

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

1. CALL TO ORDER – Gayle Phillips, Chairwoman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**) – page 2
 - Regular Meeting Minutes – March 18, 2024
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. RECOMMENDATION FROM TDT FUNDING REQUEST CONSIDERATION WORKING GROUP – page 7
8. MONTHLY REPORTS PROVIDED IN PACKETS – page 8
9. MEMBER COMMENTS
10. NEXT MEETING DATE
11. ADJOURN

TDC Regular Meeting – April 15, 2024

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

- Regular Meeting – March 18, 2024
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
March 18, 2024 - 1:30 p.m.

1. CALL TO ORDER

Phillips called the meeting to order at 1:33 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
Charles Cox, District 5
Troy Blevins, District 5
Michael Gordon, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Administrative Coordinator
Jalisa Ferguson, Assistant County Attorney
Artricia K. Allen, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Phillips led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

Meeks stated that the applicant had requested that Regular Agenda Item 8 be pulled from the agenda and continued to a future Tourist Development Council meeting.

Motion by Sikes-Kline, seconded by Rumrell, carried 9/0, to approve the Agenda, as amended.

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

5. APPROVAL OF MINUTES

Motion by Rumrell, seconded by Arnold, carried 9/0, to approve the minutes for the February 5, 2024, meeting, as submitted.

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

6. PUBLIC COMMENT

Albert Syeles (Exhibit A) provided public comment.

7. TAX COLLECTOR'S PRESENTATION ON THE COLLECTION OF TOURIST DEVELOPMENT TAX

Jennifer Raven, Assistant Tax Collector, presented the details of the request.

Discussion ensued on managing the bed tax, the short-term vacation rental bill, municipality restrictions, and an increase in solid waste collection. Sikes-Kline provided clarification on the short-term vacation rental bill, which had been passed by the house and the senate and awaiting final approval and signature from the governor. Rumrell stated that the City of St. Augustine Beach had an ordinance in place and wouldn't be affected by Senate Bill 20.

8. CITY OF ST AUGUSTINE BEACH FUNDING REQUEST

Regular Agenda Item 8 was pulled.

9. RECOMMENDATION FROM TOURISM MARKETING REQUEST FOR PROPOSAL (RFP) WORKING GROUP INCLUDING DRAFT RFP SCOPE

Meeks presented the details of the RFP working group. She introduced Philip McDaniel and Gabe Pellicer, RFP working group, who provided additional information on the RFP scope recommendation.

Public Comment: There was none.

Discussion ensued on the composition of the ranking committee, project overview concerns, request to increase funding, and the functionality of a digital marketing panel.

Additionally, Jesse Dunn, Director of Office Management and Budget, provided details on the budget categories and the requested budget process.

Council members expressed their positions on the request. Discussion ensued on setting funding limits, evaluating funding options, and if consensus was required on moving the RFP scope

forward, with exceptions noted. McDaniel and Pellicier discussed offering scorecards for success evaluation and formalizing spending recommendations.

Motion by Cox, seconded by Arnold, carried 9/0, to accept the RFP scope with the understanding that the presentation level goes to clean sight scoring, the ranking committee for the RFP is the same as the RFP committee, and to include the dollar amount between \$4 and \$4.5 million.

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

10. POLICY FOR CONSIDERATION OF TOURIST DEVELOPMENT TAX (TDT) FUNDING REQUESTS AND TDT RESERVE FUNDING

Meeks presented the details of the funding request and welcomed Mayor Dylan Rumrell to the Tourist Development Council Board. Discussion ensued on Expedia and booking with third-party platforms, surplus management procedures, surplus dollars, and the Capital Improvement Project (CIP) process for potential projects.

Christina Parrish Stone, St. Johns Cultural Council Executive Director, spoke about the grant programs and the need to support organizations outside the normal process. She also proposed establishing a formal process for categories, for example construction and maintenance, and offered a solution for sculpture projects. In addition, Cox suggested withdrawing funds from each category. Discussion ensued on structuring the Council's approach to incoming requests, new programs, spending down reserve funds, and projects in other counties.

Meeks *requested Council consensus on forming a committee, which would include the Tourist Development Council Department; Chritina Parrish Stone, SJC Cultural Council; Susan Phillips, St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau; Parks and Recreation; Office of Management and Budget; and Michael Wicks. **Consensus was given.*** Discussion ensued on the timeline for the committee to provide information. Meeks suggested two meeting date options, with May 20, 2024, allowing the working group sufficient time to provide recommendations to the Council.

Public Comment: There was none.

Motion by Rumrell, seconded by Blevins, carried 9/0, to receive preliminary policy direction by the April 15, 2024, meeting, with a vote at the May 20, 2024, Tourist Development Council meeting.

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

11. MONTHLY REPORTS PROVIDED IN PACKETS

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

12. MEMBER COMMENTS

Cox requested that the agenda reflect the page number where the agenda item started.

Arnold welcomed Mayor Dylan Rumrell to the Tourist Development Council.

Blevins requested that the TDC explore assisting the City of St. Augustine with two needs related to bathrooms and street lighting, due to the strain caused by tourism.

Wicks suggested collaborating with the City of St. Augustine and the City of St. Augustine Beach to fund a comprehensive study. Meeks responded by suggesting inclusion in the Fiscal Year 2025 budget process for the Council's consideration.

13. NEXT MEETING DATE

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

14. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 4:03 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 – April 15, 2024

Agenda Item #7 - RECOMMENDATION FROM TDT FUNDING REQUEST CONSIDERATION WORKING GROUP

The Working Group recommends:

1. Consideration of new/additional annual funding programs potentially for programs including art in public places and/or capital improvements
2. Establishment of a scoring matrix to evaluate unsolicited requests and establishment of a working group to complete the evaluation of requests prior to inclusion of a request on a TDC agenda

With concurrence from the TDC, the group will draft materials for each or either of the above recommendations for further consideration by the TDC at a future meeting.

TDC Regular Meeting – April 15, 2024

Agenda Item Monthly Reports (Information Only)

FY2024 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
February	\$ 1,994,649	2.4%
FYTD	\$ 8,873,549	5.3%
% OF BUDGET		41.7%
% OF FY		37.0%

BUDGETED \$ \$ 24,011,790

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	\$1,152,962.35	56.6%	-0.6%	\$338,312.47	16.6%	-1.2%	\$390,867.16	19.2%	17.3%
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	\$82,319.67	4.0%	-1.9%	\$70,894.72	3.5%	3.4%	\$ 2,035,356.37
March							
April							
May							
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
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	\$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												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 2,786,174			\$ 1,612,268			\$ 3,915,133			\$ 155,857		

	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											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 470,123			\$ 73,282				\$ 41,805			\$ 9,054,642

VCB Report to the Tourist Development Council April 15, 2024



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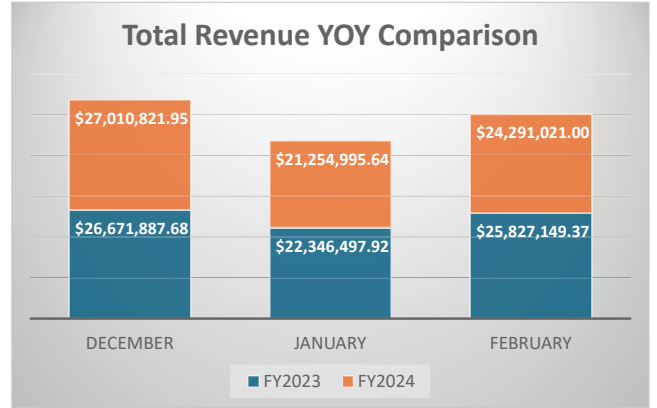
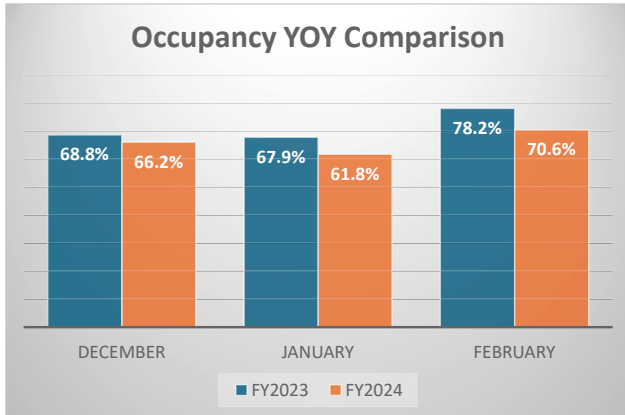
February 2024

Occupancy % February 2024

- February 2024 Occupancy % was at 70.6%, down -9.8% YOY

Occupancy % February 2023

- February 2023 increased +8.6% YOY



Revenue February 2024

- February 2024 revenue decreased -5.9% YOY

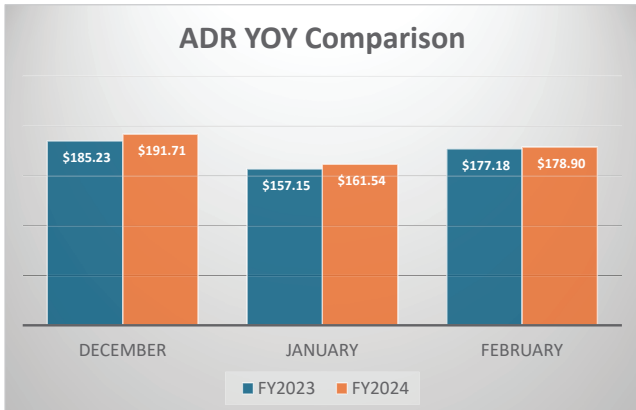
Revenue February 2023

- February 2023 revenue increased +16.4% Increase YOY

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February 2024



ADR February 2024

- ADR for February 2024 was slightly up at \$178.90 (+1% YOY)

ADR February 2023

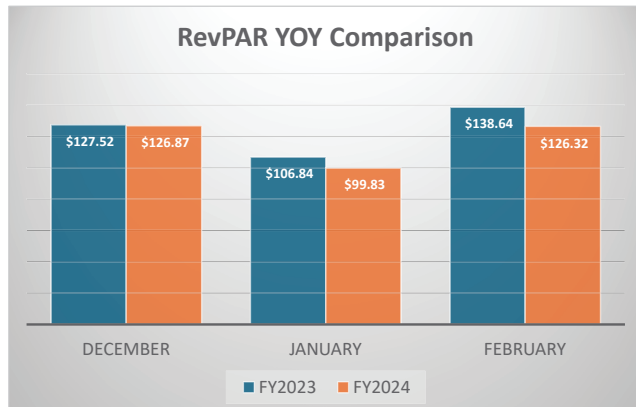
- February 2023 ADR increased +7.2% YOY

RevPAR February 2024

- RevPAR decreased for February 2024 to \$126.32 (-8.9% YOY)

RevPAR February 2023

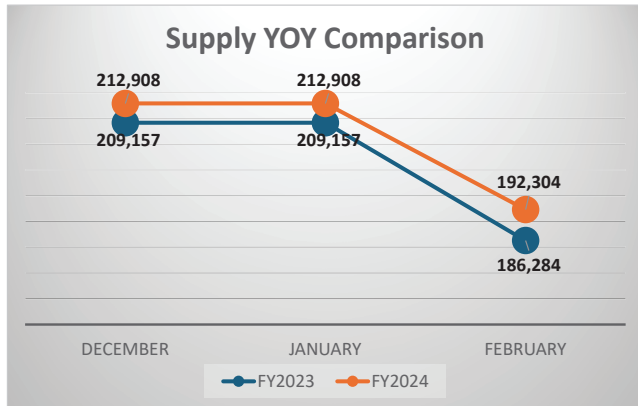
- RevPAR increased for February 2023 +16.4% YOY



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February 2024



Supply February 2024

- February 2024 Supply increased +3.2% YOY

Supply February 2023

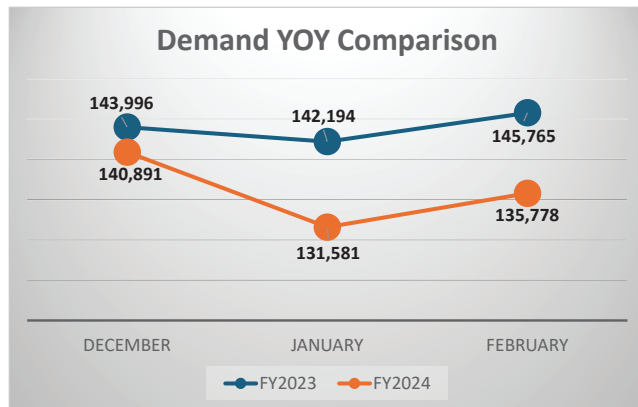
- February 2023 Supply increased slightly

Demand February 2024

- Demand for February 2024 fell -6.9% YOY

Demand February 2023

- February 2023 Demand increased +8.6% YOY



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February 2024 vs February 2023

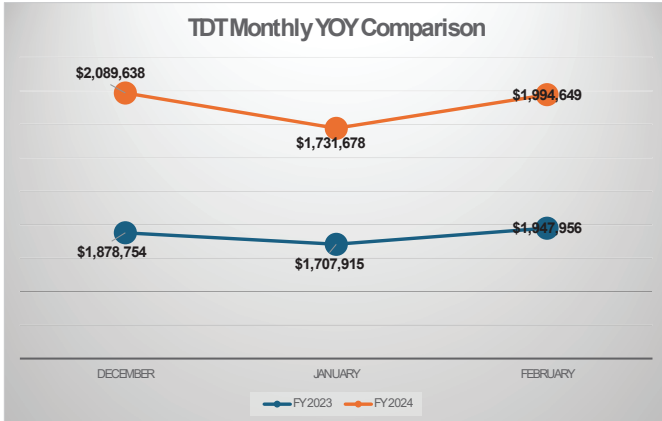
	Occ %		ADR	
	2024	2023	2024	2023
Hillsborough County, FL	81.7	83.2	196.25	192.30
Nassau County, FL	69.0	71.4	236.09	233.60
Pinellas County, FL	77.1	83.1	221.35	224.16
St Johns County, FL	70.6	78.2	178.90	177.18
Charleston, SC	67.0	67.1	153.73	154.78
Jacksonville, FL	72.3	76.4	142.62	141.73
Myrtle Beach, SC	45.1	43.5	82.94	81.69
Orlando, FL	79.8	82.1	217.56	215.07
Sarasota, FL	81.2	84.2	254.23	259.39
Savannah, GA	72.2	73.6	138.95	142.89
Fort Walton Beach, FL	54.1	59.8	113.86	121.64
Daytona Beach, FL	65.8	70.9	183.12	188.67
Zip Code 32084+	75.0	81.7	169.15	171.46
Zip Code 32080+	68.7	78.1	165.81	164.78
Zip Code 32092+	69.8	79.9	118.37	121.16
Ponte Veda+	66.7	74.1	298.06	276.64

Percent Change from February 2023						
Occ	ADR	RevPAR	Room	Room	Room	
			Rev	Avail	Sold	
-1.8	2.1	0.2	1.3	1.1	-0.7	
-3.5	1.1	-2.4	-2.4	0.0	-3.5	
-7.2	-1.3	-8.4	-7.6	0.9	-6.4	
-9.8	1.0	-8.9	-5.9	3.2	-6.9	
-0.2	-0.7	-0.9	0.2	1.1	0.9	
-5.3	0.6	-4.7	-3.2	1.6	-3.8	
3.5	1.5	5.1	2.5	-2.5	1.0	
-2.7	1.2	-1.6	-0.6	1.1	-1.7	
-3.6	-2.0	-5.5	-6.6	-1.1	-4.7	
-1.8	-2.8	-4.5	-4.1	0.4	-1.4	
-9.6	-6.4	-15.4	-12.7	3.2	-6.7	
-7.2	-2.9	-10.0	-8.0	2.1	-5.2	
-8.2	-1.3	-9.4	-2.8	7.3	-1.5	
-12.0	0.6	-11.5	-10.9	0.6	-11.5	
-12.6	-2.3	-14.7	-14.7	-0.1	-12.7	
-9.9	7.7	-2.9	-2.9	0.0	-9.9	

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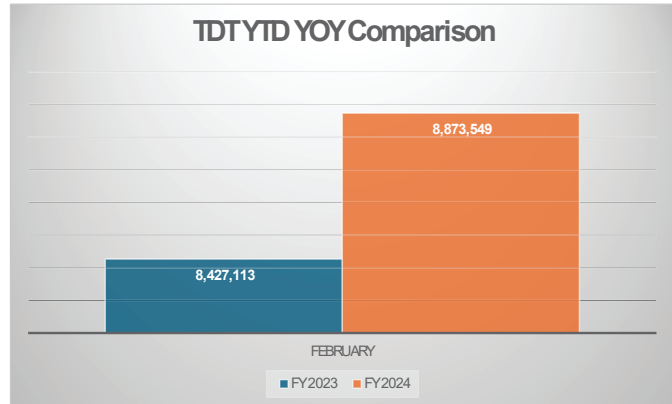
Tourist Development Tax Collections

February 2024



TDT YTD February 2024

- YTD TDT Collections increased +5% YOY



TDT Collections February 2024

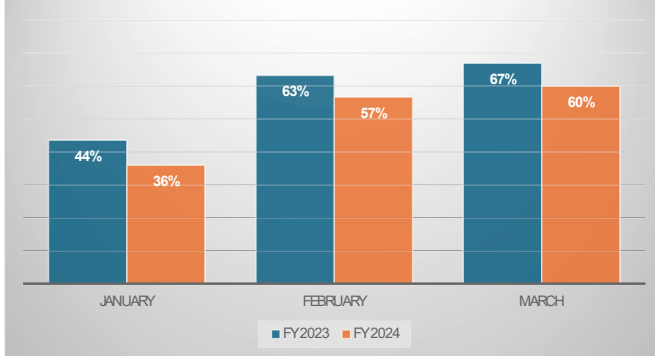
- February 2024 TDT increased +2.4% YOY

Vacation Rental Analytics (Key Data)

Vacation Rental Analytics

March 2024

Paid Occupancy % YOY Comparison



Paid Occupancy % March 2024

- Occupancy continues to trend downward. **March 2024 is -10.5% YOY**

Paid Occupancy % March 2023

- Paid Occupancy decreased **-12% YOY for March 2023**

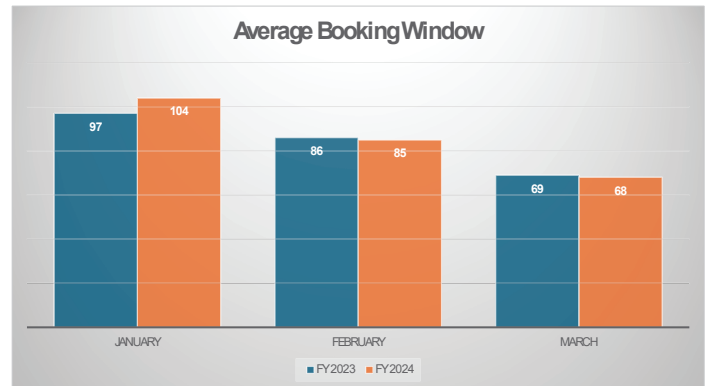
Average Booking Window March 2024

- Average Booking Window declined **-1.4%**

Average Booking Window March 2023

- Average Booking Window declined **-6% in March 2023**

Average Booking Window



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Vacation Rental Analytics

March 2024

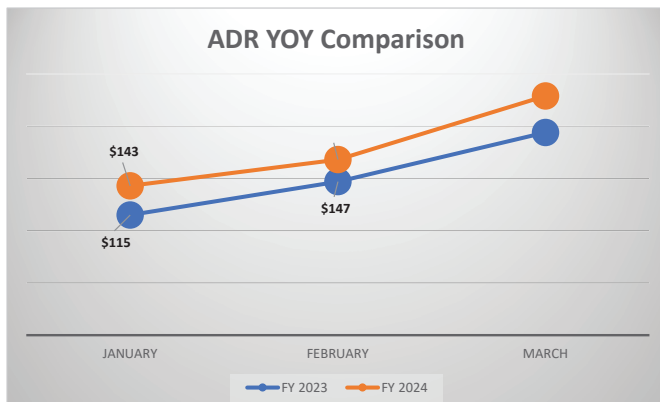
ADR March 2024

- ADR continues to increase. **March is +18% YOY**

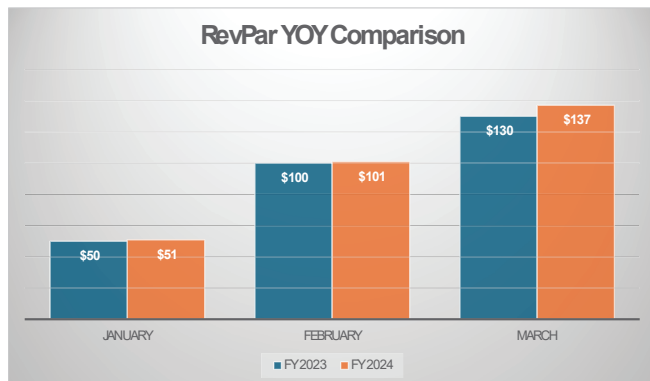
ADR March 2023

- ADR increased by **+1% for March 2023**

ADR YOY Comparison



RevPar YOY Comparison



RevPAR March 2024

- RevPAR continues to increase, up **+5.4%** for March 2024

RevPAR March 2023

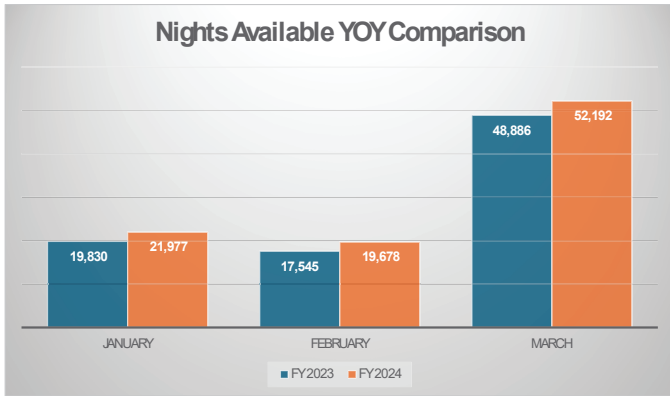
- RevPAR decreased **-11%** in March 2023

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Vacation Rental Analytics

March 2024

Nights Available YOY Comparison



Nights Available March 2024

- **March 2024** Nights Available increased +7% YOY

Nights Available March 2023

- Nights Available increased +17% in March 2023

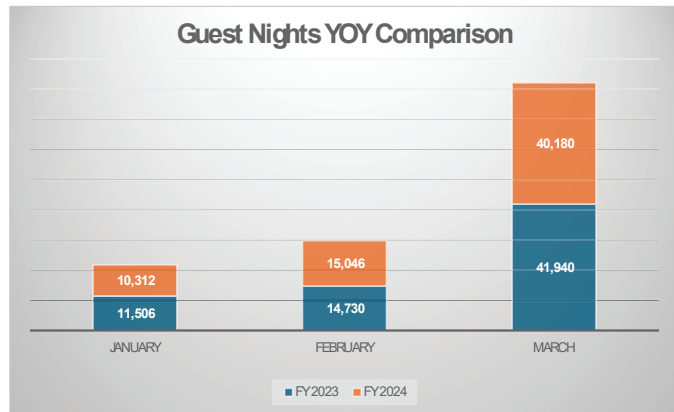
Guest Nights March 2024

- Guest Nights declined -4.2% for **March 2024**

Guest Nights March 2023

- Guest Nights increased +1% in **March 2023**

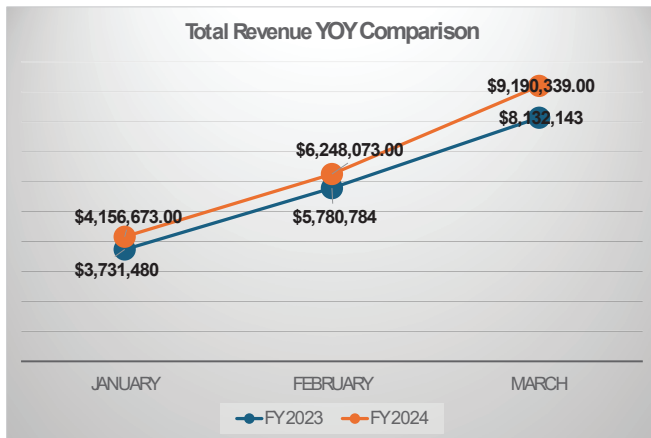
Guest Nights YOY Comparison



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Total Revenue YOY Comparison

Total Revenue YOY Comparison



Total Revenue YTD March 2024

- YTD Total Revenue was up +11% YOY

Total Revenue YTD March 2023

- YTD Total Revenue up +2% in **March 2023**

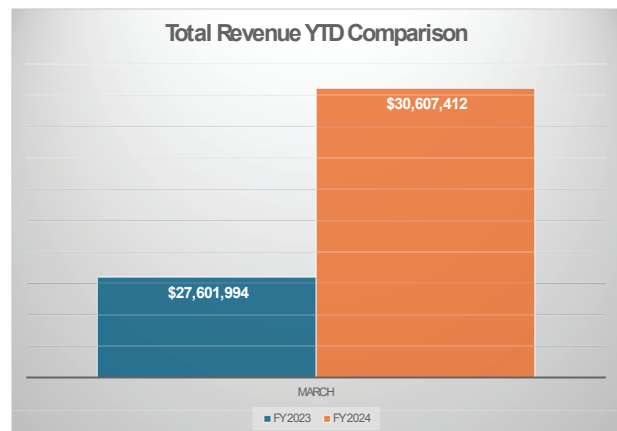
Total Revenue Monthly March 2024

- Monthly Total Revenue saw an increase in **March 2024** of +13% YOY

Total Revenue Monthly March 2023

- Revenue increased +1% in March 2023

Total Revenue YTD Comparison



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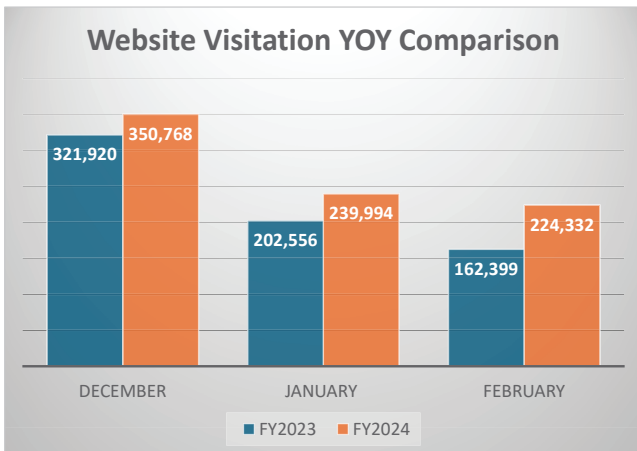
Website Report

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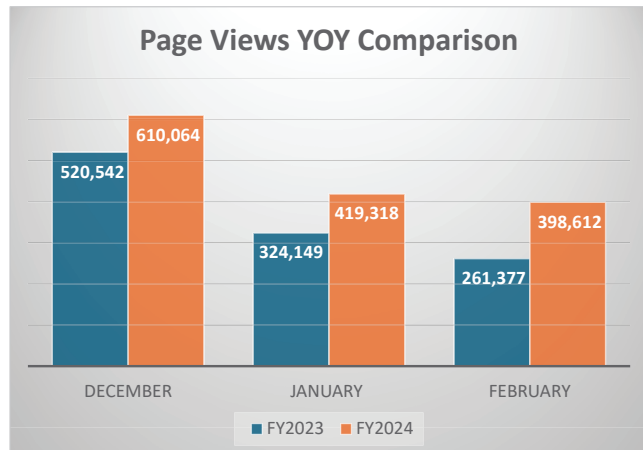
Website Report February 2024

Website Visitation February 2024

- VCB website visitation increased **+38.1% YOY for February 2024**



Page Views YOY Comparison



Website Page Views February 2024

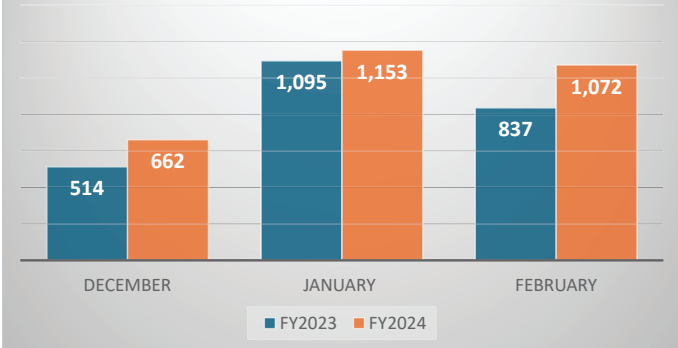
- Page Views increased **+52.5% YOY in February 2024**

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Website Report

February 2024

Guides Ordered YOY Comparison



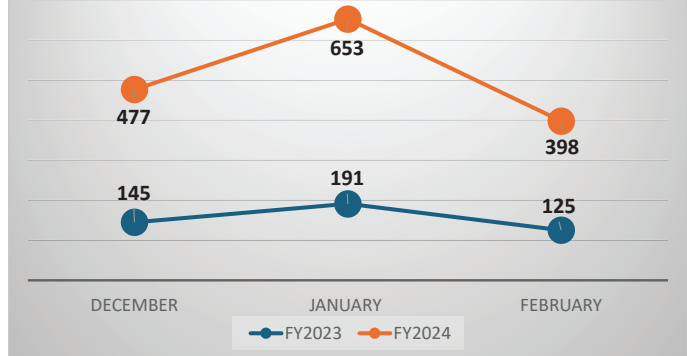
Guides Ordered February 2024

- Guides ordered increased to 1,072 for **February 2024** (+28.1% YOY)

eNewsletter Signups February 2024

- February 2024 eNewsletter signups increased +218% YOY

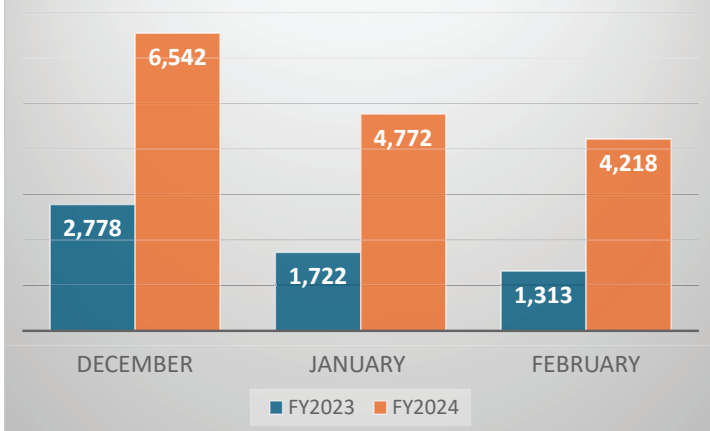
eNewsletter Signups YOY Comparison



Website Report

February 2024

BookDirect Clicks (Lodging) YOY Comparison



BookDirect Clicks February 2024

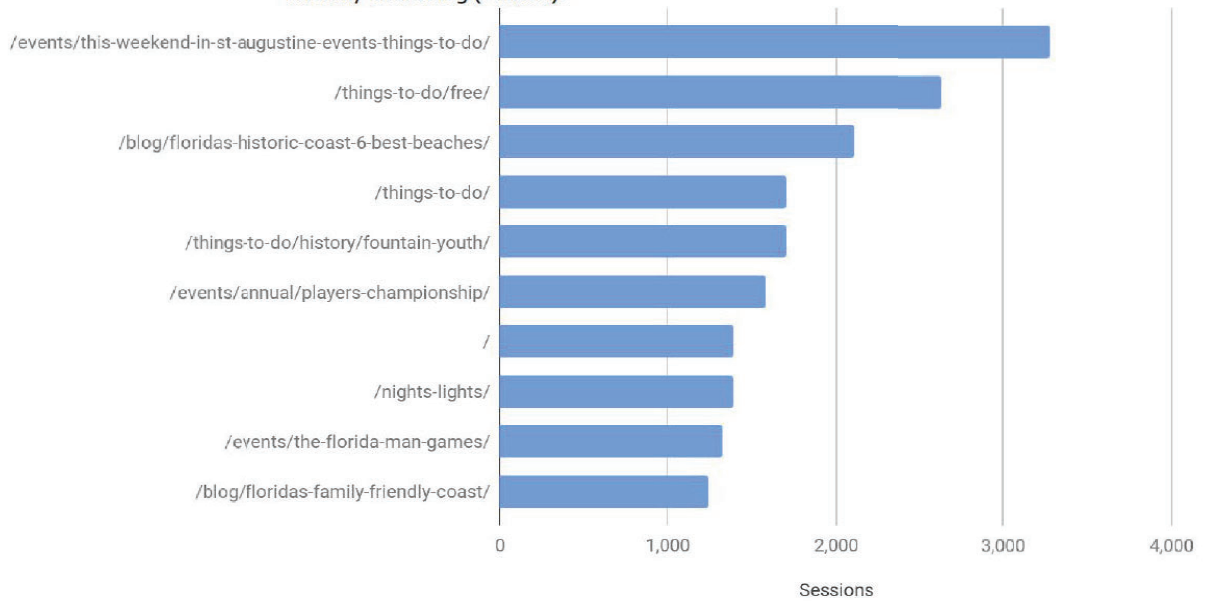
- BookDirect clicks increased for **February 2024** to 4,218 clicks (+221% YOY)

BookDirect Clicks February 2023

- There were a total of **1,313** of BookDirect clicks for **February 2023**

Top Landing Pages

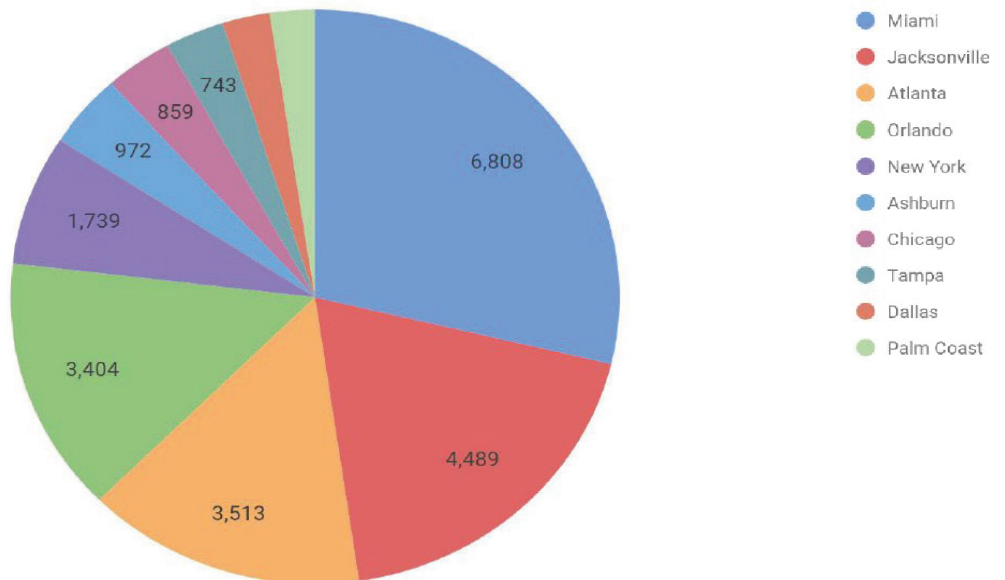
This Weekend in St. Augustine page (+51%) was your top landing page in February. We saw the highest year-over-year increase from the Family Friendly Coast blog (+8.7k%).



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FLORIDA'S HISTORIC COAST®

Sessions By City

Miami (+458%), Dallas (+95%) and New York (+49%) saw the highest year-over-year increases.



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FLORIDA'S HISTORIC COAST®

Website Metrics – ViajaStAugustine.com

1,206

VISITS TO WEBSITE

1,029

TOTAL USERS

1,006

VISIT FROM ORGANIC

2,759

PAGE VIEWS

00:04:08

AVERAGE TIME ON SITE

828

ENGAGED SESSIONS

68.66%

ENGAGEMENT RATE

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Consumer eNewsletter – February 2024

Email Performance

Opt-in Subscribers

27,072

MESSAGES SENT

19%

CTOR

600

SESSIONS

04:36

AVG. SESSION
DURATION

Other Source Subscribers

164,568

MESSAGES SENT

78%

CTOR

550

SESSIONS

02:55

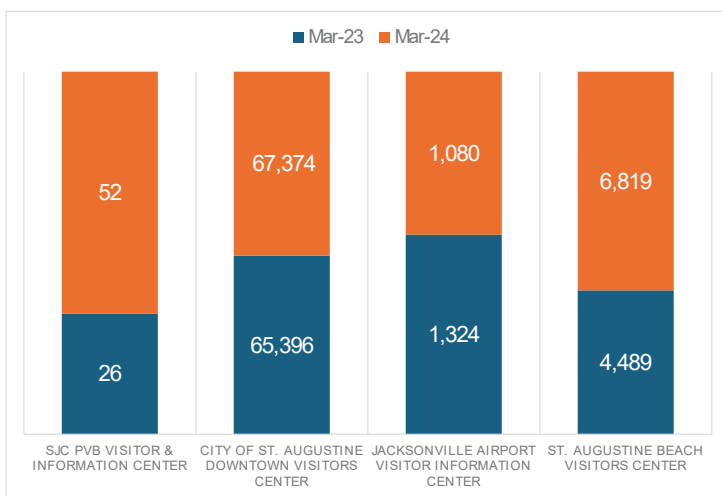
AVG. SESSION
DURATION

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Visitor Information Centers Visitation

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FLORIDA'S HISTORIC COAST®

VIC Visitation – March 2024



VIC Visitation - March 2024

- Visitation increased at the **St. Augustine Beach Visitors Center** by +52% YOY
- Visitation to the **SJC PVB Visitor & Information Center** saw twice as many people when compared YOY, increasing 100%
- Visitation to the **City of St. Augustine Downtown Visitors Center** saw visitation increase +3% YOY
- Visitation to the **Jacksonville Airport Visitor Information Center** decreased -18% YOY

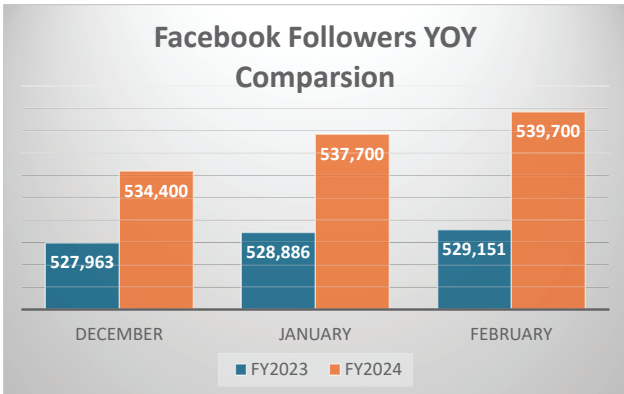
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Departmental Reports

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FLORIDA'S HISTORIC COAST®

Social Media February 2024

Facebook Followers YOY Comparison



Facebook Followers February 2024

- Facebook followers increased in February 2024 (+2% YOY)

Facebook Followers February 2023

- Facebook followers for February 2023 increased to 529,151

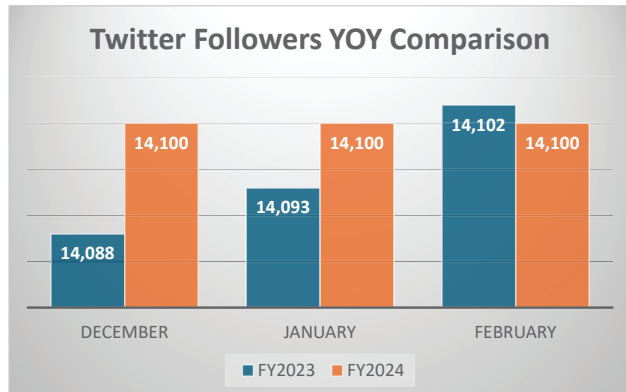
Twitter Followers February 2024

- Twitter followers remained flat for February 2024

Twitter Followers February 2023

- Twitter Followers increased to 14,102 for February 2023

Twitter Followers YOY Comparison

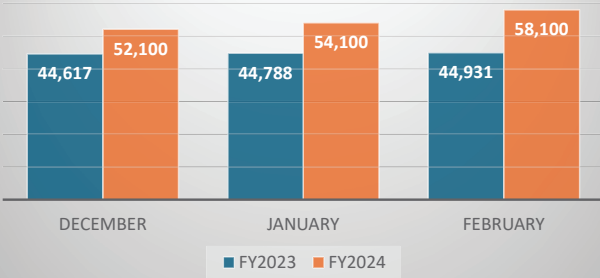


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Social Media

February 2024

Instagram Followers YOY Comparison



Instagram Followers February 2024

- Instagram grew in **February 2024 +20.8% YOY**

Instagram Followers February 2023

- Instagram Followers increased to 44,788 in **February 2023**

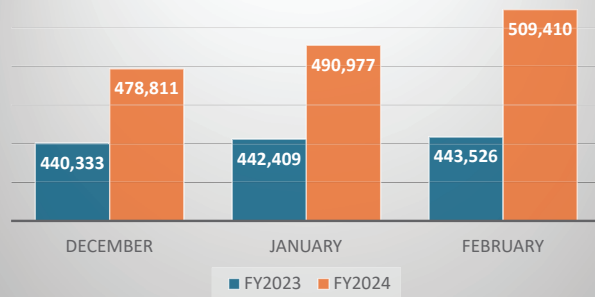
YouTube Views February 2024

- YouTube views increased in **February 2024 +14.9% YOY**

YouTube Views February 2023

- YouTube had a total of 442,409 views in **February 2023**

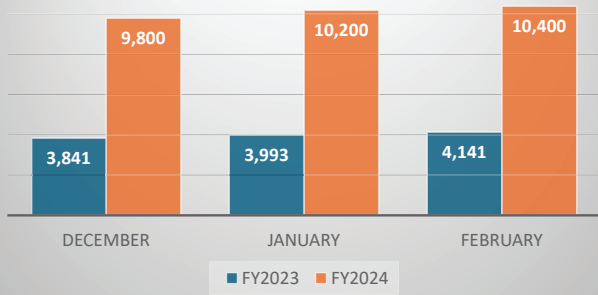
YouTube Views YOY Comparison



Social Media

February 2024

TikTok Followers YOY Comparison



TikTok Views February 2024

- TikTok Views increased significantly in **February 2024** with **161,800 views (+312% YOY)**

TikTok Views February 2023

- TikTok had a total of 39,235 views in **February 2023**

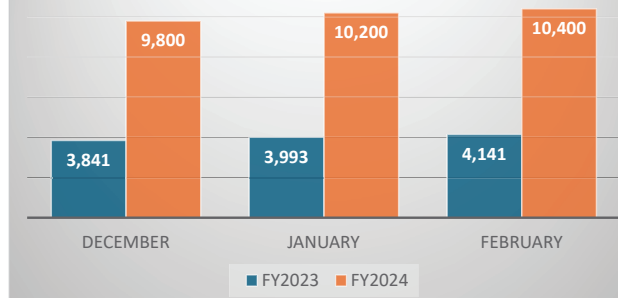
TikTok Followers February 2024

- TikTok followers increased to 10,400 in February 2024 (**+155.4% YOY**)

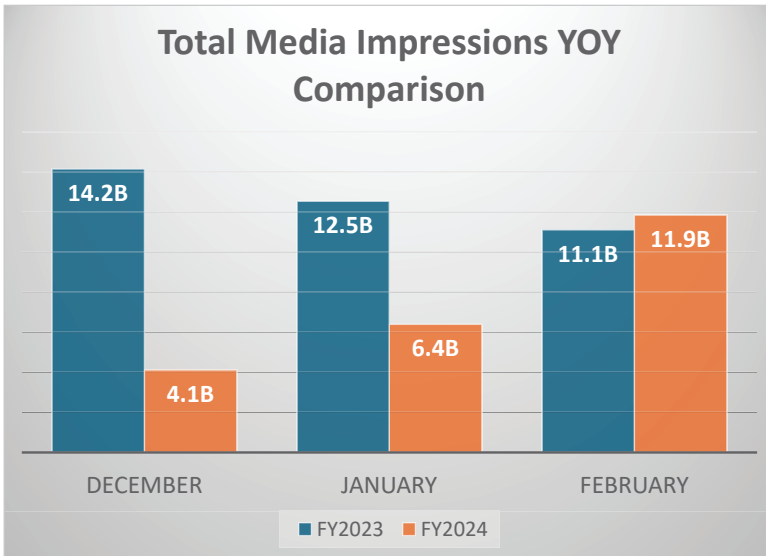
TikTok Followers February 2023

- TikTok added 4,141 followers in February 2023

TikTok Followers YOY Comparison



Total Media Impressions – February 2024



Media Impressions - February 2024

- Media Impressions increased +7% YOY in February 2024

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Top National Stories

msn.com– Scheffler goes back-to-back in PLAYERS Championship in Sunday thriller at Sawgrass



www.msn.com/en-us/sports/golf/scheffler-goes-back-to-back-in-players-championship-in-sunday-thriller-at-sawgrass/ar-BB1k3vOW

132,453,294 impressions. (204 additional outlets with 651,154,124 additional impressions)

Southern Living Magazine – The Best Small Town In Every Southern State 2024

03 of 15 | **Florida: St. Augustine**



PHOTO: ROBBIE CAPONETTO

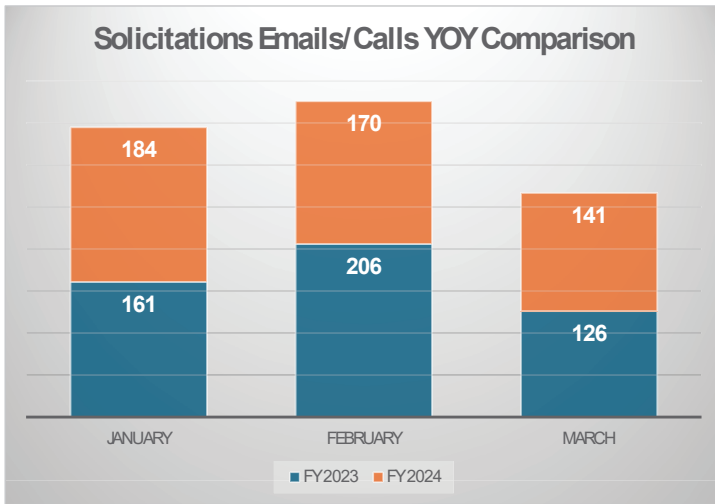
www.southernliving.com/small-towns-2024-8430802

(15.8 million impressions; Yahoo 8.3 million impressions)

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FLORIDA'S HISTORIC COAST™

Sales Measurement Summary

Solicitations Emails/Calls YOY Comparison



Solicitations YOY Comparison

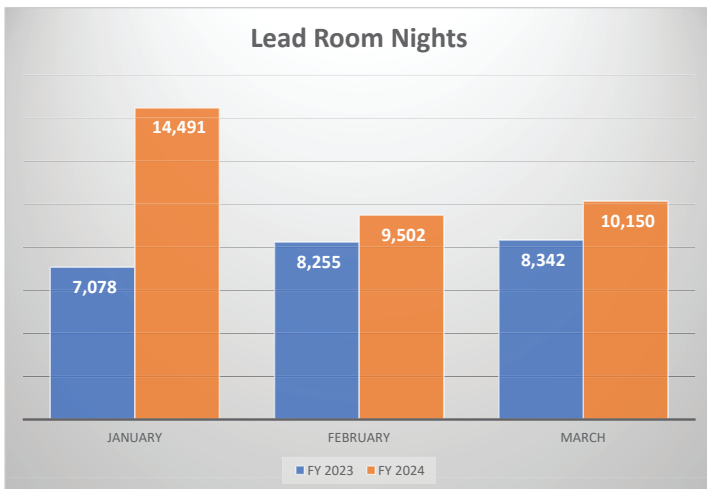
- 141 Solicitations were made in **March 2024** (+11.9% YOY)

Solicitations March 2023

- There were a total of 126 solicitations for **March 2023**

Sales Report

Lead Room Nights



Lead Room Nights March 2024

- **March 2024** increased to 10,150 Lead Room Nights (+21.7% YOY)

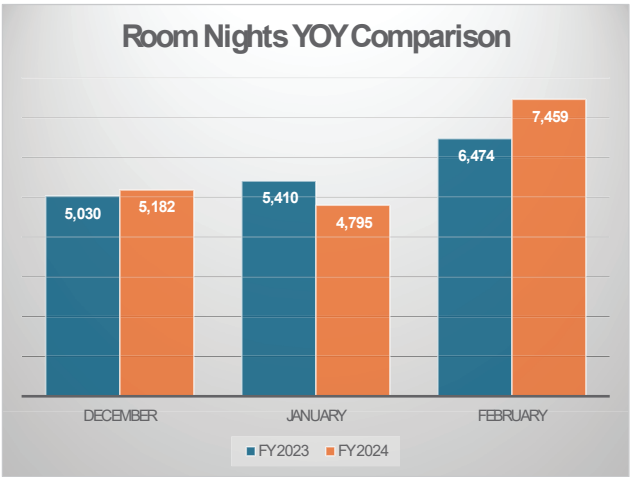
Lead Room Nights March 2023

- There were a total of 8,342 Lead Room Nights in **March 2023**

Florida's First Coast of Golf

February 2024

Room Nights YOY Comparison



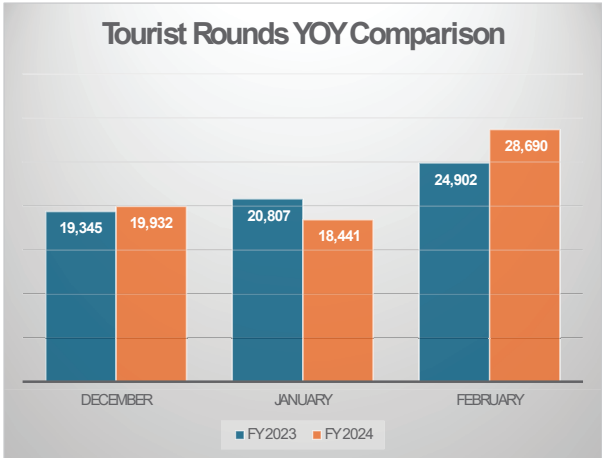
Room Nights YOY Comparison

- Room Nights increased +15%

Tourist Rounds YOY Comparison

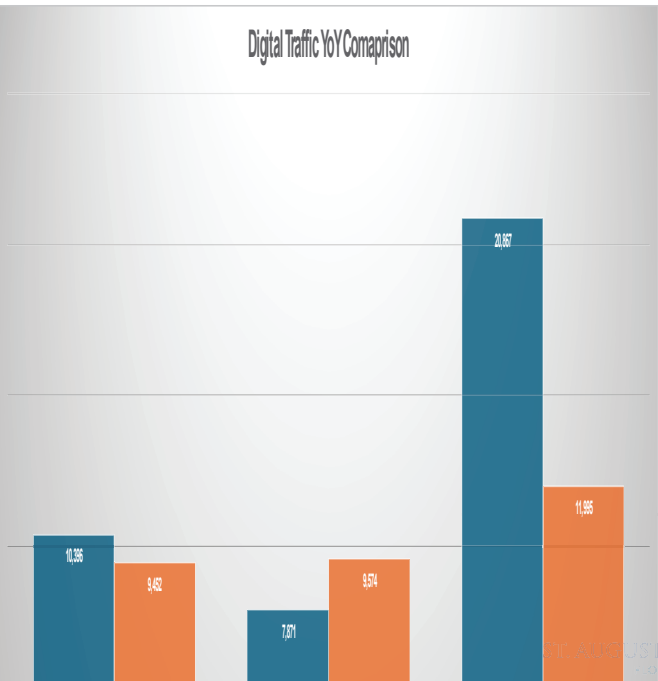
- Tourist Rounds increased +15%

Tourist Rounds YOY Comparison



Florida's First Coast Of Golf

Digital Traffic YOY Comparison

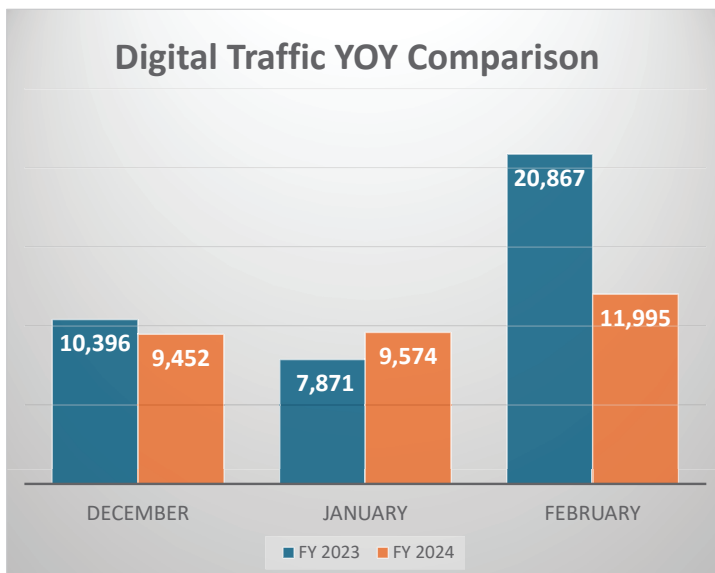


Digital Traffic YOY Comparison

- February** saw a -42.5% decrease in Digital Traffic due to a change in digital advertising options available this year (highly successful Clicktivated video campaign from last year was not available this year)



Florida's First Coast Of Golf



Digital Traffic YOY February 2024

- **February** saw a -42.5% decrease in Digital Traffic due to a change in digital advertising options available this year (highly successful 2023 Clicktivated video campaign was not available this year)



CEO's Comments

- February 2024 Traditional Lodging Stats: Occupancy 70.6% (-9.8%), ADR \$178.90 (+1%), RevPAR \$126.32 (-8.9%), Demand -6.9%, Supply is +3.2%.
- March 2024 Vacation Rental Stats: Occupancy +60.0% (-10.5%), ADR \$229 (+18%), RevPAL \$137 (+5.4%), Gross Rev +1%
- February 2024 Website: Continued positive YOY trends with site up +38.1% YOY and significant increase in site visitation from Miami (+458%), Dallas (+95%), and New York (+49%).
- February 2024 Publicity: +7% YOY.
- March 2024 Sales team lead room nights is up +21.7% YOY. Solicitations are up +11.9% YOY.
- In addition to the current "It's About Time" advertising campaign, we are continuing strategic development plan (digital and video) with PMA to promote leisure and select B2B verticals (sports tourism, agri-tourism, weddings, off-the-beaten-path, cultural travel) with the launch continuing in 2Q2024. Weddings digital and video have launched, with sports tourism and agri-tourism launching late this month, followed by cultural travel and off-the-beaten path campaigns. A new Ponte Vedra/luxury campaign is also being created.
- In addition to the current "It's About Time" advertising campaign, in mid-February we launched new attractions focused paid social campaign targeting 500,000 households within a three-hour drive market, outside of SJC. The goal is to offset the current market softness and generate awareness and bookings for our attractions/lodging for short getaways. The results through April 7, 2024 are a reach of 2,041,766; 4,396,805 impressions; .15 CPR; and 4.47% CTR. A similar digital/paid social lodging campaign is being rolled out the week of April 8, 2024.
- Worked with SJC team to finalize additional documentation required for SJC Florida Black History Museum proposal.





February Board Report FY2024

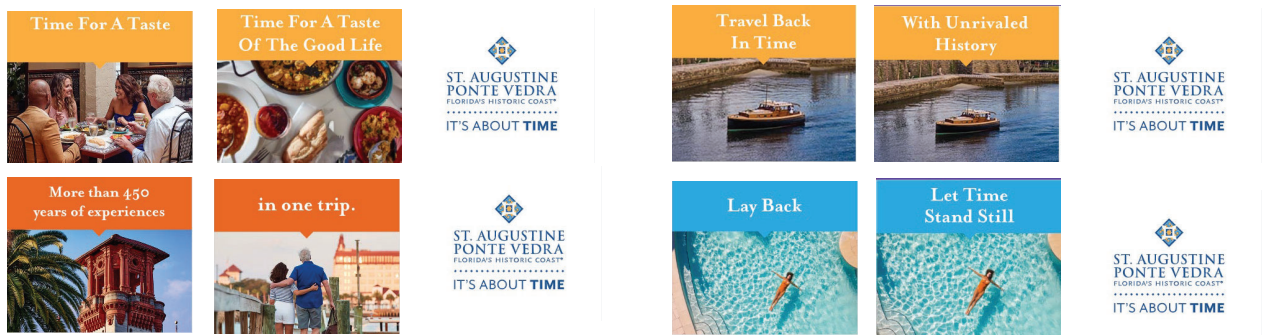


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FLORIDA'S HISTORIC COAST®

Creative: B2C

Digital

- In February, Google Paid Search ran and delivered 177,260 impressions from 2/1-2/29/2024
- In February, Tripadvisor’s annual campaign continued delivering 499,105 impressions from 2/1-2/29/2024
- Facebook/Instagram continued in February with multiple campaigns launched that delivered 3,762,495 impressions from 2/1-2/29/2024
- In February, YouTube delivered 2,963,399 impressions from 2/1-2/29/2024

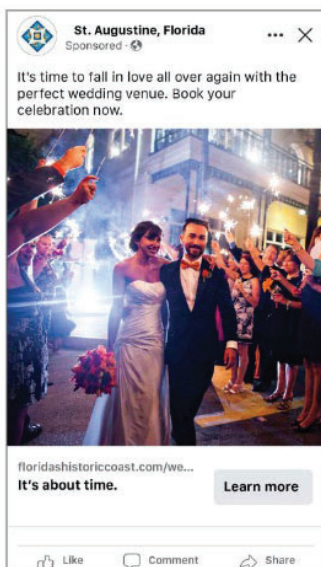


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Facebook/Instagram Cont.

- Verticals Wedding Facebook Co-op campaign launched in December 2023 and is continuing to be our top performer.

Carousel 2



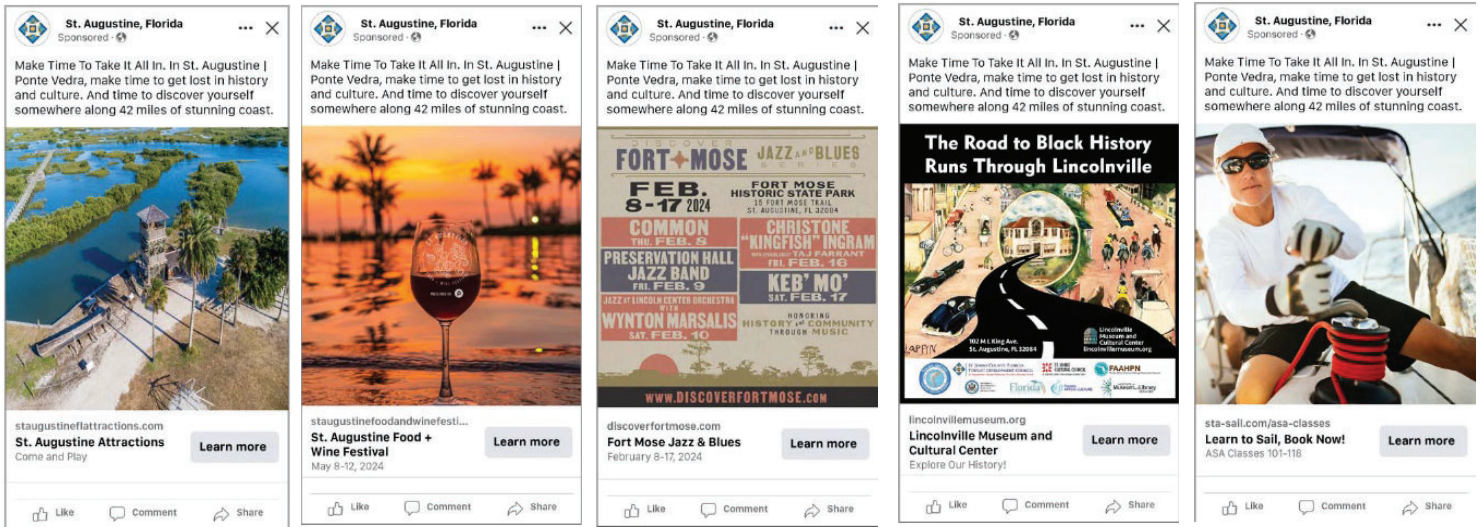
Static Alt



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African American Co-op Campaign Cont.

The African American co-op campaign launched on 1/4/2024 and has ended on 2/18/2024



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Fort Mose Jazz and Blues Series Campaign Cont.

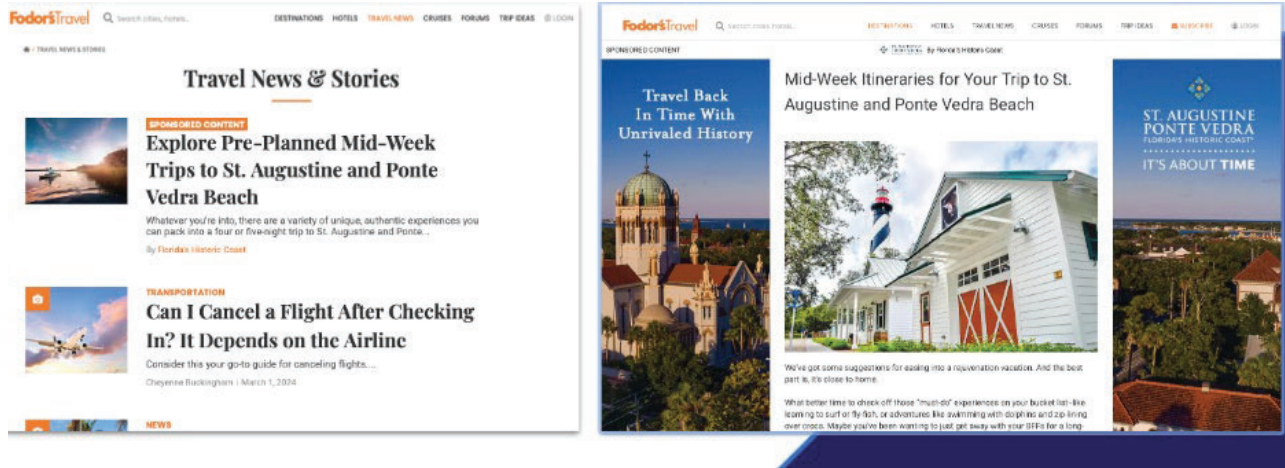
Fort Mose Jazz and Blues Series campaign launched on 1/8/2024 and ended on 2/11/2024



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Nativo Skins

- Nativo Skins native units campaign launched on 2/29/2024 and delivered 13,084 impressions

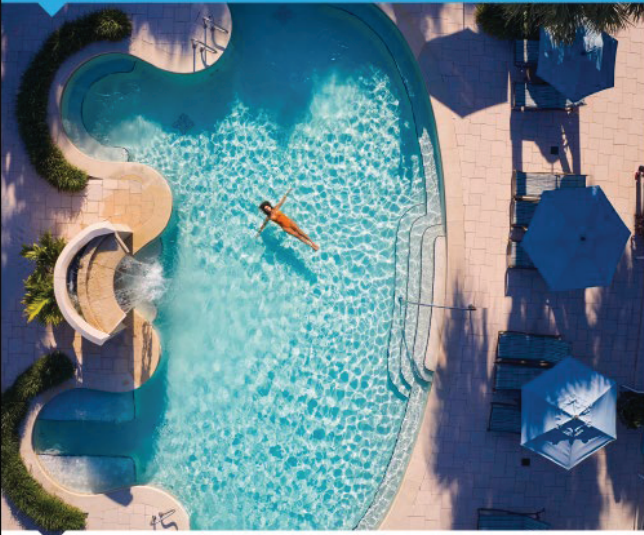


©2022 |

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 to learn more.

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

Orlando Magazine

- 2024 Wedding Edition
- Estimated circulation – 127,100

Your History Starts Here

This is where all the beautiful stories you tell your kids begin. One day you'll find yourself reminiscing about romantic moments on remote beaches. Showing off photos of stunning architecture and historic sights — all from the place where you made the love of your life yours forever. The place where memories stand the test of time.

For wedding bookings, visit FHCWeddings.com, or call **Jaya Dillard** at 800-418-7529, ext. 2009





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. | [World Golf Place, St. Augustine, FL - 904.385.9121 - staugustinefoodandwinefestival.com](https://WorldGolfPlace, St. Augustine, FL - 904.385.9121 - staugustinefoodandwinefestival.com)



WHISKEY, WINE & WILDLIFE
Whiskey, Wine & Wildlife takes place November 7-10, 2024, occurs in Vilano Beach, St. Augustine, FL. Tickets are ALL-INCLUSIVE with unlimited beverage and culinary tastings from some of Florida's best restaurants. Experience "St. Augustine's Best Back Party!" | Vilano Beach, St. Augustine, FL - 904.385.9121 - whiskeywinedwildlife.com

IT'S ABOUT TIME.
Visit FloridasHistoricCoast.com to learn more.

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Onyx Magazine

- History/African-American History Issue
- Estimated circulation – 20,000

Dreamscapes Magazine

- VISIT FLORIDA Edition
- Estimated circulation – 58,100

Make Time To Take It All In

In St. Augustine | Ponte Vedra, you'll lose track of time marveling at nearly five centuries, enjoying world-class cuisine and basking in seaside elegance. So come discover something truly unforgettable — it's about time.





LINCOLNVILLE MUSEUM AND CULTURAL CENTER
Black History Runs Through Lincolnville. Retrace St. Augustine's unique African American journey over 450 years in the making, from early explorers through the civil rights movement and beyond through interactive exhibits, live programs and much more.
102 M. L. King Avenue • 904-824-1191 • www.lincolnvillemuseum.org



ST. AUGUSTINE AQUARIUM
The St. Augustine Aquarium is interactive, educational and fun! Touch starfish & hermit crab, see colorful reef fish, puffer fish, sea horses, sharks, rays & more. Feed & Touch Shark & Stingray experiences & snorkeling adventure.
2045 State Rd. 16 • 904-429-9777 • www.saaquarium.com



ST. AUGUSTINE ATTRACTIONS ASSOCIATION
St. Augustine, Florida features 35+ attractions — from the infamous Fountain of Youth to the St. Augustine Lighthouse!
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 Place • 904-585-9121 • www.staugustinefoodandwinefestival.com

IT'S ABOUT TIME.
Visit FloridasHistoricCoast.com to learn more.




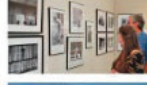
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5

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 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 • 904-824-2510 • www.staugustineart.org



ST. AUGUSTINE ATTRACTIONS ASSOCIATION
St. Augustine, Florida features 35+ attractions — from the infamous Fountain of Youth to the St. Augustine Lighthouse!
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1 World Golf Place • 904-585-9121 • www.staugustinefoodandwinefestival.com



WHISKEY, WINE & WILDLIFE
Whiskey, Wine & Wildlife takes place November 7-10, 2024, across the beach, St. Augustine, Florida. Tickets are ALL-INCLUSIVE with unlimited beverage and culinary tastings from some of Florida's best restaurants. Experience "St. Augustine's Best Block Party!"
Vilano Beach, St. Augustine • 904-585-9121 • www.whiskeywineandwildlife.com

IT'S ABOUT TIME.
Visit FloridasHistoricCoast.com to learn more.



Digital Creative: B2B

Digital


- In February, programmatic B2B started with our partners, Azerion and LinkedIn and delivered 3,321,142 impressions from 2/1-2/29/2024



LinkedIn Campaign Statics

St. Augustine, Florida
Promoted

In St. Augustine | Ponte Vedra, Your attendees escape to a destination where world-class cuisine, breathtaking beaches, and unrivaled culture await. So, make your next event a time to remember. It's About Time.



floridashistoriccoast.com/meetings/ **Learn more**


67 9 Comments

Like Comment Share

Home My Network Post Notifications Jobs

St. Augustine, Florida
Promoted

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. St. Augustine | Ponte Vedra is guaranteed to be an amazing time – any time of year.



floridashistoriccoast.com/meetings/ **Learn more**

67 9 Comments

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LinkedIn Campaign Carousel

St. Augustine, Florida
Promoted

An event more than 450 years in the making. When you plan an event in St. Augustine | Ponte Vedra, you're getting nearly five centuries of history and culture all in one place. Your attendees will have gorgeous views, breathtaking beaches, stunning architecture and so much more. So, make your next event a time to remember.



floridashistoriccoast.com/meetings/ **Learn more**

67 9 Comments

Like Comment Share

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Print Creative: B2B

FSAE

- All right hand reads opposite editorial in the Meeting Planner's Guide
- 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, or call William McBroom at 800.418.7529 ext. 2012.





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FLORIDA'S HISTORIC COAST®

