

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
OCTOBER 16, 2023 1:30 PM
COUNTY ADMINISTRATION BUILDING (TRAINING ROOM – 1ST FLOOR)

1. CALL TO ORDER – Michael Gordon, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – September 18, 2023
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. TAG! CHILDREN’S MUSEUM PRESENTATION (**Action Required**)
Public Comment
8. TOURISM DESTINATION MARKETING DISCUSSION (**Action Required**)
Public Comment
9. SING OUT LOUD DISCUSSION
10. MONTHLY REPORTS PROVIDED IN PACKETS
11. MEMBER COMMENTS
12. NEXT MEETING DATE – TBD
13. ADJOURN

TDC Regular Meeting – October 16, 2023

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

- Regular Meeting – September 18, 2023
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
September 18, 2023 - 1:30 p.m.

CALL TO ORDER

Gordon called the meeting to order at 1:30 p.m.

Present: Michael Gordon, Chair
Regina Phillips, Vice Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Don Samora, Mayor, City of St. Augustine Beach Representative
Charles Cox, District 3
Troy Blevins, District 5

Absent: Irving Kass, District 2
Michael Wicks, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Jennifer Zuberer, Manager of Tourism Promotional Programs
Jalisa Ferguson, Assistant County Attorney
Artricia K. Allen, Deputy Clerk

PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

Gordon welcomed the new Tourist Development Council Member, Charles Cox.

ROLL CALL

Zuberer called the roll. Council Members Gordon, Phillips, Arnold, Sikes- Kline, Samora, Blevins, and Cox were present. Council members Wicks and Kass were absent.

APPROVAL OF AGENDA

Gordon stated that Regular Agenda Item 10 was pulled from the agenda.

Motion by Gordon, seconded by Sikes-Kline, carried 7/0, to approve the Agenda, as amended.

Yea: Gordon, Phillips, Arnold, Sikes-Kline, Samora, Blevins, Cox
Nay: None
Absent: Wicks, Kass

APPROVAL OF MINUTES

Motion by Gordon, seconded by Sikes-Kline, carried 7/0, to approve the minutes for the August 21, 2023, meeting, as submitted.

Yea: Gordon, Sikes-Kline, Arnold, Phillips, Samora, Blevins, Cox
Nay: None
Absent: Wicks, Kass

PUBLIC COMMENT

Public Comment: Diana Jordan Baldwin (Exhibit A) provided public comment.

*Arnold requested Council consensus to hear the item at a future council meeting, regarding placing the Zora Neale Hurston monument sculpture at the Lincolnville Museum. **Consensus was given.** Meeks responded that the item would be heard at the October 16, 2023, meeting.*

TAG! CHILDREN'S MUSEUM PRESENTATION

Ben Platt, Director of the Board of Directors, and Kim MacEwan, Executive Director of the Board of Directors, presented the details of the request. Discussion ensued on the estimated visitors, the funding source, protecting investment returns, parking, utilizing the Tourist Development Tax (TDT) funds, and the construction timeline. Sikes-Kline recommended that the item be heard by the Board of County Commissioners for the funding request. Additional comments provided by Tera Meeks, regarding the funding source.

Public Comment: There was none.

Motion by Sikes-Kline, seconded by Blevins, carried 7/0, via roll call vote, to recommend the Board of County Commissioners, to approve funding for the new construction and marketing request.

Yea: Arnold, Blevins, Cox, Gordon, Phillips, Samora, Sikes-Kline
Nay: None
Absent: Wicks, Kass

ST. JOHNS CHAMBER OF COMMERCE PRESENTATION

Isabelle Renault, President of the St. Johns County Chamber of Commerce, presented the details of the Destination Architect Plan Update. Blevins recommended that the St. Johns County Chamber of Commerce work with the St. Johns County Council on Aging.

SPORTS MARKETING FUNDING REQUEST

- Florida State CFDA Championship - February 9-11, 2024, Recommended - \$2,500
- Santa Suits On The Loose 5K - December 9, 2023, Recommended - \$5,000
- PRIME Soccer Cup - October 6-8, 2023, Recommended - \$10,000
- Ponte Vedra Beach Triathlon - October 15, 2023, Recommended - \$6,500
- FL GA Pickleball Classic - October 27-29, 2023, Recommended - \$10,000
- Pickleball Veritas in the Ancient City - February 23-25, 2024, Recommended - \$10,000
- St. Augustine Amateur Golf - December 1-3, 2023, Recommended - \$15,000
- Jacksonville Classic Basketball - November 18-20, 2023, Recommended - \$20,000
- Perfect Game Fall Sunshine State Championships - Oct. 20-22, 2023, Recommended - \$8,500
- Perfect Game Fall Florida Premier Championships - Nov 3-5, 2023, Recommended - \$8,500
- Jacksonville Football Club Soccer Tournaments - January and February 2024, Recommended - \$7,500

Meeks presented the details of the proposed recommendations; with additional comments from Teddy Meyers, Facility Manager of St. Johns County Parks and Recreation. Meyers provided background information on the Jacksonville Classic Basketball event.

Motion by Blevins, seconded by Gordon, carried 7/0, to recommend the Board of County Commissioners, to approve the Fiscal Year 2024 sports marketing funding requests.

Yea: Blevins, Gordon, Arnold, Samora, Sikes-Kline, Phillips, Cox

Nay: None

Absent: Wicks, Kass

MONTHLY REPORTS PROVIDED IN PACKETS

Christina Parrish Stone, Executive Director of the St. Johns County Cultural Council (SJCC), provided updates and details on the St. Johns Cultural Council monthly report. She reviewed grant growth, grant programs competing in their own category as separate entities, and the general atmosphere survey supporting year-round organizations.

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), provided updates and details on the VCB monthly report. Discussion ensued on tourism event numbers compared to statewide tourism event numbers, and the decrease of hotel stays in the month of September.

MEMBER COMMENTS

Blevins provided an update on the Sing Out Loud Festival including the total tickets sold and the Average Daily Rate (ADR) for hotels.

NEXT MEETING DATE

[The next meeting date was scheduled for October 16, 2023.]

ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 3:06 p.m.

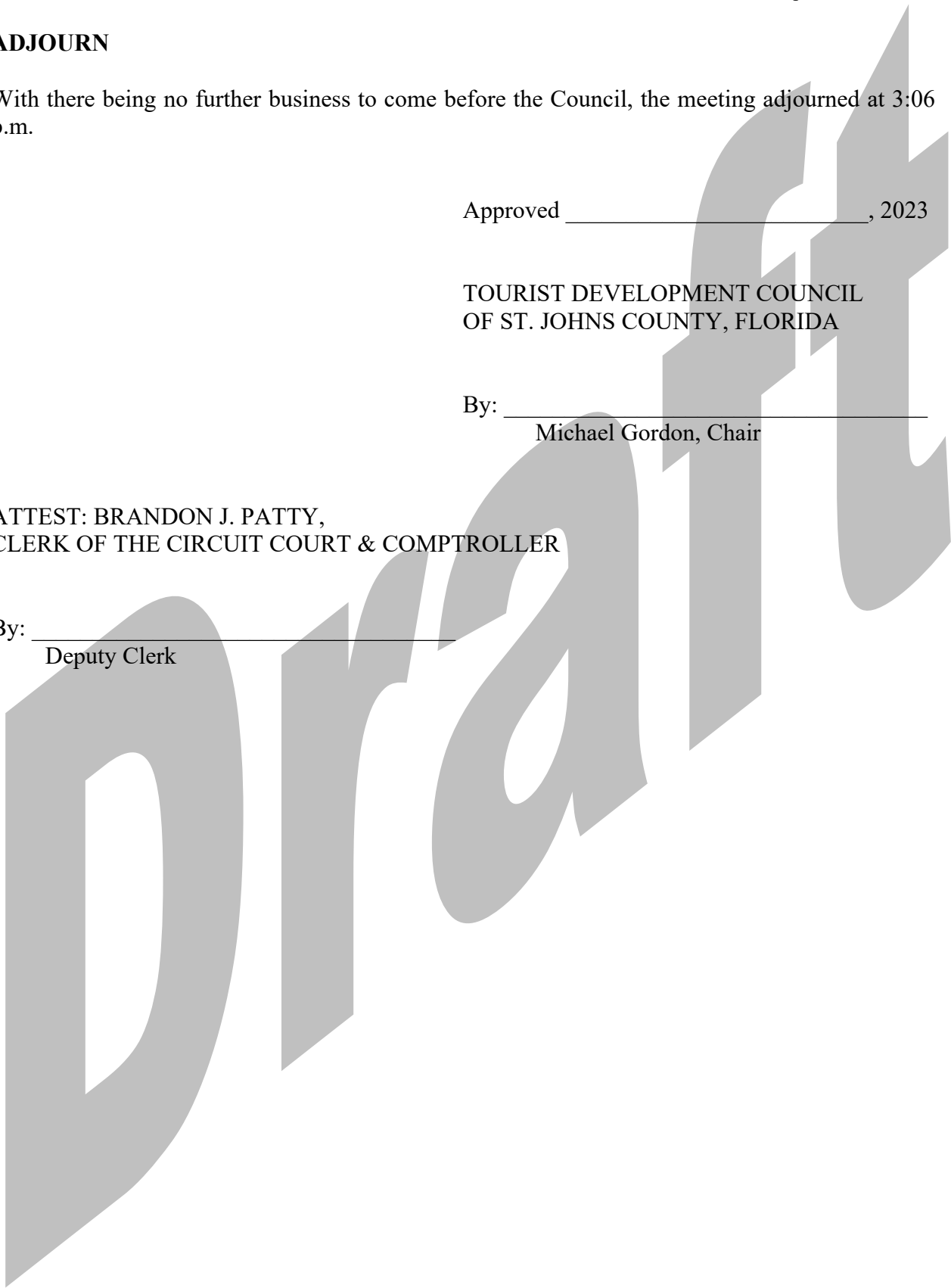
Approved _____, 2023

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Michael Gordon, Chair

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

By: _____
Deputy Clerk



TDC Regular Meeting – October 16, 2023

Agenda Item 8 – Tourism Marketing Contract Working Group (Action Required)

- Discussion – Action Plan for St. Johns County Tourism Contract Working Group
- Public Comment

**Action Plan for
St. Johns County Tourism Marketing Contract
Working Group**

Goal

Assemble a team of industry experts who will meet as necessary from October 2023 through December 2023 to develop a recommendation for consideration by the TDC for use in the County Tourism Marketing Contract Request for Proposals (RFP). The working groups recommendations shall include a scope of work, evaluation criteria, approach to expanded solicitation and suggested members for the evaluation team. The recommendation of the working group must be completed for presentation to the Tourist Development Council (TDC) at or before the regularly scheduled December meeting.

Selection of the working group

The TDC will select five industry stakeholders to participate in the working group. Selected individuals must be available to meet in-person as part of the working group from October 2023 through December 2023.

Note:

- Current TDC members may not serve in the Tourism Marketing Contract Working Group.
- Staff or representatives of an agency which intends to submit a responding proposal to the Tourism Marketing Contract RFP may not participate in the working group.

Working group tasks

1. Develop a recommended RFP scope of work to be used as part of the RFP for a County Tourism Marketing Agency.
2. Develop a recommended set of evaluation criteria which will be used in evaluating the responding proposals to the County Tourism Marketing Agency RFP.
3. Provide a recommendation for enhanced solicitation of the RFP which expands beyond the advertisement of the opportunity by the County on Demand Star.
4. Suggest at least three and no more than five individuals to potentially review and evaluate the qualified Tourism Destination Marketing RFP responses and presentations.
5. Suggest methods or criteria for evaluation of marketing product and ongoing performance management of the selected agency.

Anticipated working group meetings

- Two meetings in November/December
- Two meetings in January
- Presentation of recommendation at the regularly scheduled February TDC meeting

TDC Regular Meeting – October 16, 2023

Agenda Item Monthly Reports (Information Only)

FY2023 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
August	\$ 1,405,773	-7.3%
FYTD	\$ 21,799,512	4.5%
% OF BUDGET		91.7%
% OF FY		99.1%

BUDGETED \$ \$ 21,986,880

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 966,625	64.3%	-3.2%	\$ 169,146	11.3%	-3.7%	\$ 273,465	18.2%	54.9%
November	\$ 929,682	64.2%	1.7%	\$ 147,183	10.2%	-22.4%	\$ 274,602	19.0%	38.6%
December	\$ 1,258,171	65.6%	-0.6%	\$ 197,554	10.3%	-12.3%	\$ 322,403	16.8%	26.2%
2023 Janaury	\$ 975,482	56.0%	17.1%	\$ 269,059	15.4%	52.9%	\$ 327,089	18.8%	51.6%
February	\$ 1,159,536	58.3%	10.2%	\$ 342,566	17.2%	-10.9%	\$ 333,150	16.8%	15.8%
March	\$ 1,723,615	60.8%	4.8%	\$ 388,742	13.7%	-9.2%	\$ 526,660	18.6%	29.2%
April	\$ 1,376,723	55.3%	-5.0%	\$ 434,408	17.5%	3.0%	\$ 493,201	19.8%	40.2%
May	\$ 1,132,566	58.4%	-4.7%	\$ 303,960	15.7%	-1.5%	\$ 378,007	19.5%	33.3%
June	\$ 1,115,918	48.3%	-5.0%	\$ 557,783	24.1%	10.8%	\$ 510,594	22.1%	18.2%
July	\$ 1,222,622	46.4%	-2.5%	\$ 667,467	25.3%	-5.4%	\$ 634,621	24.1%	27.7%
August	\$ 794,090	55.4%	-13.6%	\$ 246,231	17.2%	-3.8%	\$ 321,646	22.4%	12.0%
September	\$ -			\$ -			\$ -		

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 50,054	3.3%	8.9%	\$ 43,541	2.9%	-33.7%	\$ 1,502,830.66
November	\$ 48,721	3.4%	-13.6%	\$ 48,498	3.3%	-40.8%	\$ 1,448,686.66
December	\$ 52,838	2.8%	-16.7%	\$ 86,130	4.5%	11.9%	\$ 1,917,095.73
2023 Janaury	\$ 97,212	5.6%	44.5%	\$ 73,929	4.2%	-1.2%	\$ 1,742,770.75
February	\$ 83,894	4.2%	17.5%	\$ 68,565	3.4%	-3.3%	\$ 1,987,710.57
March	\$ 72,650	2.6%	5.5%	\$ 124,010	4.4%	48.2%	\$ 2,835,677.90
April	\$ 100,278	4.0%	8.5%	\$ 84,785	3.4%	22.4%	\$ 2,489,394.25
May	\$ 62,062	3.2%	12.2%	\$ 61,928	3.2%	-3.1%	\$ 1,938,522.85
June	\$ 63,828	2.8%	-8.2%	\$ 62,006	2.7%	16.6%	\$ 2,310,128.83
July	\$ 58,652	2.2%	4.9%	\$ 53,758	2.0%	-5.6%	\$ 2,637,119.47
August	\$ 38,416	2.7%	-12.8%	\$ 34,080	2.4%	-16.5%	\$ 1,434,461.82
September	\$ -			\$ -			\$ -

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2023												
OCT	\$ 415,640	27.7%	-11.1%	\$ 357,846	23.8%	13.5%	\$ 583,683	38.8%	4.1%	\$ 18,949	1.3%	51.1%
NOV	\$ 417,227	28.8%	1.3%	\$ 272,268	18.8%	-7.0%	\$ 618,910	42.7%	2.7%	\$ 24,357	1.7%	-10.0%
DEC	\$ 540,722	28.2%	0.2%	\$ 302,312	15.8%	5.9%	\$ 904,075	47.2%	-1.3%	\$ 31,296	1.6%	39.3%
JAN	\$ 587,071	33.7%	41.9%	\$ 285,908	16.4%	41.0%	\$ 708,461	40.7%	16.8%	\$ 39,575	2.3%	69.1%
FEB	\$ 712,203	35.8%	1.8%	\$ 368,085	18.5%	21.6%	\$ 731,483	36.8%	4.1%	\$ 40,142	2.0%	56.3%
MAR	\$ 970,477	34.2%	3.3%	\$ 599,477	21.1%	9.9%	\$ 1,067,618	37.6%	15.1%	\$ 24,694	0.9%	-24.7%
APR	\$ 954,858	38.4%	7.5%	\$ 518,456	20.8%	10.4%	\$ 832,047	33.4%	-1.2%	\$ 57,618	2.3%	119.7%
MAY	\$ 708,377	36.5%	8.4%	\$ 386,674	19.9%	-3.9%	\$ 703,901	36.3%	2.5%	\$ 26,783	1.4%	31.4%
JUN	\$ 1,031,406	44.6%	1.3%	\$ 417,699	18.1%	8.7%	\$ 716,062	31.0%	4.2%	\$ 27,888	1.2%	30.8%
JUL	\$ 1,238,713	47.0%	3.0%	\$ 467,023	17.7%	5.1%	\$ 798,514	30.3%	3.1%	\$ 25,622	1.0%	3.0%
AUG	\$ 557,343	38.9%	-3.3%	\$ 269,866	18.8%	-8.5%	\$ 500,570	34.9%	-9.6%	\$ 17,594	1.2%	13.2%
SEP	\$ -			\$ -			\$ -			\$ -		
FY YTD	\$ 8,134,036			\$ 4,245,614			\$ 8,165,325			\$ 334,517		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$ 106,358	7.1%	17.0%	\$ 14,588	1.0%	48.6%	8.0%	\$ 5,767	0.4%	3.5%	\$ 1,502,830.66
NOV	\$ 93,239	6.4%	5.7%	\$ 14,680	1.0%	19.7%	7.4%	\$ 8,005	0.6%	37.4%	\$ 1,448,686.66
DEC	\$ 105,650	5.5%	8.6%	\$ 18,875	1.0%	9.2%	6.5%	\$ 14,165	0.7%	84.9%	\$ 1,917,095.73
JAN	\$ 99,582	5.7%	12.5%	\$ 16,344	0.9%	-35.8%	6.7%	\$ 5,830	0.3%	-2.0%	\$ 1,742,770.75
FEB	\$ 112,638	5.7%	1.1%	\$ 15,491	0.8%	-15.4%	6.4%	\$ 7,669	0.4%	18.0%	\$ 1,987,710.57
MAR	\$ 138,013	4.9%	-4.2%	\$ 26,134	0.9%	-18.6%	5.8%	\$ 9,265	0.3%	-17.4%	\$ 2,835,677.90
APR	\$ 99,066	4.0%	-21.8%	\$ 18,102	0.7%	-19.7%	4.7%	\$ 9,246	0.4%	-2.7%	\$ 2,489,394.25
MAY	\$ 90,610	4.7%	-15.4%	\$ 14,099	0.7%	-33.8%	5.4%	\$ 8,079	0.4%	-7.5%	\$ 1,938,522.85
JUN	\$ 93,207	4.0%	-2.1%	\$ 15,836	0.7%	-10.3%	4.7%	\$ 8,031	0.3%	-10.6%	\$ 2,310,128.83
JUL	\$ 87,957	3.3%	-6.8%	\$ 9,885	0.4%	-41.3%	3.7%	\$ 9,405	0.4%	-15.5%	\$ 2,637,119.47
AUG	\$ 75,571	5.3%	-12.7%	\$ 7,356	0.5%	-29.0%	5.8%	\$ 6,162	0.4%	-35.8%	\$ 1,434,461.82
SEP	\$ -			\$ -				\$ -			\$ -
FY YTD	\$ 1,101,893			\$ 171,390				\$ 91,624.59			\$ 22,244,399.49



VCB Report to the Tourist Development Council

October 16, 2023



Smith Travel Research

August 2023

Occupancy (%)	FY 2023			Running 12 Months		
	Jun	Jul	Aug	2021	2022	2023
This Year	66.5	66.2	54.0	60.9	67.4	66.9
Last Year	70.1	71.4	60.7	52.0	60.9	67.4
Percent Change	-5.1	-7.2	-11.1	17.1	10.8	-0.8

Supply	FY 2023			Running 12 Months		
	Jun	Jul	Aug	2021	2022	2023
This Year	202,440	209,188	209,188	2,381,530	2,428,564	2,451,558
Last Year	199,800	206,460	206,460	2,315,818	2,381,530	2,428,564
Percent Change	1.3	1.3	1.3	2.8	2.0	0.9

ADR	FY 2023			Running 12 Months		
	Jun	Jul	Aug	2021	2022	2023
This Year	177.87	180.49	154.54	149.40	171.83	178.15
Last Year	174.14	181.14	152.85	129.24	149.40	171.83
Percent Change	2.1	-0.4	1.1	15.6	15.0	3.7

Demand	FY 2023			Running 12 Months		
	Jun	Jul	Aug	2021	2022	2023
This Year	134,550	138,538	112,860	1,449,369	1,637,843	1,640,149
Last Year	139,964	147,377	125,348	1,203,483	1,449,369	1,637,843
Percent Change	-3.9	-6.0	-10.0	20.4	13.0	0.1

RevPAR	FY 2023			Running 12 Months		
	Jun	Jul	Aug	2021	2022	2023
This Year	118.22	119.53	83.38	90.92	115.89	119.19
Last Year	121.99	129.30	92.80	67.16	90.92	115.89
Percent Change	-3.1	-7.6	-10.2	35.4	27.5	2.9

Revenue	FY 2023			Running 12 Months		
	Jun	Jul	Aug	2021	2022	2023
This Year	23,932,925	25,004,653	17,441,685	216,529,290	281,434,923	292,200,210
Last Year	24,372,721	26,695,290	19,160,008	155,534,692	216,529,290	281,434,923
Percent Change	-1.8	-6.3	-9.0	39.2	30.0	3.8

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

Smith Travel Research August 2023

Current Month August 2023 vs August 2022						
	Occ %	ADR	Percent Change from August 2022			
	2023	2023	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	66.5	139.47	-0.6	9.8	9.2	8.6
Nassau County, FL	52.9	238.09	-9.8	0.7	-9.1	-9.1
Pinellas County, FL	60.1	158.87	-3.8	-2.1	-5.9	-3.9
St. Johns County, FL	54.0	154.54	-11.1	1.1	-10.2	-9.0
Charleston, SC	66.8	155.52	-5.3	-1.1	-6.4	-5.9
Jacksonville, FL	61.5	127.90	-8.7	0.9	-7.9	-6.7
Myrtle Beach, SC	62.1	158.83	-6.7	1.0	-5.8	-7.9
Orlando, FL	62.9	158.61	-6.8	-1.7	-8.4	-8.5
Sarasota, FL	60.3	144.41	-2.2	-0.5	-2.8	-2.7
Savannah, GA	64.9	126.17	-2.4	-4.4	-6.7	-6.4
Fort Walton Beach, FL	61.9	185.03	-3.5	-5.3	-8.6	-6.6
Daytona Beach, FL	52.7	139.68	-9.6	1.4	-8.3	-10.5
Zip Code 32084+	56.4	139.21	-11.0	1.3	-9.8	-7.2
Zip Code 32080+	57.5	158.28	-8.4	-0.3	-8.7	-8.1
Zip Code 32092+	53.3	103.67	-12.9	-0.3	-13.2	-13.4
Ponte Vedra+	48.3	255.49	-14.4	4.1	-10.8	-10.8

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



Vacation Rental Analytics

August 2023

<p>Paid Occupancy % ⓘ</p> <p>31.5% primary</p> <p>▼3%</p> <p>32.4% compare</p>	<p>RevPAR ⓘ</p> <p>\$69 primary</p> <p>▲2%</p> <p>\$68 compare</p>
<p>ADR ⓘ</p> <p>\$219 primary</p> <p>▲5%</p> <p>\$209 compare</p>	<p>Guest Nights ⓘ</p> <p>21.8K primary</p> <p>▲1%</p> <p>21.5K compare</p>
<p>Nights Available ⓘ</p> <p>52.4K primary</p> <p>▲4%</p> <p>50.3K compare</p>	<p>Canceled Stays ⓘ</p> <p>729 primary</p> <p>▼3%</p> <p>752 compare</p>
<p>Revenue ⓘ</p> <p>\$4.7M primary</p> <p>▲6%</p> <p>\$4.5M compare</p>	<p>Avg. Booking Window ⓘ</p> <p>50 primary</p> <p>▼18%</p> <p>61 compare</p>



Glossary of Terms

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



TDT Collections

July 2023

July (Net Collections)	\$	2,584,377	2.7%
YTD Net Collections July	\$	20,393,739	5.4%

YTD Collections by Area	July	YTD
Anastasia Island and St. Augustine Beach (32080)	47%	36%
Ponte Vedra Beach (32082)	18%	19%
St. Augustine, Vilano and North Beach (32084)	30%	37%
St. Augustine Shores/South/207 (32086)	1%	2%
World Golf Village and west of I-95 (32092)	3%	5%
I-95&SR 16/Palencia (32095)	0%	1%
Other	0.4%	0.4%



Website Campaign Updates

September 2023

Top Level Performance

Visits to Website	201,635
Pageviews	327,031
Engaged Sessions	163,150
Engagement Rate	80.91%
Avg Engagement Time per session	3:13

Organic Performance

Visits to Website	59,802
Pageviews	95,426
Time on Site	3:47

Key Performance Indicators

Guides Ordered	687
eNewsletter Signups	504
Clicks on Partner Listings	9,360
BookDirect Clicks (lodging)	3,684

- **35% increase in YOY engaged sessions**
- **127% increase in YOY engagement rate - currently at 80%**
- **300+% increase in YOY eNewsletter signups**



VIC Visitation

September 2023

SJCC –PVBD Visitor & Information Center						
	September 2023	September 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors		34	0.00%	400	490	490

City of St. Augustine Downtown Visitors Center						
	September 2023	September 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	37,321	37,605	88%	601,740	505,368	505,368

St. Augustine Beach Visitors Center						
	September 2023	September 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	3,968	1,585	9%	31,905	25,977	25,977

Jacksonville Airport Visitor Information Center						
	September 2023	September 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visits	982	653	2%	6,094	10,042	10,695

Total Inquiries at Visitors Centers						
	September 2023	September 2022		FYTD 2023	FYTD 2022	Total FY 2022
	42,271	39,877		640,139	541,877	542,530

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Departmental Reports



Social Media

August 2023

Social Media		YOY Change
Facebook		
Fans added In August	777	
Total Facebook Fans	532,896	1.7%
Facebook Impressions	6,025,036	
Engagement Rate	4.9%	
Reach	2,220,756	
Instagram		
Instagram Followers	46,690	6.7%
Instagram Impressions	395,896	
Reach	111,008	
Twitter		
Twitter Followers	14,054	-0.2%
Twitter Impressions	33.3K	
TikTok (launched 7/4/22)		
TikTok Followers	5,452	184.8%
TikTok Likes	61.6K	
TikTok Total Video Views	87.2K	
YouTube		
Views To Date	453,462	8.3%

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



Communications Summary

September 2023

	September	FYTD	FYTD 22	
Total Impressions	6,876,639,784	196,911,452,447	105,758,180,686	86%
VCB Supported Stories <i>in publication or broadcasted</i>	168	562	302	86%



Sales Measurement Summary

September 2023

	September	Monthly % Actual vs Goal	YTD	YTD % Actual vs Goal
Solicitation Emails/Calls	151	29%	2,137	5%
Total Leads Distributed	32	116%	361	5%
Lead Room Nights	9,744	70%	141,153	22%



Florida's First Coast of Golf

August 2023

	Aug-23	Aug-22	% Change
Rooms	4,420	3,298	34%
	Aug-23	Aug-22	% Change
Rounds	17,001	12,683	34%

Precipitation	2023	2022	Change
	1.92	4.6	-2.63

Temperature (Avg High)	2023	2022	Change
	83	82	1

Digital Traffic

Aug-23	Aug-22	% Change
10,261	10,007	3%
2023 YTD	2022 YTD	% Change
161,934	125,222	29%



CEO's Comments

- August Traditional Lodging Stats: Occupancy 54.0% (-11.1%), ADR \$154.54 (+1.1%), RevPAR \$83.38 (-10.2%), Demand -10%, Supply +1.3%
- August Vacation Rental Stats: Occupancy 31.5 (-3%), ADR \$219 (+5%), RevPAL \$69 (+2%), Demand +1%, Gross Rev +6% and Supply +4%
- September Publicity: Supported stories FYTD 562, +86% to FYTD 2022.
- September Sales team lead room nights were up +22% YTD goal, with solicitations at +5% of goal.
- An enhanced late summer 2023 marketing campaign and new standalone Sing Out Loud Festival campaign launched July 31, 2023 and continue through September 18, 2023.
- 30th anniversary Nights of Lights logo comps are being developed by the VCB's advertising agency and will be provided to the City of St. Augustine for review.

