

ST. JOHNS COUNTY  
TOURIST DEVELOPMENT COUNCIL MEETING  
**MAY 20, 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**)
  - Revised Meeting Minutes – March 18, 2024 (Page 3)
  - Regular Meeting Minutes – April 15, 2024 (Page 7)
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. RECOMMENDATION FROM TOURISM MARKETING RFP WORKING GROUP
8. RECOMMENDATION FROM TDT FUNDING REQUEST CONSIDERATION WORKING GROUP
9. INITIAL DISCUSSION OF FY25 TOURISM BUDGET
10. MONTHLY REPORTS PROVIDED IN PACKETS (Page 11)
11. MEMBER COMMENTS
12. NEXT MEETING DATE
13. ADJOURN

## **TDC Regular Meeting – May 20, 2024**

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

- Regular Meeting – Revised Minutes March 18, 2024
- Regular Meeting – April 15, 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.

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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 slate 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 the excess funds from Category 4 and reallocating them evenly among the other categories, and then to bring forth a presentation from each category outlining how they might utilize excess reserves. Meeks stated that necessary corrections would be made, and the revised proposal would be brought back for approval. 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; Christina 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



**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
April 15, 2024 - 1:30 p.m.

## **Minutes of Meeting**

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### 1. CALL TO ORDER

Phillips called the meeting to order at 1:30 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  
Jennifer Zuberer, Manager of Tourism Promotional Program  
Jalisa Ferguson, Assistant County Attorney  
Saundra Hutto, Deputy Clerk

### 2. PLEDGE OF ALLEGIANCE

Phillips led the Pledge of Allegiance.

### 3. ROLL CALL

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

### 4. APPROVAL OF AGENDA

**Motion by Rumrell, seconded by Kass, carried 9/0, to approve the agenda, as submitted.**

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

Draft

## 5. APPROVAL OF MINUTES

Cox requested two changes to the March 18, 2024, meeting minutes: 1) amending Item 9 by changing the wording from clean site to clean slate in the motion; and 2) He suggested withdrawing the excess funds from Category 4 and splitting them among the other categories, and arranging a presentation on how Categories 1, 2, and 3 might utilize excess reserves. Meeks stated that necessary corrections would be made and brought back for approval.

**Motion by Rumrell, seconded by Blevins, carried 9/0, to approve the minutes based on the corrections from Charles Cox, to be brought back at the next meeting.**

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

## 6. PUBLIC COMMENT

Public Comment: Albert Syeles (Exhibit A) and Nancy Perry provided public comment.

## 7. RECOMMENDATION FROM TOURIST DEVELOPMENT TAX (TDT) FUNDING REQUEST CONSIDERATION WORKING GROUP

Meeks presented the details of the request, clarified the creation of an annual program and unsolicited requests outside of the two grant programs, spoke on funds staying within their specific categories, and on having sufficient information for outside requests.

Discussion ensued on the ordinance that the Tourist Development Council (TDC) worked under and how it defined art in public places and/or capital improvements, staying within the statutes, and adding art in education at public places. There was also a suggestion to separate art in public places, ensuring that no money was to overhead spending, and emphasizing the use of city or county owned property for these purposes.

Council members expressed their positions on the recommendations and Blevins requested that County and City municipalities have priority over other requests. Discussion ensued on capital improvement projects and the annual reoccurring funds.

Public Comment: Christina Parrish Stone provided public comment.

Sikes-Kline clarified the distinction between arts in public places and education in public places.

**Motion by Sikes-Kline, seconded by Blevins, carried 9/0, to accept the following recommendations on Item 7, to include the separation of capital improvements: 1) Consideration of new additional annual funding programs potentially for art and education in public places; 2) Consideration of new or additional annual funding programs potentially for programs including capital improvements; and 3) Establish 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, as amended.**



Draft

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

8. MONTHLY REPORTS PROVIDED IN PACKETS

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

9. MEMBER COMMENTS

Rumrell and Phillips spoke on the efforts of staff regarding moving forward with the grant program process.

10. NEXT MEETING DATE

Meeks announced that the next meeting was scheduled for June 17, 2024. Discussion ensued on the importance of holding a meeting in May to ensure the budget deadline was met, and the upcoming schedule of meetings. It was decided that the next meeting would take place on May 20, 2024.

11. ADJOURN

**Motion by Rumrell, seconded by Blevins, carried 9/0, to adjourn the meeting.**

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

With there being no further business to come before the Council, the meeting adjourned at 2:33 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 – May 20, 2024**

Agenda Item Monthly Reports (Information Only)

## FY2024 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
March	\$ 2,903,360	4.5%
FYTD	\$ 11,776,909	5.1%
% OF BUDGET		50.0%
% OF FY		49.0%

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

### March Collection Accounts

Description	Count
RV/MH Park or Campground	29
Hotel or Motel	88
Condo / COOP	2,316
Apartment / House / Mobile Home	2,220
Bed & Breakfast	32
Other	4

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													\$ 248,788,030.76
EXEMPT RECEIPTS													\$ (8,004,141.96)
TAXABLE RECEIPTS													\$240,783,888.80
<b>TOTAL TAX COLLECTED</b>													\$12,039,194.44
ADJUSTMENTS													\$0.00
TOTAL TAX DUE													\$12,039,194.44
LESS COLLECTION ALLOWANCE													\$ (86,293.23)
PLUS PENALTY													\$62,300.12
PLUS INTEREST													\$2,052.52
<b>TOTAL AMOUNT REMITTED</b>													\$12,017,253.85
LESS TAX COLLECTOR & CLERK													\$ (240,345.08)
<b>NET TO TDC</b>													\$11,776,908.77

Budgeted \$ 24,011,790  
% of Budget 50.0%  
% of FY 49.0%

**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%
<b>2024 Janaury</b>	\$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	\$1,679,403.86	56.7%	-2.6%	\$499,274.57	16.9%	28.4%	\$626,604.29	21.2%	19.0%
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
<b>2024 Janaury</b>	\$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	\$72,277.50	2.4%	-0.5%	\$85,051.74	2.9%	-31.4%	\$ 2,962,611.96
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
<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												
MAY												
JUN												
JUL												
AUG												
SEP												
<b>FY YTD \$</b>	<b>3,843,463</b>			<b>2,255,411</b>			<b>4,981,049</b>			<b>183,708</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											
MAY											
JUN											
JUL											
AUG											
SEP											
<b>FY YTD \$</b>	<b>609,171</b>			<b>92,693</b>				<b>51,758</b>			<b>12,017,254</b>

VCB Report to the  
Tourist Development Council  
May 20, 2024



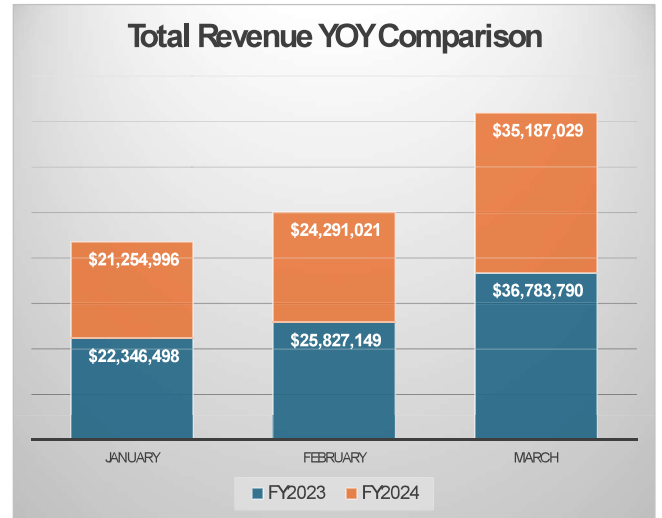
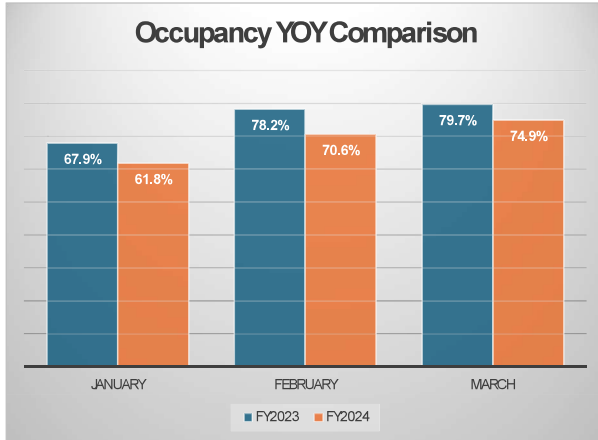
Smith Travel Research

# Smith Travel Research

March 2024

## Occupancy % March 2024

- **March 2024 Occupancy %** is at 74.9%, down -6% YOY



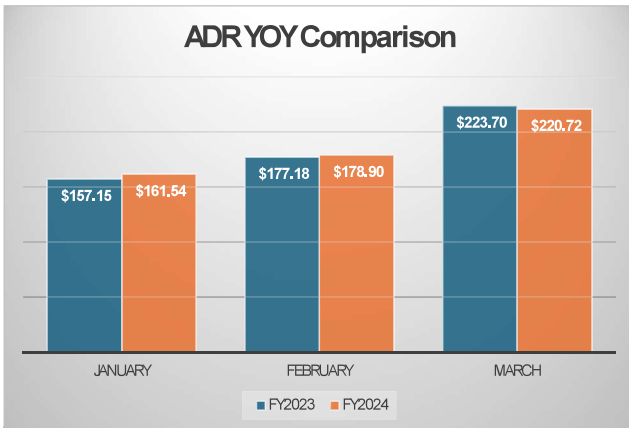
## Revenue March 2024

- **March 2024 revenue** decreased -4.3% YOY

ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST™

# Smith Travel Research

March 2024

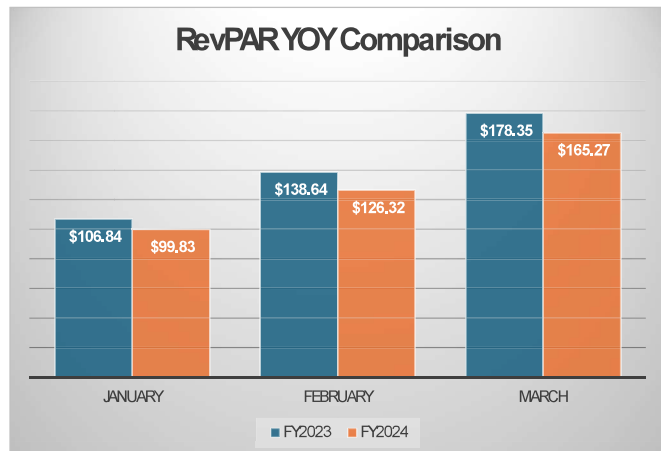


## ADR March 2024

- **ADR for March 2024** fell slightly (-1.3% YOY)

## RevPAR March 2024

- **RevPAR** decreased for **March 2024** to \$165.27 (-7.3% YOY)

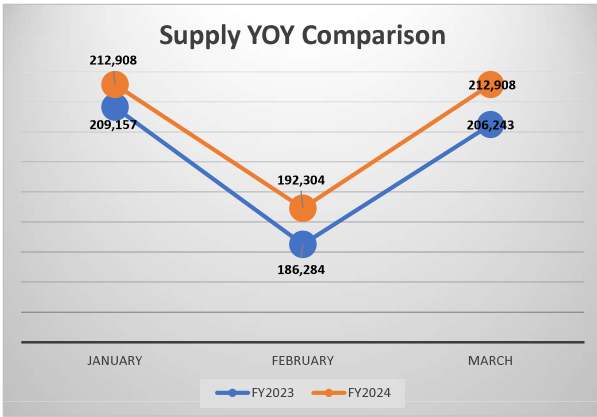


ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST™



# Smith Travel Research

## March 2024

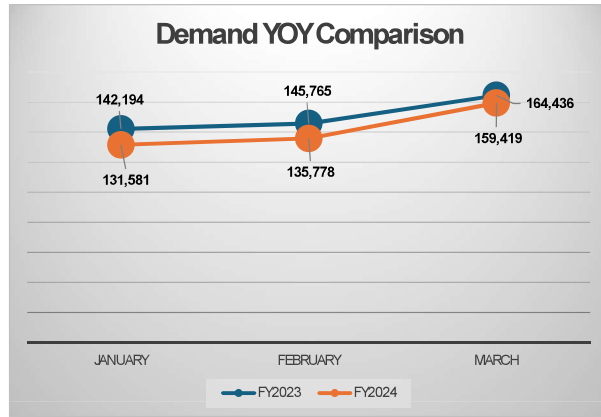


### Supply March 2024

- **March 2024** Supply increased **+3.2% YOY**

### Demand March 2024

- Demand for **March 2024** declined by **-3.1% YOY**



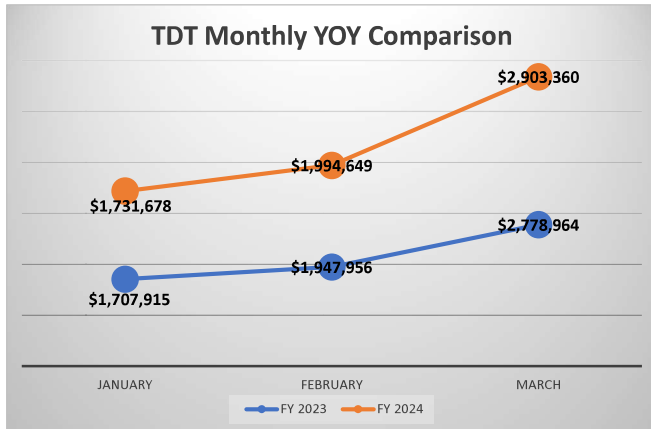
## March 2024 vs March 2023 Comp Set

	Occ %	ADR	Percent Change from March 2023			
	2024	2024	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	81.5	193.96	-3.8	-3.7	-7.4	-6.3
Nassau County, FL	73.4	329.04	-2.1	3.1	0.9	-4.8
Pinellas County, FL	83.4	274.41	-0.6	4.3	3.6	4.8
St. Johns County, FL	74.9	220.72	-6.1	-1.3	-7.3	-4.3
Charleston, SC	78.0	182.08	-0.2	0.6	0.4	1.3
Jacksonville, FL	74.8	166.79	-6.7	-2.0	-8.6	-7.4
Myrtle Beach, SC	57.3	108.44	4.2	4.5	8.9	8.4
Orlando, FL	80.8	227.86	-2.1	0.4	-1.8	-0.7
Sarasota, FL	82.6	280.88	-0.7	1.8	1.0	-0.2
Savannah, GA	78.6	170.13	-0.3	-3.7	-3.9	-2.8
Fort Walton Beach, FL	62.3	168.67	-5.5	-6.1	-11.3	-8.4
Daytona Beach, FL	70.8	177.10	-4.3	-7.6	-11.5	-9.3
Zip Code 32084+	79.3	187.48	-5.3	-5.2	-10.3	-3.7
Zip Code 32080+	75.8	198.87	-6.9	-3.1	-9.7	-9.1
Zip Code 32092+	69.5	132.44	-10.3	-4.8	-14.7	-14.8
Ponte Vedra+	71.5	455.14	-2.7	6.0	3.1	3.1



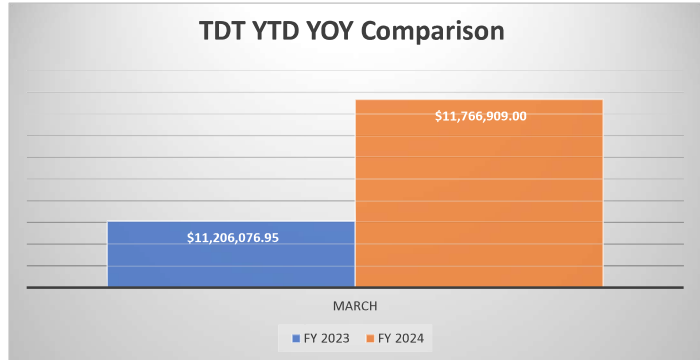
# Tourist Development Tax Collections

## March 2024



### TDT YTD March 2024

- YTD TDT Collections increased +5.1% YOY



### TDT Collections March 2024

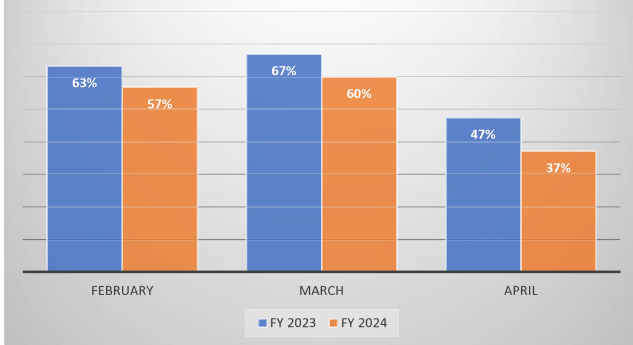
- March 2024 TDT increased +4.5% YOY

# Vacation Rental Analytics (Key Data)

# Vacation Rental Analytics

April 2024

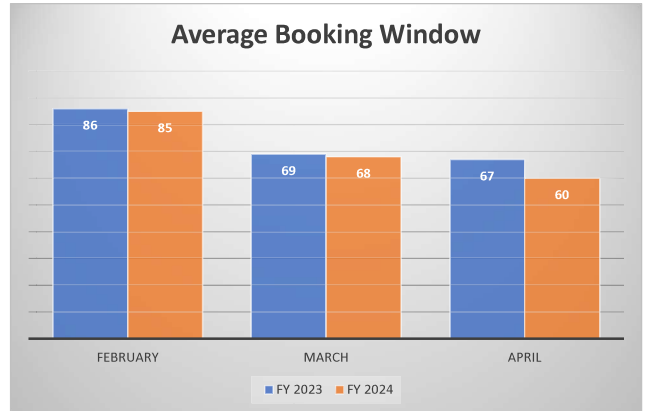
## Paid Occupancy % YOY Comparison



## Average Booking Window April 2024

- Average Booking Window declined **-10.4%**

## Average Booking Window



## Paid Occupancy % April 2024

- Vacation Rental Occupancy continues to trend downward. **April 2024 is -21.7% YOY**

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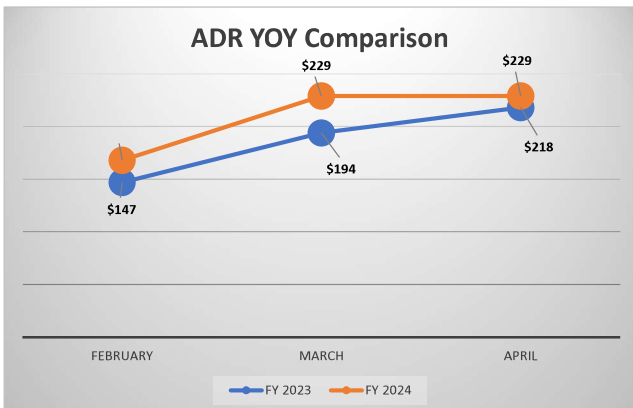
# Vacation Rental Analytics

April 2024

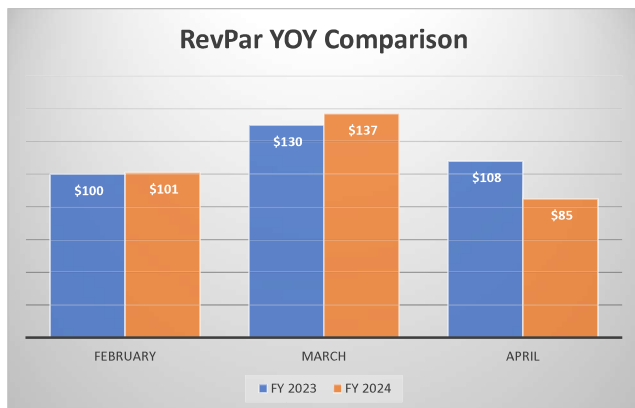
## ADR April 2024

- ADR continues to increase. **April is +5% YOY**

## ADR YOY Comparison



## RevPar YOY Comparison



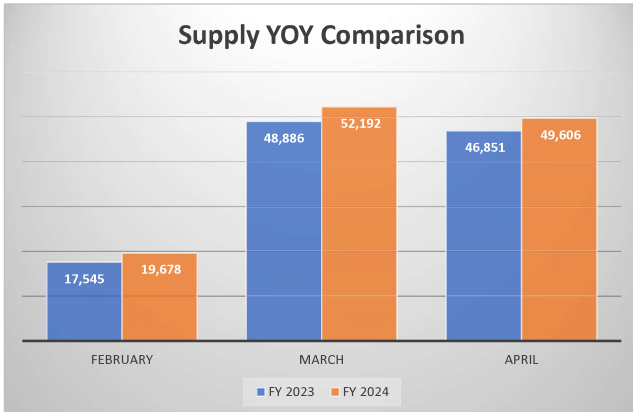
## RevPAR April 2024

- RevPAR is down **-21.3%** for April 2024

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# Vacation Rental Analytics

April 2024

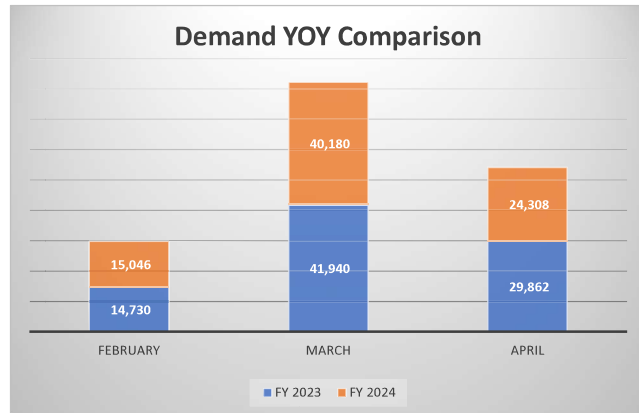


## Supply April 2024

- April 2024 Supply increased +6% YOY

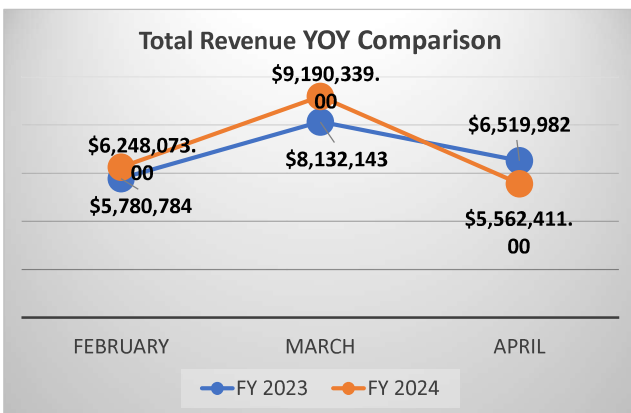
## Demand April 2024

- Demand declined -18.6% for April 2024



# Vacation Rental Analytics

April 2024

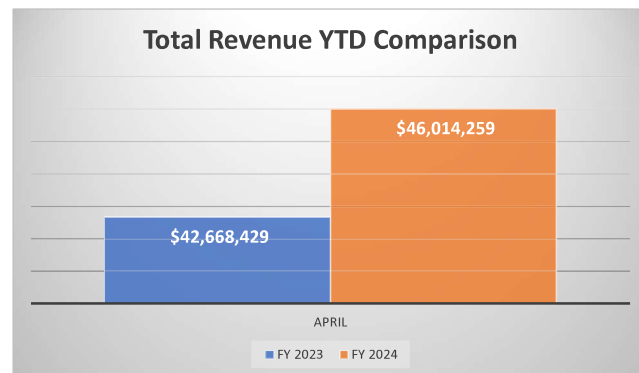


## Revenue YOY April 2024

- April 2024 Revenue down -14.7% YOY

## YTD Revenue April 2024

- YTD Revenue is up +7.8% for April 2024



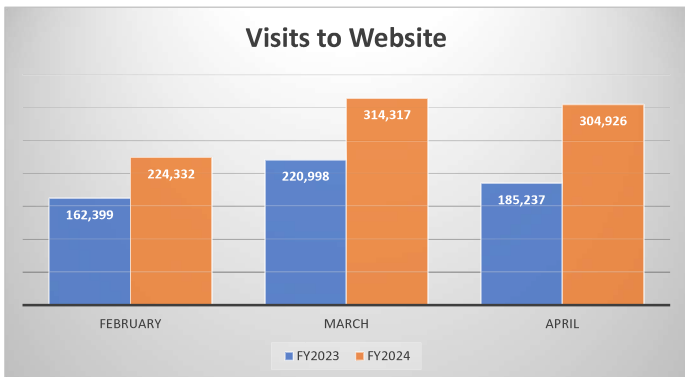
# Website + eCRM

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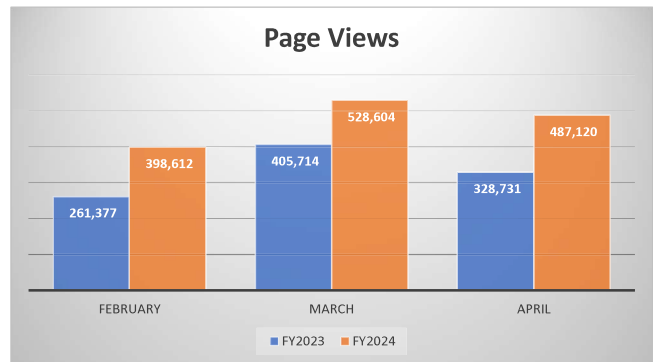
## Website Report April 2024

### Website Visitation April 2024

- VCB website visitation increased **+64.6% YOY for April 2024**



### Page Views



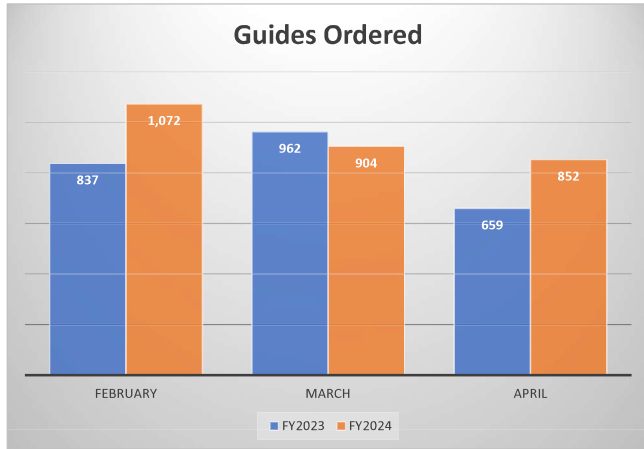
### Website Page Views April 2024

- Page Views increased **+48.2% YOY in April 2024**

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# Website Report

## April 2024

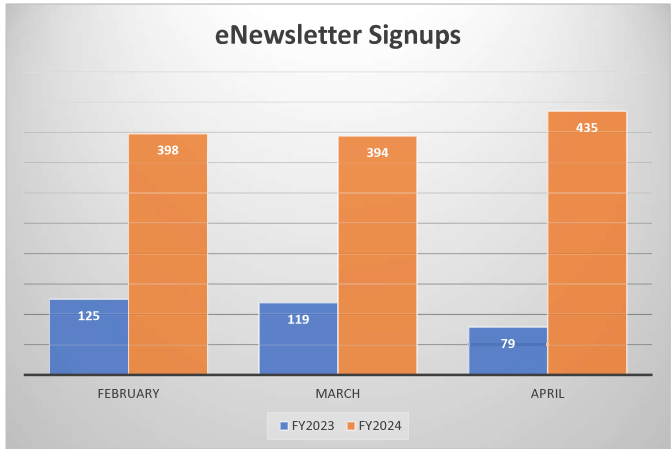


### Guides Ordered April 2024

- Guides ordered increase for **April 2024**, up **+29.3%** YOY

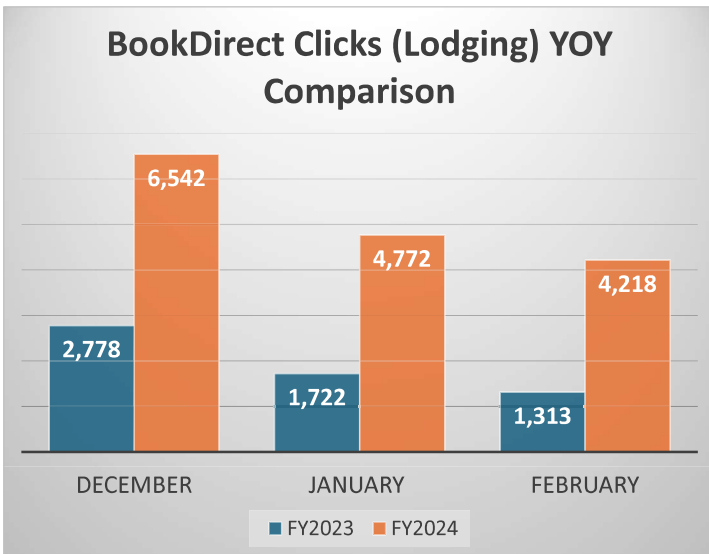
### eNewsletter Signups April 2024

- April 2024** eNewsletter signups increased **+451%** YOY



# Website Report

## February 2024



### BookDirect Clicks February 2024

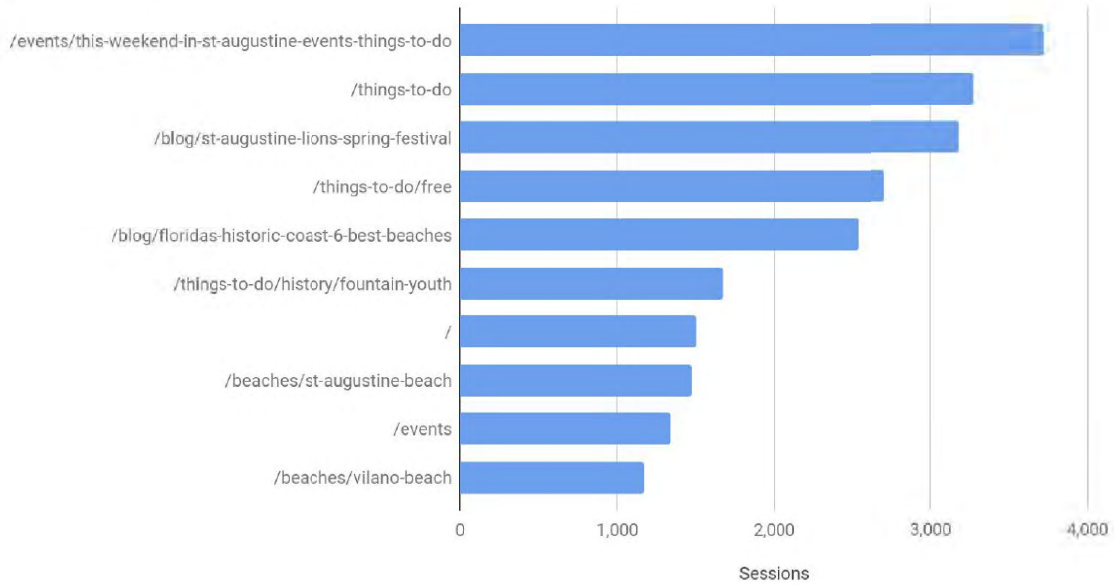
- BookDirect clicks increased for **February 2024** to 4,218 clicks **(+221% YOY)**

### BookDirect Clicks February 2023

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

## Top Landing Pages

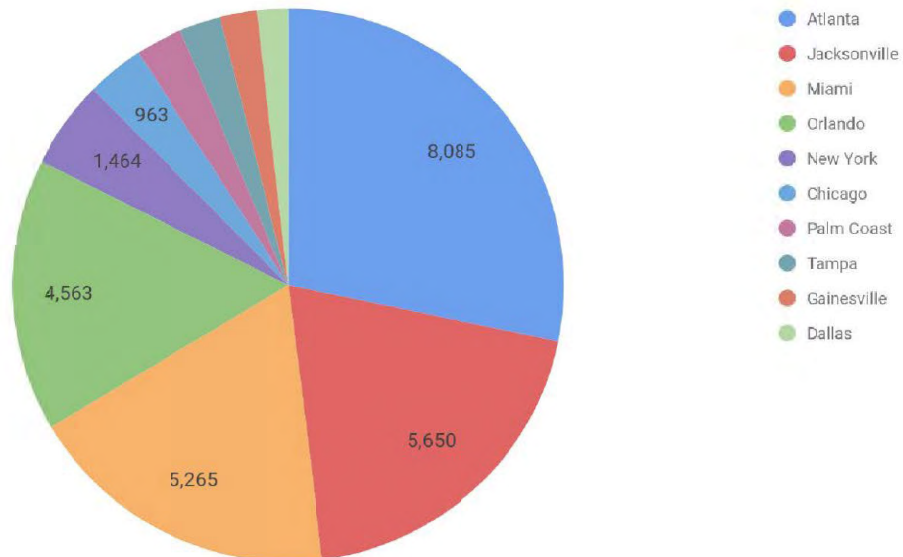
We saw the highest year-over-year increase from the St. Augustine Lions Spring Festival blog (+24k%), which our team optimized in March.



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## Sessions By City

Miami (+236%) and New York (+46%) saw the highest year-over-year increases.



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## Hispanic Microsite Performance

**1,101**

VISITS TO WEBSITE

**950**

TOTAL USERS

**936**

VISIT FROM ORGANIC

**2,456**

PAGE VIEWS

**00:01:47**

AVERAGE TIME ON SITE

**765**

ENGAGED SESSIONS

**69.48%**

ENGAGEMENT RATE

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## Consumer eNewsletter – April 2024

### Email Performance

#### Opt-in Subscribers

**28,557**

MESSAGES SENT

**67%**

CTOR

**1,690**

SESSIONS

**03:56**

AVG. SESSION  
DURATION

#### Other Source Subscribers

**163,860**

MESSAGES SENT

**159%\***

CTOR

**846**

SESSIONS

**03:06**

AVG. SESSION  
DURATION

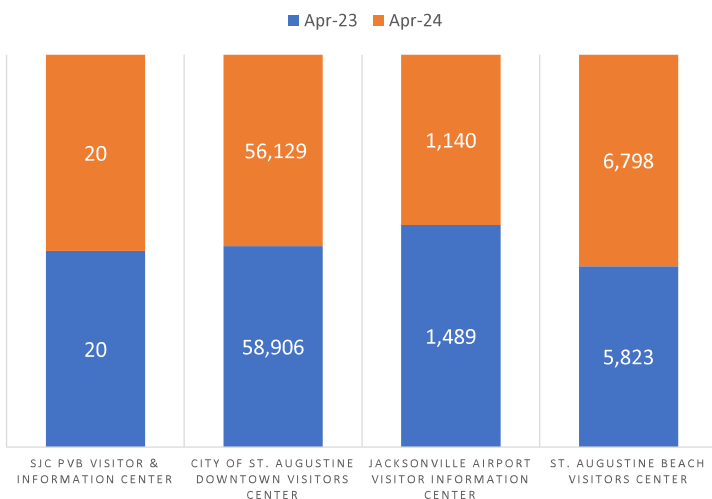
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# Visitor Information Centers Visitation

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## VIC Visitation – April 2024



### VIC Visitation - April 2024

- Visitation increased at the **St. Augustine Beach Visitors Center** by +17% YOY
- Visitation to the **SJC PVB Visitor & Information Center** was flat when compared YOY
- Visitation to the **City of St. Augustine Downtown Visitors Center** saw visitation decline -5% YOY
- Visitation to the **Jacksonville Airport Visitor Information Center** decreased -23% YOY

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# Departmental Reports

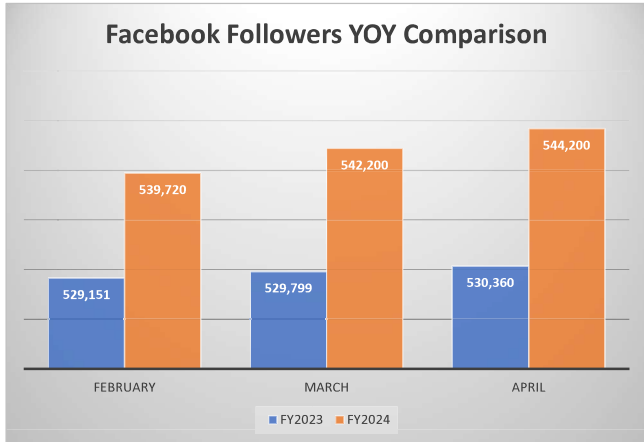
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# Social Media

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# Social Media

## April 2024

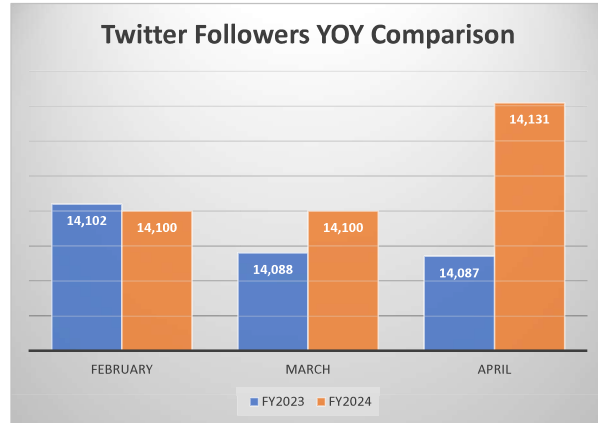


#### Facebook Followers April 2024

- Facebook followers increased in April 2024 (+2.6% YOY)

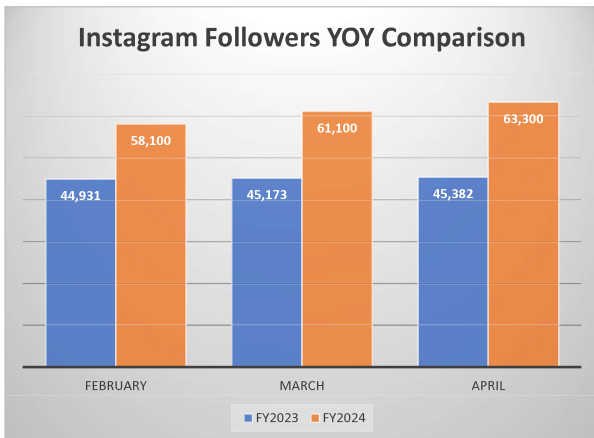
#### Twitter Followers April 2024

- Twitter followers increased slightly for April 2024 at +.031%



# Social Media

## April 2024

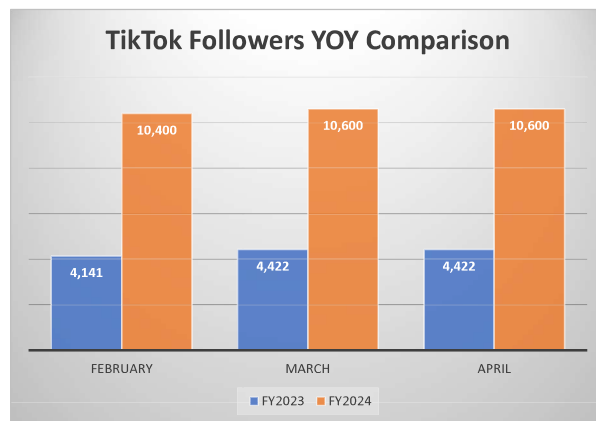


#### Instagram Followers April 2024

- Instagram grew in April 2024 +35.3% YOY

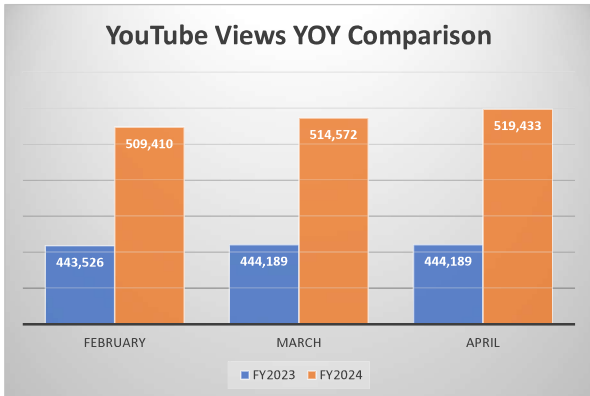
#### TikTok Followers April 2024

- TikTok Followers increased in April 2024 +139% YOY



# Social Media

## April 2024

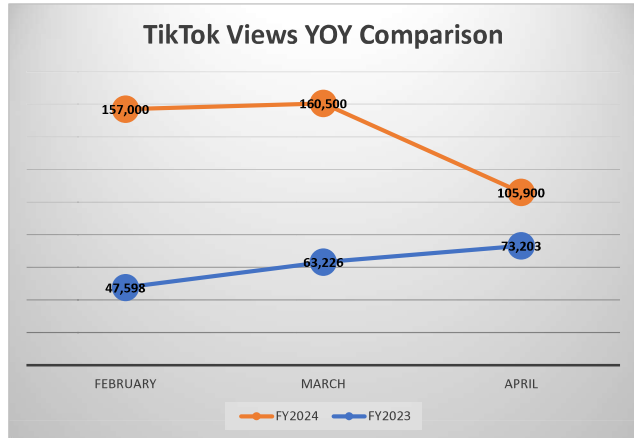


### YouTube Views April 2024

- YouTube Views increased in **April 2024** by **+16.9% YOY**

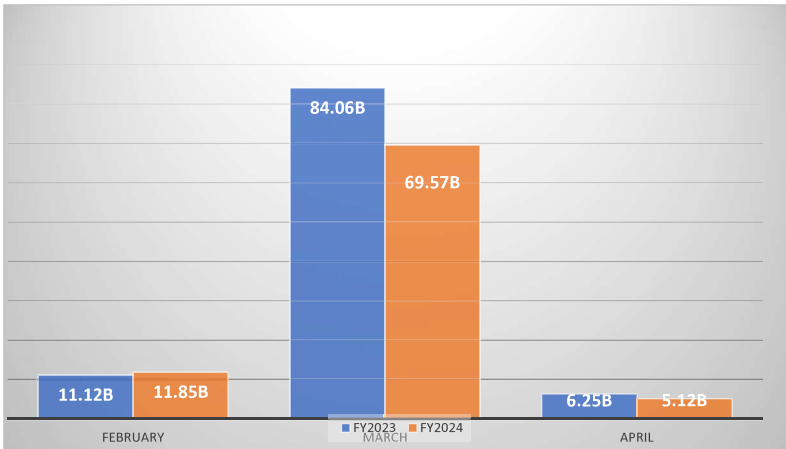
### TikTok VIEWS April 2024

- TikTok Views increased in April 2024 by **+45% YOY**



# Communications

# Total Media Impressions – April 2024



## Media Impressions - April 2024

- Media Impressions declined **-18% YOY** in April 2024

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# Top National Stories

**Orlando Sentinel & Yahoo Lifestyle** – James Beard-recognized chefs hit the Hastings Cabbage, Potato and Bacon Fest



[www.yahoo.com/lifestyle/james-beard-recognized-chefs-hit-140000679.html](http://www.yahoo.com/lifestyle/james-beard-recognized-chefs-hit-140000679.html)

Orlando Sentinel 1.5M impressions; **7.29M total impressions**

**Yahoo Lifestyle** – Vote for Anastasia State Park in this year's USA Today Readers' Choice for favorite beach in Florida



Some beachgoers take in the sun on the beaches at Anastasia State Park.

[www.yahoo.com/lifestyle/vote-anastasia-state-park-usa-201905739.html](http://www.yahoo.com/lifestyle/vote-anastasia-state-park-usa-201905739.html)

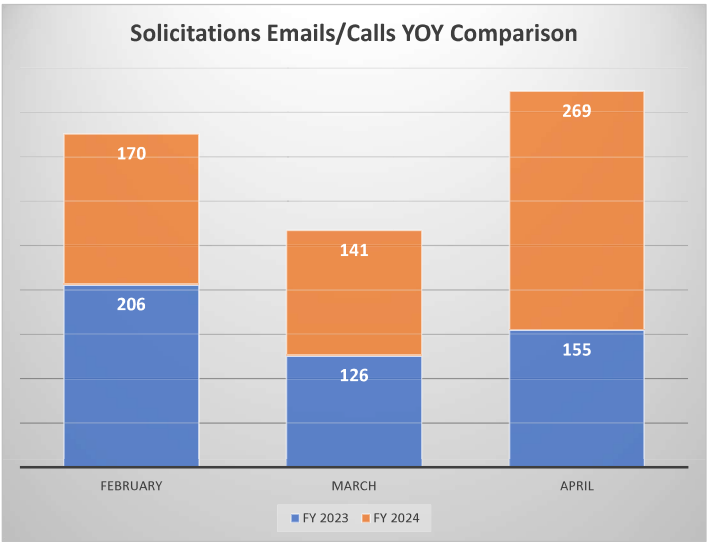
**5.79 million impressions**

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# Sales

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## Sales Measurement Summary

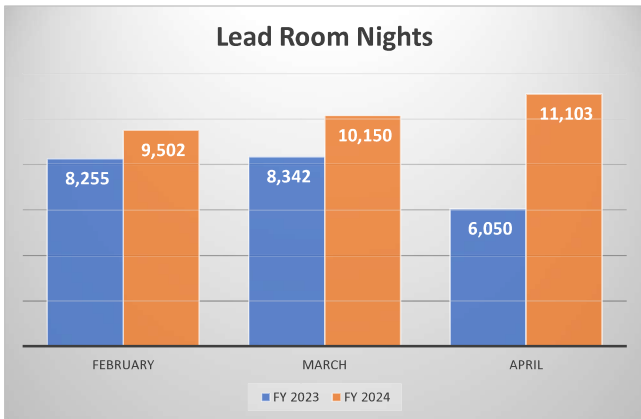


Solicitations April 2024

- Solicitations were up for **April 2024, +74% YOY**

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# Sales Report

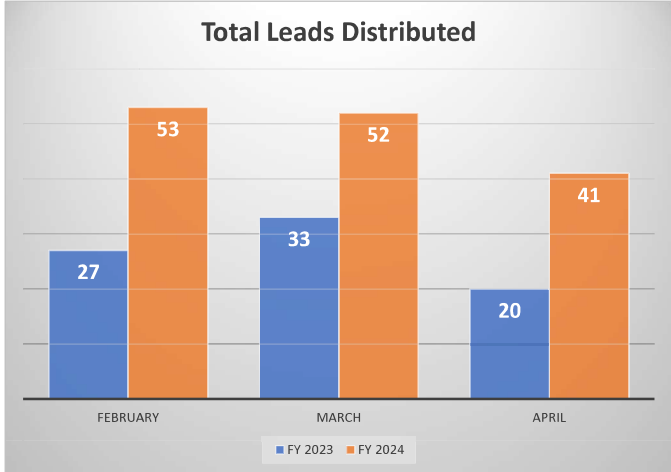


#### Lead Room Nights April 2024

- April 2024 Lead Room Nights are up **+84%** YOY

#### Lead Distribution April 2024

- April 2024 lead distribution is up **+105%** YOY



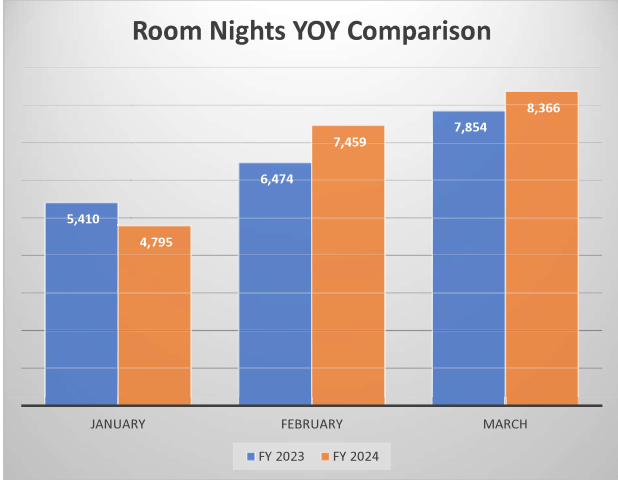
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Florida's First Coast of Golf

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# Florida's First Coast of Golf

## March 2024

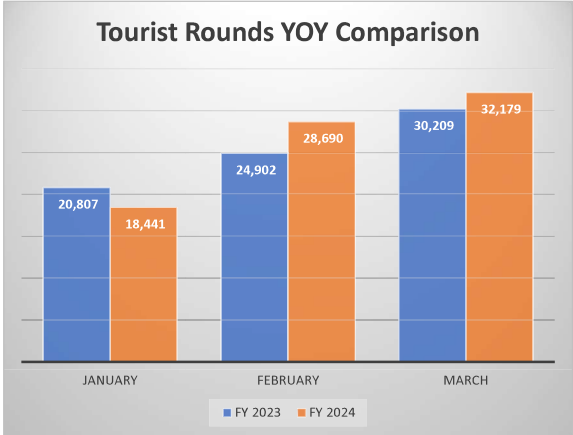


Room Nights YOY Comparison

- Room Nights increased +6.5%

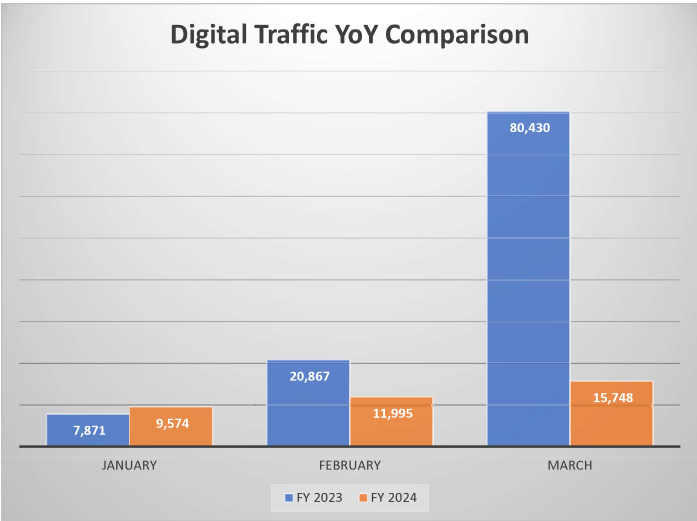
Tourist Golf Rounds YOY

- Tourist Golf Rounds increased +6.5%



# Florida's First Coast of Golf

## March 2024



Digital Traffic March 2024

- Digital Traffic declined -80.4%



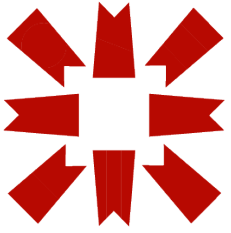


# CEO's Comments

- March 2024 Traditional Lodging Stats: Occupancy 74.9% (-6%), ADR \$220.72 (-1.3%), RevPAR \$165.27 (-7.3%), Demand -3.1%, Supply is +3.2%.
- April 2024 Vacation Rental Stats: Occupancy +37% (-21.7%), ADR \$229 (+5%), RevPAL \$85 (-21.3%), Gross Rev +8%
- April 2024 Website: Continued positive YOY trends with site up +64.6% YOY and significant increase in site visitation from Miami (+236%) and New York (+46%).
- April 2024 Publicity: -30% YOY.
- April 2024 Sales team lead room nights is up +84% YOY. Solicitations are up +74% 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 will launch 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 2.75 Million; 6.37 Million impressions; .15 CPR; and 5.03% CTR. A parallel digital/paid social lodging campaign was launched week of April 8, 2024 with 717K reach; 1.54 Million impressions; .22 CPR and 5.13% CTR.
- Working with the SJC team, representatives from Hastings, and a local video team to create the "Voices of Hastings" video that will showcase Hastings' past, present and future opportunities for preservation and revitalization. This video will be shared at the May 21, 2024 SJC Board of County Commissioners meeting honoring National Historic Preservation Month.



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ST. JOHNS  
CULTURAL COUNCIL

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# Destination Marketing & Arts, Culture and Heritage Grants Update May 20, 2024



**COUNT  
BASIE  
ORCHESTRA  
LIVE AT LEWIS**

**DIRECTED BY SCOTTY BARNHART  
WITH GUEST VOCALIST CARMEN BRADFORD**

**SUNDAY  
MAY 12, 2024**



**4PM**

# Publication & Distribution of Culinary Guide to St. Johns County

# TASTE THROUGH TIME

*Unveiling the  
History and Cuisine  
of St. Augustine,  
Ponte Vedra & Florida's  
Historic Coast*

8

*A Culinary  
Revolution*

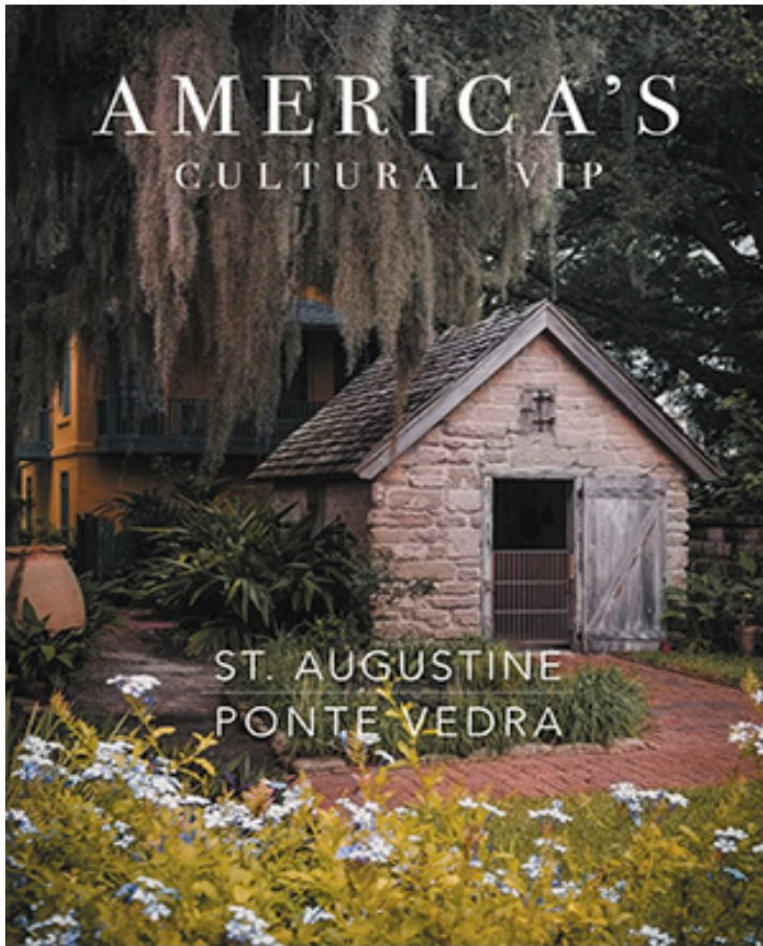
Redefining the food scene on  
Florida's Historic Coast

49

*Coastal Bites*

Exploring the AIA Scenic and  
Historic Byway

2023-2024



## Continued Distribution of Cultural Guides to St. Johns County



- Spanish and English versions
- Available online as a flipbook and downloadable pdf
- Promoted through social media advertising
- Distributed at all Visit Florida Welcome Centers
- Distributed at St. Augustine Visitor Information Center
- Available for Lodging Partners
- Delivered on request to individual travelers

# Completed ACH Grant & Visitor Experience Programming: October 1, 2023 to May 15, 2024

- Whiskey, Wine and Wildlife
- St. Augustine Film Festival
- First Coast Opera
- Romanza Festivale
- Count Basie Orchestra – Live at Lewis
- St. Augustine Celtic Festival
- Unidas en la Musica
- St. Augustine Food + Wine Festival
- St. Augustine Ballet
- Limelight Theatre Productions
- Flight to Freedom at Fort Mose
- Monthly “Saunters” by Historic Florida Militia
- EMMA Concert Series
- Lincolnville Museum Exhibits and Events
- St. Augustine Art Association / Art Galleries of St. Augustine Exhibitions and Events
- Ximinez Fatio House Exhibits and Events
- Pena Peck House Exhibits and Events
- Vilano Main Street Events
- Hastings Main Street Cabbage and Potato Festival
- Gamble Rogers Folk Festival and Concert Series
- Gullah Geechee Heritage Festival, Armstrong
- William Bartram 250<sup>th</sup> Anniversary Exhibition and Event
- A Classic Theatre Productions at The Waterworks
- St. Augustine PoetFest
- Lincolnville Festival
- Crisp Ellert Museum Exhibitions

# Upcoming ACH Grant & Visitor Experience Programming: May 16 to Sept 30, 2024

- Fort Mose – Battle of Bloody Mose
- St. Augustine Music Festival at the Cathedral Basilica
- St. Augustine Music Festival Juneteenth Celebration at Lewis Auditorium with Marcus Roberts and the Modern Jazz Generation
- St. Augustine Remembers: 60<sup>th</sup> Anniversary of the Civil Rights Demonstrations – 30+ days of events produced by more than a dozen organizations
- Lincolnville Museum Programming and Exhibits
- Monthly “Saunters” by Historic Florida Militia
- Lightner Museum Programming and Exhibits
- Limelight Theatre productions
- St. Augustine Art Association / Art Galleries of St. Augustine Exhibitions and Events
- Aviles Street Festival and Hispanic Heritage Month Events
- Sing Out Loud Concerts at St. Augustine Beach Pier & Waterworks
- Gamble Rogers Concert Series at The Waterworks

# Product Development: Gamble Rogers Folk Festival

Completed 2<sup>nd</sup> year of programming at St Johns County Fairgrounds, with additional national headliners and more out of area visitors

2025 is the Festival's 30<sup>th</sup> Anniversary; developing lineup for that event now

Gamble Rogers Concert Series continues to raise awareness of the festival, with 9 sold out shows each year featuring nationally known, award winning artists

In September 2024 an additional three-day Gamble Rogers Showcase will be presented as part of the Sing Out Loud Festival, with both free and ticketed events

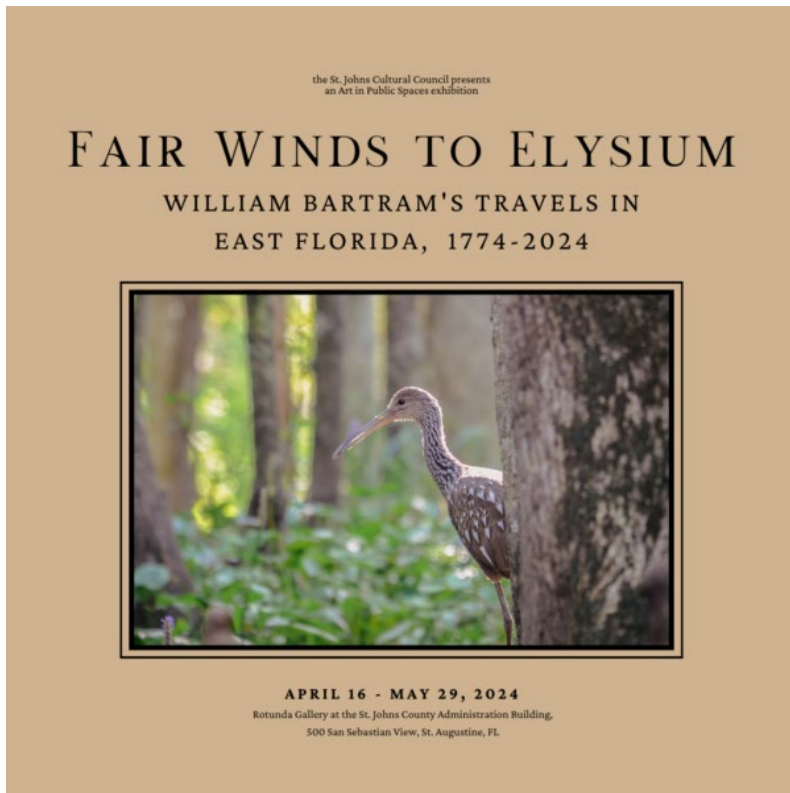


# Product Development: Hastings Main Street and the return of the Cabbage, Potato and Bacon Festival





# Product Development: William Bartram 250<sup>th</sup> Anniversary Exhibition and Living History Festival



# Product Development: Black Heritage & Civil Rights Trail

Awarded an additional \$750,000 grant from National Park Service for continued restoration of St. Augustine Beach Hotel, bringing total grant funding in 2023-2024 to \$1,250,000.

Completed Waves of Change Exhibition – unveiling event on June 5<sup>th</sup> at 5:00 pm

Received \$100,000 in grants for County wide Black Heritage Trail;  
RFQ process will be completed in June

Supported efforts towards Black History Museum

Preparing National Civil Rights Trail Application for St. Augustine Beach Hotel

## Office of Communications

Home

What We Do

NEWS RELEASE

## National Park Service Awards \$23.4 Million to Preserve African American Civil Rights History



The St. Augustine Beach Hotel in St. Augustine, Fla. saw significant elements of the larger St. Augustine civil rights demonstrations that attracted international attention in 1964.

# Product Development: St. Augustine Remembers – 60<sup>th</sup> Anniversary of the St. Johns County Civil Rights Demonstrations



## ST. AUGUSTINE REMEMBERS

60TH ANNIVERSARY OF THE ST. JOHNS COUNTY  
CIVIL RIGHTS DEMONSTRATIONS



ST. JOHNS  
CULTURAL COUNCIL



ST. AUGUSTINE  
MUSIC  
FESTIVAL



TDC  
ST. AUGUSTINE  
COUNTY VETERA

ACCORD



ST. AUGUSTINE  
MUSEUM AND  
CULTURAL CENTER

**60<sup>th</sup> Anniversary of the Civil Rights Act and St. Augustine campaign to be recognized by St. Johns County area cultural organizations and exhibitions**

**Free and open-to-the-public, and ticketed events will be held from June 1 through July 2**

**ST. AUGUSTINE, Fla., April 22, 2024** – Sixty years ago, St. Augustine, Fla. played a pivotal role in passage of the American Civil Rights Act. This year, more than a dozen St. Johns County cultural organizations have collaborated to present a full month of events and exhibitions to commemorate the Civil Rights era and celebrate the people who brought positive change to the nation. Numerous free and ticketed events will be held for the public to learn more about the 1960s demonstrations organized by Dr. Martin Luther King and local activists including Dr. Robert Hayling, along with activities that explore five centuries of Black history in America’s oldest city with tours, speakers, film, concerts, and new permanent and temporary exhibitions.

Events include –

June 1 through September 15: The St. Augustine Historical Society presents **A Pictorial History of the Black Community in St. Augustine and St. Johns County**, featuring the photography of John L. Jackson and Lenny Foster at the Tovar House, 22 St. Francis Street in St. Augustine. Free and open to the public.

June 1 through September 15: St. Augustine Historical Society presents **Lincolnvile through the Lens of Richard Twine: St. Augustine's First Professional Black Photographer** to be held at the Dunham House, 271 Charlotte Street in St. Augustine. Free and open to the public.

June 5 at 5 p.m.: Opening of **Waves of Change**, a permanent exhibition at the Cultural Arts Center at the St. Augustine Beach Hotel that tells the history of St. Augustine Beach, including the wade-ins of 1964. The St. Augustine Beach Hotel is the only Florida property listed on the National Register of Historic Places with a National level of significance for the Civil Rights movement. The opening event will be followed by a concert with Billy Buchanan and his Rock n Soul Review to be held at 350 A1A Beach Boulevard in St. Augustine Beach. Free and open to the public.

June 11 at 1:30 p.m.: Visit the Lincolnville Museum and Cultural Center for the opening ceremony of their new and improved **Civil Rights Exhibit**. The event will be held at 102 M L King Ave. in St. Augustine. Free with registration and sign up at <https://www.eventbrite.com/e/civil-rights-exhibit-opening-ceremony-at-the-lmcc-tickets-884970720247?aff=oddtcreator>.

June 11, June 18, and June 25 at 5 p.m.: Learn about St. Augustine's Civil Rights history with the Lincolnville Museum and Cultural Center **Guided Civil Rights Tour**. The events will be held at 102 M L King Ave. in St. Augustine. Free.

June 12 from 7 p.m. until 8 p.m.: Join St. Johns County Parks and Recreation for a **History Beach Walk** as we stroll back in time to learn more about the rich Black history of **Butler Beach** at Frank Butler Park East, 680 AIA South in St. Augustine. Register at <https://secure.rec1.com/FL/stjohns-county-fl/catalog?filter=c2VhcmNoPTMwNzU5NDY>.

June 15 from 11 a.m. until 1 p.m.: The Lincolnville Museum and Cultural Center's **Juneteenth Heritage Luncheon** includes a celebration of music, historical dialogue, and an anniversary kickoff presentation. \$75 per person, at the Renaissance St. Augustine, 6 W. Castillo Drive in St. Augustine. Tickets at <https://www.eventbrite.com/e/2024-annual-juneteenth-heritage-luncheon-tickets-885000599617?aff=oddtcreator>.

June 15 from 12 p.m. until 8 p.m.: Celebrate 50 years of Civil Rights at the **Lincolnville Juneteenth Festival** on M.L. King Avenue, St. Augustine, with music, food, and a variety of family friendly activities. <https://www.facebook.com/blackstineconnect?mibextid=LQQJ4d>

June 16 at 10:45 a.m.: The Lincolnville Museum and Cultural Center and St. Paul AME present Civil Rights activist, author, and former journalist **Charles Cobb**, who will speak during the morning worship at St. Paul AME, 85 Martin Luther King Avenue in St. Augustine. Free and open to the public.

June 18 at 12 p.m.: The **St. Augustine Jewish Historical Society** commemorates the 60<sup>th</sup> anniversary of the arrest of 17 rabbis who came to St. Augustine to join the civil rights demonstrations at the Hilton Historic Bayfront Inn, 32 Avenida Menendez in St. Augustine. Free and open to the public.

June 19 at 7:30 p.m.: The St. Augustine Music Festival presents **Marcus Roberts and the Modern Jazz Generation**, performing **From New Orleans to Harlem**, featuring a 100<sup>th</sup> anniversary arrangement of Rhapsody in Blue. The ticketed event will be held at Flagler College, Lewis Auditorium, 14 Granada St. in St. Augustine. <https://staugustinemusicfestival.org/>

June 22 from 10 a.m. until 3 p.m.: The Fort Mose Historical Society presents **The Battle of Bloody Mose** at Fort Mose Historic State Park, 15 Fort Mose Trail in St. Augustine. Free

June 22 at 6:30 p.m.: The Gamble Rogers Folk Festival presents **Kyshona with The Little Mercies** with live performances. Doors at 6:30 p.m.; performances begin at 7 pm at The Waterworks, 184 San Marco Avenue in St. Augustine. The Waterworks is an intimate, historic venue with only 130 seats and excellent acoustics for a distinctive listening experience. Tickets at <https://www.eventbrite.com/e/kyshona-trio-live-from-the-waterworks-in-st-augustine-tickets-848550546527>

June 25 at 3 p.m.: Nationally acclaimed sculptor **Dana King** will present a collage of her works at the Lincolnville Museum and Cultural Center at 102 M L King Ave, St. Augustine. Free with registration at <https://www.eventbrite.com/e/dana-king-at-the-lmcc-tickets-885039947307?aff=oddtcreat%20or>.

July 1 from 12 pm to 10 pm: **ACCORD Film Festival and Book Signing** at the historic St. Paul AME Church, 85 Martin Luther King Avenue in St. Augustine. Free and open to the public.

July 2 at 9 a.m.: **ACCORD Freedom Trail Trolley Tour** with historian David Nolan – free with tickets to ACCORD luncheon at 75 King Street in St. Augustine. Luncheon tickets at <https://accordfreedomtrail.org>.

July 2 from 11 a.m. until 2 p.m.: The **ACCORD Museum and Freedom Trail** presents its **9<sup>th</sup> Luncheon at the Casa Monica Resort and Spa**, with speakers including St. Augustine civil rights activist Dr. Cynthia Mitchell Clark and Crystal Hayling, daughter of Dr. Robert Hayling. Tickets at <https://accordfreedomtrail.org>.

# Product Development: St Johns County Mural Trail

- Murals planned for St. Augustine Beach, Hastings, and West Augustine with additional murals in other areas over time
- Public Art is one of the strongest areas of visitor interest
- Public Art website module generates maps for visitors to follow
- Creates opportunity for engagement and visitor generated content / marketing through social media posts
- First mural will be a partnership with Live Wildly, connecting that project to Sing Out Loud, adjacent to Pier Park. Second mural is planned for Hastings, to be designed by one of the last living Highwaymen



# Product Development: Aviles Sister Cities & Hispanic Heritage Month Events

 [flaglernewsweekly.com](http://flaglernewsweekly.com)

## Artist Martha Ferguson Selected for Cultural Exchange with St. Augustine Sister City Aviles, Spain



ST AUGUSTINE™  
AVILÉS 100th

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Sister Cities Celebration





# FY2024 Projected Destination Marketing Spend

- Minimum Grantee Out of Area Marketing Spend: \$175,000
- Cultural Council Match: 175,000
- Public Relations (including Familiarization Trips) 75,000
- Additional Paid Social Media & other Digital Advertising 100,000
- Publications and Distribution 150,000
- Additional Print Advertising 50,000
- Additional Radio Advertising 50,000

**Total ACH Marketing Spend (Minimum) \$ 625,000**

# Completed and Upcoming Contract Events for FY2024:

ACH Grant Applications Opened: April 1

ACH Grant Workshops: April 9, April 17, & April 19

ACH Grant Applications Close: May 31

Evaluation Team Meeting: July 29

Grant Recommendations to TDC: August 19

## Questions?

Please contact us by email to  
[info@historiccoastculture.com](mailto:info@historiccoastculture.com)



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