learn a bit more about Hemingway in the process.

Tale Tellers of St. Augustine

The Tale Tellers was formed in 1993 by storytelling enthusiasts who are passionate about sharing historical stories about the nation's oldest city and the people who inhabited it. Visitors can find Tale Tellers events at local libraries, festivals, historical reenactments and more. Florida Storytelling Week, which falls during the last full week in November before Thanksgiving, is held annually with storytellers holding many events at a variety of venues.





Environmental Scan

Although St. Johns County has incredible culture assets that afford the destination unique opportunities to meet its goals and objectives, it is important to assess how the current strengths, weaknesses, opportunities and threats may impact the success of the SJCC Cultural Destination Marketing Plan.

The following analysis is based on a Cultural Destination Marketing Review which included a 5-day cultural immersion tour of St. Johns County; countless hours of one-on-one interviews with representatives from cultural attractions, organizations and venues in St. Johns County; current tourism industry research and cultural visitor trends.

STRENGTHS

- Quality and quantity of cultural assets spanning five centuries
- Expansive inventory of American cultural “stories”
- Numerous national and international cultural designations and affiliations
- Access to highly educated cultural experts and professionals within the destination
- Quality of natural resources and cultural landscapes are equal to heritage resources
- Ease of transportation – access from major interstates and an international airport within one hour

OPPORTUNITIES

- Attract and retain new visitors to St. Johns County
- Gain media attention from national and international media outlets with cultural audiences and interests
- New partnerships and collaborative marketing opportunities with national and international cultural organizations
- Reset the St. Johns County tourism program to support new markets, strategies and outcomes
- Capitalize on pent-up travel demand by introducing new cultural tourism experiences

WEAKNESSES

- Lack of cultural asset awareness outside of regional market
- Lack of resources for cultural asset marketing
- Brand identity splintered by multiple websites, logos, taglines and marketing campaigns

THREATS

- Undervaluing the opportunity cultural tourism provides for St. Johns County
- Competing cultural tourism destinations will reduce St. Johns County potential market share
- Unpredictable health, safety and economic issues



DIFFERENTIATION = COMPETITIVE ADVANTAGE

Destinations with distinctive heritage and cultural assets are more likely to achieve differentiation in the minds of potential visitors. Differentiation is the key to achieving competitive advantage in tourism.

St. Johns County has more diverse, distinctive cultural assets than any single place in America. The Cultural Destination Marketing Plan will adhere to the following internal Cultural Brand Promise to guide the development of the creative assets, messaging and associated strategies to create destination differentiation and competitive advantage for St. Johns County.



CULTURAL BRAND PROMISE



Only in St. Johns County can you experience five centuries of diverse, authentic heritage and cultural assets with an overwhelming number of “firsts” and “only” in the United States of America, housed among expansive cultural landscapes, beautiful beaches and friendly Florida hospitality.





Target Market

With proper planning and guidance, St. Johns County has unlimited opportunity in the cultural tourism segment. It is important to recognize that there are different classifications of cultural tourists, and marketing efforts should be geared to the classifications with the most opportunity.

The Journal of Heritage Tourism outlines a model which divides cultural tourists into five different types:

1. **Purposeful cultural tourists** are those who have a deep cultural experience and their major reason for visiting is to learn about the culture or heritage.
2. **Sightseeing cultural tourists** visit mainly for culture or heritage. However, their experience is more shallow and entertainment-orientated.
3. **Casual cultural tourists** are those whose cultural reason plays a limited role in the decision for the visit, and subsequently they visit in a shallow manner.
4. **Incidental cultural tourists** participate in cultural tourism activities, although cultural tourism plays little or no meaningful role in their destination decision-making process. They also have shallow experiences.
5. **Serendipitous cultural tourists** visit cultural attractions and have a deep experience even if at the beginning cultural tourism plays little or no role in the decision to visit a destination.

TARGET MARKET DEMOGRAPHICS

The SJCC Cultural Destination Marketing Plan focuses on two distinctive target demographics:

1. Baby Boomers – Individuals born between 1946-1964
2. Millennials – Individuals born between 1981-1996

(Note: Within these demographics are sub-targets, such as African American and Hispanic visitors)

Baby Boomers Overview

Age: 58 to 76

Ability to Travel: Wealthiest age demographic in America. According to a 2021 Charles Schwab study, the average baby boomer household with \$100,000 in easily accessible savings has a total retirement savings of \$920,000.

What's Important in Travel Experiences: According to the AARP Travel's 2019 Boomer Travel Trends, baby boomers were planning to take a total of 4-5 trips on which they planned to spend over \$6,600 (20% to 50% more than Generation X). Beyond craving unique and authentic cultural experiences, baby boomers are interested in luxury. Boomers are responsible for 80% of all luxury travel spending.

Media Consumption: Baby boomers are the largest consumers of traditional media such as television, radio, magazines and newspapers. 90% have a Facebook account, and they adopt new technologies to stay relevant and in touch with family and friends.

Covid-19 Impact: Baby boomers are the demographic most anxious to resume travel.

Millennials Overview

Age: 26 to 41

Ability to Travel: Poised to become the richest demographic in history. A 2019 study published in Forbes Magazine noted that millennials will have five times as much wealth as they have today as they are anticipated to inherit over \$68 trillion from their baby boomer parents by 2030.

What's Important in Travel Experiences: Authenticity is the #1 motivation for millennial travel. They want to curate their travel experiences and are seeking unique, off-the-beaten-path adventures that are authentic, unforgettable and Instagram-worthy. Topdeck Travel, a popular travel provider of group travel for millennials, recently reported that the main goal for millennials when traveling is to experience a new culture.

Media Consumption: 95% still watch television, but Netflix edges out traditional cable. They are extremely comfortable with mobile devices and typically have multiple social media accounts. In travel, they want to share what they see on social media.

Covid-19 Impact: They'll work from anywhere. Travel is no longer restricted to scheduled vacations.

TARGET GEO-MARKETS

The Cultural Destination Marketing Plan focuses on the following geo-targets:

1. National
 - Many of the cultural assets of St. John County have the potential to garner national media interest. In the section "Examples of St. Johns County Cultural Assets," we have listed national media outlets most likely to be interested, including Conde Nast Traveler, New York Times, Travel + Leisure, Ebony, ESSENCE, Upscale, Travel Noire, Southern Living and more.
2. Direct-flight Markets to JAX International Airport and Northeast Florida Regional Airport
 - St. Augustine's Northeast Florida Regional Airport boasts direct flights to Newark and Portland, Maine. Atlanta, Dallas-Fort Worth, Houston, New York, Philadelphia, Washington D.C., Boston and Chicago are just a few of the cities with direct flights to Jacksonville International Airport, less than an hour away. Members of heritage and cultural organizations, clubs and venues will be targeted primarily through social media, paid media and earned media tactics.



**CULTURAL DESTINATION
MARKETING STRATEGIES**

FISCAL 2021 REVIEW

January – May:

Developed 3-Year Cultural Destination Marketing Plan

Development of new St. Augustine Food + Wine Festival at World Golf Village; held May 2021

May-September:

Development of new Juneteenth celebration at St. Augustine Amphitheatre

Support for Sing Out Loud Festival

Tactics

- Developed concept and tagline for cultural marketing campaign
- Captured photography and video to support cultural marketing campaign
- Developed landing page to support cultural marketing campaign
- Developed collateral materials to support cultural marketing campaign
- Developed digital marketing assets to support cultural marketing campaign
- Implemented social media strategy to support cultural marketing campaign
- Distributed media releases to support cultural marketing campaign
- Establish baseline for SJCC KPI's

FISCAL 2022 REVIEW

October – June:

Launched Cultural Marketing Campaign

Developed ACCORD Museum Tours for Black History Month

Support for Discover Fort Mose Concert Series

National Register Listing for St. Augustine Beach Hotel; NPS and NT Grants for Civil Rights Exhibition

Launched St. Augustine PoetFest

Opened new cultural venue, The Waterworks

Expansion of St. Augustine Food + Wine (Southern Living sponsorship; new downtown events)

Began development of new culinary event for Vilano Beach

Began Development of Gullah Geechee Heritage Festival for Armstrong

Tactics

- Launched email marketing campaign with dedicated email blasts on national cultural media sites and market specific sites
- Published SJCC cultural newsletter, 4x month
- Launched digital marketing campaign on national cultural marketing media sites and market specific cultural media sites
- Launched print marketing campaign in national cultural marketing media publications and market specific cultural media sites
- Launched social media campaign to support email marketing, digital and print campaigns, blog posts, cultural events and public relations plan
- Launched public relations outreach to support national paid media campaigns, cultural magazine launch, and cultural events
- Launched and distributed Cultural Tourism Guide

FISCAL 2023

October – September:

Continue Cultural Marketing Campaign

Development of Literary Trail

Development of Civil Right Exhibit and App

Tactics

- Complete and implement any incomplete tactics from 2022
- Continue SJCC cultural newsletter
- Continue SJCC cultural blog
- Continue digital marketing campaign on national cultural marketing media sites and market specific cultural media sites
- Continue print marketing campaign in national cultural marketing media publications and market specific cultural media sites
- Continue email marketing campaign with dedicated email blasts on select media sites
- Continue social media campaign to support email marketing, digital and print campaigns, blog posts, cultural events and public relations plan
- Continue public relations outreach to support national paid media campaigns, cultural magazine launch, and cultural events
- Launch cultural visitor training program for destination stakeholders

December:

Present Gullah Geechee Heritage Festival in Armstrong

January:

Publish and Distribute new Cultural Magazine highlighting Visual, Literary and Performing Arts

July-September:

- Analyze 2023 results
- Adjust 2024 plan as needed

MEASUREMENT & KEY PERFORMANCE INDICATORS

- Earned Media – # of media impressions earned
- Direct Response Campaign – # of emails/phone numbers/addresses collected
- Email Marketing Campaign – open rate, click-thru rate
- Social Media – # of followers, impressions, engagement rate
- Digital Campaigns – click-thru rate, impressions
- Improve SJCC Visitor Demographic Profile – visitor quality indicators include location, age, household income, areas of interest
- Improve SJCC video and photography library – quality and diversity of library
- Increase SJCC partner agencies collaborative programs – compared to prior year
- Increase SJCC lodging, restaurant and attraction partners' knowledge of the cultural visitor – survey of partners' cultural knowledge before and after training

FISCAL 2024

October – September:

Continue Cultural Marketing Campaign

Tactics

- Complete and implement any incomplete tactics from 2023
- Update/refresh cultural collateral materials
- Continue email marketing campaign with dedicated email blasts on national cultural media sites and market specific cultural media sites
- Continue SJCC cultural newsletter
- Continue SJCC cultural blog
- Continue digital marketing campaign on national cultural marketing media sites and market specific cultural media sites
- Continue print marketing campaign in national cultural marketing media publications and market specific cultural media sites (as budget permits)
- Continue email marketing campaign with dedicated email blasts on select media sites
- Continue social media campaign to support email marketing, digital and print campaigns, blog posts, cultural events and public relations plan
- Continue public relations outreach to support national paid media campaigns, cultural magazine launch, and cultural events
- Continue cultural visitor training program for destination stakeholders

January:

Issue #2 Cultural Magazine

July-September:

- Analyze 2024 results
- Create new 3-Year Plan for Heritage & Cultural Tourism

MEASUREMENT & KEY PERFORMANCE INDICATORS

- Earned Media – # of media impressions earned
- Direct Response Campaign – # of emails/phone numbers/addresses collected
- Email Marketing Campaign – open rate, click-thru rate
- Social Media – # of followers, impressions, engagement rate
- Digital Campaigns – click-thru rate, impressions
- Improve SJCC Visitor Demographic Profile – visitor quality indicators include location, age, household income, areas of interest
- Improve SJCC video and photography library– quality and diversity of library
- Increase SJCC partner agencies collaborative programs – compared to prior year
- Increase SJCC lodging, restaurant and attraction partners’ knowledge of the cultural visitor – survey of partners’ cultural knowledge before and after training



**CULTURAL DESTINATION MARKETING
ADVERTISING PLAN**

Goal

Maximize the SJCC advertising budget with email marketing, digital and print advertising placements in media outlets catering to cultural travelers.

Deliverables

- Negotiate Media Buys
- Develop Advertising Materials
- Manage Submission of Materials

Example of Cultural Target Media Outlets

- National Geographic
- Preservation
- Conde Nast Traveler
- Travel + Leisure
- New York Times
- American Way
- Town & Country
- Luxury Magazine
- Robb Report
- Elite Family Travel
- Fathom
- Gayot
- Upscale Traveler
- Forbes
- Modern Luxury
- Global Traveler Magazine
- The Culture Trip
- Epicure and Culture
- Reader's Digest
- Departures
- Afar

Forbes

Reader's
Digest

American Way

Condé Nast
Traveler

LUXURY

The New York Times

TRAVEL+
LEISURE

gT Global Traveler
THE SOURCE FOR LUXURY BUSINESS TRAVELERS

Robb Report

culture trip

Actions

- Create a paid media plan based on available budget that maximizes integrated media opportunities and provides the most reach for cultural markets. Special consideration will be given to:
 1. Cultural outlets with large percentage of baby boomer or millennial subscribers/followers
 2. Cultural outlets with special sections featuring cultural products in alignment with SJCC cultural assets
 3. Media outlets that offer special pricing on integrated media plans
 4. Media outlets that maximize the number of media impressions and ROI
- Craft marketing campaigns that support SJCC cultural marketing plan and cultural products, for example:
 1. St. Johns County as a destination for African American Heritage
 2. Five Centuries of Architecture
 3. Gilded-Age Treasures
 4. Cultural Landscapes on A1A
 5. Literary Masterpieces and St. Johns County
- Develop cooperative marketing campaign opportunities for cultural partners that includes integrated media and lead generation.

Ongoing

- Develop marketing campaigns to support SJCC events
- Develop marketing campaigns to support SJCC partner events

KPIs

- Direct Response Campaign – # of emails/phone numbers/addresses collected
- Email Marketing Campaign – open rate, click-thru rate
- Social Media – # of followers, impressions, engagement rate
- Digital Campaigns – click-thru rate, impressions



**CULTURAL DESTINATION MARKETING
PUBLIC RELATIONS PLAN**

Goal

Secure earned media placements in top outlets catering to cultural travelers. Provide targeted media outreach for new and existing marketing campaigns. Support partner attractions and events through creative storytelling.

Deliverables

- Create and maintain Press Kit
 1. Fact Sheets ex. Overview, Black History, Literary
 2. Photo library for media use
- Develop Content Calendar containing important events, days and editorial themes to leverage outreach

Example:

Color Key	Editorial Calendar	Press Release	Events to Pitch	Themes to Pitch	Workshops/Exhibits	
January	Events and happenings for the year	National Plan for Vacation Day - January 28	Southern Living (April 2021 - The South's Best)	St. Augustine HIM festival		
February	Black History Month	The Local Palate (April/May 2021 - Spring Entertaining Issue)	Spanish Wine Festival			
March	Women's History Month	Garden & Gun (June/July 2021 - Travel Issue)	Country Living (June 2021 - Road Trip)	Southern Living (June 2021 - The Vacation/Staycation Issue)		
April	National Poetry Month	Paisa Florida	Earth Day - April 22	Summer Updates	American Impressionism: Treasures from the Drawnwood Collection	Easter Parade
May	Mother's Day	National Tourism Week	National Museum Day - May 17	Music by the Sea Concert Series	St. Augustine Food & Wine	
June	Father's Day	Junebirth	St. Augustine's Music Festival			
July	Independence Day	Fall Updates	Town & Country (Nov 2021 - Art & Culture Issue)			
August	The Sam Sheppard exposé	Southern Living (Nov 2021 - Fall Traditions Issue)	Preservation magazine (Fall 2021 issue)			
September	Labor Day - September 6	World Tourism Day - September 27	Southern Living (Dec 2021 - Christmas Joy Issue)	Founders Day Celebration		
October	Halloween - October 31	Holiday Release	Town & Country (Dec 2021 - The Holiday Issue)			
November	Veterans Day - November 11	Thanksgiving/Black Friday/Cyber Monday	St. Augustine as the site of the first Thanksgiving	Night of Lights		
December	Christmas - December 25	New Year's Eve - December 31	Regatta of Lights			

Example of Target Media Outlets

- National Geographic
- Conde Nast Traveler
- Travel + Leisure
- New York Times
- American Way
- Town & Country
- Luxury Magazine
- Robb Report
- Elite Family Travel
- Fathom
- Gayot
- Upscale Traveler
- Forbes
- Modern Luxury
- Global Traveler Magazine
- The Culture Trip
- Epicure and Culture
- Reader's Digest
- Departures
- Afar



Actions

- Create a PR outreach program that includes 1-2 press releases per month. Sample Releases:
 1. PR: Lightner Museum Celebrates American Impressionism with a New Special Exhibition
 2. PR: St. Augustine Launches New Trail Highlighting Rich Literary History
 3. PR: Five Ways to Discover St. Augustine's Civil Rights History
 4. PR: St. Augustine's Hidden History

- Craft 50 proactive, personalized pitches each month targeted to media across all platforms: print, digital & broadcast. Provide a steady stream of news and story ideas to keep the destination top-of-mind among all audiences. Examples:
 1. St. Johns County as a destination for Black History Month
 2. Walk in MLK's footsteps at these St. Johns County landmarks
 3. Why bibliophiles should go to St. Augustine
 4. Can't travel to Spain? Visit St. Augustine
 5. Take a scenic road trip this summer on A1A

- Arrange and facilitate 5 media/influencers FAM visits per year. Coordinate itineraries, recruit/screen participants and follow up; ensure positive results. Examples:
 1. Arts & Cultural travel writers
 2. Black travel writers
 3. Historical travel writers
 4. Luxury travel writers
 5. Food & Wine writers

- Seek editorial awards and accolades. Examples:
 1. Southern Living's Best in the South
 2. Conde Nast Traveler – Readers' Choice Awards
 3. Travel + Leisure – World's Best Awards
 4. Afar – Travelers' Choice Awards
 5. Departures – Legend Awards

Ongoing

- Respond to media leads
- Develop and maintain target media lists – regional, national & trade

KPIs

- Earned media impressions and ad equivalency





**CULTURAL DESTINATION MARKETING
SOCIAL MEDIA PLAN**

Goals

Create awareness, reach target with brand messaging and grow followers while also increasing the target audience's engagement with social accounts and content. Drive clicks to site, especially to landing pages that can capture people's contact info for use in other marketing efforts.

Deliverables

- Develop a Social Media Action Plan that dictates calls-to-action, voice, frequency, content parameters, community management and other agreed-upon guidelines for regular posting and engagement
- Create monthly posting content for Facebook & Instagram featuring important events, holidays, news and storytelling topics
- Strategic use of Social Media Ads to amplify messaging and drive engagement and clicks to site
- Monthly reports, detailing KPIs with an analysis of results

Actions

- Develop high quality content
 1. Craft copy that employs a mix of calls to action, formats and tones to garner engagement
 2. Use images and video that grab attention
- Tell stories
 1. Take advantage of St. Johns County's wealth of stories to achieve marketing goals, such as changing perceptions and encouraging longer stays
 2. Connect these stories back to cultural assets to promote authentic experiences
 3. Plan content in advance to ensure we're promoting all the storytelling categories and cultural assets, both in St. Augustine and St. Johns County
- Execute the Community Management Plan
 1. Build relationships with potential visitors and improve their perception of the St. Johns County community by responding to DMs, comments and shares and liking or commenting on mentions
 2. Search for relevant content created by others on social media. Engage with their content so they will be more aware of St. Johns and its cultural assets as well as potentially follow SJCC accounts and promote SJCC messaging
 3. Develop guidelines and manage who we're following on Instagram
 4. Seek out and share User Generated Content (UGC), building a rapport by asking for permission first
- Drive results with a strategic social media ad campaign
 1. Reach more people, grow followers and motivate the target to take actions (sign ups, clicks to site, etc.)
 2. Employ various ad campaigns (such as Follower Growth, Brand Awareness, Traffic and Conversion Ads) and content types (such as using a video, a carousel of images or a single image)
 3. Use re-targeting and look-a-like audiences to find potential visitors and move them from cold or warm leads to conversions
- Integrate with other marketing efforts to leverage results and amplify messaging
 1. Promote the same topics as other efforts and provide more reach, frequency and a consistent message
 2. Post PR coverage to leverage third-party recommendations and stories to give coverage greater reach

KPIs

- Impressions and/or Reach
- Engagement stats, including likes, shares and comments
- Followers
- Clicks on links

A black and white photograph of a coastal scene. In the foreground, a stone wall runs along the edge of a body of water. In the middle ground, several palm trees stand on a sandy area. In the background, a bridge is visible across the water, and the sky is overcast.

RESEARCH AND RESOURCES

REPORTS

- Art and Cultural Center Market Analysis and Feasibility Study for St. Johns County, Johnson Consulting, Feb 8, 2019
- St. Johns County January-March, 2020 Visitor Tracking Report, Downs & St. Germain Research
- St. Johns County April-June 2019 Visitor Tracking Report, Downs & St. Germain Research
- St. Johns County July-September 2019 Visitor Tracking Report, Downs & St. Germain Research
- St. Johns County October-December 2019 Visitor Tracking Report, Downs & St. Germain Research
- St. Johns County Tourist Development Taxes FY 2019-FY 2020 By Accommodations Type
- 2016 St. Johns County Visitor Profile Survey Data: St. Johns County Tourist Development Council
- 2017 St. Johns County Visitor Profile Survey Data: St. Johns County Tourist Development Council
- Strategic Plan St. Johns County Tourist Development Council, March 20, 2017
- Florida's Historic Coast VCB Marketing Plan 2020

ARTICLES

- "St. Augustine's Fort Mose added to UNESCO Slave Route Project," St. Augustine Record, May 20, 2019
- "St. Augustine's Fort Mose" Florida Museum, University of Florida, www.floridamuseum.ufl.edu
- "Explore History in St. Augustine's Lincolnville Neighborhood," WhereTraveler, Jacksonville, St. Augustine, August 28, 2018
- "Bringing Cultural Tourism Back in the Game," Cutting Edge, January 21, 2021, Unesco.org
- "Cultural Tourism: A Review of Recent Research and Trends," Volume 36, Science Direct, September 2018
- "Tourism Trends: The Convergence of Culture and Tourism," Greg Richards, 2017, Academia.edu

BOOKS

- "Last Train to Paradise: Henry Flagler and the Spectacular Rise and Fall of the Railroad that Crossed an Ocean," Les Standiford, 2003
- "Hotel Ponce de Leon: The Architecture & Decoration," Thomas Graham; Leslee F. Keys, 2013
- "Hotel Ponce de Leon: The Rise, Fall, and Rebirth of Flagler's Gilded Age Palace," Leslee F. Keys, 2018
- "Carnegie Survey of the Architecture of the South – St. Augustine, St. Johns County, Florida 1936-37," Jeffery Jones, 2016
- "Before the White Man: The Prehistory of St. Johns County, Florida," James M. Smith, 1985
- "Hastings: Florida's Potato Capital," Gregory Leonard, 2021

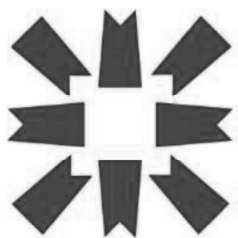
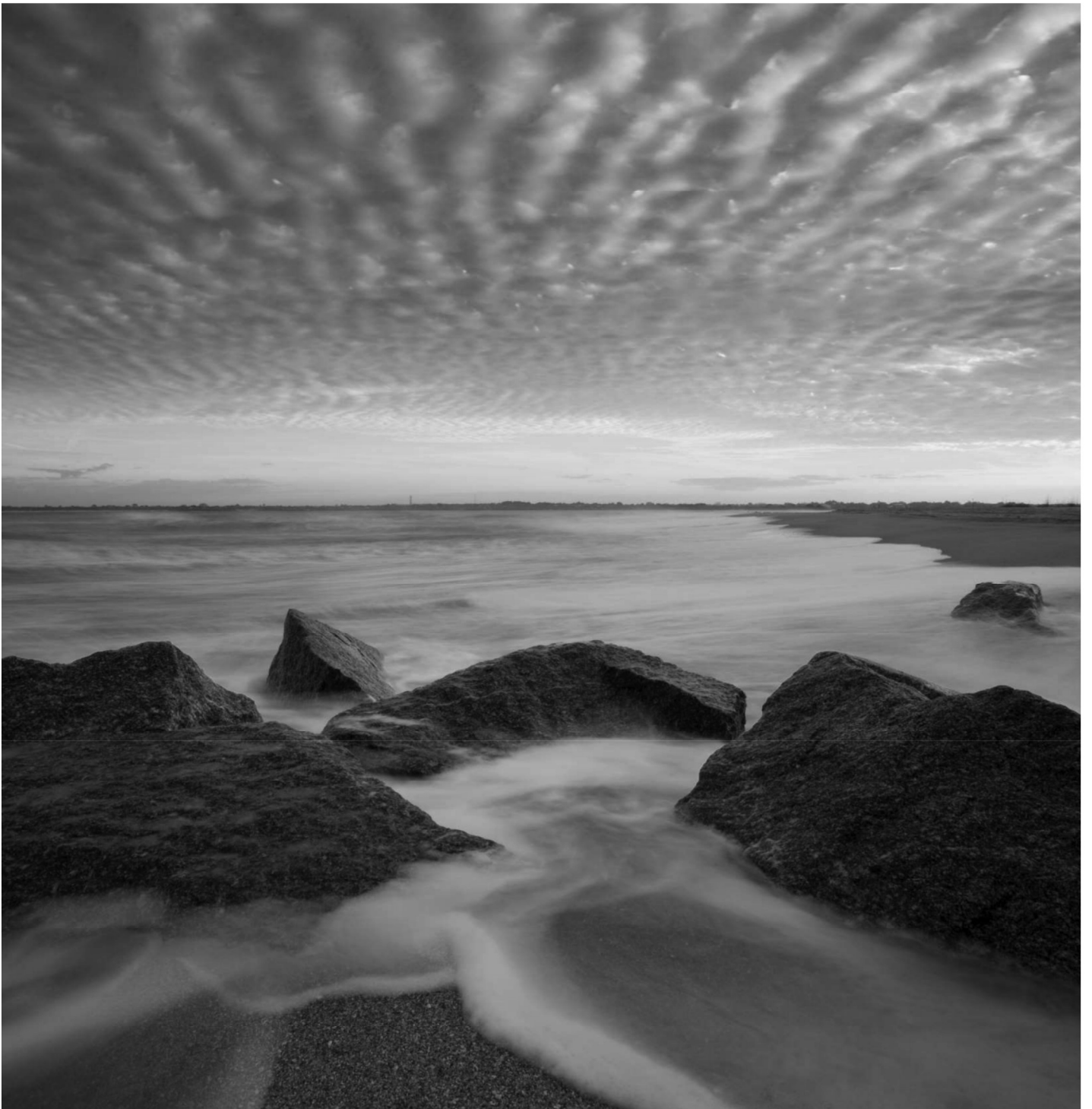
WEBSITES

- uscivilrightstrail.org
- unesco.org
- floridahumanities.org
- nps.gov
- savingplaces.org
- unwto.org
- southernliterarytrail.org
- buses.org
- journals.sagepub.com



FY 2023 BUDGET

AGENCY FEES (public relations, social media, design)	100,000
ADVERTISING	
PRINT, DIGITAL, EMAIL PACKAGES	250,000
SOCIAL MEDIA	30,000
RADIO & TELEVISION	86,000
PRODUCT DEVELOPMENT	150,000
CIVIL RIGHTS EXHIBIT / APP	
LITERARY TRAIL	
BLACK HISTORY MONTH TOURS & CONCERT	
GAMBLE ROGERS / STORYTELLING	
GULLAH GEECHEE HERITAGE CORRIDOR	
CULINARY EVENTS	
CULTURAL EVENTS MAGAZINE	
RESEARCH, WRITING & DESIGN	25,000
PRINTING	35,000
DISTRIBUTION	10,000
CULTURAL GUIDE PRINTING & DISTRIBUTION	25,000
PHOTOGRAPHY / VIDEOGRAPHY	25,000
TRAVEL INDUSTRY CONFERENCE FEES & TRAVEL	25,000
CALENDAR OF EVENTS (collaboration w/VCB)	20,000
WEBSITE DEVELOPMENT, HOSTING, SEO	20,000
HOSTED MEDIA VISITS	12,500
OTHER COMMERCIAL PRINTING	12,500
ST. AUGUSTINE FILM OFFICE	10,000
ART IN PUBLIC SPACES	10,000
VISIT FLORIDA WELCOME CENTER PROGRAMS	5,000
GRANT SOFTWARE	10,000
GRANTS ADMINISTRATION EXPENSE	50,000
ADMINISTRATION @ 26%	<u>320,000</u>
SJCC CONTRACT	1,231,000
ACH GRANTS	450,000
SPECIAL EVENTS	<u>150,000</u>
TOTAL ARTS, CULTURE AND HERITAGE	1,831,000



ST. JOHNS
CULTURAL COUNCIL

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

TDC Regular Meeting – June 20, 2022

Agenda Item 9 – VCB FY23 Promotion Plan (Action Required)



FY2023 MARKETING PLAN

Florida's Historic Coast®

www.FloridasHistoricCoast.com



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®





FY2023 Marketing Plan

03	Introduction & Summary
06	Situation Analysis <ul style="list-style-type: none">• Tourism Travel Trends• Competitive Intel• Brand Referral
11	State of the Brand <ul style="list-style-type: none">• Target Audiences
19	Media Strategy & Tactics
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FLORIDA'S HISTORIC COAST

The Premier Destination

Introduction

The Visitors and Convention Bureau (VCB) markets the entirety of St. Johns County (SJC) as a global destination for premier leisure and group travel. The VCB recognizes the breadth of unique travel and tourism experiences available in SJC, and FY2023 activity will be based on attracting visitors to those opportunities. FY2023 will build upon the recognizable, differentiated brand cultivated over the years while presenting it in an updated way relevant to a post-COVID-19 traveling public.

to the experiential imagery presented in advertising and earned media exposure.

- + The VCB will re-skin the website and focus on content activation and optimizing SEO performance to drive organic visitation to FloridaHistoricCoast.com beyond recent record-breaking levels.
- + VCB will look for opportunities to target digital information based on the unique interests demonstrated by visitors to the website and evolving travel trends.
- + The VCB will continue to enhance the email marketing program. The focus will be on inspiring travel planning and providing targeted incentives to drive overnight visitation.
- + VCB's public relations efforts will enhance the value of the brand and attract overnight visitors by expanding awareness of the unique benefits of the destination. This will be accomplished by increasing media coverage nationwide, driving visitation to the website, and continuing to activate the destination's presence on social media platforms which will be further integrated into the website and email database acquisition.
- + In FY2023, the VCB will launch strategic initiatives that address specific marketing objectives such as driving midweek visitation, daytrip conversion to overnight stays, air travelers and niche market cultivation.
- + The VCB will partner with VISIT FLORIDA® and other potential regional destination partners and media entities to form synergies that promote tourism to Florida's Historic Coast.
- + Hispanic marketing initiatives continue in FY2023. Hispanic publicity, advertising, social, promotion, sales and conversion efforts will be further integrated into general market messaging.

- **In FY2023, the VCB budget is \$5,216,200** for destination marketing (Category 1). This figure is 10% more than FY2022 and about the same as pre-COVID FY2019
- This budget is the lowest among the destination's comp set, **19% below** the nearest competitor
- Consistent with prior years, **the percent allocation to marketing/promotion remains higher** than DMOs of similar size nationwide
- **The FY2023 plan identifies media, messaging opportunities** and embraces strategies to optimize the effectiveness of Florida's Historic Coast's awareness and lead generation efforts

- + Destination branding messages will reinforce the wide range of activities available in Florida's Historic Coast. A new advertising campaign will be developed to replace the award winning Travel INTRAnationally® theming which will provide reinforcement

- + African American heritage experiences will be highlighted in earned and owned media as well as direct sales initiatives in FY2023.
- + VCB Promotions will support VCB efforts through media promotions, strategic alliances, and new innovative programs providing greater destination lift, occupancy, and revenue during the seasons in which visitation is most needed. Promotions supplement and extend paid advertising building awareness of Florida's Historic Coast at little to no cost.
- + The VCB will expand strategic alliances with current and potential sponsors, stakeholders, and event producers to assist in the successful development and launch of new destination events.
- + In FY2023, VCB Sales team will attend the most productive appointment shows and conduct sales missions while effectively integrating B2B eCRM programs and leveraging appropriate social platforms (LinkedIn) to capture higher spending groups.
- + VCB will participate in joint initiatives with the SJC Parks & Recreation team and regional players including the Jax Sports Authority, The TaxSlayer Gator Bowl and PGA Tour among others to drive overnight stays in conjunction with sports events. The Sales team will support regional sports events by providing lodging information and general communications assistance to event organizers.
- + With SJC Cultural Events Division and St. Johns Cultural Council, promote demand-enhancing events (Sing Out Loud Music Festival) and other activities to drive overnight visitation in the slow period from mid-August through September. Continue to leverage Arts, Culture, Heritage (ACH), agri-tourism and other opportunities

identified by stakeholder organizations.

- + Actively engage with local, regional, statewide and national tourism-related organizations to stay in front of latest trends and in position to influence them.
- + Conduct informational presentations to residents of SJC to demonstrate and reinforce the contribution of tourism to the local economy.

KEY OPPORTUNITIES AND CHALLENGES IN FY2023 INCLUDE:

- + Americans showing an increasing level of overall intent to travel combined with the return of previously sidelined destinations will make for a highly competitive environment.
- + Competitive destinations have grown their budgets and developed marketing programs that resonate with the requirements of Boomers, Gen Xers and Millennials.
- + Inflation of travel costs (gas and air travel) could negatively impact travel intentions and/or spending.
- + Digital marketing tools must be continually reevaluated and updated so that consumer requirements for highly responsive, personalized messages can be met.
- + Perceptions of St. Johns County residents that the tourism industry is the cause of the changing quality of life will also need to be countered with an active listening initiative, authentic communication and genuine support for solutions.

The VCB team, its Board of Directors and its vendors will focus on well-researched, economically efficient responses to these and other emerging challenges in order to address the overall mission.

Mission Statement

The mission of the St. Johns County Visitors and Convention Bureau (VCB) also known as St. Augustine, Ponte Vedra & The Beaches, is to brand and market the destination globally as a premier leisure, convention and business destination; to communicate the area's assets and inherent benefits to consumers, meeting planners, travel trade, media, local community and constituents; and to facilitate the opportunity for partners to promote their individual businesses within that framework.

Brand Promise

For intelligent and curious leisure travelers who prefer out-of-the-ordinary, uncontrived destinations easily accessible from home, Florida's Historic Coast is a unique little seaside hideaway that combines authentic Old World charm and luxurious New World amenities with Florida's timeless natural beauty, delivering an unexpected experience that opens the eyes, the mind and the heart in different ways with each new visit.

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL (TDC) STRATEGIC PLAN GOALS

DIVERSIFY EXPERIENCES	LEVERAGE TOURISM INVESTMENTS	MAINTAIN BRAND AWARENESS	LEVERAGE TOURISM INVESTMENTS	PROMOTE SUSTAINABLE ASPECTS
Diversify the range and type of experiences available to visitors (sports tourism, signature events, ecotourism, cultural and music tourism, heritage tourism, local food and culinary tourism, and ag tourism, family-based tourism, wedding tourism)	Leverage tourism investments to improve the overall economic condition of the county (sports capital, target industry conventions)	Maintain a high level of brand awareness and feeder market sensitivity (feeder market analysis, continuous marketing impact analytics, target market understanding and marketing approach)	Leverage tourism investments to improve the overall economic condition of the county (sports capital, target industry conventions)	<ul style="list-style-type: none"> Continue to raise affluence of visitors Continue to support air service development (NFRA/JIA) Support mobility initiatives/parking Explore opportunities for gateway & pedestrian signage Develop and support north county, west county, and river region areas' touristic assets Promote eco water aspects Manage to seasonality

SITUATION ANALYSIS

Tourism Travel Trends

Domestic Leisure

As COVID restrictions lift across the country, the outlook for travel among Americans is strong. Americans are further regaining their sense of normalcy, demonstrating a propensity to seek new travel experiences once again.

Strong travel sentiment could be challenged, however, by the impact of surging gas prices, inflation and other economic-related issues. Gas prices have historically been a top indicator of American travel sentiment – when gas prices drop, Americans' optimism about travel rises, and the inverse.

The Opportunities

- + Continue to monitor changing traveler sentiment and response among competitive destinations, adjusting media and messages to meet travelers where they are throughout the year
- + In alignment with growing ADR, prioritize reaching more affluent audience segments with the added benefit of positioning the destination to sustain visitation amid economic instability
- + Continue to emphasize the importance of regional travelers – both those that fly and drive – as travelers look to continue to stay close to home to limit travel costs

AMERICANS' STRONG EXCITEMENT FOR TRAVEL HAS SUSTAINED THROUGHOUT THE BEGINNING OF 2022:

- **87.6%** have current trip plans
- **81.0%** of American travelers report strong excitement for their travel this year and
- **86.2%** are in a ready-to-travel state-of-mind
- A record high **57.9%** feel we are closer to normal in the U.S.

Source: Destination Analysts Insights, Data collected March 15-23, 2022

THUS FAR, INFLATION AND GAS PRICES HAVE SHOWN TO IMPACT THE VOLUME OF TRIPS AMERICANS PLAN TO TAKE, BUT THEY'RE NOT LETTING FINANCIAL STRAINS COMPLETELY LIMIT THEIR TRAVEL:

- **55.8%** agree that recent inflation in consumer prices will likely cause them to rethink the budgets for upcoming travel
- **59.8%** agree that if gasoline prices don't come down, they will be staying closer to home on road trips this spring/summer
- **61.3%** still say travel is a high budget priority
- **40%** still say luxury travel experiences are an important part of their trips

Source: Destination Analysts Insights, Data collected March 15-23, 2022

SITUATION ANALYSIS

Tourism Travel Trends

- **60%** of meeting planners predict that they will continue holding events smaller in size, while **63%** will continue offering hybrid formats throughout the year
- **42%** of meeting planners plan to keep events more local, limiting the amount of travel required by attendees
- **Over 75%** of group travelers believe that it is more important than ever to bring back business travel

Source: Deloitte Corporate Travel Survey 2021; Meetings Today 2022 Survey; Destination Analysts Insights, Data collected March 15-23, 2022; Skift State of the Event Industry

Florida

Prior to COVID-19, Florida's market share of domestic travelers had reached its highest-ever level in 2019 at 18.2%. Share of overseas travelers had also increased to 23.8%. In the last three quarters of 2020, even as pandemic restrictions and safety concerns depressed tourism, many visitors found safety and comfort in the state's spacious outdoors and beaches.

Florida remains among the most desired destinations for domestic travelers to visit in the year ahead, though the competition for domestic travelers will intensify. Origin markets such as New York and New Jersey, which traditionally deliver large numbers of travelers nationwide, are poised to rebound as top markets for the state. At the same time, VISIT FLORIDA® will look to maintain and grow visitation efforts in other key markets such as Chicago, Atlanta, Birmingham, Dallas, and Houston.

Source: VISIT FLORIDA 2021-2022 Marketing Plan

Domestic Groups (B2B)

While COVID-19 thwarted domestic group travel for much of the last two years, demand is slowly returning.

The Opportunities

- + Explore strategies to engage those planning domestic group travel now, while remaining top-of-mind for those looking to return in the future
- + Continue to express a commitment to the health and safety of those traveling to St. Augustine | Ponte Vedra
- + Continue to prioritize group audiences in the immediate local and regional area, selling planners on the short distance to the destination

The Opportunities

- + Continue to align St. Augustine | Ponte Vedra's marketing strategies with VISIT FLORIDA as the state aims to build on its domestic market share
- + Explore strategies to reach prospective travelers unaware of St. Augustine | Ponte Vedra in top origin markets for the state, while continuing to reach any traveler expressing interest in traveling to Florida
- + Continue to leverage cooperative media and promotion programs available through VISIT FLORIDA® as a means of extending reach and effectiveness

International

While the outlook for international travel among Americans is trending up, international inbound and outbound restrictions will continue to slow recovery for international tourism.

The Opportunities

- + While continuing to improve, still anticipating a slower return of international travel, there is a need to prioritize domestic leisure visitation while preparing for strengthening international visitation



OVERSEAS TRAVEL TO THE U.S. IMPROVED FROM -78%

(vs 2019) in October

TO -51%

in December

| before regressing at the start of this year due to omicron |



75% OF PEOPLE

globally believe it will be safe to embark on overseas travel within six months



International visits to the U.S. are not expected to recover to post-pandemic levels until 2023 and spending is forecasted to

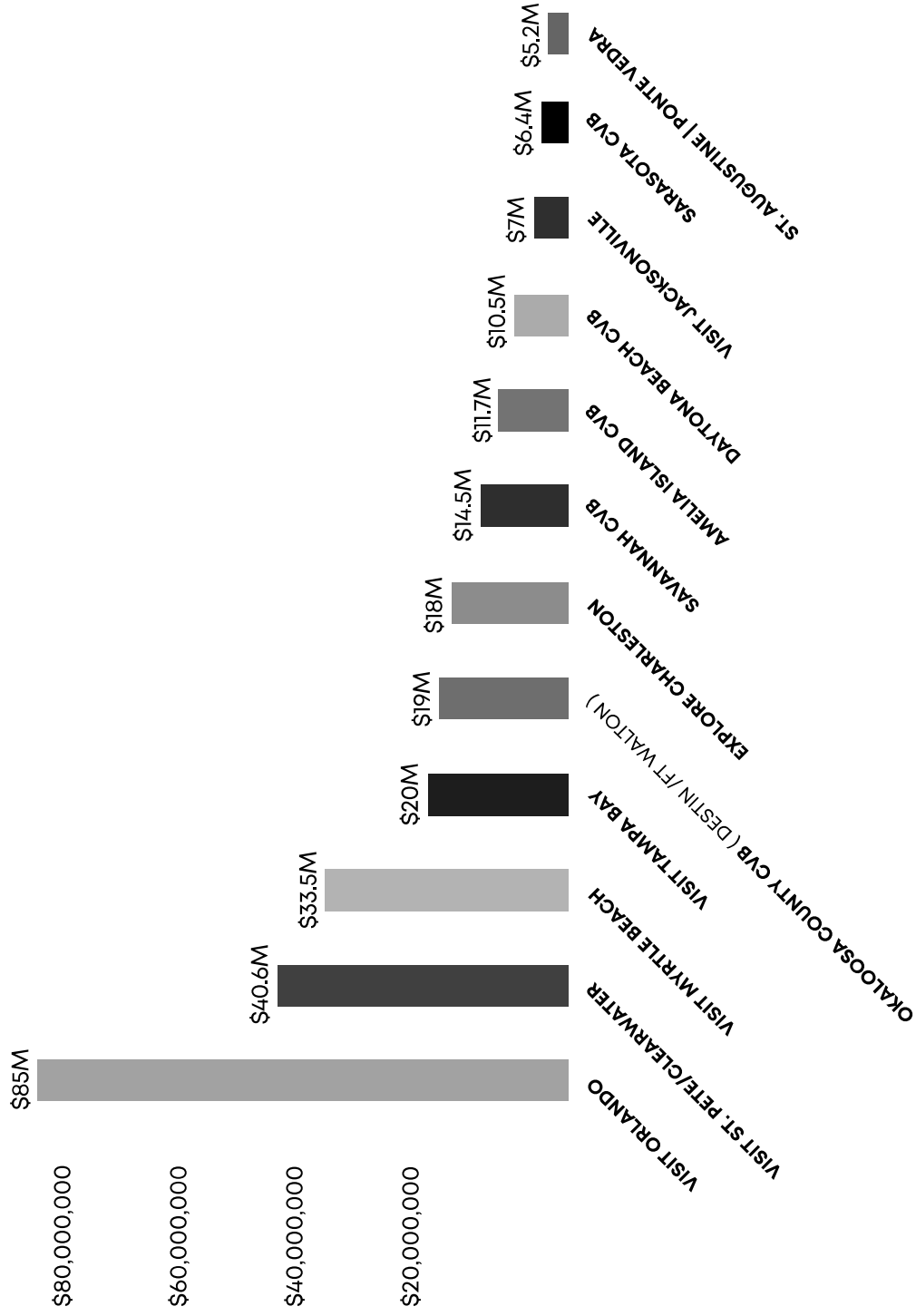
FALL 75%

Source: U.S. Travel Association; Stylus Consumer Insights; Oxford Economics

SITUATION ANALYSIS

Competitive Intel

To better understand the competitive context of where the VCB compares to the organizations tasked with marketing their destinations, below are operating budgets for the VCB and its comp set. **The range is from \$5.2 million for the VCB to \$85 million for Visit Orlando.**



Obviously, Florida's Historic Coast suffers from a significant share of voice disadvantage, but the destination's distinctly authentic uniqueness, including its history and charm, will continue to be leveraged to distinguish it from the competition.

SITUATION ANALYSIS

Brand Referral

Brand Referral Marketing

With many feeling that the global pandemic is receding, American travelers are reevaluating how they plan to travel in the future and how it compares to their pre-pandemic selves. Their preferences will lean toward those travel opportunities that deliver fun, relaxation, happiness, and an escape from stress, but their pathways in finding their destination of choice will shift.

The Opportunities

- + Explore new ways to position St. Augustine | Ponte Vedra as a destination promising new and exciting experiences for travelers
- + Provide travelers with a variety of assisted-planning content that they can leverage to research the destination, build itineraries, and carefully plan out their trip
- + Explore new strategies to reach prospective travelers across emerging trip planning platforms and within their top social platforms
- + Continue to emphasize the outdoors experience that St. Augustine | Ponte Vedra offers, while also showcasing the urban nature of the destination

AMERICANS WILL BE SEEKING OUT NEW EXPERIENCES FOR TRAVEL
with **55.7%** preferring places they have not been to before

Compared to pre-pandemic,

57% OF TRAVELERS WILL
more carefully plan out their trip details

OVER 40% SAY THEY
would plan a week-long trip in under 2 months, keeping the planning window for trips relatively shortened

47.6% PREFER ACTIVE TIME
to down time on upcoming vacations

33% ARE EXCITED TO TRY
new trip planning platforms and technology

50% OF MILLENNIAL
travelers follow at least one travel influencer on social media, while 69% used social platforms to coordinate trips in 2021

Enjoying the outdoors will again be a high priority (**56.2%**), while urban recovery looks to rebound with

43% REPORTING PLANS TO HEAD TO CITIES

Source: Destination Analysts Insights, Data collected March 15-23, 2022, Longwoods Travel

SITUATION ANALYSIS

State of the Brand

Highlights

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

As the VCB's marketing strategies shifted over the course of the pandemic, PETERMAYER once again worked with the destination to pivot as needed. Using tools and strategies to inform decision-making in real time, the VCB was able to keep the brand top-of-mind among those planning their return to travel while engaging those prepared to travel now.

HIGHLIGHTS FROM THE 2016 STUDY:

- **Total brand awareness was 92.5%**, whereas Savannah has **96% awareness** and Charleston has **95% awareness**
- **Market potential measure was at 74%** for St. Augustine | Ponte Vedra, versus **Savannah at 79%**, **Charleston at 75%** and the overall set average at **67%**
- **Opinion of the area was 80% positive**, which is equal to Savannah and beating **Charleston's 74%**
- Destination relevance measured at **78%** and beat Savannah at **74%** and Charleston at **69%**
- Travelers had a clear understanding of what the destination offers with **72%** of respondents saying "historic" and **68%** of respondents saying "beaches"

AS OF Q1 FY2022, THE VCB'S CAMPAIGN DELIVERED:

- + Combined Hotel and Short-Term Rental Demand exceeding FY2019 and FY2020 visitation for the past three quarters
- + Hotel occupancy rates exceeding that of other destinations in the competitive set
- + Website visitation increasing 42% over FY2021
- + KPIs across all media channels exceeding benchmarked goals with demand up 21%, revenue up 47%, occupancy up 22% and ADR up 21% year over year

Source: St. Augustine | Ponte Vedra Quarterly Analytics, FY2022 Q1: October – December 2021; Google Analytics FY2022 through March

Entering FY2023, the VCB will look to continue to build on the success of the past fiscal year. As traveler behavior shifts into the final phase of reentry planning, PETERMAYER and the VCB will work in partnership to ensure St. Augustine | Ponte Vedra continues to thrive as a destination inviting travelers to discover the perfect international vacation, right here at home.



**WITH MORE OF ITS COMPETITORS ACTIVELY ADVERTISING,
ST. AUGUSTINE | PONTE VEDRA WILL LOOK TO BUILD ON ITS
PRIMARY CAMPAIGN OBJECTIVES:**

<p>To capture the destination's magical ethos and affirm its reputation as a top destination</p>	<p>To build awareness and desirability of an experientially rich place that merits a longer stay</p>	<p>To reach and encourage visitation from a more sophisticated traveler</p>	<p>To sharpen brand differentiation with an enduring and ownable creative platform</p>
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**THE FY2023 MEDIA PLAN
WILL EMPLOY TACTICS TO SUPPORT A
360-DEGREE BRAND EXPERIENCE, WHICH
MAY INCLUDE THE FOLLOWING:**

- + TV and video content through broadcast, web and over-the-top technology (Apple TV, Amazon Fire TV, Roku, Xbox, etc.)
- + General market and Hispanic market radio and audio
- + Digital advertising for desktop and mobile
- + Print executions
- + Paid social
- + Paid search



TARGET AUDIENCES

One Umbrella Audience, Two Sub-Segments



Sources: Gartner Iconoculture
MRI | Simmons 2019 Visitor Profile

YOUNGER PURPOSE PURSUERS

Primarily made up of affluent Millennials, they're diverse, open-minded, and in pursuit of self-discovery



MATURE PURPOSE PURSUERS

Primarily made up of affluent Baby Boomers, they have a youthful spirit and continue to defy conventions

A Deeper Dive into our Millennial Sub-Segment:



Sarah & Mike

TRAVELING FEED | ADJUSTED NW

35 ATLANTA **\$100K+**

VALUES: AUTHENTICITY, HAVING FUN & ADVENTURE, LEARNING & AMBITION, ROMANCE

HOW THEY TRAVEL: 54% BY CAR (1401), 49% BY PLANE (1761)

PLANNING TO VISIT: ST. AUGUSTINE DISTILLERY, PIRATE & TREASURE MUSEUM, GTM RESEARCH RESERVE

TRIPS/YEAR: 3

TECHNICAL SKILLS: MARRIED, TWO CHILDREN, LEARNING ABOUT NEW CULTURES, READING, MOVING TO THE BACK, TRAVELING FEED, ATLAS, GARTNER, GIBBERO, TRIPADVISOR, FACEBOOK, INSTAGRAM, YOUTUBE, HULU

A Deeper Dive into our Baby Boomer Sub-Segment:



Secondary & Niche Considerations (Families, Couples, Multi-Generational) Hispanic/African American

According to the U.S. Census, 27% of Florida residents are Hispanic. The destination's Spanish heritage makes it a unique vacation option for Hispanics, and they remain a key target segment.

The spending power of the Hispanics reached \$113.9 Billion in domestic travel in 2019, accounting for 13% of all domestic leisure travel that year. Hispanics will continue to be more likely to travel in larger, multi-generational groups and spend more per trip than the general population.

Source: U.S. Census 2020; Hispanic Federation Florida Report 2019; MMGY Global/Shifflet

African Americans also account for 13% of the U.S. leisure travel market and spent \$109.4 Billion on all travel in 2019. St. Augustine is the birthplace of African American history spanning from the arrival of Ponce de Leon in 1513 through nationally significant events of the Civil Rights movement. Travel motivations for this group include relaxation and experiencing new destinations and culture, like the general market, but they also enjoy traveling as groups of family members and/or friends to celebrate milestones. Florida's Historic Coast satisfies all of these motivations.

TARGET AUDIENCES

Secondary & Niche Considerations

Secondary (B2B)

B2B prospects continue to include meeting planners, tour operators, travel agents, executive groups, sports, social, fraternal, military, educational, religious, reunions and wedding planners.

THESE TARGET AUDIENCES ARE ATTRACTIVE FOR A NUMBER OF REASONS:

- + Executive meeting groups often book mid-week, overnight accommodations
- + The B2B market tends to be first-time visitors from non-traditional origin markets
- + And, there is potential for “add-on” leisure, overnight stays

Niche Considerations

The VCB will continue to explore additional niche opportunities to expand St. Augustine | Ponte Vedra’s brand relevance to the experience-seeking mindset of today’s traveling consumer. Some are based on demographics, like the important Hispanic market, while others are based on specific travel-related interests, like history and culture, or lifecycle considerations, such as weddings.

Niche messaging and media placement will be pursued on the basis of available budget and ROI of advertising investment. Segments that can find highly unique, rewarding experiences in St. Johns County will be targeted with the expectation that they will share news of their travels with a network of like-minded potential vacationers.

Some of the segments under consideration include:

BRIDAL

Nearly 1 in 4 U.S. couples say they consider their wedding to be a type of destination wedding, and 87% of those destination weddings are domestic. The U.S. wedding industry is a \$72 Billion-dollar-a-year industry, with Florida being one of the most popular destinations.

ENTERING FY2023, WEDDINGS ARE STARTING TO ALIGN WITH PRE-PANDEMIC ‘NORMS’ – FROM PARTIES TO NUMBER OF VENDORS HIRED TO OVERALL GUEST COUNT:

- + While 2021 saw only 1.9M weddings, **2.5M weddings have been booked for 2022**
- + Of the weddings scheduled for 2021, **20% were postponed to 2022**
- + Nearly **65% of couples** are opting to wed in the summer and fall of 2022
- + **Only 5% of couples** are significantly more concerned that their wedding will be impacted by COVID

Source: <https://weddingplannerinstitute.com/58-destination-wedding-statistics-for-2021-2022/>; <https://www.theknot.com/content/wedding-data-insights/real-weddings-study>

LGBTQ

Lesbian, gay, bisexual, transgender and queer (LGBTQ) tourism continues to experience significant growth in the leisure travel space. Although they face barriers, LGBTQ travelers

represent a particularly dynamic and lucrative segment. They spend 33% more on travel than non-LGBTQ travelers and travel an average of four to six times annually, according to a report from Community Marketing & Insights, a research firm focusing on the LGBTQ community. Any marketing done for St. Augustine | Ponte Vedra should reassure the LGBTQ consumer that the destination is safe, welcoming and respectful in addition to culinary, cultural and relaxing attributes of the destination.

Source: CMI Community Marketing & Insights, 2019

CULINARY

Culinary travel is continuing to rise. Last year, according to TripAdvisor, 53% of leisure travelers said they would choose their next destination because of food and drink.

AS MORE TRAVELERS RETURN TO LEISURE TRAVEL IN FY2023, WE EXPECT MANY TO PLAN THEIR TRIPS AROUND FOOD.

- + Before visiting their destination, **80%** of travelers will research food and drink before they go
- + Research shows that **70%** of people pick a destination based on the food and drink there
- + **95%** of U.S. citizens are interested in having 'some kind of unique food experience'
- + **77%** of Millennials travel to have memorable eating and drinking experiences

Source: <https://www.jerseyislandholidays.com/food-tourism-statistics/>
GlobalData Survey

HERITAGE TRAVELERS

Heritage tourism is a branch of tourism focused on the cultural heritage of the location where tourism is occurring, and St. Augustine | Ponte Vedra is poised to meet this new traveler desire. It is considered one of the fastest-growing segments in the industry and equates to a \$171 Billion annual spend.

Heritage tourists travel to unique destinations, and their adventures take them to destinations that are off the beaten path. They are in search of authentic experiences and want to learn something new during their travels.

This is especially relevant for those of Hispanic descent, given St. Augustine | Ponte Vedra's rich Spanish history. Identifying what makes the destination "unique," understanding the heritage tourist, and exceeding their expectations with balance for residents and resources will create a positive tourism experience.

- + **34%** of Americans believe that heritage travel is a meaningful way to travel, more popular among generations under the age of 55
- + Of those who've taken a heritage trip, **49%** felt a deeper connection to their past, while **25%** said they learned more about themselves on the trip
- + **60%** of those interested in taking a heritage trip plan to do so domestically, showing a desire to connect with their personal history and immerse themselves in cultural experiences at home

Source: <https://www.travelpulse.com/news/features/heritage-travel-another-key-trend-for-2022.html>; Priceline Survey, 2022

TARGET AUDIENCES

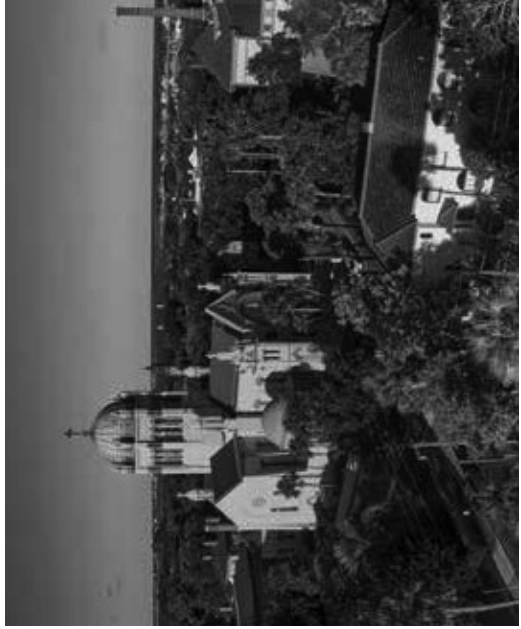
Secondary & Niche Considerations

LUXURY

The luxury travel market is expected to grow by \$214 Billion between 2020 and 2024 at an annual rate of 4%. Luxury travelers are expected to play a significant role in the travel industry's recovery with Millennials becoming more prescient in those spaces:

- + 75% of luxury travelers agree that travel experiences offering privacy are a key feature of luxury travel
- + 72% of luxury travelers believe travel should support local communities and economies, preserve a destination's cultural heritage, and protect the planet
- + By 2025, Millennials worldwide are expected to account for 45% of luxury travel spend, up from 35% in 2019

Source: Stylus Consumer Insights



MEDIA

Strategy & Tactics

Media Objectives

- **Awareness** and interest
- Audience **engagement**
- **Motivation** to visit
- Organic **search** volume
- Site traffic **growth**
- Destination **visitation** growth
- Support of new and existing **airport routes**



Media Strategies

- **Multi-media** mix
 - Reflection of current and emerging media landscape
- Full funnel **engagement**
 - Connections from upper funnel awareness to lower funnel prospecting and re-targeting
- **Research-driven** solutions
- Utilization of **proven performers** and **new opportunities**
- Continued **diversification of digital tactics**
- Robust and affordable **co-op buy in program**



MEDIA

Strategy & Tactics

Target Audience: Leisure

Primary: Purpose Pursuers

For efficiency, emphasize media with appeal to both Younger and Mature segments

Secondary - Hispanics & African Americans



Target Audience: B2B

Key Decision Makers and Influencers

- Travel agents
- Tour operators
- Association and incentive planners
- SMERF planners
- Sports event planners
- Corporate meeting planners





Niche Targeting Opportunities

- **Bridal**
- **LGBTQ**
- **Culinary**
- **Heritage Travelers**
- **Luxury Travel**



Fly Markets

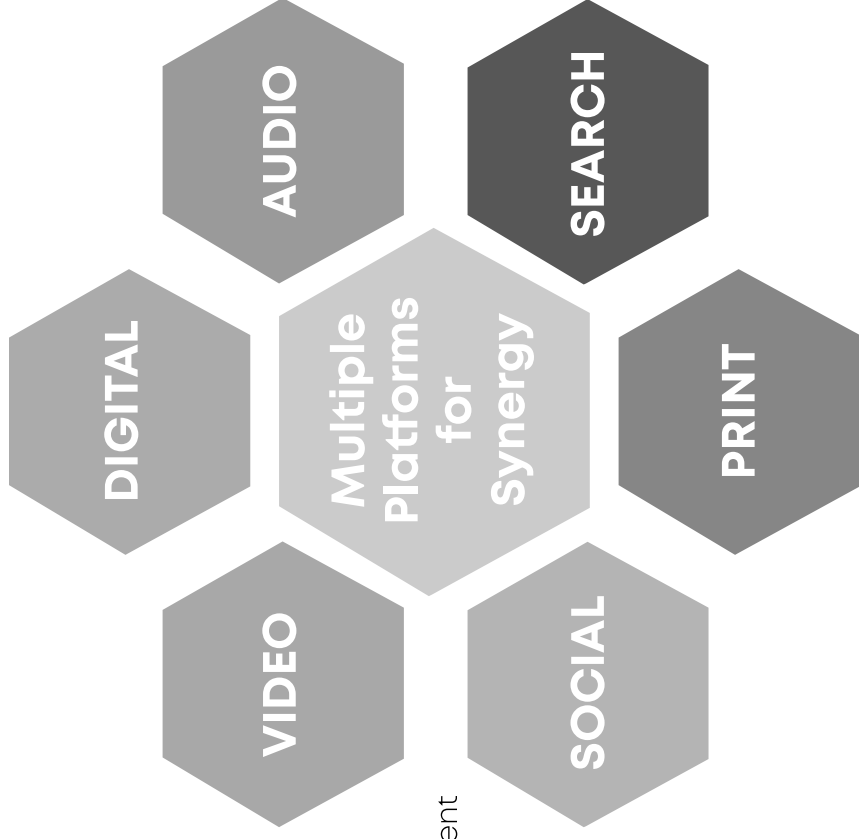
- **Dedicated coverage** in legacy direct flight markets
- **Support of any newly announced routes** or service during the new fiscal year

MEDIA

Strategy & Tactics

Key Performance Measures

- **Digital Display:** Site engagement, comparison against previous St. Augustine | Ponte Vedra campaigns, relevant performance versus media company benchmarks
- **Digital Video:** Video completion rate (VCR)
- **Native Digital:** Content views, time spent with content, comparison against previous St. Augustine | Ponte Vedra campaigns
- **Social:** Site engagement, engagement with content, comparison against previous St. Augustine | Ponte Vedra campaigns
- **Search:** CTR (Click Through Rate) and site engagement
- **Television:** Audience delivery versus projections
- **Print:** Ad exposures/impressions





SALES

The VCB sales team promotes St. Augustine | Ponte Vedra throughout the United States and in key international markets. The department deploys various direct sales strategies targeting key meeting professionals, travel agents, tour operators, wedding/event planners, third-party planners and consumers with the goal of keeping Florida's Historic Coast in the "destination forefront."

- + Attract retired visitors and groups by hosting a St. Augustine | Ponte Vedra expo for residents and group leaders in The Villages
- + Reach out to diversity groups, especially Spanish-speaking groups wanting to come to St. Augustine | Ponte Vedra
- + Capture Florida visitors by hosting a St. Augustine | Ponte Vedra takeover expo at the I-95 VISIT FLORIDA Welcome Center

Objectives

- + Drive awareness of the destination with meeting and travel planners through face-to-face meetings at more than 50 tradeshows and conferences across the country
- + Reach new planners in group feeder markets through sales missions and hosted events in those markets
- + Continue to focus on the sports and recreation market through sponsorships, involvement with the Florida Sports Foundation, JAXSPORTS Council and the TaxSlayer Bowl, and attendance at sports-related tradeshows
- + Explore opportunities to host planner events in the destination to raise awareness of St. Johns County's conference properties and group amenities
- + Leverage the Northeast Florida HelmsBriscoe group and other HelmsBriscoe associates to capitalize on the organization's focus on CVBs to help them close business
- + Work with affluent motorcycle groups and groups interested in agritourism and culinary experiences

KEY PERFORMANCE MEASURES

- The group room night goal will be 116,083 (average of 9,674/month)
- The goal for leads sent to hotel stakeholders will be 343 (average of 28.6/month)
- The solicitation goal (appointment, phone, or e-mail) will be 2,041 (average of 170/month)



Leisure Sales

Throughout FY2023, efforts will be focused on increasing awareness of the destination's products and services, with emphasis on the unique brand attributes attractive to domestic and international families, couples, adults traveling together, and organized motor coach and packaged tours.

Conference Sales

In FY2023, efforts will be focused on increasing awareness of the destination's products and services with an emphasis on the destination's unique brand attributes attractive to senior executives and meeting professionals in the corporate, association, incentive, financial, medical, and other business market segments.

Objectives

- + Generate 118 leads capable of producing 22,351 leisure group lead room nights
- + Maintain a presence at travel trade shows, organize sales missions, travel expos, and make sales calls to include and support our travel industry stakeholders
- + Target and strengthen relationships with retail travel agents, especially luxury agents and AAA counselors

Objectives

- + Generate 80 leads capable of producing 47,732 group lead room nights
- + Focus on Florida association groups and others within our drive area, while cultivating awareness among larger associations for the larger group properties
- + Continue to seek opportunities for higher-rated medium-sized corporate groups (150-250 attendees)
- + Focus on FL, GA, NC, VA and DC for corporate, state and regional association business
- + Target and strengthen relationships with Florida and other southeast state associations, regional and national associations, and corporations, plus third-party and independent meeting professionals



SALES

Executive Group, Sports, Reunions, Military, Social, Weddings, Special Events

For FY2023, efforts will focus on increasing awareness of the destination's products and services, with an emphasis on the unique brand attributes attractive to small meetings (executive groups), family and social reunions, military gatherings, wedding/special events, and amateur or regional sports and recreational events.

hotels, and between hotels and venues, versus other destinations they were considering. To offset this disadvantage and secure more room nights, properties may request funds on behalf of the meetings group to offset their ground transportation costs. Over time, it was discovered that ground transportation was not always the major issue for a meeting planner when comparing proposals to other destinations' properties. Based on past actual usage and existing GCF commitments, the VCB is projecting a \$43,000 allocation for FY2023, an increase of \$5,000 over FY2022.

Objectives

- + Generate 145 leads capable of producing 46,000 group room nights
- + Capture higher-rated corporate business focusing on drive markets such as Orlando, Tampa, Daytona, Gainesville, Tallahassee and Georgia
- + Capture special/unique sporting events by highlighting the destination's array of unique venues and natural backdrops
- + Offer enhanced sales services to planners prior to and during their programs by promoting the destination's attractions, activities, tours and culinary experiences

KEY PERFORMANCE MEASURES

- **Convert at least 25% of proposals which include a GCF offer**
- **Lower conversions will suggest that the program may not be a deciding factor for planners**
- **No over-commitment of available funds**



Group Closing Fund (GCF)

This initiative was created by the VCB Conference Sales Committee to address the competitive disadvantage meeting planners saw when evaluating the cost of ground transportation to and from the Jacksonville International Airport to St. Johns County

COMMUNICATIONS & PUBLIC RELATIONS

The VCB Communications Department manages the destination's public relations efforts to successfully attract overnight visitors to St. Johns County. Objectives focus on reaching potential visitors with meaningful messages in locations where they are, inspiring them to engage with the destination.

The VCB Communications Department will continue to measure and report on earned media impressions including digital, print, broadcast, regional and national coverage. This includes culinary, architecture, music and entertainment, luxury, beaches, eco and outdoor activities, golf, history, international feel, culture, heritage (Hispanic & African American) and the arts.

Objectives

- + Increase awareness of the destination through media coverage
- + Expand reach and engagement of VCB social media channels
- + Inspire heritage travel by Black and Hispanic visitors by increasing awareness campaigns and increase relevant website and blog content

KEY PERFORMANCE MEASURES

- Generate 25 billion impressions
- Host 50 or more targeted individual journalists and influencers focused on luxury, outdoors, food and heritage
- Host up to three in-market media tours or meetings that focus on food, heritage & luxury, and groups
- Create 4-6 media missions in the Atlanta, NYC, Philadelphia, Miami, Orlando, or Tampa markets
- Participate in up to five media conferences
- In conjunction with VCB Sales, partner with and/or support three or more DEIA-focused programs through events and sponsorships
- Increase Facebook followers to 526,417, coupled with a 5% engagement rate
- Conduct 20 Facebook Live sessions
- Grow Twitter followers to 13,804
- Expand Instagram followers to 44,858 using videos, stories, and reels
- Increase YouTube lifetime views to 440,170
- Increase LinkedIn followers to 1,692
- Complete a minimum of six sweepstakes promotions on social media channels
- Increase Hispanic media impressions from 81 to 100 million
- Increase Viaja San Agustin's Facebook followers to 22,000, with a 5% engagement
- Increase Viaja San Agustin Instagram to 1,500

PROMOTIONS & STRATEGIC ALLIANCES

In FY2023, the VCB Promotions and Strategic Alliances department will support overall VCB efforts through media promotions, strategic alliances, and new innovative programs which will provide even greater destination lift, occupancy, and revenue during the seasons in which visitation is most needed. The department will also support community advocacy through providing ongoing communications.

Media Promotions-Stakeholder & VCB Funded Sweepstakes

Media promotions supplement and extend paid advertising by building awareness of Florida's Historic Coast. They also build destination awareness at little, or no cost, to the VCB through stakeholder-funded sweepstakes that provide prizeing. The majority of these leveraged promotions also include lead-generation e-mail opt-ins for the VCB and lodging stakeholders.

Promotions are negotiated with the media partners offering the most efficient media rates for reaching targeted audience segments, while also including a robust, value-added promotional support package. The goal is to negotiate as much incremental value-added media value as possible, without impacting the integrity of the media buy.

KEY PERFORMANCE MEASURES

- **Secure a minimum of \$2 Million media value (based on a minimum of 25:1 ROI)**
- **Develop at least four themed promotional campaigns (Easy Season®, Nights of Lights, spring, and summer that supplement and leverage PETERMAYER paid media, per broadcast buy)**
- **Develop and participate in as many VISIT FLORIDA promotional opportunities as offered. Minimum goal: three promotions per year—more if available**
- **Develop and execute promotions that support the Northeast Florida Regional Airport and any new nonstop air service providers. Minimum goal: two annual promotions, per carrier, per origin market, for any new air service providers in FY2023**

Throughout each year, the VCB is presented with attractive exposure opportunities that require marketing or production support to secure the project or to maximize the destination's inclusion in it. Most common are TV production and film opportunities which involve working with media outlets such as WSB-TV Atlanta, Fox Sports Network, The Weather Channel, PBS, recognized TV hosts Samantha Brown, Peter Greenberg and others to bring them into market for filming opportunities. In addition to broadcast, there are many other multimedia programs which will be considered.

Objectives

- + Continue outreach, maintain existing relationships, and seek new collaboration with producers and syndicators of location-based productions
- + Develop new strategic alliances and partnerships for new FY2023 programs

Objectives

- + Assist in the collaboration, development and launch for a targeted event of interest to our key audience segments to generate significant room nights for May 2023

KEY PERFORMANCE MEASURES

- Utilize the budget to provide marketing or production support to secure at least two valuable in-market filming opportunities, in collaboration with the VCB Communications department

KEY PERFORMANCE MEASURES

- Facilitate the development of one viable and sustainable event which will generate room nights for May 2023 and which will set the benchmark for future years
- Success in securing venues and participation from VCB partners, local governments, and event production/management companies

Innovation Programs: Events

Events are short-term, live attendance activities, whether stand-alone, series, or festivals, all of which are capable of attracting significant and measurable incremental overnight visitation. While there are many events that can serve as an added-value for our visitors, the VCB's role is to focus on those that generate room nights.



PROMOTIONS & STRATEGIC ALLIANCES

VCB Community Outreach

The VCB, to comply with its obligation to raise awareness of the benefits of tourism to St. Johns County residents, conducts an ongoing speaking tour that brings relevant information to the community by booking the VCB CEO and board members with appropriate neighborhood, business, public, and private organizations. The presentations include data, research, general information, and custom content relevant to each group. An accompanying two minute video is updated each May with current data unveiled at the VCB's annual State of the Tourism Industry event. The community outreach program averages one presentation every four to six weeks, based on schedules and demand.

Objectives

- + Develop and maintain relevant and engaging presentation(s) applicable to various audiences

KEY PERFORMANCE MEASURES

- Produce a State of the Tourism Industry event attended by approximately 300 tourism and hospitality leaders, business owners, community leaders, and public officials
- Produce a summary presentation of the event to serve as speaker support for presentations to a variety of community leaders and resident groups throughout the year



ELECTRONIC CONSUMER RELATIONSHIP MANAGEMENT

Email Marketing

For FY2023, the VCB will continue to showcase the destination and drive economic impact to local businesses and the community through leveraging the email marketing database. The VCB will inspire travel to the area by promoting local attractions, events, and things to do in the destination.

The email program will continue with the 12 monthly consumer deployments with additional messages crafted on an as-needed basis. The VCB's eCRM partner will identify the top-performing topics and content for each particular month, complementing advertising and branding efforts for various VCB campaigns.

Objectives

- + Inspire travel planning by deploying inspirational messages designed to trigger the dreaming phase of travel planning
- + Identify opportunities to drive immediate engagement with local businesses and attractions online
- + Periodically review email database and purge disengaged subscribers

KEY PERFORMANCE MEASURES

- Maintain a click-to-open rate between 20-25%
- Achieve an average click-thru rate of 4% and average time on site of 3 minutes

Web Development

The VCB will continue to build upon the excellent visitor engagement seen over the previous fiscal year, proving to be one of the strongest years in terms of website performance.

Objectives

- + Continue with the search engine optimization program, which has empowered the VCB to diversify content performance and increase the VCB's overall audience base
- + Deploy enhanced Google Analytics 4 website user engagement tracking, to provide advanced context and analysis surrounding user behavior trends exhibited by visitors on FloridasHistoricCoast.com
- + Kickoff the website redesign project, which will include an enhancement in CMS technology and additional tools, such as robust mapping features and improved blog elements, that can be used to better cross-promote content across the website and help boost engagement with visitors. Additionally, the final product will have a refreshed look and feel

KEY PERFORMANCE MEASURES

- Secure 790,000 website visits captured through organic search
- Generate 175,000 referrals to stakeholder websites
- Maintain FY2022 scroll depth percentage levels

BRAND RESEARCH RESOURCES

BRAND RESEARCH

- + In FY2019, two new campaigns were developed for testing based on input from research conducted the previous year.
- + Both campaigns were exposed to 1,523 likely travelers including half of which were purpose-driven travelers among Boomers, Millennials and GenXers in key Florida markets plus Atlanta, Philadelphia and New York.
- + Campaigns were tested for likelihood to drive visitation, influence positive perceptions of the destination and understanding of key messaging. They were also measured for any negative connotations with any of the age cohorts.
- + Travel INTRAnationally was the clear winner, and it was deployed in November of FY2020.
- + The current moniker, Florida's Historic Coast®, is retained as it continues to show resonance.
- + Primary images depicted were iconic shots of FHC "repackaged" under the Travel INTRAnationally campaign.

VISITOR PROFILE, VISA DESTINATION INSIGHTS, AND ECONOMIC IMPACT RESEARCH

- + In October 2011, the TDC, in collaboration with the VCB, began fielding a new and ongoing Visitor Profile Survey (VPS) to capture actionable data on St. Johns County visitors. In FY2014, a new collection and compiling tool was integrated into the VPS, allowing more granular analysis of data directly controlled by the TDC.
- + In late FY2015, Visa Destination Insights (VDI) was acquired providing large volume insights into where SJC visitors are coming from and how they are spending while on Florida's Historic Coast.

- + In FY2022, a new economic impact study will be fielded to determine touristic economic impacts on St. Johns County.

MONITOR DEMAND PERFORMANCE

- + Continue to use nSight for Travel™ reports which compile past 30 days and future 60 days online destination search and booking information for the destination. Tracking monthly demand progress helps identify periods needing more marketing to boost search compared to competitors.

LODGING & SECONDARY

RESEARCH RESOURCES

- + Smith Travel Research (STR) monthly Trend Reports monitor traditional lodging performance for St. Johns County. Weekly reports from STR compare lodging performance daily and weekly to examine event and holiday performance year-over-year.
- + AllTheRooms® reports on vacation rental (Airbnb, VRBO, HomeAway) performance in St. Johns County.
- + B&B lodging performance is monitored using an internal survey tool to identify challenges and opportunities facing this lodging segment.
- + In FY2020, 2021 and 2022 weekly Traveler Sentiment surveys by Destination Analysts were used to monitor American travelers' motivations and intentions throughout the COVID-19 pandemic.
- + State of the American Traveler® from Destination Analysts, informs of changes affecting the tourism business and customer behaviors in the current year and looking forward.

+ Meetings Today Trends Survey™ and Business Travel Index™ inform about the planning behaviors and trends among meeting planners, travel agents, tour operators and wholesalers.



BRAND RESEARCH RESOURCES

ATTRACTIONS RESEARCH

- + Since FY2016, VCB surveys and reports monthly on attendance of area attractions to understand the link between lodging and attraction performance.

Objectives

- + Monitor consumer awareness and acceptance of the FHC brand
- + Accurately determine the origin markets, pertinent demographics, consideration set and process, media use, visitor spend, and relevant in-market behavior of visitors to Florida's Historic Coast
- + Monitor SJC and its competitive set's lodging performance monthly

STRATEGIES

- + Review TDC visitor profile survey data to assure that messaging and product development is relevant to visitors to Florida's Historic Coast
- + Collect relevant secondary research results related to travelers' and meeting planners' motivations and influences
- + Continue to receive and report on Smith Travel Research and AllTheRooms vacation rental reports on monthly lodging metrics
- + Continue to collect and report on attractions' attendance monthly
- + Continue to collect and report on B&B lodging performance monthly
- + Continue monthly—at least--evaluations of online search demand for FHC and its key competitors

KEY PERFORMANCE MEASURES

- Monitor online demand for FHC relative to selected comp set destinations
- Continue to deliver monthly reports on lodging (traditional and vacation rental) and attractions industry performance to VCB stakeholders and TDC
- Report on relevant research findings to the VCB stakeholder base as available



MARKETING BUDGET

BUDGET OVERVIEW

- + Advertising remains the largest portion of the budget at 58.2%, slightly lower proportion than FY2022, owing to raised allocations to other marketing categories and use of less costly digital and social media
- + Promotional seed funds boosted by 33.3%
- + Web development & eCRM boosted by 116.6% to fund reskinned website
- + Public Relations raised 35.5%
- + Sales spending boosted 51.1% to leverage returning group business opportunities rebounding from COVID-19
- + Fulfillment & Collateral Distribution raised 7.8% for an additional collateral piece
- + Research reduced by 18.1%

STRATEGIES

- + Continue to find savings via increased efficiencies in operations
- + Continue to negotiate aggressively for best possible pricing on all VCB purchases
- + Redeploy only the most attractive promotional and co-op opportunities supported by partners
- + Conduct a large advertising workshop in September for stakeholders to learn about co-op opportunities
- + Continue to challenge expert partners, PETERMAYER, Tempest Marketing, Camelo Communication, and NetWeave, to make the most efficient purchasing decisions possible
- + Maintain as much flexibility as possible to move resources to the best performing marketing tools during the year

OBJECTIVES

- + Optimize available resources to maximize activities directly impacting marketing efforts
- + Attempt to maintain industry co-op spending on destination advertising including meetings and conventions
- + Hold a small advertising allocation to support airline launches and route maintenance at JAX and NFRA

KEY PERFORMANCE MEASURES

- **Achieve budget allocation proportions reflected in the chart on the following page protecting the total spend on marketing based on the TDT projected collections for FY2023**



MARKETING BUDGET

FY2023 BUDGET ALLOCATION	FY2023	% OF TOTAL	% CHANGE TO FY2022	FY2022 (BUDGETED)	% OF TOTAL
ADVERTISING	\$3,037,988	58.2%	+5.6%	\$2,878,150	60.7%
MEETINGS & TRAVEL INDUSTRY <i>(This figure is included in Advertising above)</i>	\$150,000	2.9%	+7.1%	\$140,000	3.0%
PROMOTIONAL SEED FUNDS	\$80,000	1.5%	+33.3%	\$60,000	1.3%
WEB DEVELOPMENT & ECRM	\$195,000	3.7%	+116.6%	\$90,000	1.9%
PUBLIC RELATIONS <i>(Includes all of Public Relations Services and portions of In-House, Trade Shows and Travel)</i>	\$253,600	4.9%	+35.5%	\$187,200	3.9%
SALES <i>(Includes all of Sales Missions and portions of In-House PR, Trade Shows and Travel)</i>	\$263,600	5.1%	+51.1%	\$174,400	3.7%
FULFILLMENT & DISTRIBUTION <i>(Includes Inquiry Services, Brochure Dist, Postage and JIA VIC)</i>	\$117,000	2.2%	+7.8%	\$108,500	2.3%
RESEARCH <i>(Includes Professional Fees)</i>	\$53,700	1.0%	-18.1%	\$65,550	1.4%
TOTAL MARKETING RELATED SPEND	\$4,000,888	76.7%	+12.3%	\$3,563,800	75.2%
REMAINING OVERHEAD	\$1,215,312	23.3%	+3.1%	\$1,178,200	24.8%
GRAND TOTAL <i>(Excluding Reserves and County Indirect Fees)</i>	\$5,216,200	100.0%	+10.0%	\$4,742,000	100.0%

APPENDIX A

Domestic Leisure Initiatives

DOMESTIC LEISURE INITIATIVES

VA/NCMA/MCASC

This Annual Appointment Show is an opportunity in the motor coach group travel industry to develop packages which bring motor coach groups from Virginia, North Carolina & South Carolina to FHC.

Expected attendance 500

GMOA/AMA/SCMA

This Annual Appointment Show is an opportunity in the motor coach group travel industry to develop packages which bring motor coach groups from Georgia, Alabama & South Central Motor Coach Association to FHC.

Expected attendance 300

National Tour Association Reno-Tahoe, NV

NTA and the United Motor Coach Association have combined their annual convention and expo into Travel Exchange.

Expected attendance 2,800

TAP Dance

Travel Alliance Partners, LLC is a member-owned organization of premier tour operators in the United States and Canada.

Expected attendance 230

American Bus Association Baltimore, MD

ABA is the premier business event for the leisure group travel industry.

Expected attendance 2,760

The Villages Group Leaders Event - Spring The Villages, FL

The VCB will put together an event at The Villages with tourism stakeholders to promote Florida's Historic Coast for their Club outings.

VCB Stakeholder Opportunity

Expected attendance 310

The Century Village WPB, Pembroke Pines, Deerfield Beach, Boca Raton, FL Fall

The VCB will put together an event at The Century Village with tourism stakeholders to promote Florida's Historic Coast for their Club outings.

VCB Stakeholder Opportunity

Expected attendance 210

Players Championship Tournament FAM Tour Florida's Historic Coast

Using this tournament as an incentive to visit and tour the destination, the VCB will invite qualified golf tour operators, receptive tour operators and meeting planners to attend.

Expected attendance 2-5

Student & Youth Travel Association

SYTA annual conference offers a relaxed yet business focused setting for tour operators, group travel planners and business partners.

Expected attendance 900

Connect Tour

This is a new international travel show designed to address industry needs.

Expected attendance 350

Connect Diversity Summit 2021

This Summit will bring multicultural meeting and event planners together with destination representatives for networking, education and intelligent conversation about the meetings industry.

Expected attendance 300

APPENDIX A

International Leisure Initiatives

INTERNATIONAL LEISURE INITIATIVES

IPW FKA International Pow Wow Chicago, IL

U.S. Travel Association's IPW is the travel industry's premier international marketplace and is the largest generator of USA travel.

Expected attendance 2,500

Florida Huddle

This show brings tour operators who target international travelers who have more leisure time, travel more, stay longer, and have a higher discretionary income together with Florida suppliers. VCB Stakeholder Opportunity

Expected attendance 500

IITA Annual Summit

Returning to this conference to continue building relationships with U.S. based receptive tour operators and assist them in promoting Florida's Historic Coast to their tour operator clients in prospective countries.

Expected attendance 100

RELIGIOUS INITIATIVES

Connect Faith, Sandusky, OH

Connect Faith gives the VCB team the opportunity to meet face-to-face with preset appointments with qualified planners of faith-based meetings.

Expected attendance 900

Religious Conference Management

Association (RCMA) Charlotte, NC

This association holds a three-day event called EMERGE which provides a two-day tradeshow, featuring 300 unique venues, destination, and event-based products and services.

Expected attendance 800

Christian Meetings and Conventions Association

The CMCA is an association of religious meeting planners which holds an intimate Christian showcase for the hospitality industry with programs that feature faith-based devotions, prayer, and music.

Expected attendance 450

FAMILIARIZATION TOURS & SITE VISITS

Meeting Planner Site Visit

Pre-qualified pop-up site visits

Sales Missions: ATL & Orlando

VCB Stakeholder Opportunities

Florida Encounter Orlando, FL

Florida Encounter is a hosted buyer one-on-one appointment trade show produced by VISIT FLORIDA focusing on the corporate, association and incentive markets. VCB Stakeholder Opportunity

Expected attendance 400

IMEX America Las Vegas, NV

International booth and appointment show for incentive travel and meetings.

VCB Stakeholder Opportunity

Expected attendance 14,000

Connect Corporate Marketplace

Produced by Connect Meetings, Marketplace is a one-on-one appointment show for corporate meeting and event organizers.

VCB Stakeholder Opportunity

Expected attendance 400

Connect Association Marketplace

Produced by Connect Meetings, Marketplace is a one-on-one appointment show for corporate meeting and event organizers.

VCB Stakeholder Opportunity

Expected attendance 600

Connect DC Marketplace

Produced by Connect Meetings, Marketplace is a one-on-one appointment show for corporate meeting and event organizers.

VCB Stakeholder Opportunity

Expected attendance 300

SITE Southeast Educational Summit, Asheville, NC

SITE Southeast is part of a global professional organization dedicated to creating motivational experiences that produce business results within the meetings and incentive industry.

Expected attendance 160

Independent Planner Education Conference

Produced by Northstar Media, this is a one-on-one appointment tradeshow and educational conference for meeting professionals of all market segments who have current RFPs. **VCB stakeholder opportunity**

Expected attendance 240

Luxury Meeting Summits (LMS) Atlanta, Charlotte

These are one-day appointment shows in feeder markets which include a unique speed-dating event matching suppliers with qualified meeting planners for one-on-one appointments combined with networking opportunities.

Expected attendance 30 per event

Destination Southeast

Produced by Northstar Media, this is a one-on-one appointment tradeshow for meeting professionals of all market segments who have current RFP or history of booking group business in Florida. **VCB stakeholder opportunity**

Expected attendance 150

SMART Meetings East

Hosted buyer one-on-one appointment show produced by Bright Media, bringing in planners from all market segments for pre-arranged one-on-one appointments. **VCB stakeholder opportunity**

Expected attendance 240

SMART Meetings DC

Hosted buyer one-on-one appointment show produced by Bright Media, bringing in planners from the DC market for pre-arranged one-on-one appointments. **VCB stakeholder opportunity**

Expected attendance 180

HelmsBriscoe Annual Business Conference

The Annual Business Conference is for HelmsBriscoe associates and valued partners only, and provides suppliers an opportunity to network and strengthen current relationships and build new ones.

Expected attendance 2,200

Florida Society of Association Executives (FSAE) Monthly Meetings, Tallahassee, FL

Attend two monthly luncheons, months TBD. **VCB stakeholder opportunity**

Monthly attendance 60-80

Florida Society of Association Executives (FSAE)

Annual convention of Florida association executives and planners.

VCB stakeholder opportunity

Expected attendance 440

Georgia Society of Association Executives (GSAE)

Annual convention for Georgia association executives and planners.

VCB stakeholder opportunity

Expected attendance 300

VCB Hosted Planner Events Out Of Market Jacksonville, Atlanta and

Hosted luncheons, receptions or special events in partnership with stakeholders in select markets. **VCB stakeholder opportunity**

Expected attendance 20-25 each

Luxury Meeting Summits (LMS) Jacksonville, Orlando and Tampa

One-day appointment shows in feeder markets matching suppliers with qualified meeting planners for one-on-one appointments combined with networking opportunities.

Expected attendance 30 per event

APPENDIX C

Segment Initiatives • Executive Groups

Small Market Meetings

A one-on-one appointment tradeshow for meeting professionals who predominately book reunion, sports, religious and association groups into second and third tier destinations.

Expected attendance 240

Society of Government Meeting Professionals

(SGMP) Edu-Con Day, Gainesville, FL

This initiative continues to provide successful network opportunities with government and third-party planners who book government meetings.

Expected attendance 48

Holiday Showcase – Association Forum

Chicago, IL

Holiday Showcase presents the opportunity to connect face-to-face with key decision makers representing Chicago's key association market.

Expected attendance 2,000

Society of Government Meeting Professionals (SGMP)

National Education Conference

This annual conference is the largest annual event in the government meeting industry.

Expected attendance 2,000

Meeting Professionals International (MPI)

Tampa Bay Area Chapter Tampa, FL

Each luncheon provides educational topics related to our industry, as well as networking opportunities with planners.

Expected attendance 50

UF Meeting Planner Workshop

Gainesville, FL

The University of Florida Conference Department hosts an annual Meeting Planner Workshop which includes industry experts speaking on current topics.

Expected attendance 200

Meeting Professional Tampa Bay -

MPI Meetings Academy Tampa, FL

This one-day event connects corporate meeting planners, association planners, third-party planners, CVBs, hoteliers, suppliers and all other meeting service industry partners.

Expected attendance 1,000

REUNIONS, SOCIAL DIVERSITY

CONNECT Speciality

One-on-one appointment show for planners in the Specialty market.

Expected attendance 1,000

Meeting Professionals International Global Meetings

Industry Day

This one-day tradeshow provides solicitation and networking opportunities with meeting planners.

Expected attendance 120

VISIT FLORIDA I-95 Welcome Center Winter Festival

Yulee, FL

The VISIT FLORIDA Yulee Welcome Center is the first welcome center I-95 drivers pass when entering the state. **VCB Stakeholder Opportunity**

Expected attendance 4,500

GOVERNMENT

Society of Government Meeting Planners

(SGMP)

Monthly SGMP meetings to maintain the VCB's visibility in Alachua County (University of Florida), strengthen current relationships, and build new ones.

Expected attendance 30

VISIT FLORIDA I-10 Welcome Center

Spring Festival

Pensacola, FL

The VISIT FLORIDA Pensacola Welcome Center is the welcome center I-10 drivers pass when entering the state from the west.

VCB Stakeholder Opportunity

Expected attendance 4,500

International Gay & Lesbian Travel Association (IGLTA)

Annual Conference, Atlanta, GA

The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBTQ+ tourism professionals.

Expected attendance 1,000

Community Marketing & Insights

LGTBQ Tourism Forum

Community Marketing & Insights (CMI) partnered with Destinations International to bring together leading industry professionals to share learnings about the LGBTQ+ market.

Expected attendance 200

Military Reunion Network (MRN) Con-FAM

Formerly known as the Reunion Friendly Network, this is a two-day appointment and conference show welcoming military reunions of all branches to consider our destination. **VCB Stakeholder Opportunity**

Expected attendance 40

Tri-Base Military Travel Shows NAS JAX and Mayport, FL & Kings Bay, GA

These three one-day consumer shows allow exclusive entry to the NAS Jacksonville, Naval Station Mayport, FL and Navy Subbase King's Bay, GA. The VCB exhibits to military personnel and their families coming from the southeast region of the U.S. **VCB Stakeholder Opportunity**

Expected attendance 600 per location

National Coalition of Black Meeting Planners (NCBMP) Annual Convention

NCBMP is dedicated primarily to the needs of African American meeting planners and suppliers for education and improving meeting experiences.

Expected attendance 1,000

WEDDINGS & SPECIAL EVENTS

Tampa Bay Bridal Show , Tampa, FL

This well-received show has proven to be a great area to target destination weddings and special events. **VCB Stakeholder Opportunity.**

Expected attendance 750

Georgia Bridal Show, Gainesville, GA

Wedding and special event show to market Florida's Historic Coast to this important destination wedding's feeder market.

VCB Stakeholder Opportunity

Expected attendance 500

The Rainbow Wedding Network, Atlanta, GA

Rainbow Wedding Network is a producer of hundreds of boutique-style gay and lesbian wedding expos throughout the nation.

VCB Stakeholder Opportunity

Expected attendance 100

St. Augustine Weddings & Special Events Association (SAWEA)

Attend monthly meetings to stay connected with FHC based wedding and special event business owners.

Expected attendance 30-50



APPENDIX C

Segment Initiatives • Executive Groups

SPORTS & RECREATION

Sports ETA

Sports ETA, formerly known as NASC, attracts hundreds of sport tourism professionals and industry stakeholders who gather to exchange resources, strategies, and solutions. **VCB Stakeholder Opportunity**

Expected attendance 2,000

Travel, Events and Management in Sports (TEAMS) Conference

TEAMS offers groups the opportunity to find new host cities and venues for sports events and meetings in a time-efficient, cost-effective manner.

Expected attendance 2,000

S.P.O.R.T.S., The Relationship Conference

S.P.O.R.T.S. is a reverse trade show where sports event planners and rights holders occupy the booths, and the suppliers and destination representatives visit for 15-minute qualified appointments.

Expected attendance 2,000

Florida Sports Foundation (FSF) Annual Sports Summit

The annual sports summit brings together representatives from Florida's 31 sports commissions and sporting event rights holders from throughout the United States.

Expected attendance 1,000

THE PLAYERS Championship Tournament FAM Tour Florida's Historic Coast

Vetted meeting and event planners are invited to an extensive destination site visit of FHC.

Expected attendance 2-5

TaxSlayer Gator Bowl FAM Tour Florida's Historic Coast

This Bowl game is used to entice sports and recreation rights holders to consider Florida's Historic Coast for their events.

Expected attendance 2-5





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FLORIDA'S HISTORIC COAST®



TDC Regular Meeting –June 20, 2022

Agenda Item 10– FY23 Proposed Budget Recommendation (Action Required)

TDC Meeting - June 20, 2022
 Agenda Item 10 - Proposed FY23 Budget

Category 1 - Destination Marketing

VCB Contract	\$	5,216,200	(10% increase from FY22)
Amphitheater Advertising Initiatives	\$	500,000	
Indirect Admin Costs	\$	12,595	
Total Expenditures		\$	5,728,795

Category 2 - Arts, Culture and Heritage

Cultural Council Contract	\$	1,231,000	(12% increase from FY22)
ACH Grants	\$	450,000	
Special Events	\$	450,000	
Amphitheater Operations Support	\$	300,000	
Indirect Admin	\$	10,711	
Total Expenditures		\$	2,441,711

Category 3 - Leisure and Recreation

Admin and Operating Expenses	\$	96,681	
Sports Marketing and Advertising	\$	331,800	
Travel and Training	\$	6,000	
Boat Ramp Maintenance	\$	250,000	
Ball Field Maintenance	\$	250,000	
Artificial Reef Program	\$	200,000	
Capital Improvement Projects	\$	1,900,000	
Indirect Admin	\$	42,043	
Total Expenditures		\$	3,076,524

Category 4 - Admin and Special Uses/Events

Admin and Operating Expenses	\$	544,594	
Tourism Development Projects	\$	304,500	
City of St. Augustine Transportation Ser	\$	250,000	
Amphitheater Bleacher Payoff	\$	387,869	
Local Retail/Resturant Incentive Progra	\$	100,000	
Visitor Information Centers and Improv	\$	415,000	
Nights of Lights	\$	100,000	
TPC	\$	275,000	
Special Events	\$	510,000	
Advertising	\$	75,000	
Travel and Memberships	\$	1,800	
Indirect Admin	\$	118,068	
Total Expenditures		\$	3,081,831

Category 5 - Beach Assets

Dune Walkover Maintenance	\$	343,934	
Other Beach Projects	\$	2,413,734	
Total Expenditures		\$	2,757,668

TDC Regular Meeting – June 20, 2022

Agenda Item Monthly Reports (Information Only)

FY2022 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
April	\$ 2,337,424	62.6%
FYTD	\$ 12,779,714	48.7%
% OF BUDGET		58.3%
% OF FY		84.5%

BUDGETED \$ \$ 15,130,362

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%	\$ (889,968.15)	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		\$ 3,780.68		\$ 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%
YTD												
GROSS RECEIPTS	\$ 48,866,330.52	29.4%										\$ 269,052,915
EXEMPT RECEIPTS	\$ (1,013,671.32)	11.3%										\$ (7,336,601)
TAXABLE RECEIPTS	\$ 47,852,659.20	29.9%										\$ 261,716,314
TOTAL TAX COLLECTED	\$ 2,392,632.96	62.3%										\$ 13,085,816
ADJUSTMENTS	\$ -		\$ 0		\$ -		\$ -		\$ -		\$ -	\$ -
TOTAL TAX DUE	\$ 2,392,633	62.3%										\$ 13,085,816
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
LESS TAX COLLECTOR & CLERK	\$ (47,702.53)	62.6%										\$ (260,810)
NET TO TDC	\$ 2,337,423.75	62.6%										\$ 12,779,714

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									
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	\$ 63,426.56	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							
June							
July							
August							
September							

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
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												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 4,360,252			\$ 2,414,130			\$ 5,158,786			\$ 170,164		

Fiscal Year 2022

	WGV + west of 195			195&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%	\$ 2,385,126.28
MAY											\$ -
JUN											\$ -
JUL											\$ -
AUG											\$ -
SEP											\$ -
FY YTD	\$ 747,193			\$ 137,777				\$ 52,223			\$ 13,040,524.93

VCB Report to the Tourist Development Council

June 20, 2022



Combined Lodging Metrics

April 2022

Occupancy (%)	FY 2022			FYTD
	Feb	Mar	Apr	
This Year	63.4	71.7	68.7	60.5
Last Year	50.7	69.5	68.9	52.1
Percent Change	25.2	3.1	-0.2	16.1

ADR	FY 2022			FYTD
	Feb	Mar	Apr	
This Year	194.7	233.67	219.70	196.37
Last Year	147.87	179.15	185.27	159.27
Percent Change	31.7	30.4	18.6	23.3

RevPAR/L	FY 2022			FYTD
	Feb	Mar	Apr	
This Year	123.46	167.48	151.03	118.82
Last Year	74.91	124.58	127.67	82.98
Percent Change	64.8	34.4	18.3	43.2

Supply	FY 2022			FYTD
	Feb	Mar	Apr	
This Year	272,410	299,629	292,194	1,999,798
Last Year	261,656	274,403	279,328	1,962,444
Percent Change	4.1	9.2	4.6	1.9

Demand	FY 2022			FYTD
	Feb	Mar	Apr	
This Year	172,741	214,755	200,867	1,210,046
Last Year	132,542	190,820	192,483	1,022,476
Percent Change	30.3	12.5	4.4	18.3

Gross Revenue	FY 2022			FYTD
	Feb	Mar	Apr	
This Year	33,632,505	50,181,469	42,129,655	237,616,535
Last Year	19,599,547	34,185,903	35,661,551	162,863,021
Percent Change	71.6	46.8	23.7	45.9

Combined STR Traditional Lodging and Vacation Rental Performance Metrics



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Smith Travel Research

April 2022

Occupancy (%)	FY 2022		
	Feb	Mar	Apr
This Year	72.1	80.3	77.5
Last Year	54.2	73.2	74.4
Percent Change	33.2	9.7	4.2

	Running 12 Months		
	2020	2021	2022
	58.3	52.8	68.3
	66.0	58.3	52.8
	-11.6	-9.5	29.4

ADR	FY 2022		
	Feb	Mar	Apr
This Year	170.57	215.90	200.75
Last Year	128.74	163.85	168.73
Percent Change	32.5	31.8	19.0

	Running 12 Months		
	2020	2021	2022
	139.07	136.51	175.96
	142.85	139.07	136.51
	-2.6	-1.8	28.9

RevPAR	FY 2022		
	Feb	Mar	Apr
This Year	123.02	173.29	155.64
Last Year	69.72	119.88	125.55
Percent Change	76.5	44.5	24.0

	Running 12 Months		
	2020	2021	2022
	81.10	72.05	120.14
	94.28	81.10	72.05
	-14.0	-11.2	66.7

Supply	FY 2022		
	Feb	Mar	Apr
This Year	184,856	204,662	198,270
Last Year	180,012	199,299	192,870
Percent Change	2.7	2.7	2.8

	Running 12 Months		
	2020	2021	2022
	2,315,813	2,331,199	2,385,947
	2,291,673	2,315,813	2,331,199
	1.1	0.7	2.3

Demand	FY 2022		
	Feb	Mar	Apr
This Year	133,326	164,263	153,713
Last Year	97,484	145,820	143,507
Percent Change	36.8	12.6	7.1

	Running 12 Months		
	2020	2021	2022
	1,350,475	1,230,420	1,628,996
	1,512,564	1,350,475	1,230,420
	-10.7	-8.9	32.4

Revenue	FY 2022		
	Feb	Mar	Apr
This Year	22,741,907	35,465,088	30,858,496
Last Year	12,549,835	23,892,055	24,214,563
Percent Change	81.2	48.4	27.4

	Running 12 Months		
	2020	2021	2022
	187,813,477	167,968,513	286,643,477
	216,068,488	187,813,477	167,968,513
	-13.1	-10.6	70.7

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FLORIDA'S HISTORIC COAST®

Smith Travel Research April 2022

Current Month April 2022 vs April 2021								
	Occ %		ADR		Percent Change from April 2021			
	2022	2022	2022	2022	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	80.0	166.35	10.7	37.3	52.0	50.6		
Nassau County, FL	78.3	317.25	5.7	21.3	28.2	40.9		
Pinellas County, FL	77.8	251.89	-4.0	26.0	21.0	23.2		
St. Johns County, FL	77.5	200.75	4.2	19.0	24.0	27.4		
Charleston, SC	81.1	201.60	9.2	33.6	45.8	48.1		
Jacksonville, FL	79.5	155.26	1.3	22.4	24.1	26.8		
Myrtle Beach, SC	63.4	166.37	1.1	9.9	11.2	9.8		
Orlando, FL	79.4	169.03	32.1	48.2	95.8	126.7		
Sarasota-Bradenton, FL	74.1	234.30	-5.3	25.6	18.9	19.9		
Savannah, GA	82.3	174.95	10.1	33.4	47.0	50.4		
Fort Walton Beach, FL	67.0	202.96	-9.3	5.8	-4.1	-2.3		
Daytona Beach, FL	70.1	171.58	-5.6	21.7	14.8	18.4		
Zip Code 32084+	79.8	184.35	2.0	19.6	22.0	28.4		
Zip Code 32080+	76.9	214.05	1.7	22.9	25.0	28.4		
Zip Code 32092+	76.6	119.95	7.5	15.6	24.2	24.0		

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



AllTheRooms.com Analytics

April 2022

Active Listings	FY 2022		
	Feb	Mar	Apr
This Year	5,472	5,590	5,437
Last Year	5,217	4,757	5,193
Percent Change	4.9	17.5	4.7

Supply	FY 2022		
	Feb	Mar	Apr
This Year	87,778	94,936	93,924
Last Year	81,868	75,073	86,458
Percent Change	7.2	26.5	8.6

Occupancy (%)	FY 2022		
	Feb	Mar	Apr
This Year	45.7	53.2	50.2
Last Year	43.0	59.9	56.6
Percent Change	6.5	-11.3	-11.4

Demand	FY 2022		
	Feb	Mar	Apr
This Year	40,147	50,466	47,154
Last Year	35,165	44,988	48,976
Percent Change	14.2	12.2	-3.7

ADR	FY 2022		
	Feb	Mar	Apr
This Year	274.94	291.52	281.44
Last Year	200.72	229.78	233.73
Percent Change	37.0	27.4	20.4

Revenue	FY 2022		
	Feb	Mar	Apr
This Year	11,037,900	14,711,920	13,271,159
Last Year	7,058,428	10,292,548	11,446,988
Percent Change	56.4	42.9	15.9

RevPAL	FY 2022		
	Feb	Mar	Apr
This Year	125.75	154.97	141.30
Last Year	86.22	137.10	132.40
Percent Change	45.9	13.0	6.7



AllTheRooms.com Analytics

April 2022

Area Comparison	Occupancy	ADR	RevPAL	Supply	Demand
32080	49%	\$ 268.05	\$ 130.68	3,010	23,741
32082	42%	\$ 444.81	\$ 185.85	394	2,786
32084	55%	\$ 283.94	\$ 156.90	1,490	16,171
32092	45%	\$ 210.96	\$ 95.99	290	2,300



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 the 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

April 2022

April (Net Collections)	\$ 2,337,424	63%
YTD Net Collections April	\$ 12,779,714	82%

YTD Collections by Area

	April	YTD
Anastasia Island and St. Augustine Beach (32080)	37%	33%
Ponte Vedra Beach (32082)	20%	19%
St. Augustine, Vilano and North Beach (32084)	35%	40%
St. Augustine Shores/South/207 (32086)	1%	1%
World Golf Village and west of I-95 (32092)	5%	6%
I-95&SR 16/Palencia (32095)	1%	1%
Other	0.4%	0.4%



Website Campaign Updates

May 2022

Top Level Performance

Visits to Website	135,650
Pageviews	219,550
Time on Site	1:28
Bounce Rate	58.10%
Scroll Depth	31.02%

Key Performance Indicators

Guides Ordered	709
eNewsletter Signups	147
Clicks on Partner Listings	15,860
BookDirect Clicks (lodging)	910

Organic Search

Visits to Website	52,239
Pageviews	80,267
Time on Site	1:36
Bounce Rate	53.16%



VIC Visitation

May 2022

SJCC-PVBD Visitor & Information Center

	May 2022	May 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	35	49	0.06%	344	266	456

City of St. Augustine Downtown Visitors Center

	May 2022	May 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	51,675	54,533	94%	315,227	267,636	569,995

St. Augustine Beach Visitors Center

	May 2022	May 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	1,839	2,988	3%	19,180	17,796	37,492

Jacksonville Airport Visitor Information Center

	May 2022	May 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	1,137	501	2%	8,020	8,640	4,547

Total Inquiries at Visitors Centers

	May 2022	May 2021	FYTD 2022	FYTD 2021	Total FY 2021
	54,686	58,071	342,771	294,338	612,490



Departmental Reports



Social Media

April 2022

Social Media

YOY Change

Facebook		
Fans added In April	289	
Total Facebook Fans	519,506	0.7%
Facebook Impressions	4,362,094	
Engagement Rate	1.9%	
Reach	1,623,865	
Instagram		
Instagram Followers	42,891	10%
Instagram Impressions	387,361	
Twitter		
Twitter Followers	13,915	3.7%
Twitter Impressions	26,863	
YouTube		
Views To Date	412,469	10%

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



Communications Summary

April 2022

	April	FYTD	FYTD 21
Total Impressions	3,631,557,574	63,305,174,363	43,544,922,396
VCB Supported Stories <i>in publication or broadcasted</i>	154	2,411	1,880
			45%
			28%



Sales Measurement Summary

April 2022

	April	Monthly % Actual vs Goal	YTD	YTD % Actual vs Goal
Solicitation Emails/Calls	176	0%	1,242	6%
Total Leads Distributed	27	-4%	156	-1%
Lead Room Nights	6,740	-36%	56,572	11%



Florida's First Coast of Golf

April 2022

	Apr-22	Apr-21	% Change
Rooms	6,971	7,054	-1%

	Apr-22	Apr-21	% Change
Rounds	26,811	27,130	-1%

	2022	2021	Change
Precipitation	2.64	3.40	-0.76

	2022	2021	Change
Temperature (Avg High)	70	68	2

Digital Traffic

	Apr-22	Apr-21	% Change
13,664	8,552	60%	
2022 YTD	2021 YTD	% Change	
72,440	66,606	9%	



Promotions – May 2022

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.



CEO's Comments

- April Combined Traditional and Vac Rental Lodging: Occupancy 68.7% (-0.2%), ADR \$219.70 (+18.6%), RevPAR/L \$151.03 (+18.3%), Demand +4.4%, Supply +4.6%, Revenue +23.7%
- April Traditional Lodging Stats: Occupancy 77.5% (+4.2%), ADR \$200.75 (+19.0%), RevPAR \$155.64 (+24.0%), Demand +7.1%, Supply +2.8%
- April Vacation Rental Stats: Occupancy 50.2% (-11.4%) late Easter and big supply growth, ADR \$281.44 (+20.4%), RevPAL \$141.30 (+6.7%), Demand -3.7%, Gross Rev +15.9% and Supply +8.6%
- April Attractions (n=19) report that attendance was up +11.9% to 2021; FYTD, however, was up +16.1% to 2021
- March B&B Lodging stats (n=9): Occ 90.3% (+5.5% over 2021), ADR \$294.04% (+19.1%), RevPAR \$265.57 (+25.6% over), Demand +5.5%. FYTD Occ +84.0% (+15.0%), ADR \$286.90 (+10.7%), RevPAR \$241.04 (+27.3%), Demand +14.9%
- April Publicity: Supported stories FYTD 2,411, +28% to FYTD 2021.
- April Sales team lead room night production was +11% YTD goal, with solicitations +6% ahead of goal.
- Completed radio promotions in Tampa, Gainesville and Atlanta. Launched radio promotions in Atlanta and Orlando. Completed social media promotion with Elite Airways and a sweepstakes with Norsan in Hispanic media outlets. Finalized promotions in Tampa and Orlando.
- Conducted State of the Tourism Industry presentations to industry leaders and the public.
- Attended IPW, largest international inbound travel trade show, with hotel and airport stakeholders. Received updates on international travel and shared itineraries with international tour operators and media.

