

ST. JOHNS COUNTY  
TOURIST DEVELOPMENT COUNCIL MEETING  
**JULY 15, 2024 1:30 PM**  
COUNTY AUDITORIUM

1. CALL TO ORDER – Gayle Phillips, Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
  - Regular Meeting Minutes – June 17, 2024 - (Page 2)
  - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. UPDATES FROM TOURISM MARKETING RFP WORKING GROUP - (Page 7)
8. DISCUSSION OF FY25 TOURISM BUDGET (**Action Required**) - (Page 10)  
Public Comment
9. NIGHTS OF LIGHTS DISCUSSION AND UPDATE - (Page 18)
10. MONTHLY REPORTS PROVIDED IN PACKETS - (Page 20)
11. MEMBER COMMENTS
12. NEXT MEETING DATE
13. ADJOURN

## **TDC Regular Meeting – July 15, 2024**

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

- Regular Meeting – June 17, 2024
- Public Comment



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
June 17, 2024 - 1:30 p.m.

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1. CALL TO ORDER

Phillips called the meeting to order at 1:36 p.m.

Present: Regina G. Phillips, Chair  
Irving Kass, Vice Chair  
Sarah Arnold, BCC Representative  
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative  
Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2  
Michael Wicks, District 4  
Troy Blevins, District 5  
Michael Gordon, District 4

Absent: Charles Cox, District 5

Staff Present: Tera Meeks, Tourism and Cultural Development Director  
Dena Masters, Tourist Development Council Program Specialist  
Jennifer Zuberer, Manager of Tourism Promotional Program  
Jalisa Ferguson, Assistant County Attorney  
Saundra Hutto, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Kass led the Pledge of Allegiance.

3. ROLL CALL

Masters called the roll. Council members Gordon, Phillips, Arnold, Sikes-Kline, Rumrell, Kass, Wicks, and Blevins were present and Cox was absent.

4. APPROVAL OF AGENDA

**Motion by Rumrell, seconded by Kass, carried 8/0, with Cox absent, to approve the Agenda, as submitted.**

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

5. APPROVAL OF MINUTES

**Motion by Rumrell, seconded by Blevins, carried 8/0, with Cox absent, to approve the minutes for the May 20, 2024, meeting, as submitted.**

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

6. PUBLIC COMMENT

Public Comment: Sandra Parks provided public comment.

7. UPDATES FROM THE TOURISM MARKETING REQUEST FOR PROPOSAL (RFP) WORKING GROUP

Meeks provided an update from the RFP Working Group. Discussion ensued on the hiring timeframe of companies, being proactive on upcoming events for the end of the year, transitioning from one agency to another, and having a designee from the working group being available for questions at the next meeting. Phillips requested *Council consensus to have a designee from the working group present at the next meeting.* **Consensus was given.**

8. UPDATES FROM THE TOURIST DEVELOPMENT TAX (TDT) FUNDING REQUEST CONSIDERATION WORKING GROUP

Meeks provided an update on the TDT funding request. Discussion ensued on moratorium requests, capital improvements, annual recurring programs, hearing recommendations once a year, funding requests, and the funding from municipalities and other governmental entities.

9. DISCUSSION OF FISCAL YEAR (FY) 2025 TOURISM BUDGET

Meeks presented the details of the budget. Discussion ensued on administrative costs, the clarification on Category 3 contingency, the criteria for maintaining a five percent in reserves, the pier being in Category 3 instead of Category 5, and the timeline and budget allocation for the pier renovation. Additionally, there was discussion on revising Ordinance No. 2021-43, recommendations concerning funding limits, the rationale behind implementing limits, and exploring options such as bulk purchasing to control costs.

Public Comment: Sherie Provence, Payson Tilden, Albert Syeles, Michael Weitz, Jennifer Flynt, Nell Toensmann, and Curtis Tucker provided public comment.

Discussion ensued on reallocating surplus funds and Category 2 – Arts, Culture and Heritage budget with the decrease in funding from the State’s budget.

The discussion focused on reallocating surplus funds and adjusting the Category 2 – Arts, Culture, and Heritage budget in response to a decrease in funding from the State's budget.

**Motion by Blevins, seconded by Rumrell, carried 8/0, with Cox absent, to remove all the funding caps from Ordinance No. 2021-43 regarding \$100,000 for Nights of Lights, \$60,000 for Fireworks, \$350,000 for Visitor Information Centers, and \$250,000 for The Players Championship.**

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

Discussion ensued on having a discussion item for the next meeting on reallocating funds, shifting funds between categories, and the negative impact to St. Johns County.

#### 10. PROMOTIONAL PRESENTATION FROM THE CULTURAL COUNCIL

Christina Parrish Stone, Executive Director of the St. Johns County Cultural Council (SJCC), summarized the bill that had been vetoed by the governor, which affected Arts, Cultural and Heritage funding. She then presented the details of the promotional plan. Discussion ensued on the grant funding and a detailed list of the impact on St. Johns County due to the State's decrease in funding.

#### 11. PROMOTIONAL PRESENTATION FROM THE VISITORS CONVENTION BUREAU (VCB)

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), presented the details of the promotional plan.

#### 12. MONTHLY REPORTS PROVIDED IN PACKETS

S. Phillips provided information on the Nights of Lights campaign. Discussion ensued on moving forward with the marketing campaign, utilizing funds from Fiscal Year (FY) 2025's budget before October, dividing the allocation between FY 2024 and FY 2025, and assessing the tourism capacity.

#### 13. MEMBER COMMENTS

There was none.

#### 14. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for July 15, 2024.

15. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 5:06 p.m.

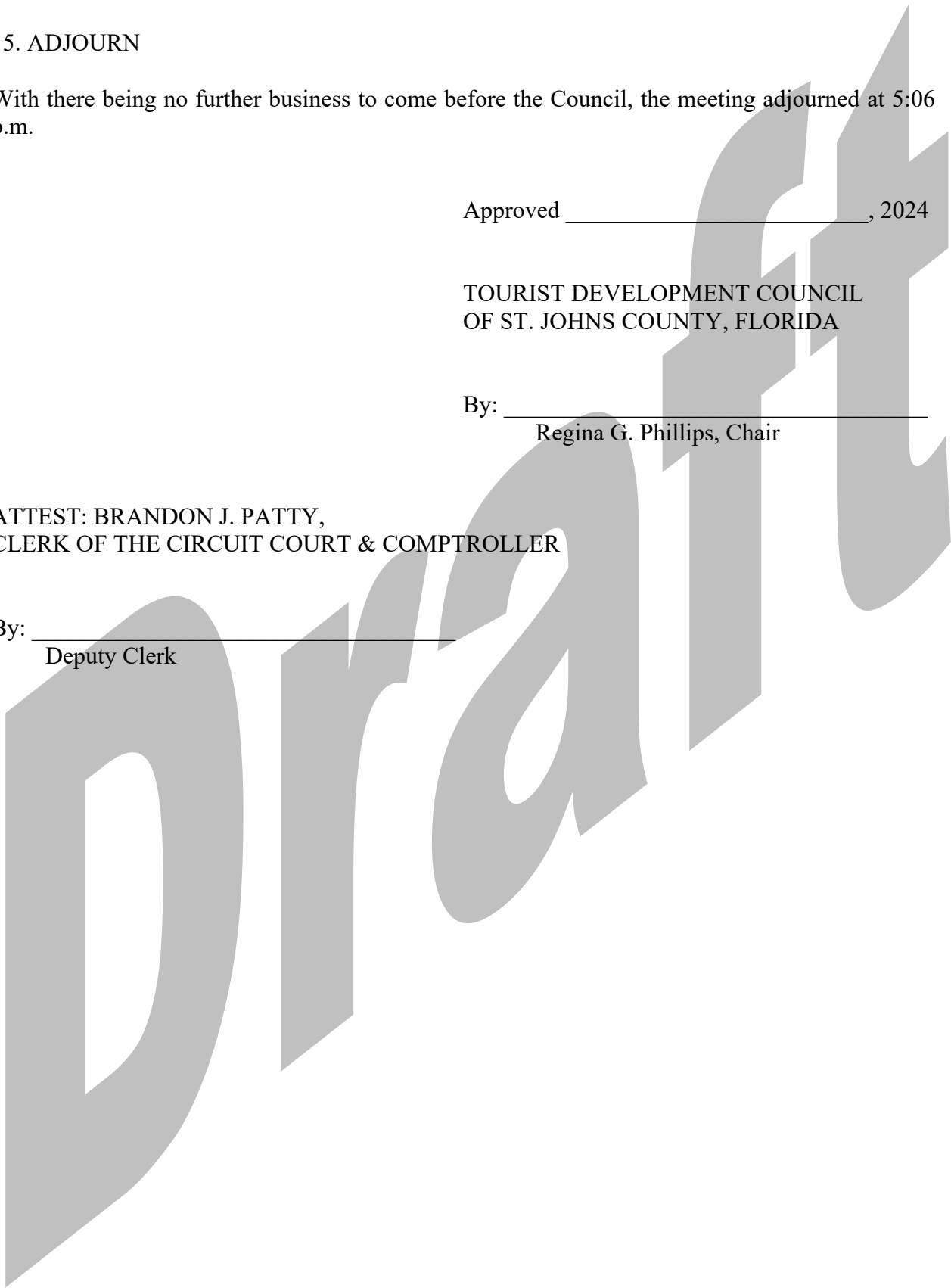
Approved \_\_\_\_\_, 2024

TOURIST DEVELOPMENT COUNCIL  
OF ST. JOHNS COUNTY, FLORIDA

By: \_\_\_\_\_  
Regina G. Phillips, Chair

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

By: \_\_\_\_\_  
Deputy Clerk



## **TDC Regular Meeting – July 15, 2024**

Agenda Item 7 – Updates From Tourism Marketing RFP Working Group

Good morning,

Since our appointment by the TDC in October 2023, the Tourism Marketing Working Group, consisting of Chair Kimberly Wilson, Gabe Pellicer, Philip McDaniel, and myself, Todd Hickey, has diligently met a total of 10 times. I am proud to stand before you today to share the significant progress we have made in addressing our assigned tasks and to discuss an important decision regarding the management of our new Advertising and Marketing Agency.

### **Progress and Accomplishments**

Our journey began with a clear mandate to enhance the County Tourism Marketing Contract RFP process. I am pleased to report that we have successfully completed the first four critical tasks:

1. **Developing the RFP Scope of Work:** We have meticulously crafted a comprehensive scope of work that aligns with the strategic goals of St. Johns County's tourism marketing efforts.
2. **Creating Evaluation Criteria:** We established robust and transparent evaluation criteria to ensure that all proposals are assessed fairly and effectively, facilitating the selection of the most capable agency.
3. **Enhancing RFP Solicitation:** Recognizing the need for a more enhanced solicitation process, we expanded the outreach beyond the county's advertisement on Demand Star. This enhanced approach includes targeted outreach to potential candidates to ensure a diverse pool of proposals.
4. **Suggesting Qualified Evaluators:** Understanding the importance and complexity of creating the RFP, the four members of the working group volunteered to remain as the evaluators to ensure the best ad agency is chosen.

We are excited about the progress made and are confident that these foundational steps will significantly benefit our county's tourism marketing efforts.

### **Remaining Task and Critical Decision**

This brings us to our fifth and final task: defining and measuring success to ensure accountability. It is essential that we establish clear metrics and benchmarks that can be easily monitored by the TDC through a user-friendly dashboard. These metrics will allow us to measure success and identify areas for improvement.

### **The Need for Stable Management**

However, before we can complete this task, we need to address the issue of who will manage the new Advertising and Marketing Agency. The working group unanimously agreed that the managing agency should be able to fully dedicate its time to working with the ad agency. In our assessment, the VCB is the ideal candidate for this role. They are already familiar with what it takes to offer this service and, in addition, address major concerns regarding transitional stability, consistency, and control.



Implementing major changes simultaneously could disrupt our marketing efforts. A one-year transition period under the VCB's guidance allows the new agency to establish itself and operate effectively. Maintaining continuity with the VCB ensures control and stability within our tourism marketing operations, allowing us to focus on developing the measurable benchmarks needed to ensure accountability. Current trends have our working group concerned that changing the management service currently provided by the VCB could increase the risk of a decline in tourism. This is a risk that businesses in our community may not support during this period of economic uncertainty.

### **Recommendation**

To develop the right benchmarks and ensure that both the management agency, TDC, and staff understand what success looks like, we recommend maintaining the VCB's oversight of the new Advertising and Marketing Agency for St. Johns County. The Working Group is willing to remain in place for up to three months to integrate a dashboard that defines the performance benchmarks and metrics to ensure the accountability that the TDC has asked us to develop and implement.

Thank you for your attention and consideration. We look forward to your feedback and to continuing our work to enhance St. Johns County's tourism marketing efforts.

Sincerely,

Todd Hickey  
On Behalf of the Tourism Marketing Working Group

## **TDC Regular Meeting – July 15, 2024**

Agenda Item 8 – Discussion of FY25 Tourism Budget **(Action Required)**

**Category 1 - Destination Marketing Recommended Budget**

	EXPENSE BUDGET LINE	FY25 PROJECTED	FY25 REQUESTED
Revenue		\$ 7,721,296	
Contractual Services	53120		\$ 7,654,000
Aid to Private Orgs	58200		\$ 1,040,000
Indirect Admin Costs	53401		\$ 52,388
<b>Total</b>		<b>\$ 7,721,296</b>	<b>\$ 8,746,388</b>
<b>5% of Expense in "Reserve"</b>			<b>\$ 388,667</b>
<b>Remaining Funds</b>			<b>\$ 705,946</b>

**Category 2 - Arts, Culture & Heritage Budget**

	EXPENSE BUDGET LINE	FY25 PROJECTED	FY25 REQUESTED
Revenue		\$ 2,895,486	
Contractual Services	53120		\$ 1,444,000
Indirect Admin Costs	53401		\$ 19,645
Category II Grants	53728		\$ 1,000,000
Special Events	54801		\$ 175,000
Aid to Private Orgs	58200		\$ 1,050,000
<b>Total</b>		<b>\$ 2,895,486</b>	<b>\$ 3,688,645</b>
<b>5% of Expense in "Reserve"</b>			<b>\$ 145,796</b>
<b>Remaining Funds</b>			<b>\$ 70,261</b>



### Impact of Governor’s Veto of State Funding for Cultural Organizations and Events in St. Johns County

Each year, St. Johns County cultural organizations apply to a Florida Department of State grant program for funding to support their programming and events. Their applications are reviewed by staff and a panel of experts, and applications scoring 80 or above are recommended for funding by the State. The legislature typically approves funding of 50 to 100 percent of the requests, and historically this recommendation has always been accepted by the Governor. In 2024 the Governor vetoed all state funding for arts and culture, with the result that – for the first time in modern history – the State of Florida will provide no funding for cultural organizations in FY 2025. The following St. Johns County organizations – almost all ACH grantees – were recommended funding in the following amounts:

#### FY2025 Florida DOS Funding Recommendations

Organization	Total Request
Flagler College	\$25,000
First Coast Opera, Inc.	\$40,000
St. Johns County Cultural Council, Inc.	\$126,906
First Coast Cultural Center	\$87,302
Limelight Theatre, Inc.	\$64,380
Romanza-St. Augustine, Inc.	\$55,353
St Augustine Music Festival, Inc	\$22,198
Lightner Museum of Hobbies	\$149,370
St. Augustine Lighthouse and Maritime Museum, Inc.	\$150,000
Lighthouse Archaeological Maritime Program, Inc.	\$60,000
The National Society of The Colonial Dames of America in The State of Florida	\$74,701
St. Augustine Ballet, Inc	\$25,000
The St. Augustine Art Association	\$47,300
Friends of Lincolnville Inc	\$25,000
Latin Community Services, Inc.	\$25,000
Gamble Rogers Folk Festival	\$25,000
SEA Community Center	\$25,000
Anniversary to Commemorate the Civil Rights Demonstrations, Inc.	\$25,000
First Coast Cultural Center	\$500,000
St Johns County BOCC	\$500,000

\$2,052,510

These applicants, and others, have applied for St. Johns County TDC grant funding in a total amount of \$1,388,976. Staff initially recommended a grant pool of \$725,000.

We respectfully request that the TDC recommend an increase in ACH grant funding for FY2025 to \$1,388,976, in order to fully fund this year's requests.

While this will not eliminate the budget deficits resulting from the Governor's veto, it will allow our ACH organizations to continue to present the high quality programming and events that bring visitor to St. Johns County each year, providing hundreds of jobs and creating significant economic impact throughout the area.

**Category 3 - Leisure and Recreation Budget**

	EXPENSE BUDGET LINE	FY25 PROJECTED	FY25 REQUESTED
REVENUE		\$ 2,894,486	
SALARIES	51200		\$ 78,093
OVER TIME	51400		\$ 400
FICA	52100		\$ 6,007
RETIREMENT	52200		\$ 14,145
LIFE/HEALTH INSUR	52300		\$ 15,914
WORKERS COMP	52400		\$ 1,319
CONTRACTUAL SERVICES	53120		\$ 17,583
INDIRECT ADMIN COST	53401		\$ 19,646
SPORTS MARKETING	53705		\$ 300,000
COMMUNICATIONS	54100		\$ 600
INSURANCE	54500		\$ 278
VEHICLE MAINTENANCE	54602		\$ 750
OTHER MAINTENANCE	54603		\$ 50,000
ATHLETIC FIELD MAINT	54526		\$ 250,000
WATERWAY ACCESS MAINT	54628		\$ 250,000
ADVERTISING	54900		\$ 31,800
OPERATING SUPPLIES	55200		\$ 5,000
GAS, OIL AND LUBRICANTS	55201		\$ 2,400
TRAINING	55401		\$ 15,000
IMPROVEMENT O/T BUILDINGS	56301		\$ 2,295,000
EQUIPMENT	56400		\$ 106,592
AID TO PRIVATE ORGS	58200		\$ 33,000
<b>TOTAL</b>		<b>\$ 2,894,486</b>	<b>\$ 3,493,527</b>
<b>5% of EXPENSE IN "RESERVE"</b>			<b>\$ 148,035</b>
<b>CONTENGENCY</b>			<b>\$ 1,750,000</b>
<b>REMAINING FUNDS</b>			<b>\$ 27,000</b>

**Category 4 - Admin and Special Uses Budget**

	EXPENSE BUDGET LINE	FY25 PROJECTED	FY25 REQUESTED	ADDITIONAL REQUESTS	FY25 REQUESTED
REVENUE		\$ 3,860,648			
SALARIES	51200		\$ 395,350		\$ 395,350
TEMP STAFFING	51302		\$ 65,000		\$ 65,000
OVERTIME EMPLOYEE	51400		\$ 400		\$ 400
FICA	52100		\$ 30,061		\$ 30,061
RETIREMENT	52200		\$ 95,027		\$ 95,027
LIFE/HEALTH INSUR	52300		\$ 65,254		\$ 65,254
WORKERS COMP	52400		\$ 311		\$ 311
PROFESSIONAL FEES/RESEARCH	53100		\$ 442,000		\$ 442,000
CONTRAC SVCS	53120		\$ 533,559	\$ 50,000	\$ 583,559
INDIRECT ADMIN COST	53401		\$ 26,194		\$ 26,194
HOLIDAY LIGHTING	53708		\$ 100,000	\$ 70,000	\$ 170,000
VISITOR INFORMATION CENTERS	53727		\$ 300,000	\$ 100,000	\$ 400,000
COMMUNICATIONS	54100		\$ 16,816		\$ 16,816
POSTAGE	54110		\$ 100		\$ 100
UTILITIES	54300		\$ 1,000		\$ 1,000
EQUIPMENT LEASE	54401		\$ 1,440		\$ 1,440
BUILDING LEASE	54401		\$ 28,826		\$ 28,826
INSURANCE	54500		\$ 11,444		\$ 11,444
VEHICLE MAINTENANCE	54602		\$ 500		\$ 500
SPECIAL EVENTS (FIREWORKS)	54801		\$ 60,000	\$ 35,000	\$ 95,000
ADVERTISING	54900		\$ 110,500		\$ 110,500
SOFTWARE	55102		\$ 3,805		\$ 3,805
OPERATING SUPPLIES	55200		\$ 3,950		\$ 3,950
GAS, OIL AND LUBRICANTS	55201		\$ 275		\$ 275
TRAINING	55401		\$ 1,000		\$ 1,000
DUES/MEMBERSHIP	55405		\$ 800		\$ 800
AIDE TO PRIVIATE ORG	58200		\$ 1,691,061		\$ 1,691,061
TRANSFER TO FUNDS (AMP DEBT)	59100		\$ 454,929		\$ 454,929
<b>TOTAL</b>		<b>\$ 3,860,648</b>	<b>\$ 4,439,602</b>	<b>\$ 255,000</b>	<b>\$ 4,694,602</b>
<b>5% of Expense in "Reserve"</b>			<b>\$ 194,501</b>		<b>\$ 194,501</b>
<b>Remaining Funds</b>			<b>\$ 366,038</b>		<b>\$ 111,038</b>



**Category 5 - Beach Assets Budget**

	EXPENSE BUDGET LINE	FY25 PROJECTED	FY25 REQUESTED	+/- FY24
Revenue		\$ 6,756,134		
Consulting Services	53150		\$ 30,000	
Indirect Admin Costs	53401		\$ 45,840	
Maint- Physical Environment (Walk-overs)	54620		\$ 136,500	\$ (25,500)
Improvements O/T Buildings	56301		\$ 950,000	\$ 50,000
Equipment	56400		\$ 66,000	
Transfer to Funds (Beach Sand Projects)	59100		\$ 3,488,157	\$(158,289)
<b>Total</b>		<b>\$ 6,756,134</b>	<b>\$ 4,686,497</b>	
<b>5% of Expense in "Reserve"</b>			<b>\$ 339,846</b>	
<b>Remaining Funds</b>			<b>\$ 6,469,025</b>	

## **TDC Regular Meeting – July 15, 2024**

Agenda Item 9 – Nights of Lights Discussion and Update

**Net TDT Revenue to the Tourism Department by Fiscal Year**

	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24
November	\$ 639,941	\$ 755,703	\$ 734,460	\$ 828,129	\$ 734,256	\$ 1,411,921	\$ 1,419,713	\$ 1,554,762
December	\$ 717,944	\$ 825,934	\$ 888,565	\$ 964,804	\$ 900,241	\$ 1,848,637	\$ 1,878,754	\$ 2,089,638
January	\$ 680,039	\$ 765,515	\$ 827,594	\$ 904,473	\$ 754,128	\$ 1,339,161	\$ 1,707,915	\$ 1,731,678
<b>Total</b>	<b>\$ 2,037,924</b>	<b>\$ 2,347,152</b>	<b>\$ 2,450,618</b>	<b>\$ 2,697,406</b>	<b>\$ 2,388,625</b>	<b>\$ 4,599,718</b>	<b>\$ 5,006,382</b>	<b>\$ 5,376,078</b>
Per Penny	\$ 509,481	\$ 586,788	\$ 612,655	\$ 674,352	\$ 597,156	\$ 919,944	\$ 1,001,276	\$ 1,075,216
Per Penny Growth	4.9%	15.2%	4.4%	10.1%	-11.4%	36.4%	8.8%	7.4%

Green = 5% TDT Levied

\*FY22 per penny growth is compared to FY20 per penny growth

**St. Augustine Parking Garage Numbers**

	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24
November	36,025	32,932	35,829	40,857	36,097	40,003	39,999	40,984
December	53,920	53,757	53,606	58,022	59,656	66,689	68,904	68,392
January	32,337	26,684	34,604	40,799	34,938	36,108	46,017	44,661
<b>Total</b>	<b>122,282</b>	<b>113,373</b>	<b>124,039</b>	<b>139,678</b>	<b>130,691</b>	<b>142,800</b>	<b>154,920</b>	<b>154,037</b>
Growth	14%	-7%	9%	13%	-6%	2%	8%	-1%

\*Off-site shuttle were started in FY18 for Nights of Lights

\*FY22 growth is compared to FY20 growth

## **TDC Regular Meeting – July 15, 2024**

Agenda Item Monthly Reports (Information Only)

## FY2024 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
May	\$ 2,005,957	5.6%
FYTD	\$ 15,892,115	2.2%
% OF BUDGET		66.7%
% OF FY		66.2%

**BUDGETED \$**      \$            24,011,790

### June Collection Accounts

Description	Count
RV/MH Park or Campground	29
Hotel or Motel	88
Condo / COOP	2366
Apartment / House / Mobile Home	2252
Bed & Breakfast	32
Other	5
<b>Total</b>	<b>4772</b>

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX  
FISCAL YEAR 2024

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$32,488,036.16	4.3%	\$32,635,663.74	7.9%	\$ 44,077,420.28	10.8%	\$ 36,826,503.76	0.6%	\$ 42,186,914.73	2.5%	\$ 60,573,492.09	3.9%
EXEMPT RECEIPTS	-\$1,711,195.56	25.5%	-\$944,153.94	-22.3%	\$ (1,411,329.88)	2.5%	\$ (1,452,798.16)	-13.7%	\$ (1,321,518.73)	-2.0%	\$ (1,163,145.69)	-15.3%
TAXABLE RECEIPTS	\$ 30,776,840.60	3.4%	\$ 31,691,509.80	9.2%	\$ 42,666,090.40	11.1%	\$ 35,373,705.60	1.2%	\$ 40,865,396.00	2.6%	\$ 59,410,346.40	4.4%
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,538,842.03</b>	<b>3.4%</b>	<b>\$ 1,584,575.49</b>	<b>9.2%</b>	<b>\$ 2,133,304.52</b>	<b>11.1%</b>	<b>\$ 1,768,685.28</b>	<b>1.2%</b>	<b>\$ 2,043,269.80</b>	<b>2.6%</b>	<b>\$ 2,970,517.32</b>	<b>4.4%</b>
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%	\$ 2,043,269.80	2.6%	\$ 2,970,517.32	4.4%
LESS COLLECTION ALLOWANCE	-\$11,256.36		-\$11,199.26		\$ (14,499.07)		\$ (12,862.90)		\$ (15,206.61)		\$ (21,269.03)	
PLUS PENALTY	\$5,781.01		\$12,597.73		\$ 13,103.77		\$ 10,835.79		\$ 6,913.68		\$ 13,068.14	
PLUS INTEREST	\$125.28		\$517.65		\$ 374.57		\$ 359.99		\$ 379.50		\$ 295.53	
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,533,491.96</b>	<b>2.0%</b>	<b>\$ 1,586,491.61</b>	<b>9.5%</b>	<b>\$ 2,132,283.79</b>	<b>11.2%</b>	<b>\$ 1,767,018.16</b>	<b>1.4%</b>	<b>\$ 2,035,356.37</b>	<b>2.4%</b>	<b>\$ 2,962,611.96</b>	<b>4.5%</b>
LESS TAX COLLECTOR & CLERK	\$ (30,669.84)	2.0%	\$ (31,729.83)	9.5%	\$ (42,645.68)	11.2%	\$ (35,340.36)	1.4%	\$ (40,707.13)	2.4%	\$ (59,252.24)	4.5%
<b>NET TO TDC</b>	<b>\$ 1,502,822.12</b>	<b>2.0%</b>	<b>\$ 1,554,761.78</b>	<b>9.5%</b>	<b>\$ 2,089,638.11</b>	<b>11.2%</b>	<b>\$ 1,731,677.80</b>	<b>1.4%</b>	<b>\$ 1,994,649.24</b>	<b>2.4%</b>	<b>\$ 2,903,359.72</b>	<b>4.5%</b>

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$44,603,364.86	-12.8%	\$42,047,834.64	4.0%									\$ 335,439,230.26
EXEMPT RECEIPTS	-\$1,401,599.66	21.1%	-\$1,004,799.44	-32.2%									\$ (10,410,541.06)
TAXABLE RECEIPTS	\$ 43,201,765.20	-13.6%	\$ 41,043,035.20	5.4%									\$325,028,689.20
<b>TOTAL TAX COLLECTED</b>	<b>\$ 2,160,088.26</b>	<b>-13.6%</b>	<b>\$ 2,052,151.76</b>	<b>5.4%</b>									\$16,251,434.46
ADJUSTMENTS	0												\$0.00
TOTAL TAX DUE	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%									\$16,251,434.46
LESS COLLECTION ALLOWANCE	-\$15,734.65		-\$15,593.70										\$ (117,621.58)
PLUS PENALTY	\$7,667.76		\$10,079.70										\$80,047.58
PLUS INTEREST	\$274.62		\$256.76										\$2,583.90
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 2,152,295.99</b>	<b>-13.5%</b>	<b>\$ 2,046,894.52</b>	<b>5.6%</b>									\$16,216,444.36
LESS TAX COLLECTOR & CLERK	\$ (43,045.92)	-13.5%	\$ (40,937.89)	5.6%									\$ (324,328.89)
<b>NET TO TDC</b>	<b>\$ 2,109,250.07</b>	<b>-13.5%</b>	<b>\$ 2,005,956.63</b>	<b>5.6%</b>									\$15,892,115.47

Budgeted \$ 24,011,790  
% of Budget 66.7%  
% of FY 66.2%

**FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE**

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$965,713.21	63.0%	<b>-0.1%</b>	\$174,758.10	11.4%	<b>3.3%</b>	\$290,978.14	19.0%	<b>6.4%</b>
November	\$996,715.32	62.8%	<b>7.2%</b>	\$140,001.45	8.8%	<b>-4.9%</b>	\$324,584.74	20.5%	<b>18.2%</b>
December	\$1,342,883.84	63.0%	<b>6.7%</b>	\$216,882.95	10.2%	<b>9.8%</b>	\$417,240.38	19.6%	<b>29.4%</b>
<b>2024 Janaury</b>	\$971,674.24	55.0%	<b>-0.4%</b>	\$282,359.02	16.0%	<b>4.9%</b>	\$360,583.11	20.4%	<b>10.2%</b>
February	\$1,152,962.35	56.6%	<b>-0.6%</b>	\$338,312.47	16.6%	<b>-1.2%</b>	\$390,867.16	19.2%	<b>17.3%</b>
March	\$1,679,403.86	56.7%	<b>-2.6%</b>	\$499,274.57	16.9%	<b>28.4%</b>	\$626,604.29	21.2%	<b>19.0%</b>
April	\$1,278,084.51	59.4%	<b>-7.2%</b>	\$317,376.14	14.7%	<b>-26.9%</b>	\$428,365.25	19.9%	<b>-13.1%</b>
May	\$1,184,491.16	57.9%	<b>4.6%</b>	\$287,980.10	14.1%	<b>-5.3%</b>	\$464,876.43	22.7%	<b>23.0%</b>
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$45,875.33	3.0%	<b>-8.3%</b>	\$56,167.18	3.7%	<b>29.0%</b>	\$ 1,533,491.96
November	\$58,556.22	3.7%	<b>20.2%</b>	\$66,633.88	4.2%	<b>37.4%</b>	\$ 1,586,491.61
December	\$51,422.75	2.4%	<b>-2.7%</b>	\$103,853.87	4.9%	<b>20.6%</b>	\$ 2,132,283.79
<b>2024 Janaury</b>	\$81,619.84	4.6%	<b>-16.0%</b>	\$70,781.95	4.0%	<b>-4.3%</b>	\$ 1,767,018.16
February	\$82,319.67	4.0%	<b>-1.9%</b>	\$70,894.72	3.5%	<b>3.4%</b>	\$ 2,035,356.37
March	\$72,277.50	2.4%	<b>-0.5%</b>	\$85,051.74	2.9%	<b>-31.4%</b>	\$ 2,962,611.96
April	\$59,282.56	2.8%	<b>-40.9%</b>	\$69,187.53	3.2%	<b>-18.4%</b>	\$ 2,152,295.99
May	\$50,382.28	2.5%	<b>-18.8%</b>	\$59,164.55	2.9%	<b>-4.5%</b>	\$ 2,046,894.52
June							
July							
August							
September							

**FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE**

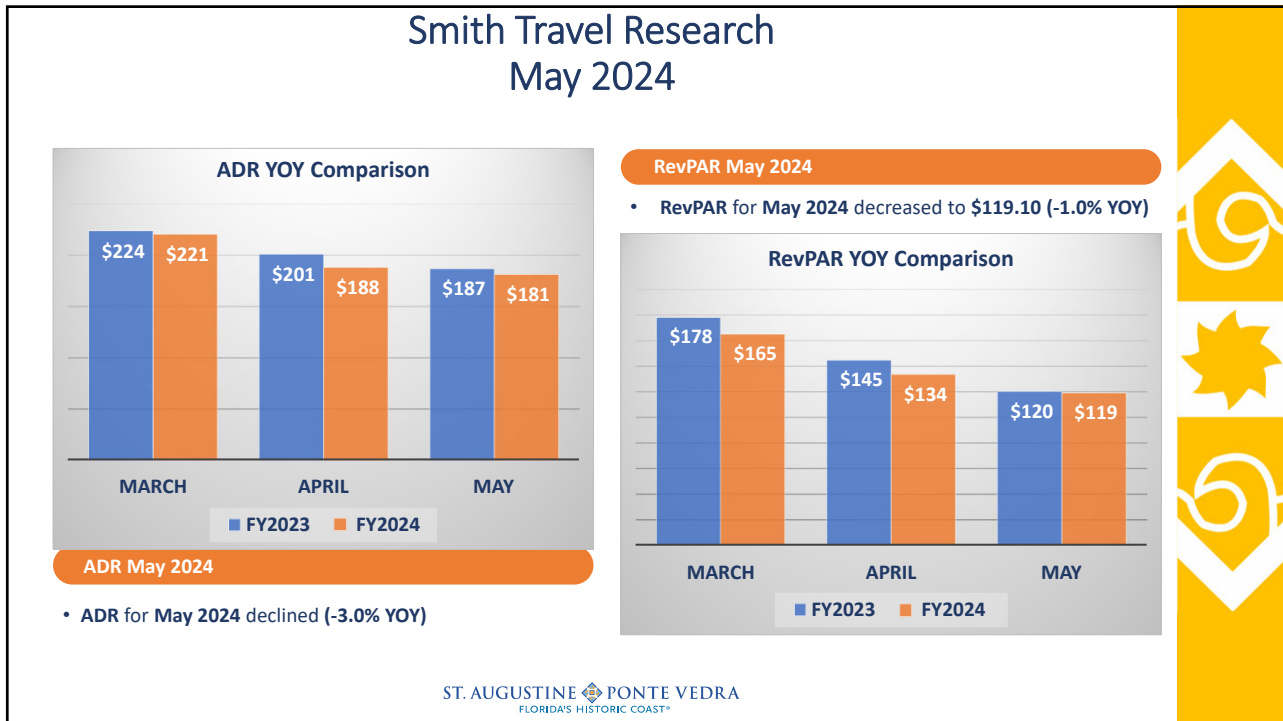
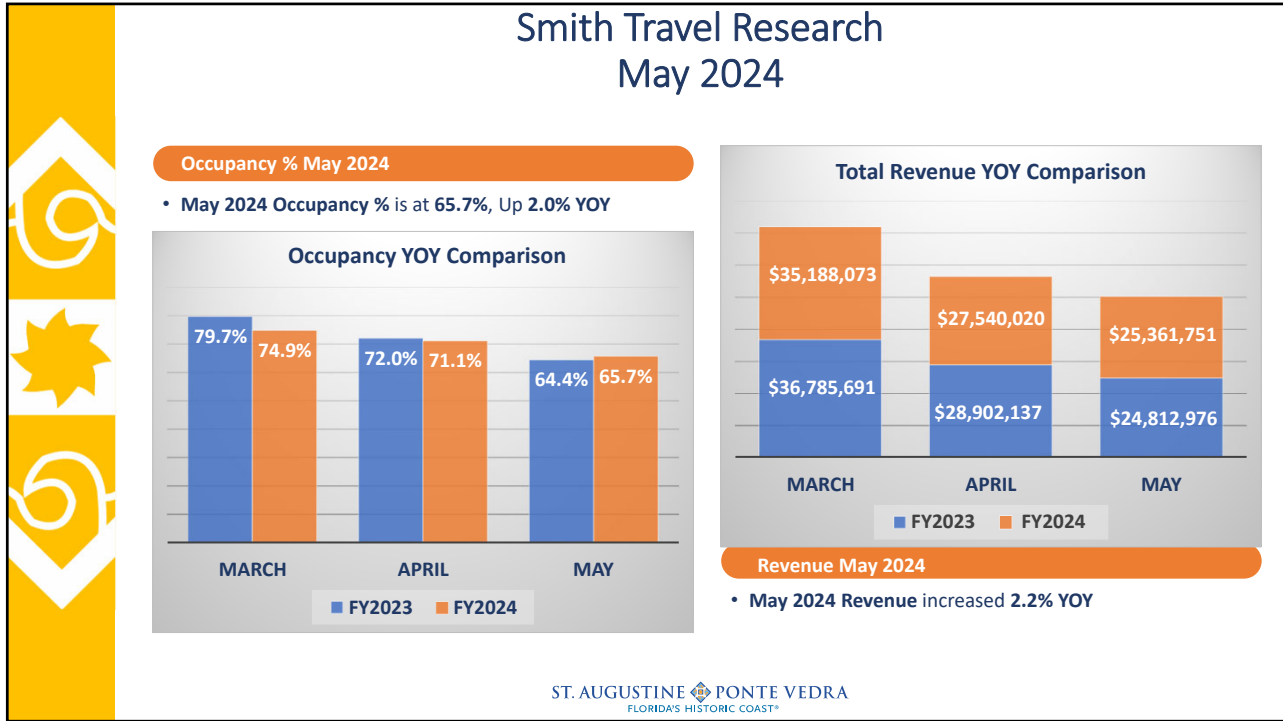
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	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
<b>Fiscal Year 2024</b>												
OCT	\$458,785.26	29.9%	10.4%	\$346,735.47	22.6%	-3.1%	\$598,594.10	39.0%	2.6%	\$21,514.87	1.4%	13.5%
NOV	\$423,126.90	26.7%	1.4%	\$314,505.09	19.8%	15.5%	\$719,780.00	45.4%	16.3%	\$29,354.81	1.9%	20.5%
DEC	\$628,926.94	29.5%	16.3%	\$272,734.53	12.8%	-9.8%	\$1,071,943.43	50.3%	18.6%	\$23,732.91	1.1%	-24.2%
JAN	\$573,896.91	32.5%	-2.2%	\$300,487.45	17.0%	5.1%	\$738,881.66	41.8%	4.3%	\$40,059.75	2.3%	1.2%
FEB	\$701,438.41	34.5%	-1.5%	\$377,805.70	18.6%	2.6%	\$785,933.94	38.6%	7.4%	\$41,194.76	2.0%	2.6%
MAR	\$1,057,288.74	35.7%	8.9%	\$643,142.66	21.7%	7.3%	\$1,065,916.32	36.0%	-0.2%	\$27,850.75	0.9%	12.8%
APR	\$750,688.08	34.9%	-21.4%	\$466,336.04	21.7%	-10.1%	\$785,190.44	36.5%	-5.6%	\$18,803.06	0.9%	-67.4%
MAY	\$703,253.57	34.4%	-0.7%	\$467,851.99	22.9%	21.0%	\$735,947.33	36.0%	4.6%	\$18,310.61	0.9%	-31.6%
JUN												
JUL												
AUG												
SEP												
<b>FY YTD</b>	<b>\$ 5,297,405</b>			<b>\$ 3,189,599</b>			<b>\$ 6,502,187</b>			<b>\$ 220,822</b>		

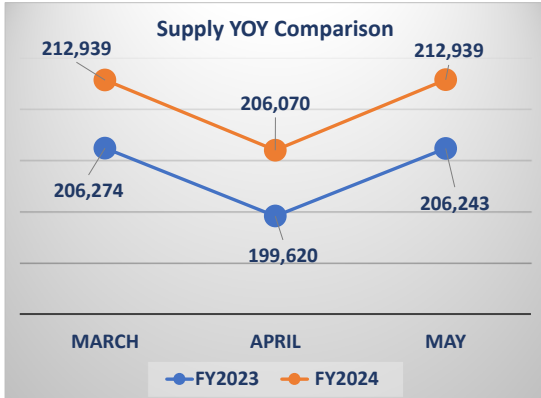
	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$90,336.88	5.9%	-15.1%	\$11,063.05	0.7%	-24.2%	6.6%	\$6,462.33	0.4%	12.1%	\$ 1,533,491.96
NOV	\$81,116.49	5.1%	-13.0%	\$13,675.00	0.9%	-6.8%	6.0%	\$4,933.31	0.3%	-38.4%	\$ 1,586,491.60
DEC	\$107,424.60	5.0%	1.7%	\$17,548.50	0.8%	-7.0%	5.9%	\$9,972.88	0.5%	-29.6%	\$ 2,132,283.79
JAN	\$86,479.78	4.9%	-13.2%	\$14,326.45	0.8%	-12.3%	5.7%	\$12,886.16	0.7%	121.0%	\$ 1,767,018.16
FEB	\$104,764.89	5.1%	-7.0%	\$16,668.54	0.8%	7.6%	6.0%	\$7,550.13	0.4%	-1.6%	\$ 2,035,356.37
MAR	\$139,048.70	4.7%	0.8%	\$19,411.47	0.7%	-25.7%	5.3%	\$9,953.32	0.3%	7.4%	\$ 2,962,611.96
APR	\$107,804.93	5.0%	8.8%	\$15,496.40	0.7%	-14.4%	5.7%	\$7,977.04	0.4%	-13.7%	\$ 2,152,295.99
MAY	\$97,939.81	4.8%	8.1%	\$15,198.44	0.7%	7.8%	5.5%	\$8,392.77	0.4%	3.9%	\$ 2,046,894.52
JUN											
JUL											
AUG											
SEP											
<b>FY YTD</b>	<b>\$ 814,916</b>			<b>\$ 123,388</b>				<b>\$ 68,128</b>			<b>\$ 16,216,444</b>







## Smith Travel Research May 2024

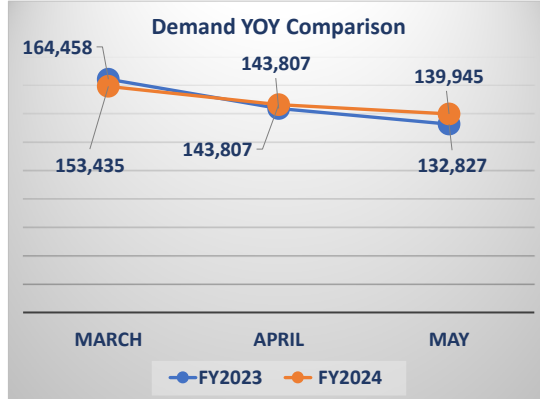


**Supply May 2024**

- May 2024 Supply increased +3.2% YOY

**Demand May 2024**

- Demand for May 2024 increased +5.4% YOY



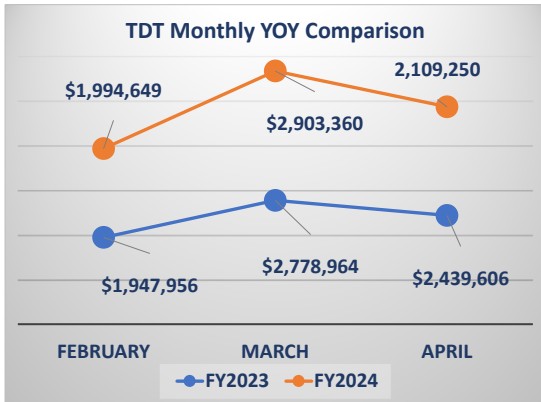
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## May 2024 vs. May 2023 Comp Set

Current Month - May 2024 vs May 2023						
	Occ %	ADR	Percent Change from May 2023			
	2024	2024	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	70.0	161.69	-0.0	-0.9	-0.9	-0.2
Nassau County, FL	68.3	300.16	7.9	1.6	9.6	3.4
Pinellas County, FL	71.6	190.36	2.9	0.7	3.7	3.9
St Johns County, FL	65.7	181.23	2.0	-3.0	-1.0	2.2
Charleston, SC	76.2	192.88	2.3	0.5	2.8	3.1
Jacksonville, FL	70.0	146.82	3.2	-1.9	1.2	2.4
Myrtle Beach, SC	61.5	146.60	15.6	9.0	26.1	25.7
Orlando, FL	68.9	189.92	-0.1	1.7	1.6	2.8
Sarasota, FL	66.8	175.80	1.5	-0.8	0.7	-0.5
Savannah, GA	74.3	158.57	6.2	1.0	7.3	8.7
Fort Walton Beach, FL	68.4	202.54	0.3	-2.0	-1.7	2.5
Daytona Beach, FL	64.6	162.66	8.5	0.1	8.5	10.3
Zip Code 32084+	66.5	162.77	-1.5	-3.8	-5.2	1.7
Zip Code 32080+	65.5	176.51	0.8	-4.5	-3.7	-3.1

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## Tourist Development Tax Collections April 2024

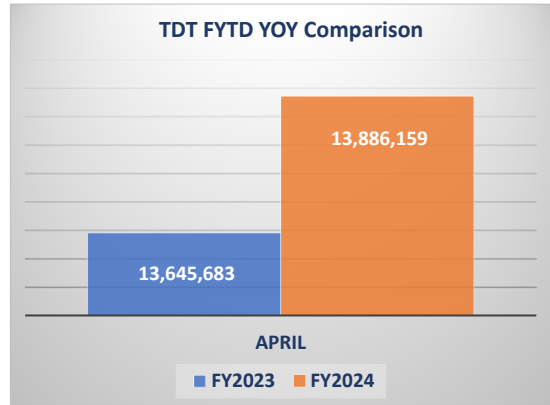


### TDT Collections April 2024

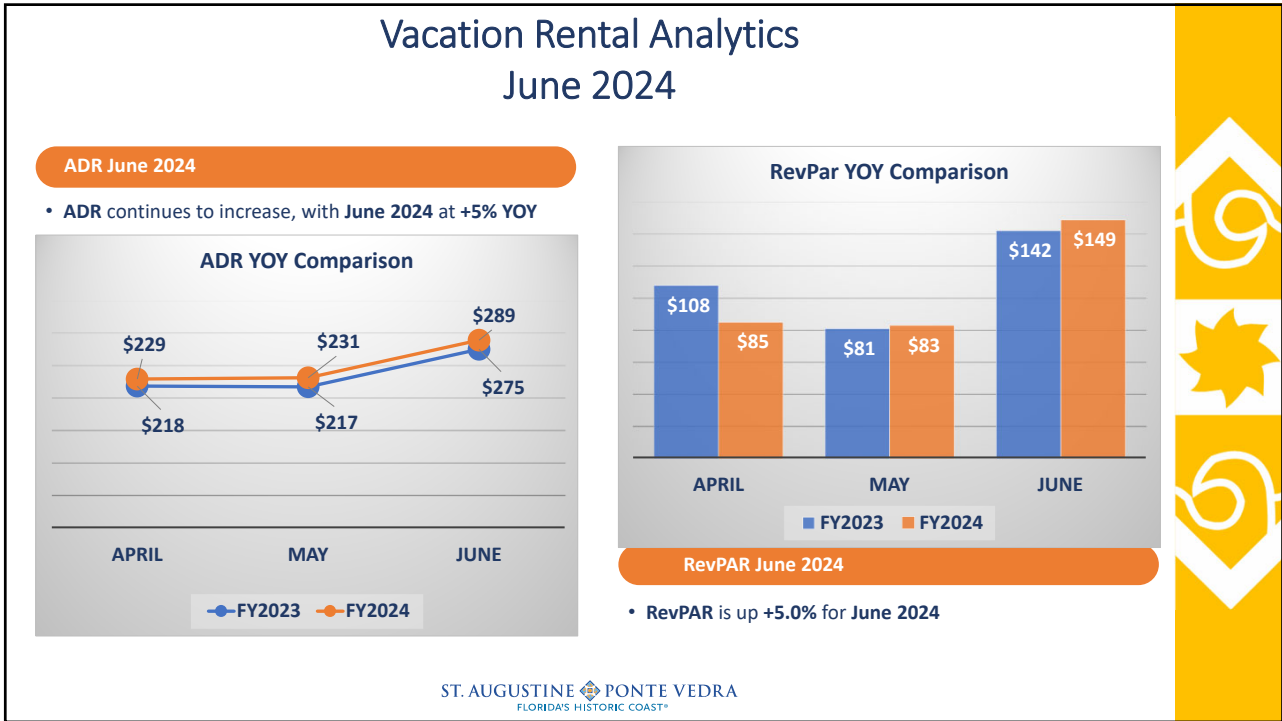
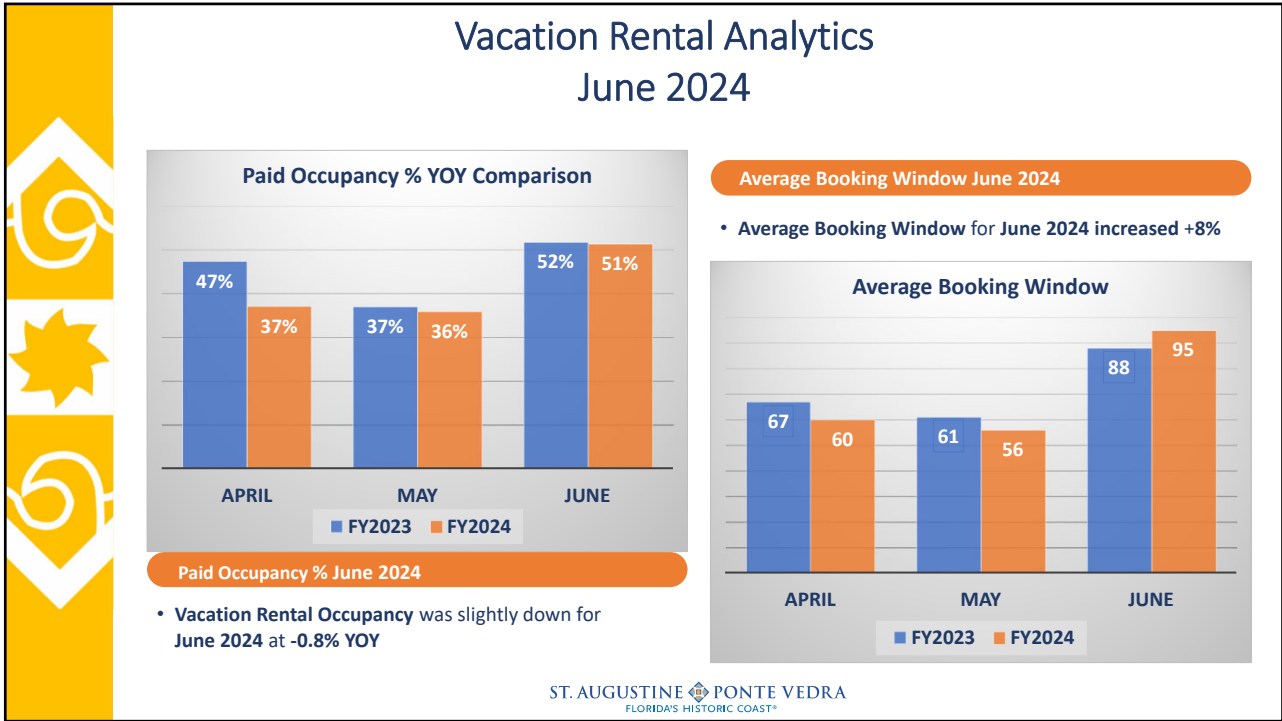
- April 2024 TDT decreased -13.5% YOY

### TDT FYTD April 2024

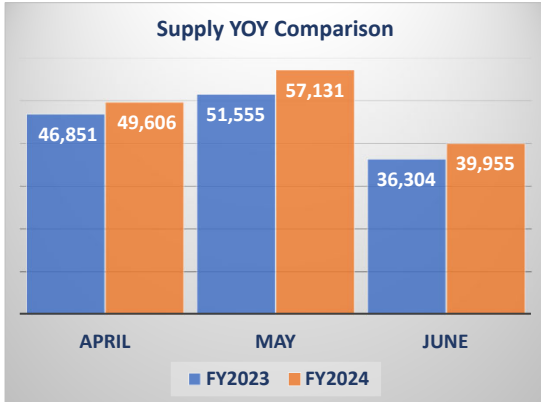
- FYTD TDT Collections increased +2.0% YOY



## Vacation Rental Analytics (Key Data)



## Vacation Rental Analytics June 2024

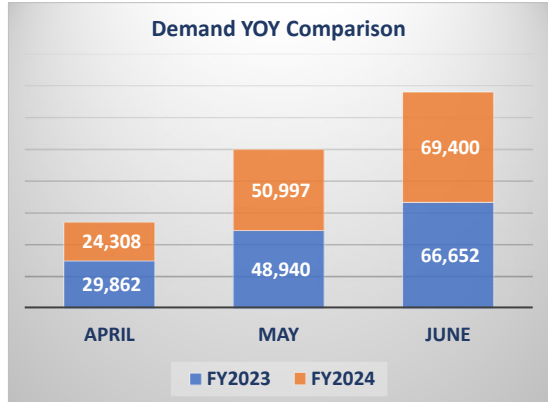


**Supply June 2024**

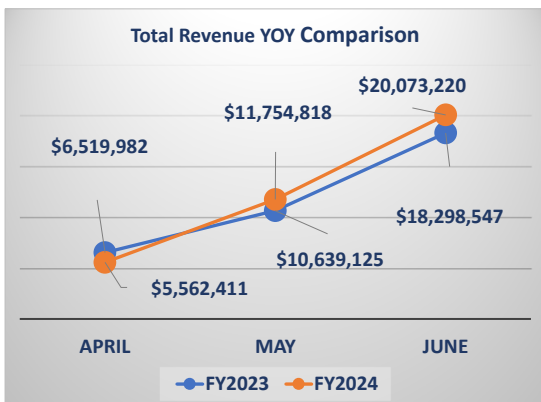
- June 2024 Supply increased +10% YOY

### Demand June 2024

- Demand increased +5.8% for June 2024



## Vacation Rental Analytics June 2024

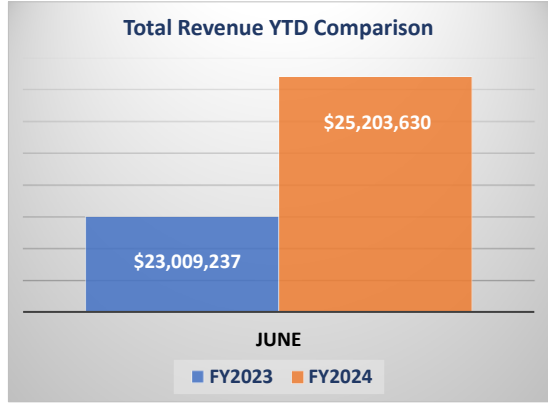


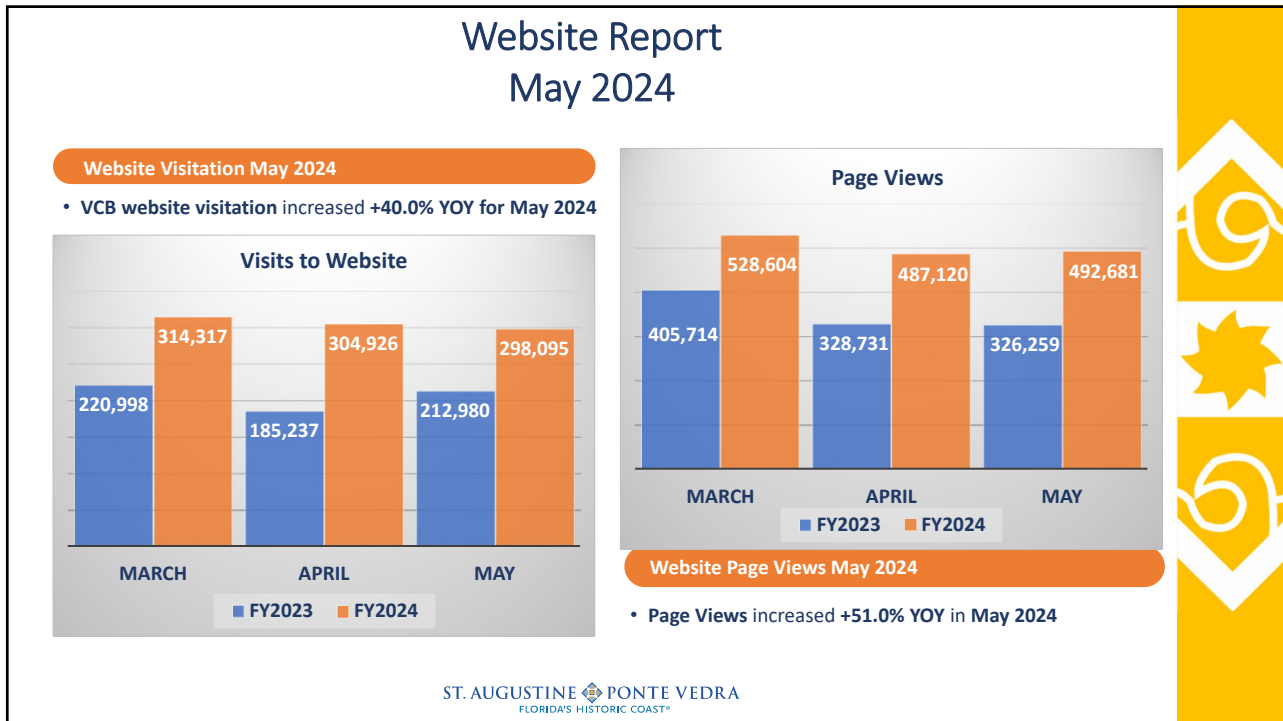
**Revenue YOY June 2024**

- June 2024 Revenue increased +10% YOY

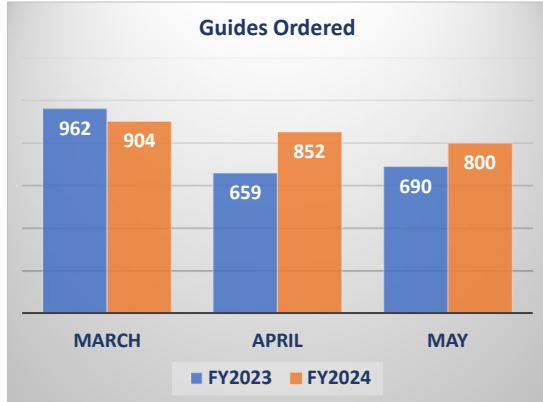
### YTD Revenue June 2024

- YTD Revenue is up +10% for June 2024





## Website Report May 2024

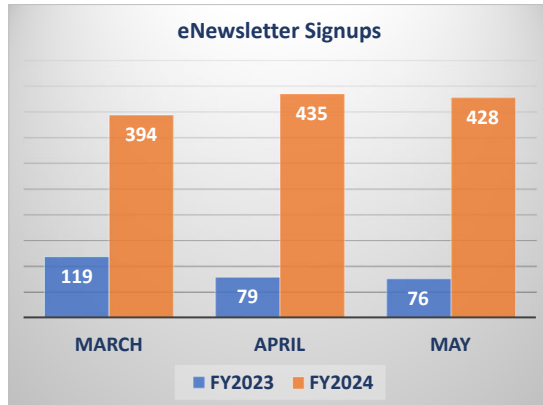


### Guides Ordered May 2024

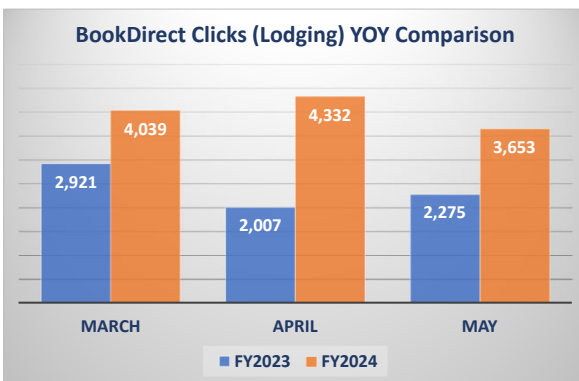
- Guides ordered increased for May 2024, up +15.9% YOY

### eNewsletter Signups May 2024

- May 2024 eNewsletter signups increased +463% YOY



## Website Report May 2024



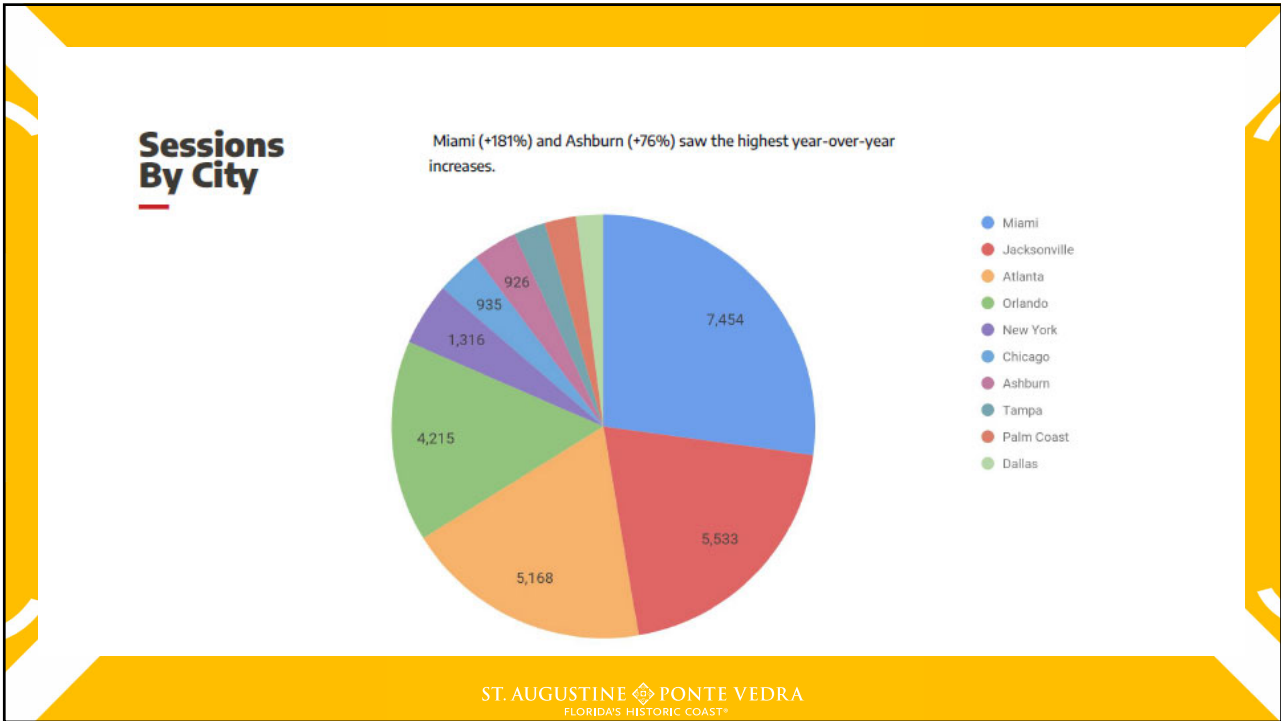
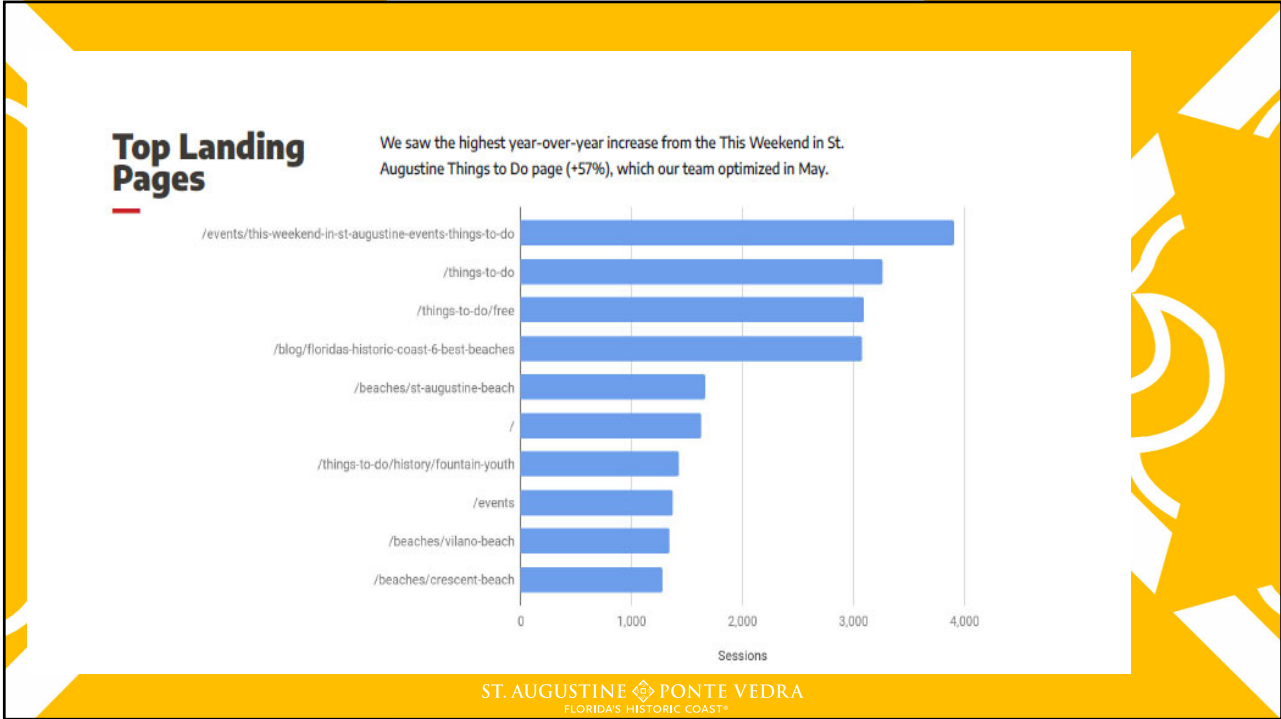
### BookDirect Clicks May 2024

- BookDirect clicks increased for May 2024 to 3,653 clicks (+61% YOY)

### BookDirect Clicks May 2023


- There were a total of 2,275 of BookDirect clicks for May 2023





### Hispanic Microsite Performance


<b>1,349</b> VISITS TO WEBSITE +400% YOY	<b>1,141</b> TOTAL USERS +351% YOY	<b>1,117</b> VISIT FROM ORGANIC +7.3K% YOY	<b>3,176</b> PAGE VIEWS +426% YOY
<b>00:01:55</b> AVERAGE ENGAGEMENT TIME PER SESSION +156% YOY	<b>1,029</b> ENGAGED SESSIONS +551% YOY	<b>76.28%</b> ENGAGEMENT RATE +30% YOY	

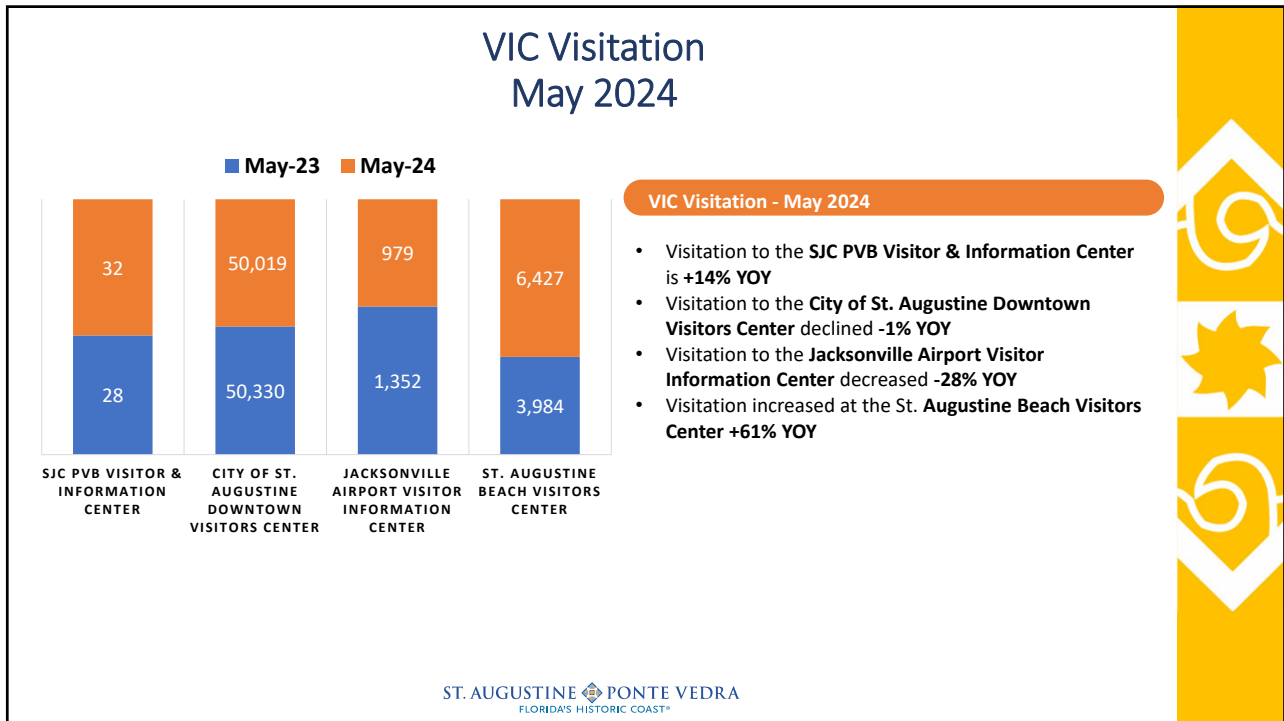
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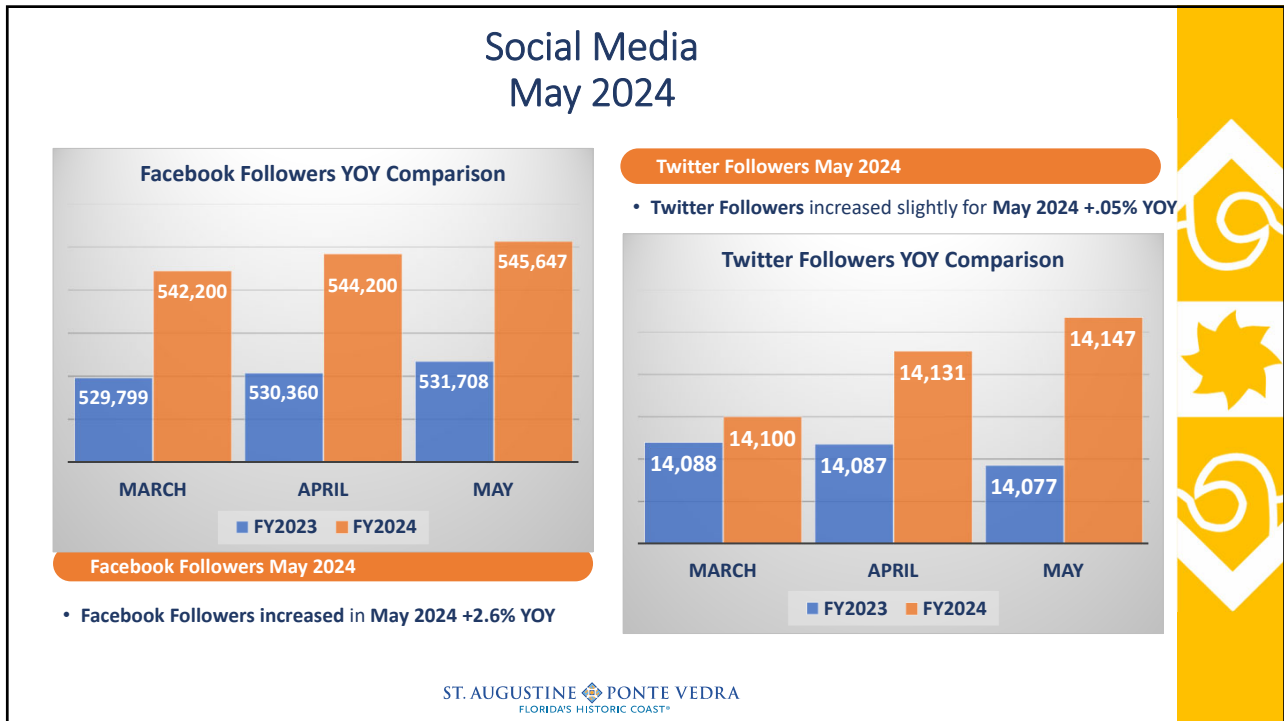
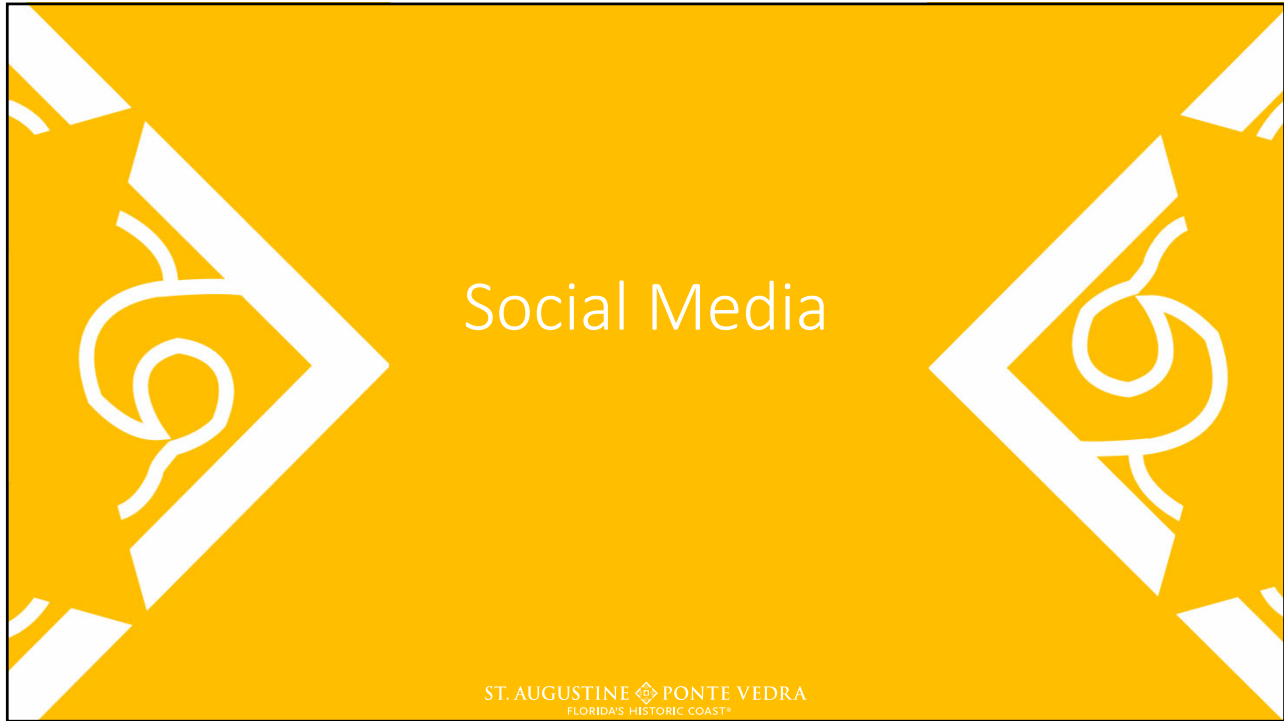
### Consumer eNewsletter - May 2024

#### Email Performance

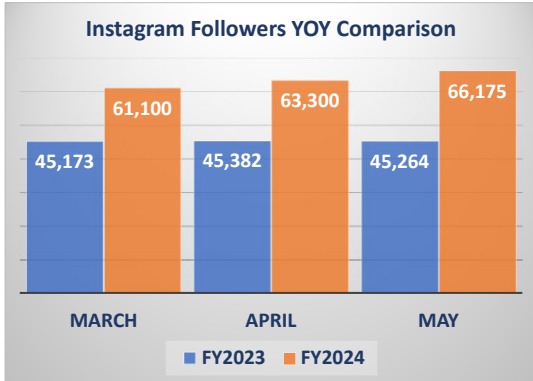
<b>Opt-in Subscribers</b>	<b>Other Source Subscribers</b>
<b>29,373</b> MESSAGES SENT	<b>163,578</b> MESSAGES SENT
<b>41%</b> CTOR	<b>278%</b> CTOR
<b>782</b> SESSIONS	<b>451</b> SESSIONS
<b>03:52</b> AVG. SESSION DURATION	<b>03:13</b> AVG. SESSION DURATION

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## Social Media May 2024

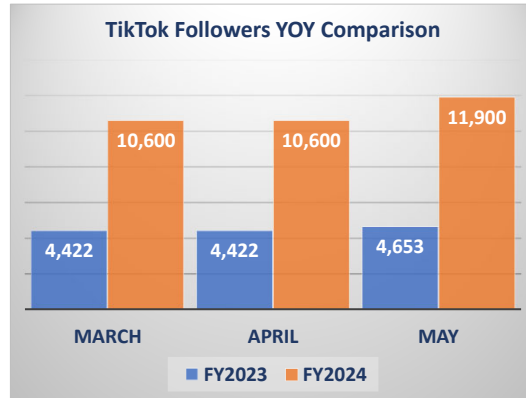


### Instagram Followers May 2024

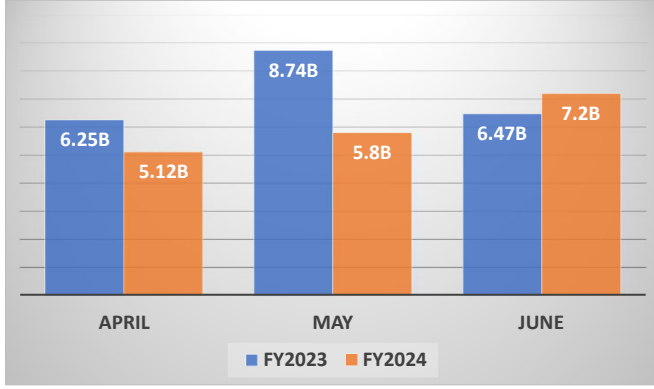
- Instagram grew in May 2024 +46.2% YOY

### TikTok Followers May 2024

- TikTok Followers increased in May 2024 +155.7% YOY



## Total Media Impressions – June 2024

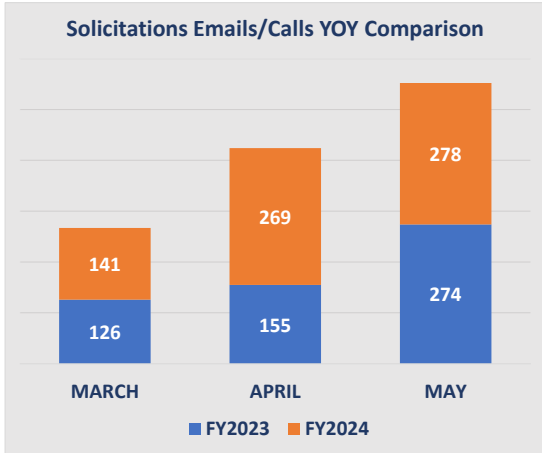


### Media Impressions - June 2024

- Media Impressions increased by **11.0% YOY** in June 2024

## Sales

## Sales Measurement Summary

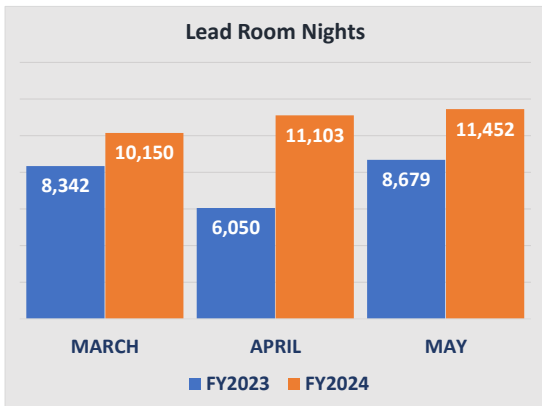


### Solicitations May 2024

- Solicitations were up for May 2024, +1% YOY

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## Sales Report

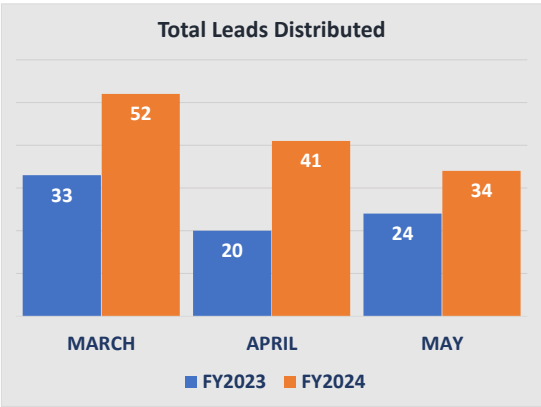


### Lead Room Nights May 2024

- May 2024 Lead Room Nights are up +32% YOY

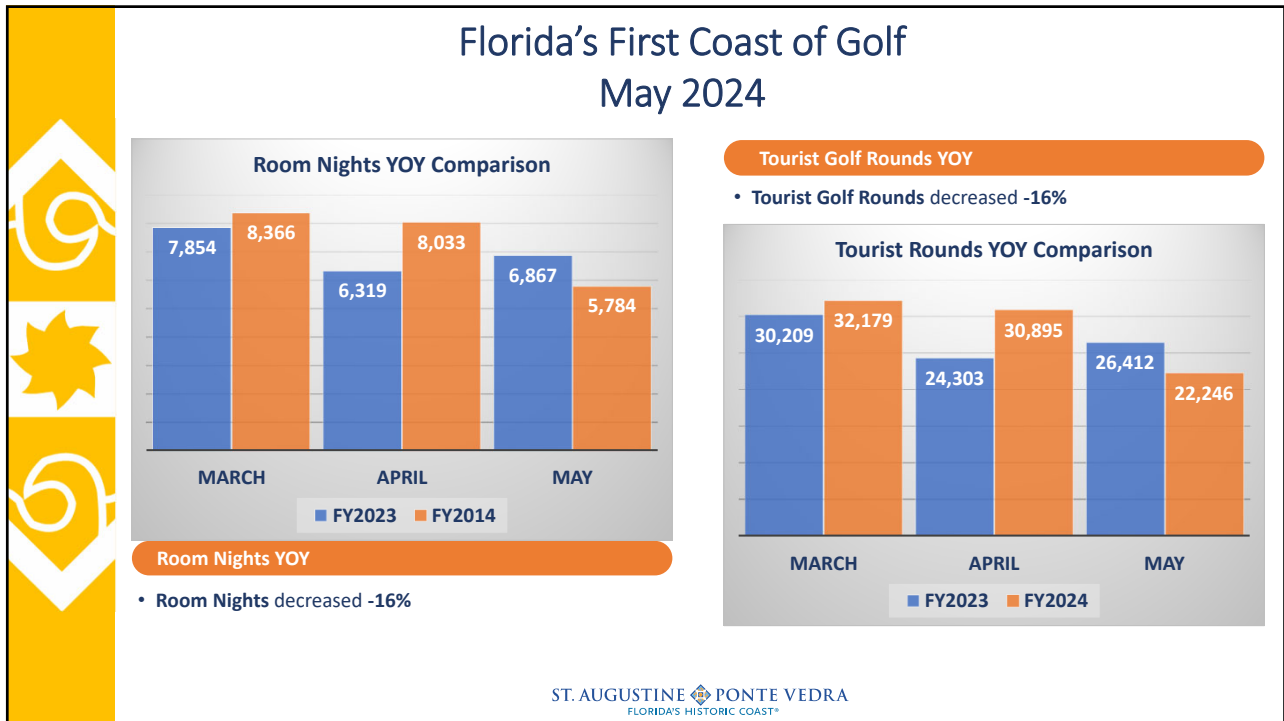
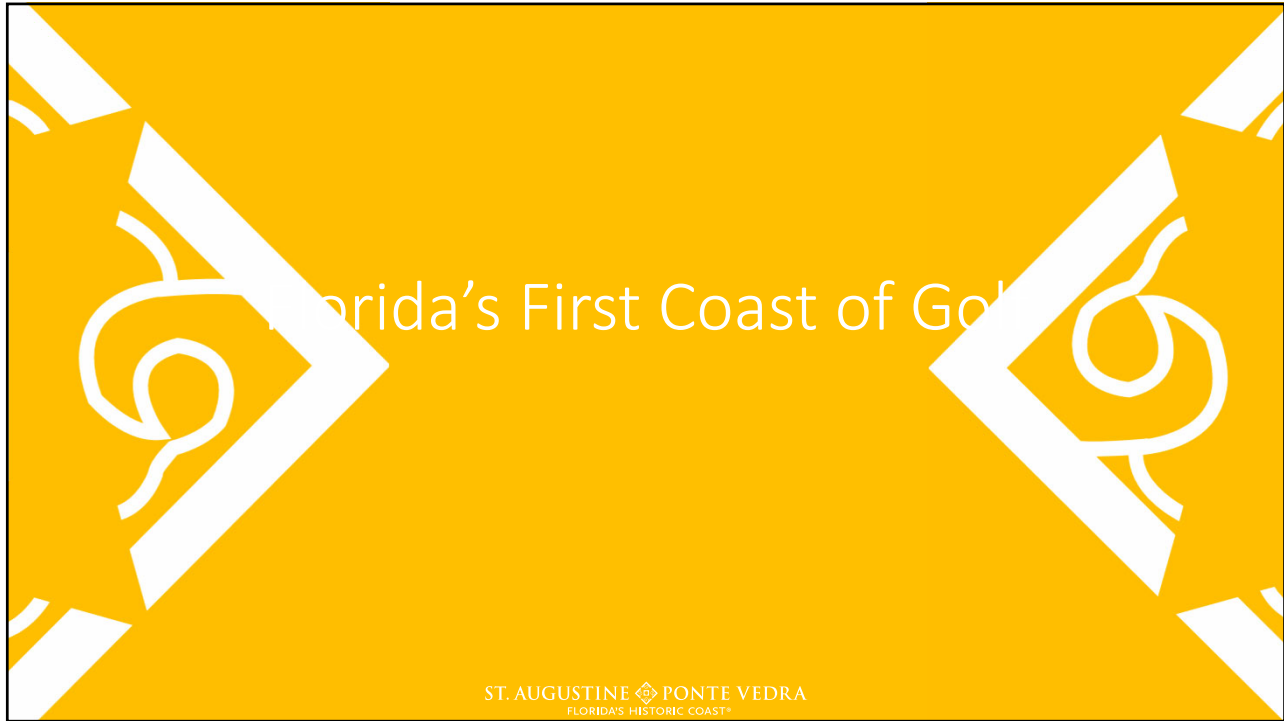
### Lead Distribution May 2024

- May 2024 Lead Distribution is up +42% YOY



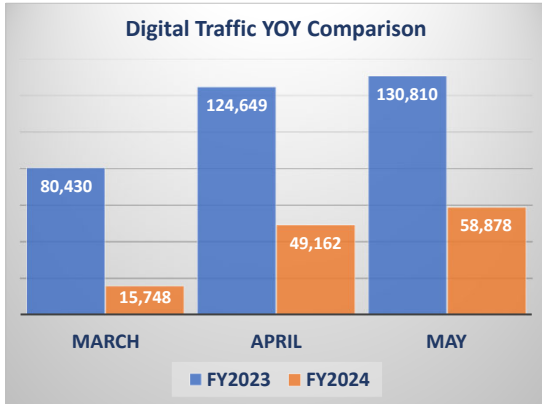
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## Florida's First Coast of Golf May 2024



### Digital Traffic May 2024

- Digital Traffic declined -54.99%

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FLORIDA'S HISTORIC COAST®

# Advertising Report

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FLORIDA'S HISTORIC COAST®



May Board Report FY2024

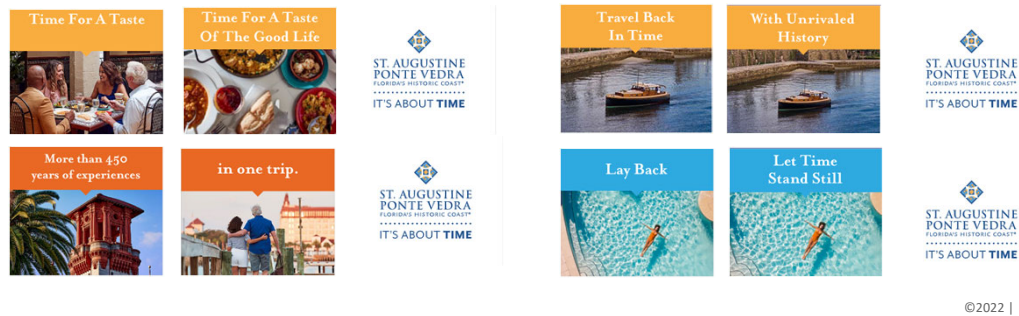


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FLORIDA'S HISTORIC COAST

Creative: B2C

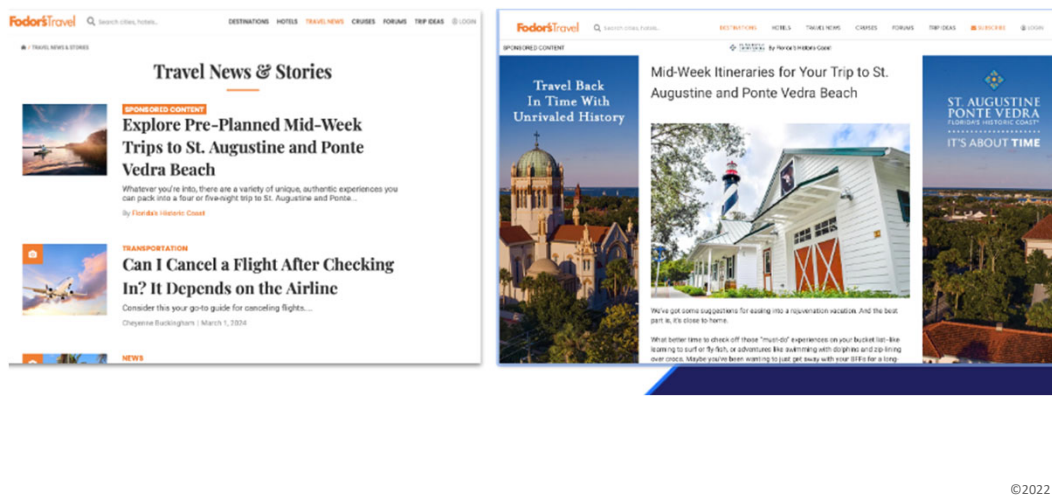
## Digital

- In May 2024, Google Paid Search delivered 169,693 impressions from 5/1-5/31/2024
- In May TripAdvisor's annual buy delivered 1,007,867 impressions from 5/1-5/31/2024
- Facebook/Instagram continued with multiple campaigns launching and delivered 2,830,866 impressions from 5/1-5/31/2024
- In May 2024 YouTube delivered 3,513,517 impressions from 5/1-5/31/2024



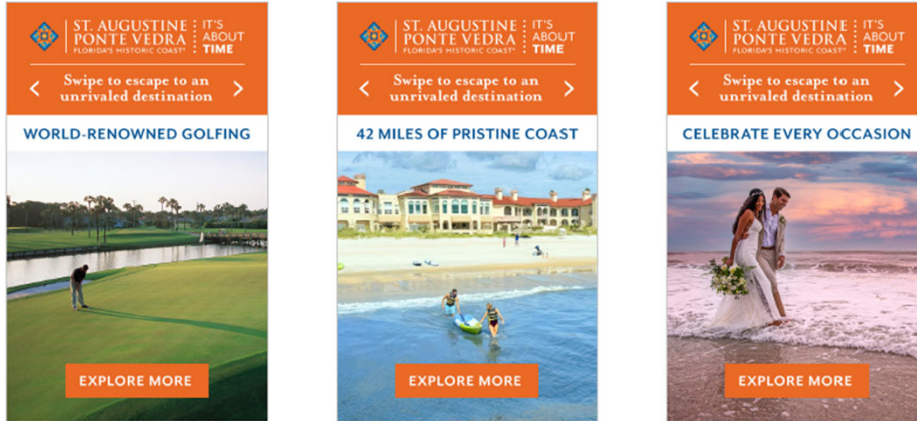
## Nativo Skins

- Nativo Skins native units campaign delivered 2,261,365 impressions



## Rich Media Campaign

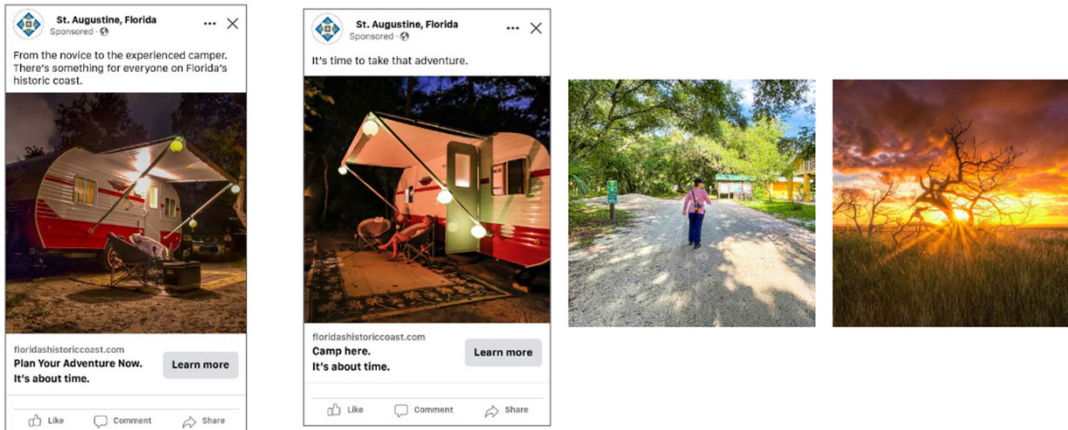
- Rich Media campaign launched on May 24, 2024 and delivered 719,553 impressions



©2022 |

## Off-the-Beaten Path Vertical Campaign

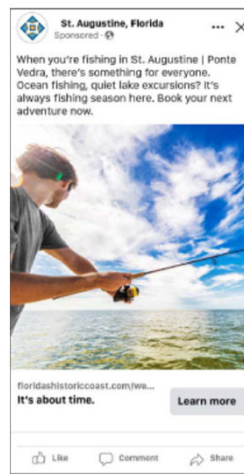
- Off-the-Beaten Path Campaign launched on 4/28/2024



©2022 |

# Meta Sports Vertical Campaign

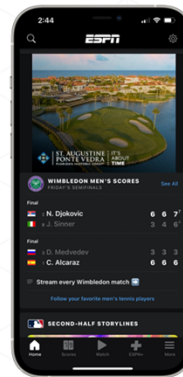
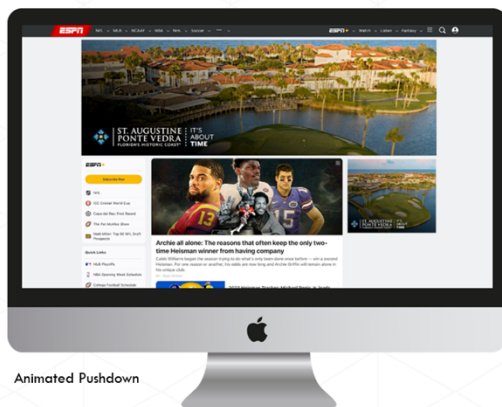
Meta Sports Vertical Campaign launched continued into May 2024



©2022 |

# ESPN Sports Vertical Display

ESPN Sports Vertical Display ended in May 31, 2024




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## Print Creative: B2C

### 2024 VISIT FLORIDA® Official Vacation Guide

- All right-hand reads, opposite editorial
- Estimated circulation – 300,000

Lay Back And Let Time Stand Still



There's a time and place for peace and relaxation — and you'll always find it in St. Augustine | Ponte Vedra. Whether you're lounging poolside at one of our historic hotels or kicking your sand-covered feet up on a pristine, remote beach — you'll feel it. That magic moment when time stands still.

Visit [FloridasHistoricCoast.com](https://www.FloridasHistoricCoast.com) to learn more.

**ST. AUGUSTINE  
PONTE VEDRA**  
FLORIDA'S HISTORIC COAST  
IT'S ABOUT TIME

## Dreamscapes Magazine


- VISIT FLORIDA edition
- Estimated circulation – 58,100

## Lay Back And Let Time Stand Still


There's a time and place for peace and relaxation — and you'll always find it in St. Augustine | Ponte Vedra. Whether you're lounging poolside, out under our historic hotels or kicking your sand-covered feet up on a patio, remote beach — you'll find it. That magic moment when time stands still.

Visit [FloridaHistoricCoast.com](http://FloridaHistoricCoast.com) to learn more.






**THE ST. AUGUSTINE ART ASSOCIATION**  
The St. Augustine Art Association produces monthly exhibitions (in gallery & online), education and outreach programs & more. The gallery is located in the historic district of the nation's oldest city, and is open with free admission 6 days a week.  
22 Marine Street - 904-824-2500 - [www.staugustineart.com](http://www.staugustineart.com)



**ST. AUGUSTINE ATTRACTIONS ASSOCIATION**  
St. Augustine, Florida features 35+ attractions — from the infamous Fountain of Youth to the St. Augustine Lighthouse!  
[www.staugustineattractions.com](http://www.staugustineattractions.com)



**ST. AUGUSTINE FOOD - WINE FESTIVAL**  
"One of Florida's Top 10 Food & Wine Festivals," according to USA Today, May 8-12, 2024, with local and celebrity guest chefs and all inclusive food and drink tickets. Enjoy great cuisine, hundreds of wines, beers and spirits, live music, cooking demos and more.  
1 World Golf Plaza - 904-585-9277 - [www.staugustinefoodandwinefestival.com](http://www.staugustinefoodandwinefestival.com)

**IT'S ABOUT TIME.**  
Visit [FloridaHistoricCoast.com](http://FloridaHistoricCoast.com) to learn more.



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


## Hola Latinos

- Summer Edition
- Estimated circulation – 336,000

## Recuéstate Y Deja Que El Tiempo Se Detenga

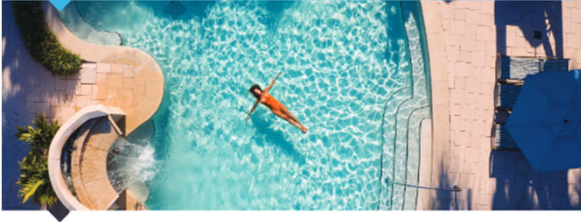
Hay un lugar y un momento para la paz y relajación - y siempre lo encontraran en St. Augustine | Ponte Vedra. Ya sea que estas disfrutando junto a la piscina en uno de nuestras hoteles históricas o sacudiendo sus pies cubiertos de arena en una playa remota e inexplorada, lo sentirán. Es momento mágico en el que el tiempo se detiene.


Visita [www.visitstaugustine.com](http://www.visitstaugustine.com) para conocer más.




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

**YA ES HORA.**






**ASOCIACION DE ATRACCIONES DE ST. AUGUSTINE**  
St. Augustine, Florida, cuenta con más de 35 atracciones, desde la famosa Fuente de la Juventud hasta el Faro de St. Agustín!  
[www.staugustineattractions.com](http://www.staugustineattractions.com)



**ST. AUGUSTINE FOOD - WINE FESTIVAL**  
El festival gastronómico y vinícola de St. Augustine es "Uno de los 10 mejores festivales gastronómicos y vinícolas de Florida", según USA Today, en celebración del 425.º aniversario de 2024, con chefs locales y celebridades, los eventos incluyen comidas y bebidas de fermento incluido. Disfruta de excelente cocina, una variedad amplia de vinos, cervezas y licores, música en vivo, degustaciones de cocina y más.  
1 World Golf Plaza - 904-585-9277 - [www.staugustinefoodandwinefestival.com](http://www.staugustinefoodandwinefestival.com)



**ST. AUGUSTINE AQUARIUM**  
El Acuario de San Agustín es interactivo, educativo y divertido! Traiga estrellas de mar y programas educativos, sea voluntario para de arrecifes, peces glóbulos, exhibición de mar, Alacranes, tortugas y más. Experiencia alimentar y tocariburmes y bostones, y la aventura del barco con snorkel!  
2045 State Road 17 - 904-429-9777 - [www.aquarium.com](http://www.aquarium.com)

## Orlando Magazine

- Summer Edition
- Estimated circulation – 336,000

### Lay Back And Let Time Stand Still

There's a time and place for peace and relaxation — and you'll always find it in St. Augustine | Ponte Vedra. Whether you're lounging poolside at one of our historic hotels or kicking your sand-covered feet up on a pristine, remote beach — you'll feel it. That magic moment when time stands still.

Visit [FloridaHistoricCoast.com](http://FloridaHistoricCoast.com) to learn more.



**ST. AUGUSTINE FOOD + WINE FESTIVAL**

The St. Augustine Art Association produces monthly exhibitions in gallery & online, education and outreach programs & more. The gallery is located in the historic district of the nation's oldest city, and is open with free admission 5 days a week.

The St. Augustine Art Association • [www.staaa.org/1616-av-ponte-vedra](http://www.staaa.org/1616-av-ponte-vedra) • 904.824.2310



**LINCOLNVILLE MUSEUM AND CULTURAL CENTER**

Black History Run Through Lincolnville, Rancho St. Augustine's unique African American journey over 200 years in the making, from early settlement through the civil rights movement and beyond through historic free exhibits, the program and much more.

802 M. L. King Avenue • [www.lincolnville.com](http://www.lincolnville.com) • 904.824.8337



**ST. FRANCIS INN**

The 1798 St. Francis Inn serves a scrumptious buffet breakfast, complimentary morning social hour, and homemade dinner daily. Only walking to restaurants and attractions, and luxurious rooms to relax in at night.

279 St. George Street • [www.stfrancis.com](http://www.stfrancis.com) • 904.824.6068

## The Local Palate Magazine

- Kick-off to Summer Edition
- Estimated circulation – 130,000

### Time for a Taste of the Good Life

There's so many local and international flavors in St. Augustine | Ponte Vedra you won't know where one starts and the other ends. So come experience world-class cuisine and get a taste of something that's truly unforgettable.

Visit [FloridaHistoricCoast.com](http://FloridaHistoricCoast.com) to learn more.



**ST. AUGUSTINE FOOD + WINE FESTIVAL**

"One of Florida's Top 10 Food & Wine Festivals," according to USA Today, May 6-12, 2024, with local and celebrity guest chefs and all-inclusive food and drink tickets. Enjoy great cuisine, hundreds of wines, beers and spirits, live music, cooking demos and more.

1 Wine & Palate • 904.824.8221 • [www.staugustinefoodandwinefestival.com](http://www.staugustinefoodandwinefestival.com)



**ST. FRANCIS INN**

At the 1798 St. Francis Inn, we serve a scrumptious buffet breakfast, complimentary social hour, and homemade dinner each day. Easy walking distance to the area's other restaurants, and luxurious rooms to relax in once you're full.

279 St. George Street • 904.824.6068 • [www.stfrancis.com](http://www.stfrancis.com)



**WHISKEY, WINE & WILDLIFE**

Whiskey, Wine & Wildlife, takes place November 3-10, 2024, across the in Vero Beach, St. Augustine, Ponte Vedra and Melbourne, FL with a variety of beverages and all-day toasting from some of Florida's best restaurants. Experience "St. Augustine's Best Beach Party!"

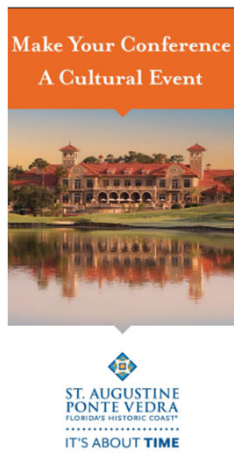
Vero Beach, St. Augustine • 904.824.8221 • [www.staugustinefoodandwinefestival.com](http://www.staugustinefoodandwinefestival.com)



# Digital Creative: B2B

## Digital

- Programmatic B2B on Azerion delivered 5,300,835 impressions from 5/1-5/31/2024



©2022 |

## Print Creative: B2B

### FSAE

- All right-hand reads, opposite editorial in the Beach Meetings edition
- Estimated circulation – 1,200



#### Right place. Right time.

There's never been a more perfect time or place to book your next event. Imagine breathtaking beaches, world-class cuisine, and all the historical sights and culture that await your attendees. It doesn't matter whether it's spring, summer, fall or winter. St. Augustine | Ponte Vedra is guaranteed to be an amazing time — any time of year.

For Conference Sales, visit [MyFloridaMeetings.com](http://MyFloridaMeetings.com) or call Jennifer Jenkins at 904.209.4432.

  
**ST. AUGUSTINE  
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 .....  
**IT'S ABOUT TIME**

## Connect Magazine

- All right-hand reads, opposite editorial in the Spring CVB Issue
- Estimated circulation – 48,000



### Make Your Conference A Cultural Event

With more than 450 years of history and culture, St. Augustine | Ponte Vedra is guaranteed to give your attendees an unforgettable time. With world-class cuisine, 42 miles of gorgeous coastline and activities ranging from boating to golf to yoga — there's something here for everyone.

For Conference Sales visit [MyFloridaMeetings.com](http://MyFloridaMeetings.com), or call Jennifer Jenkins at 904.209.4432.



**PETERMAYER**

## CEO's Comments

- May 2024 Traditional Lodging Stats: Occupancy 65.7% (+2.0%), ADR \$181.23 (-3.0%), RevPAR \$119.10 (-1.0%), Demand +5.4%, Supply is +3.2%.
- June 2024 Vacation Rental Stats: Occupancy +51% (-0.8%), ADR \$289 (+5.0%), RevPAL \$149 (+5.0%), Gross Rev +10.0%
- May 2024 Website: Continued positive YOY trends with site up +40.0% YOY and significant increase in site visitation from Miami (+181%).
- June 2024 Publicity: +11% YOY.
- May 2024 Sales team lead room nights are up +32% YOY. Total leads distributed were up +42% YOY.
- In addition to the current "It's About Time" advertising campaign, we have continued our strategic development plan (digital and video) with PMA to launch and promote leisure and select B2B verticals (sports tourism, agri-tourism, weddings, off-the-beaten-path, cultural travel). Weddings digital and video have launched in addition to sports tourism and agri-tourism. Cultural travel and off-the-beaten path campaigns launched in May together with a new Ponte Vedra/luxury campaign.
- Our new attractions focused paid social campaign targeting 500,000 households within a three-hour drive market, outside of SJC is performing well. The goal is to offset current market softness and generate awareness and bookings for our attractions/lodging for short getaways. The results to date are a reach of 3.7 Million; 9.26 Million impressions; .14 CPR; and 4.90% CTR. A parallel digital/paid social lodging campaign was launched week of April 8, 2024 with 1.4 Million reach; 3.92 Million impressions; .20 CPR and 4.81% CTR.
- Worked with the SJC team, representatives from Hastings, and a local video team to create the "Voices of Hastings" agritourism video that showcases Hastings' past, present and future opportunities for preservation and revitalization. This video was shared at the May 21, 2024 SJC Board of County Commissioners meeting honoring National Historic Preservation Month.

ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST™

## Hastings' Story of Revival



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