

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
MARCH 18, 2024 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Gayle Phillips, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – February 5, 2024
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. TAX COLLECTOR’S PRESENTATION ON THE COLLECTION OF TOURIST DEVELOPMENT TAX
8. CITY OF ST AUGUSTINE BEACH FUNDING REQUEST
9. RECOMMENDATION FROM TOURISM MARKETING RFP WORKING GROUP INCLUDING DRAFT RFP SCOPE (**Action Required**)
 - Public Comment
10. POLICY FOR CONSIDERATION OF TOURIST DEVELOPMENT TAX FUNDING REQUESTS AND TDT RESERVE FUNDING
11. MONTHLY REPORTS PROVIDED IN PACKETS
12. MEMBER COMMENTS
13. NEXT MEETING DATE
14. ADJOURN

TDC Regular Meeting – March 18, 2024

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – February 5, 2024
- Public Comment



Draft

Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
February 5, 2024 - 1:30 p.m.

1. CALL TO ORDER

Gordon called the meeting to order at 1:34 p.m.

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

Absent: Michael Wicks, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Administrative Coordinator
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, Samora, Kass, Cox, and Blevins were present, and Wicks was absent.

4. APPROVAL OF AGENDA

Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Wicks absent, to approve the Agenda, as submitted.

Draft

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

5. APPROVAL OF MINUTES

Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Wicks absent, to approve the minutes for the December 11, 2023, meeting, as submitted.

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

6. PUBLIC COMMENT

There was none.

7. SELECTION OF NEW CHAIR AND VICE CHAIR

Meeks reviewed the procedures and process for selection of the chair and vice chair. Gordon called for chair and vice chair nominations.

Motion by Blevins, seconded by Arnold, carried 8/0, via roll call vote, with Wicks absent, nominating Regina G. Phillips as Chair.

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

Motion by Blevins, seconded by Arnold, carried 8/0, via roll call vote, with Wicks absent, nominating Irving Kass as Vice Chair.

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

8. SPORTS TOURISM GRANT APPROVALS

- American Junior Golf Association Junior Players Championship - August 29-September 1, 2024, Recommended - \$10,000
- Ancient City Game Fish Association: Redfish Bash - April 12-13, 2024, and Kingfish Tournament - June 27-29, 2024, Recommended - \$25,000
- Jacksonville Football Club - Soccer Events: Battle at the Beach - April 26-28, 2024, and Labor Day Shootout - August 30-September 1, 2024, Recommended - \$15,000
- Florida Elite Soccer Academy Pre-Season Youth Soccer Series Tournaments - August 17-18, 2024, and August 24-25, 2024, Recommended - \$15,000

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- Lion's Den Karate, LLC, Ancient City Championship Martial Arts Tournament - August 30-31, 2024, Recommended - \$13,432
- Ancient City Road Runners Matanzas 5000 Run - January 20, 2024, Recommended - \$15,000
- National Wrestling Coaches Association 2024 NWCA Convention - July 23-28, 2024, Recommended - \$10,000
- Northeast Florida Kingfish Championship, Inc.: Old School Kingfish Shootout - June 7-9, 2024, Recommended - \$20,000
- New Horizon Entertainment, LLC: River City Wrestling Con - June 8-9, 2024, Recommended - \$12,500
- First Coast Sailing Association, Inc., 2024 St. Augustine Race Week - April 6-13, 2024, Recommended - \$10,000
- Perfect Game, Inc., Youth Baseball Events: North Florida Kick-off Classic - March 8-10, 2024; Bold City Super Regional NIT - April 12-14, 2024; Battle at the Beach - May 25-27, 2024; and Sunshine State Championships - June 7-9, 2024, Recommended for all four events - \$40,000

Meeks presented the details of the proposed sports tourism grants. Discussion ensued on the Fiscal Year (FY) 2024 grants budget, future events, renaming of the Jacksonville Football Club to reflect St. Johns County, tracking spectators for the National Wrestling Coaches Association Event, and the previous year's funding recommendation for the Old School Kingfish Shootout. Arnold then requested to increase the Old school Kingfish Shootout funding recommendation to \$30,000 based on the previous year's funding, with Sikes-Kline supporting the idea. Additionally, Teddy Meyer, St. Johns County Parks and Recreation Facilities Manager, provided further information on the FY 2024 budget, the Jacksonville Football Club changing the organization name, and spectator tracking for the wrestling event.

Motion by Sikes-Kline, seconded by Samora, carried 8/0, via roll call vote, with Wicks absent, to recommend the Board of County Commissioners, to approve the Fiscal Year 2024 sports marketing budget funding requests, and to increase the recommended funding request for the Northeast Florida Kingfish Championship, Inc., Old School Kingfish Shootout from \$20,000 to \$30,000.

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

Nay: None

Absent: Wicks

9. FISCAL YEAR 2025 ARTS, CULTURE AND HERITAGE GRANT GUIDELINES RECOMMENDATION

Meeks presented the details of the Arts, Culture and Heritage (ACH) Grant guidelines for Fiscal Year 2025. Discussion ensued on the total funding amount, compliance criteria, processes for failing to meet criteria, application and approval procedures, mandatory deductions for events during peak periods, and geographically analyzing peak periods within the County. Christina Parrish Stone, Executive Director of the St. Johns County Cultural Council (SJCC), provided additional information on mandatory deductions during peak periods, compliance, and the program and marketing support for programs or events.

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Motion by Sikes-Kline, seconded by Gordon, carried 8/0, with Wicks absent, to recommend the Board of County Commissioners, to approve the Fiscal Year 2025 Arts, Culture and Heritage Grant guidelines, to include the changes, as presented.

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

Nay: None

Absent: Wicks

10. UPDATE FROM TOURISM MARKETING REQUEST FOR PROPOSAL (RFP) WORKING GROUP INCLUDING DRAFT RFP SCOPE

Meeks presented updates on the Tourism Marketing RFP Working Group. Discussion ensued on the digital review evaluation criteria, annual advertising funding, ~~and~~ the existing St. Johns County tourism partners, the point scoring system, and on the draft scope. Meeks requested *Council consensus to move forward with the proposed draft scope. Consensus was given.* There was further discussion on using the Visit Florida RFP for suggestions and guidelines, the evaluation criteria process, as well as the support that's been provided to create the draft RFP Scope. Additionally, Todd Hickey, General Manager of the Sawgrass Marriott, provided further information on the working group meeting, feedback from the Council, and requested *that one member from the working group be the designated speaker. Request was approved.*

11. POLICY FOR RESERVE FUNDING ALLOCATION

Meeks presented the details of the reserve funding allocation, prompting discussions on modeling the County's Capital Improvement Project (CIP) Program, managing reserves across categories, proposing extra reserve fund utilization, reserve fund maintenance guidelines, equitable splitting of reserves, and the annual budget plan process.

Meeks then provided further information on the different reserve categories and their operations. Discussion ensued on a summer marketing plan, historical reallocating, having staff recommendations before voting on fund usage, and establishing clear policies for fund request processes.

The Council members expressed their positions on establishing a reserve policy and voiced their concerns. Meeks suggested that an item be brought back for discussion or provide additional information for the next steps. Discussion ensued on the allocation and utilization of reserve funds and bringing an agenda item back for discussion regarding the budget and reserve funding.

12. UPDATE ON ST. JOHNS COUNTY'S PROPOSAL FOR CONSIDERATION AS THE LOCATION FOR THE FLORIDA BLACK HISTORY MUSEUM

Meeks provided an update on the proposed location for the Florida Black History Museum proposal. Discussion ensued on the support of the museum, with additional comments from Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), expressing her support. Dr. Leslee Keys, Keys and Associates, provided background information on the area and spoke in support of the location.

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Blevins announced a public meeting on February 8, 2024, at the beach library regarding the relocation of the Martin Luther King house.

13. MONTHLY REPORTS PROVIDED IN PACKETS

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

14. MEMBER COMMENTS

Samora announced that the current meeting would be his last and Dylan Rumrell, Mayor of St. Augustine Beach, would be replacing him.

Phillips announced that the Lincolnville Museum and Cultural Center was nominated for the National Small-Town Museum of the Year in the United States of America Today poll. She encouraged everyone to vote and mentioned a local partnership with the Target Foundation in March, where a percentage of proceeds would be donated to the Lincolnville Museum and the establishment of a trolley stop in the Lincolnville Historic District.

15. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for March 18, 2024.

16. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 4:22 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 & COMPTROLLER

By: _____
Deputy Clerk

TDC Regular Meeting – March 18, 2024

Agenda Item 9 - Recommendation From Tourism Marketing RFP Working Group
Including Draft RFP Scope (**Action Required**)

Public Comment

DRAFT Tourism Marketing RFP Scope
2.22.24

PROJECT OVERVIEW

St. Johns County is currently seeking a qualified, full service, agency to create and execute a tourism destination advertising/marketing program.

Tourism is the primary economic engine for St. Johns County (SJC). Each year visitors generate hundreds of millions of dollars of commerce for the local economy supporting an estimated 32,400 jobs.

Funding for tourism advertising/marketing is provided by revenues generated from the Local Option Tourist Development Tax (or “Bed Tax”), a surcharge on the rental of short-term accommodations. Specific uses of the advertising and marketing funds are approved by the Tourist Development Council and Board of County Commissioners via an annual marketing plan and budget approval process.

The selected agency will provide strategic guidance and execute recommendations in building awareness and increasing the economic impact of tourism in St. Johns County. The anticipated funding for the awarded contract will be approximately \$2.5 to \$3 million annually.

PROJECT OBJECTIVES AND AUDIENCE

St. Johns County is seeking a qualified, full service, agency to work in conjunction with St. Johns County, as well as St. Johns County’s existing tourism promotion partners, including the St. Johns County Visitors and Convention Bureau, the St Johns County Cultural Council and the St. Johns County Chamber of Commerce, to ensure marketing and ad hoc campaign efforts are effective and relevant to maintaining and growing visitation to St. Johns County by providing brand strategy, creative brand development and production services. The resulting agency relationship is expected to last five years.

Project Objectives

- Selecting an agency that can effectively translate the St. Johns County brand through native advertising, digital platforms, interactive digital platforms, video production, images, print, radio, direct marketing, television, out of home, audio and any other marketing medium deemed necessary;
- Selecting an agency that will successfully partner with St. Johns County’s tourism industry partners including the St. Johns County Visitors and Convention Bureau, the St Johns County Cultural Council and the St. Johns County Chamber of Commerce;
- Selecting an agency that can maximize the value of St. Johns County campaigns and operate as an extension of the St. Johns County team;
- Selecting an agency that can provide strategic consulting during a crisis situation; and
- Selecting an agency that is capable of developing effective strategies and providing strategic recommendations to ensure that St. Johns County remains a top travel destination and achieves its core objectives of increasing visitor volume, maximizing visitor spend, protecting and growing market share, and increasing the overall value of the County’s Tourism brand.

Project Audience

St. Johns County's audience includes:

- The St. Johns County tourism industry at large (for partnership and cooperative advertising purposes);
- Consumers in the United States, Canada, and priority international markets (which may vary by year);
- Florida residents residing outside of St. Johns County;
- Decision-makers in the weddings, meetings and conventions industries around the world; and
- Domestic and International travel trade professionals and media.

PROJECT SCOPE

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

Project Goals and Deliverables

- Develop an annual plan incorporating creative ideas and headlines and identify the opportunities to increase the economic impact and businesses of St. Johns County across all tourism sectors.
- Identify key trends and reasons people travel that align with business objectives.
- Generate consistent high-value media placements for St. Johns County, raising awareness among consumers and media.
- Develop target media list and pitch U.S. lifestyle media, hotel and meetings trades, broadcast, and online outlets which influence decisions among leisure and business travelers, as well as meetings professionals. Identify appropriate media to pitch in specific international markets based on business need and inbound travel.
- Produce report of monthly results to include tracking and measurements, including standard industry measurements, across all tourism sectors.
- Not an all inclusive list, agency is expected to identify new opportunities for further promotion of tourism in St. Johns County.

ORGANIZATION AND RESPONSE

For the initial step of RFP, we are asking that potential agency partners conduct a basic evaluation of St. Johns County, and submit a written proposal submitted as a PDF file. The proposal should identify opportunities to grow, refine, enhance, and amplify the message. Your presentation may also include a sampling of new ideas/fresh thinking. From here, we will select agency finalists for a presentation to key executives.

A list of resources to be reviewed for the evaluation include:

St. Johns County maintains multiple tourism promotion contracts with local agencies including:

- the St. Johns County Visitors and Convention Bureau
 - travel industry site, www.sapvb.org
 - consumer website, www.FloridasHistoricCoast.com
- St. Johns Cultural Council
 - agency website, <https://stjohnsculture.com/>
 - tourism website, <https://www.historiccoastculture.com/>
- St. Johns Cultural Events Division
 - St. Augustine Amphitheater website, <https://www.theamp.com/>
 - Ponte Vedra Concert Hall website, <https://www.pvconcerthall.com/>

WRITTEN PROPOSAL

A. Evaluation of St. Johns County and Opportunities/Creative Ideas - General Response

- Please share initial thoughts on how you would approach this account. Where do you see opportunities to grow, refine, enhance, and amplify the message for St. Johns County?
- Your response should also include a sampling of innovative ideas that can be implemented over the next six months.

B. Agency Credentials & Experience

- Include a letter signed by an authorized agency representative with authority to negotiate on behalf of the agency. The letter should include services the agency is bidding on a statement of acceptance of St Johns County's standard terms and conditions or proposed alternative terms.
- A brief overview of your agency and history
- Agency structure
- Office location(s)
- Recommended team that would support this account, including summary of resumes of leadership and key personnel who will provide day-to-day support
- List of your agency capabilities including, but not limited to, media relations (consumer and trade) and event execution
- Proposals must provide evidence of financial stability. The agency must document sufficient financial resources to perform all services outlined in this RFP. Audited or reviewed financial statements are required for the three most recent years of operations.
- Describe your ability to provide services to St. Johns County during a crisis.
- How your agency differentiates itself from your competitors

C. Current Client List & Potential Conflict(s)

- A current complete client list denoting all long-term clients (3 years or more)
- Highlight at least one mature brand client and demonstrate how the agency grew or expanded impact for the brand.
- Examples of key client projects/results that relate to the scope outlined
- Provide contact information for at least two current clients and two former clients that St. Johns County can contact. If possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:
 - Contact Name and Title;
 - Contact Vendor Name;
 - Contact Phone Number and Email Address;
 - Industry of Client;
 - Service Description;
 - Length of Relationship; and
 - Brief explanation regarding the end of the business relationship, if applicable.
- Any new accounts acquired within the past year
- List all destination marketing and tourism industry clients, and any other clients that may compete with St. Johns County. Please include any conflict mitigation strategies in place.

D. Case Studies

- Please include two current and relevant case studies developed and produced by the proposed team that demonstrate your agency's philosophy, experience, work ethic and results. Studies should be relevant to the hospitality industry and should include one client reference for each case study. Provide at least two (2) current mature brand campaigns developed and produced by the proposed team. If applicable, one of the provided examples should be for a brand that underwent a refresh under the agency's guidance.
- Explain the results your clients have achieved as a direct result of your work.
- Highlight campaign changes that were made as the market changed.

E. Agency Fees

- Please tell us about your compensation structure (retainer vs. billable hours) and what services are covered under each
- Please include an example of the reporting method(s) you provide clients
- Describe the use of outside vendors used to assist with client projects and how these vendors are compensated (i.e. markup, add-ons, etc.)

F. Miscellaneous

- Describe your agency's practices in beginning a new client relationship/ new account. What do you do? What do you expect us to do?
- What do you feel makes for a successful client/agency relationship?

- Any additional items you believe are relevant to the management and execution of this program

DIGITAL REVIEW

A. Understanding of Digital Marketing in Tourism

- Comprehensive Digital Strategy: Proposers must demonstrate a profound understanding of digital marketing strategies that are effective within the tourism industry. This includes the ability to effectively integrate the following elements: into their campaigns:
 - Target audience identification and engagement
 - Search Engine Optimization (SEO) strategies
 - Content marketing creation and dissemination
 - Social media engagement, both organic and paid
 - Email marketing strategies to engage potential visitors
- Innovation in Technology: We seek to evaluate the firm's ability to employ cutting-edge digital technologies and platforms such as augmented reality, virtual tours, mobile app development, and virtual reality. Proposals should detail how these technologies will be utilized to enrich the visitor experience and expand engagement beyond traditional methods.

B. Content Creation and Management

- Quality and Relevance: Firms must exhibit the ability to produce and manage high-quality, engaging content that aligns with the tourism goals of St. Johns County. Proposals should outline methods for creating compelling visuals, video productions, and informative written content that showcases the county as a desirable destination.
- Content Distribution Strategy: Proposals must detail strategies for increasing content visibility and engagement, using a mix of paid, owned, and earned media. Clearly outline methods to leverage each channel for optimal reach.

C. Performance Measurement and Analytics

- Data-Driven Strategies: The capacity to utilize analytics and data to guide marketing strategies, measure the performance of campaigns, and adjust tactics as necessary is essential. Proposals must detail the firm's proficiency in employing web analytics, social media analytics, and other tools to monitor key performance indicators (KPIs) and return on investment (ROI).
- Insightful Reporting: The selected firm will be expected to provide clear, actionable insights through regular performance reporting. Proposals should explain how the firm

will report on metrics such as web traffic, engagement, conversion rates, and their overall impact on enhancing tourism in St. Johns County.

- Proposals must adhere to the specified criteria and demonstrate a thorough understanding of the unique needs of St. Johns County as a tourist destination. The successful firm will be expected to work closely with county officials to develop and implement a digital marketing strategy that effectively promotes the county's tourism objectives.

D. Social Media and Online Presence

- Social Media Expertise: Evaluate the agency's expertise in managing social media platforms, including content creation, community engagement, and paid advertising strategies. How will their proposed approach be tailored to enhance online presence and interact with our target audience effectively?
- Digital Partnership and Influencer Engagement: Identify the agency's strategy for leveraging digital partnerships and influencer collaborations to extend the campaign's reach and credibility. How will they identify and engage with influencers, content creators, and other strategic partners who can authentically promote St. Johns County to their followers?

E. Budget Management and ROI

- Budget Efficiency: The winning agency will clearly and confidently share their tactics in detail for managing budgets efficiently, ensuring maximum return on investment for SJC reaching its goals. What details can be included in their proposal that lays out detailed budget plans, cost-effective strategies, and the ability to allocate resources wisely.
- ROI Measurement: The selected proposal will include detailed outlines for the agency's analytical skill: harnessing the campaigns' ever-changing math and methodologies to not only measure the return on investment, but to use that data to adjust and refine. How will the agency demonstrate in detail its commitment to achieving these specific and tangible results? How will they adapt over time?

DEADLINE FOR SUBMISSION AND PRESENTATIONS

All RFP responses should be sent to the attention of:

Add Contact Information

All submissions must be received by Add Deadline in order to be considered. Agencies selected to move forward will be asked to present in person Add Date/Location.

EVALUATION CRITERIA

Based on a maximum possible value of 620 points, the Evaluation Committee will review and evaluate offers according to the following criteria:

Written Proposal Review Evaluation Criteria	
GENERAL RESPONSE	Possible 40 Points
A. Opportunities	10
A. Creative / Innovative Ideas	10
B. Project Staff	10
C. Agency Overview/Strengths	10
AGENCY CREDENTIALS & EXPERIENCE	Possible 40 Points
A. Overall Project/ Campaign	20
B. Measurable Results	20
CASE STUDIES	Possible 40 Points
A. Sample One	20
B. Sample Two	20
QUALITY OF PRESENTATION	Possible 20 Points
A. Quality of written proposal	20
AGENCY FEES & COSTS	Possible 20 Points
A. Cost for Billable Services	20
LOCAL PREFERENCE	Possible 10 Points
A. St. Johns County Based Company	10
TOTAL	Possible 170 Points

Digital Review evaluation criteria: In-person presentations for at least two and no more than five of the highest evaluated proposals

DIGITAL REVIEW	Possible 200 Points
A. Understanding of Digital Marketing in Tourism	30
B. Content Creation and Management	40
C. Performance Measurement and Analytics	50
D. Social Media and Online Presence	40
E. Budget Management and ROI	40
TOTAL	Possible 200 Points

Presentation evaluation criteria: In-person presentations for at least two and no more than five of the highest evaluated proposals

PRESENTATION	Possible 250 Points
A. Overall Presentation of Plan	50
B. Creative Ideas to Increase the Economic Impact	50
C. Summary of Results from Previous Clients	50
D. Design Content	50
E. St Johns County Market Analysis	50
TOTAL	Possible 250 Points

Net TDT Revenue to the Tourism Department by Fiscal Year									
	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24
October	\$ 698,904	\$ 550,334	\$ 763,934	\$ 791,701	\$ 748,068	\$ 764,027	\$ 1,433,249	\$ 1,472,774	\$ 1,502,822
November	\$ 586,391	\$ 639,941	\$ 755,703	\$ 734,460	\$ 828,129	\$ 734,256	\$ 1,411,921	\$ 1,419,713	\$ 1,554,762
December	\$ 661,923	\$ 717,944	\$ 825,934	\$ 888,565	\$ 964,804	\$ 900,241	\$ 1,848,637	\$ 1,878,754	\$ 2,089,638
January	\$ 694,843	\$ 680,039	\$ 765,515	\$ 827,594	\$ 904,473	\$ 754,128	\$ 1,339,161	\$ 1,707,915	\$ 1,731,678
February	\$ 822,038	\$ 867,985	\$ 902,098	\$ 1,004,681	\$ 1,012,638	\$ 950,746	\$ 1,829,297	\$ 1,947,956	
March	\$ 1,113,134	\$ 1,113,824	\$ 1,256,045	\$ 1,435,691	\$ 691,517	\$ 1,479,331	\$ 2,580,026	\$ 2,778,964	
April	\$ 847,147	\$ 1,012,714	\$ 1,095,414	\$ 1,191,039	\$ 254,852	\$ 1,437,785	\$ 2,337,424	\$ 2,439,606	
May	\$ 1,000,835	\$ 980,862	\$ 1,006,706	\$ 1,037,134	\$ 424,308	\$ 1,430,279	\$ 1,862,167	\$ 1,899,752	
June	\$ 991,427	\$ 907,327	\$ 1,145,753	\$ 1,230,856	\$ 988,383	\$ 1,702,388	\$ 2,188,339	\$ 2,263,926	
July	\$ 1,216,382	\$ 1,190,258	\$ 1,247,647	\$ 1,334,808	\$ 1,143,383	\$ 1,954,847	\$ 2,517,580	\$ 2,584,377	
August	\$ 659,211	\$ 685,034	\$ 783,857	\$ 805,973	\$ 765,057	\$ 1,331,818	\$ 1,515,709	\$ 1,405,773	
September	\$ 586,244	\$ 558,117	\$ 736,935	\$ 563,578	\$ 708,515	\$ 946,292	\$ 1,336,608	\$ 1,392,580	
Total/Average	\$ 9,878,478	\$ 9,904,379	\$ 11,285,541	\$ 11,846,081	\$ 9,434,127	\$ 14,386,139	\$ 22,200,117	\$ 23,192,091	\$ 6,878,900
Total Per Penny	\$ 2,469,619	\$ 2,476,095	\$ 2,821,385	\$ 2,961,520	\$ 2,358,532	\$ 3,596,535	\$ 4,440,023	\$ 4,638,418	\$ 1,375,780
Per Penny Growth	7.4%	0.3%	13.9%	5.0%	-20.4%	21.4%*	23.5%	4.5%	6.2%
Green = 5% TDT Levied									
*FY21 per penny growth is compared to FY19 per penny growth									

	Cat 1 VCB	Cat 2 Arts,Culture	Cat 3 Rec & Leis.	Cat 4 Adm/Spec.	Cat 5 Beach
TD Tax	7,299,584	2,737,344	2,737,344	3,649,792	6,387,136
Interest Earnings	21,600	6,787	21,476	12,847	9,985
Fund Balance	2,351,310	1,119,056	3,257,245	1,512,723	1,296,853
Total Revenue	9,672,494	3,863,187	6,016,065	5,175,362	7,693,974

Expenditure	7,973,726	3,167,617	4,820,686	4,165,882	4,071,728
FY 2024 Reserve	1,698,768	695,570	1,195,379	1,009,480	3,622,246
Total Expenditure	9,672,494	3,863,187	6,016,065	5,175,362	7,693,974

TDC Regular Meeting – March 18, 2024

Agenda Item Monthly Reports (Information Only)

FY2024 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
January	\$ 1,731,678	1.4%
FYTD	\$ 6,878,900	6.2%
% OF BUDGET		33.3%
% OF FY		28.6%

BUDGETED \$ \$ 24,011,790

FISCAL YEAR 2024

[illegible]

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
Fiscal Year 2024												
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												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 2,084,736			\$ 1,234,463			\$ 3,129,199			\$ 114,662		

WGV + west of I95				I95&SR16 + Palencia				Other			
32092	% TTL	+/- PY		32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
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											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 365,358			\$ 56,613				\$ 34,255			\$ 7,019,286

FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$965,713.21	63.0%	-0.1%	\$174,758.10	11.4%	3.3%	\$290,978.14	19.0%	6.4%
November	\$996,715.32	62.8%	7.2%	\$140,001.45	8.8%	-4.9%	\$324,584.74	20.5%	18.2%
December	\$1,342,883.84	63.0%	6.7%	\$216,882.95	10.2%	9.8%	\$417,240.38	19.6%	29.4%
2024 Janaury	\$971,674.24	55.0%	-0.4%	\$282,359.02	16.0%	4.9%	\$360,583.11	20.4%	10.2%
February									
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$45,875.33	3.0%	-8.3%	\$56,167.18	3.7%	29.0%	\$ 1,533,491.96
November	\$58,556.22	3.7%	20.2%	\$66,633.88	4.2%	37.4%	\$ 1,586,491.61
December	\$51,422.75	2.4%	-2.7%	\$103,853.87	4.9%	20.6%	\$ 2,132,283.79
2024 Janaury	\$81,619.84	4.6%	-16.0%	\$70,781.95	4.0%	-4.3%	\$ 1,767,018.16
February							
March							
April							
May							
June							
July							
August							
September							