

ST. JOHNS COUNTY  
TOURIST DEVELOPMENT COUNCIL MEETING  
**JUNE 17, 2024 1:30 PM**  
COUNTY AUDITORIUM

1. CALL TO ORDER – Gayle Phillips, Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
  - Regular Meeting Minutes – May 20, 2024 (Page 2)
  - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. UPDATES FROM TOURISM MARKETING RFP WORKING GROUP
8. UPDATES FROM TDT FUNDING REQUEST CONSIDERATION WORKING GROUP
9. DISCUSSION OF FY25 TOURISM BUDGET (Page 7)
10. PROMOTIONAL PRESENTATION FROM THE CULTURAL COUNCIL (Pages 13 – 37)
11. PROMOTIONAL PRESENTATION FROM THE VCB – (Pages 38 – 86)
12. MONTHLY REPORTS PROVIDED IN PACKETS – (Page 87)
13. MEMBER COMMENTS
14. NEXT MEETING DATE
15. ADJOURN

## **TDC Regular Meeting – June 17, 2024**

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – May 20, 2024
- Public Comment



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
May 20, 2024 - 1:30 p.m.

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**1. CALL TO ORDER**

Phillips called the meeting to order at 1:37 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  
Charles Cox, District 5  
Troy Blevins, District 5  
Michael Gordon, District 4

Absent: Michael Wicks, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director  
Dena Masters, Tourist Development Council Program Specialist  
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, Cox, and Blevins were present, and Wicks was absent.

**4. APPROVAL OF AGENDA**

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

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

## 5. APPROVAL OF MINUTES

Meeks announced that the revisions to the March 18, 2024, meeting minutes needed approval, as well as the meeting minutes for April 5, 2024.

**Motion by Rumrell, seconded by Cox, carried 8/0, with Wicks absent, to approve the revised meeting minutes from March 18, 2024, and the regular meeting minutes from April 15, 2024, as submitted.**

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

## 6. PUBLIC COMMENT

There was none.

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

Meeks presented the details of the working group's tasks. Discussion ensued on a timeframe for recommendations, advertising the RFP, prioritizing steps, budget allocations, and being proactive for the Night of Lights' contract, and coordinating marketing campaigns seamlessly with special events to avoid any gaps.

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

Meeks presented the details of the funding request. Discussion ensued on organizing a workshop to gather community ideas and innovative approaches for enhancing tourism education, implementing historic markers to enrich tourism experiences, outlining a grant program for annual funding, urban high school education, and European River Cruises. Blevins inquired about maintenance components for historical markers and wayfinding.

## 9. INITIAL DISCUSSION OF FISCAL YEAR 2025 TOURISM BUDGET

Meeks presented the details of the recommended budget. Discussion ensued on incorporating the PowerPoint presentation into the meeting packet, initiating the ordinance and making a recommendation to the Board of County Commissioners (BCC), Category 3 debt services and the Solomon Calhoun Capital Improvement Plan (CIP) allocations, the distribution of funds from TDC and General Funds, flexibility in funding adjustments without caps, reserves, or carry forwards, as well as a breakdown of revenues, funding caps rationale, projected revenues, expenditure increments, and Category 4 adjustments to the ordinance. Ferguson clarified inquiries regarding



the timeframe for removing the caps through ordinance amendments, recommended other ordinance changes, and proposed modifications to the ordinance. Additionally, Meeks displayed the ordinance caps on the overhead, Exhibit A.

Discussion ensued on amending the motion to include ordinance changes and having the presentation for the BCC to review and discuss at the July 18, 2024, meeting.

Public Comment: There was none.

**Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Wicks absent, for the Tourist Development Council (TDC) to recommend to the Board of County Commissioners for fiscal year 2025 the suspension of monetary caps for the St. Augustine Amphitheatre, Vet Services, Night of Lights, Holiday Fireworks, The Players, and Visitor Information Center with the anticipation of a comprehensive recommendation from the TDC for ordinance changes, to be included on the BCC meeting agenda, scheduled for July 18, 2024, as amended.**

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

**Nay: None**

**Absent: Wicks**

#### 10. MONTHLY REPORTS PROVIDED IN PACKETS

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

Susan Phillips, St. Augustine and Ponte Vedra Visitors and Convention Bureau (VCB), presented an overview on the State of St. Johns County industries' events, VCB grant experience programming, and product development. Additionally, Phillips responded to Regina Phillips' inquiry regarding whether the radio station would be an online station.

Christina Parrish Stone, Executive Director St. Johns Cultural Council, provided an update on the Destination Marketing and Arts Culture Heritage Grants and visitor experience programming, and product development.

#### 11. MEMBER COMMENTS

Blevins reported that the Canright House had safely reached its permanent location.

#### 12. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for June 17, 2024.

#### 13. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 3:49 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 – June 17, 2024**

Agenda Item 9 – Discussion of FY25 Tourism Budget

## **TDC Regular Meeting – June 17, 2024**

Agenda Item 10 – St. Johns Cultural Council FY25 Promotion Plan



ST. JOHNS  
CULTURAL COUNCIL

ST. AUGUSTINE | PONTE VEDRA | FLORIDA'S HISTORIC COAST®

# ANNUAL PROMOTION PLAN

FISCAL YEAR 2025







# Contents

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CELEBRATING A FLORIDA FOLK  
— Legend —

# GAMBLE ROGERS

— 27th Annual —  
**FOLK FESTIVAL**  
APRIL 14th-16th 2023

**IRIS DEMENT**

**BILL & THE BELLES**  
**ROBIN & LINDA WILLIAMS**  
**ANNIE & THE HOT CLUB TRIO**  
**RICHARD SMITH**

**RED & CHRISTOPHER HENRY**  
**& THEIR ALL-STAR BAND**  
**HADLEY PARRISH-COTTON**  
**WYATT ELLIS**

And Many More!





# Background

In 2024 the St. Johns Cultural Council will complete a three-year plan developed in 2021, following an intensive **Cultural Destination Marketing Review** prepared by a destination marketing agency with significant cultural tourism experience and expertise.

The Plan established the following Objectives, Goals, and Cultural Brand Promise.

## Objectives

The objective of the plan was to strengthen the Cultural Heritage Tourism Program for St. Johns County to elevate its competitive market position as a premier vacation and business / leisure tourism destination in Florida, in support of the vision identified in the St. Johns County Tourism Development Council Strategic Plan.

## Goals

- 1.Utilize existing St. Johns County cultural assets\*
- 2.Attract and retain new visitors to St. Johns County
- 3.Increase year-round tourism
- 4.Increase tourism throughout St. Johns County
- 5.Establish St. Johns County as an important cultural destination in the USA

## Cultural Brand Promise

*Only in St. Johns County can you experience five centuries of diverse, authentic heritage and cultural assets with an overwhelming number of “firsts” and “onlys” in the United States of America, housed among expansive cultural landscapes, beautiful beaches and friendly Florida hospitality.*

*\*See the FY2024 Promotion Plan for examples of cultural asset in **Heritage and Cultural Stories of St. Johns County***







# Fiscal 2022 – 2024 Review

The Cultural Council achieved its objective and goals by executing the strategies identified in the Three-Year Destination Marketing Plan during fiscal years 2022, 2023 and 2024. Accomplishments include:

- Developed new St. Augustine Food + Wine Festival at World Golf Village
- Captured photography and video to support cultural marketing campaign
- Developed ACCORD Museum Tours for Black History Month
- Supported Discover Fort Mose Concert Series
- Secured National Register Listing for St. Augustine Beach Hotel
- Secured National Park Service and National Trust grants for Waves of Change Exhibition and Black History Trail
- Launched St. Augustine PoetFest
- Opened new cultural venue, The St. Augustine Waterworks
- Funded and produced Samantha Brown's Places to Love: St. Augustine
- Created Gamble Rogers Concert Series and supported expansion of Gamble Rogers Folk Festival, with move to the St. Johns County Fairgrounds
- Developed new culinary event for Vilano Beach, "Whiskey, Wine & Wildlife"
- Presented expanded Gullah Geechee Heritage Festival in Armstrong
- Created, published and distributed Cultural Tourism magazine
- St. Augustine ranked #1 in Southern Living's "Best Small Towns" in the U.S.
- Created, published and distributed Taste Through Time, a culinary guide to St. Johns County
- Created, published and distributed Cultural Guide in both English and Spanish
- Presented ten art exhibitions highlighting St. Johns County culture
- Partnered with St. Johns County Parks and Recreation to expand Bartram Festival
- Supported establishment of Hastings Main Street and return of Potato and Cabbage Festival
- Completed Waves of Change Exhibition, June 2024
- Completed RFQ process for Black History Trail, June 2024
- Curated and presented month-long calendar of events to commemorate the 60th anniversary of the Civil Rights Demonstrations in St. Johns County
- Curated celebration of the 100th Anniversary of St. Augustine's Sister City relationship with Aviles, Spain including new annual Aviles Festival to launch during Hispanic Heritage Month (September 15 through October 15) in 2024
- Secured \$1.25 million in grants for restoration of the St. Augustine Beach Hotel
- Increased Facebook followers by 800%, from 12,292 in 2021 to 100,000+ in 2024
- Expanded and elevated the St. Johns County Tourist Development Council Arts, Culture and Heritage Grant program, with increased emphasis on quality of programming, out of area marketing, and accountability
- Supported efforts to bring the Florida Black History Museum to St. Johns County

# Contract Changes: Continued Promotion of ACH Programming and Events with Increased Focus on Product Development

In September of 2023 the Cultural Council executed a new five-year contract with St. Johns County. This contract includes a revised scope of work with an increased focus on product development and other core services.

Primary Cultural Council responsibilities under the new agreement include:

## **Continued Administration of the St. Johns County Tourist Development Council Arts, Culture and Heritage Grant program**

In FY2025, the Cultural Council has requested grant funding of \$1,000,000 and at least \$725,000 of grant funding is anticipated. Pursuant to contract, SJCC will revise guidelines for TDC & BOCC review and approval; maintain online grant system; host grantee workshops; manage the application and application review process; provide year-round marketing and other support to grantees; and process grantee reports.

## **Preparation of a Cultural Plan for St. Johns County**

In FY2025, the Cultural Council will issue an RFQ to secure a consultant and begin to manage the process of creating a County-wide cultural plan. We anticipate that this process will be approximately 18 months long.

## **Product Development**

The new contract emphasizes product development over traditional advertising. Examples of products developed to date include the **Taste Through Time** culinary guide; the Spanish and English versions of the **St. Johns County Cultural Guide**; the **Waves of Change** permanent exhibition in St. Augustine Beach; the **St. Johns County Black History Trail** (currently under development and to be finalized in FY2025); expansion of the **SEA Gullah Geechee Heritage Festival** and the **Gamble Rogers Folk Festival and Concert Series**; the **Aviles Festival and Sister Cities Events** during Hispanic Heritage Month; and the establishment of **Hastings Main Street** and the return of the **Hastings Potato and Cabbage Festival**.

In FY2025 we will begin work on a **Public Art Master Plan** for St. Johns County and continue development of the **St. Johns County Mural Trail** initiated in Summer of 2024. Three to four **Art in Public Spaces Exhibitions** will be presented.

We will co-present and provide funding for the **30th Anniversary Gamble Rogers Folk Festival and Concert Series**.

**The St. Johns County Black History Trail** will be completed and the related **Black History Guide** will be created, printed and distributed through Florida Welcome Centers and local lodging and visitor centers, as well as online and by mail.

We will continue distribution of **Taste Through Time** and the **Cultural Guide** to St. Johns County through Florida Welcome Centers, local lodging and visitor centers, online, and by mail.

# Marketing Support

The Cultural Council will continue to provide marketing advice and support for Arts, Culture and Heritage grantees, with a significant portion of our budget devoted to enhancing the marketing efforts for ACH programming and events.

We will **match grantee's out of area marketing spend** to increase their reach, and **promote grantee and other ACH activities** through our website, Social Media and Public Relations plans, e-newsletters and publications. See our complete Social Media and Public Relations plans on the following pages for more information.

We will collaborate with the Visitors and Convention Bureau to create, print and distribute the quarterly **Calendar of Events**.





9TH ANNUAL  S.E.A.

# GULLAH GEECHEE HERITAGE FESTIVAL

DECEMBER 3, 2022



# Social Media Plan

## Goals

Reach target audience (cultural tourists in direct flight cities) with brand messaging, continuing to build awareness of St. Augustine/St. Johns County to keep the County top of mind as a destination option.

Drive clicks to [HistoricCoastCulture.com](http://HistoricCoastCulture.com) for more information, increasing chances of visits.

Drive clicks to ticket purchase landing pages (which may be on a partner's site or third-party site) to increase ticket sales to and attendance at events.

## Deliverables

Create social media post content for Facebook and Instagram

Develop social media ads

Provide monthly reports, detailing key performance indicators with an analysis of results

## Actions

Plan Messaging + Content

1. Conduct regular strategy sessions to confirm messaging along with monthly events, holidays, news and storytelling topics.
2. Plan content in advance to ensure rotating promotion of the above topics along with St. Johns County's cultural assets.

Develop High Quality Content

1. Craft copy that employs a mix of calls to action, formats and tones to garner engagement.
2. Use images and video that grab attention.



## Tell Stories

1. Take advantage of St. Johns County's wealth of stories to achieve marketing goals.
2. Connect these stories back to cultural assets to promote authentic experiences and visits.

## Engage with the Community

1. Build relationships with potential visitors and improve their perception of St. Johns County by responding to DMs, comments and shares and liking or commenting on mentions.
2. Search for relevant content created by others on social media. Engage with their content so they will be more aware of St. Johns and its cultural assets as well as potentially follow SJCC accounts and promote SJCC messaging.
4. Seek out and share User Generated Content, as needed.

## Create Strategic Social Media Ad Campaigns

1. Utilize ads running in Facebook and Instagram in order to reach more people within our target, grow followers and motivate target to act (purchase tickets, register, download guides, etc.).
2. Employ various ad campaigns (Follower Growth, Brand Awareness and Traffic) and content types (such as using a video, a carousel of images or a single image).
3. Use re-targeting and look-a-like audiences to find potential visitors and move to conversions.



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## Conduct Photo Contests

1. Increase awareness (reach) and engagement through contests that show off the wonders of St. Johns County.
2. Build our image library with the resulting photos.

## Integrate with other Marketing Efforts

1. Amplify messaging by promoting the same topics as other efforts (PR, ads, etc.) to expand reach and frequency.
2. Post media coverage to leverage third-party recommendations and stories.

## Be on the Lookout & Open to New Ideas:

Use social media's ephemeral nature to test and try out new ideas (messaging, content, trends, tools, etc.), continuing to use those that are successful.

# Key Performance Indicators

Monthly reports will gauge awareness and actions taken by detailing the below statistics while also calling out any additional results of interest, analyzing trends, challenges and successes and providing recommendations:

- Reach
- Engagement stats, including likes, shares and comments

# Growth of Social Media from 2021 to 2024\*

## Facebook Followers

May 2021: 12,292

May 2024: 100,279

## Instagram Followers

May 2021: 12,840

May 2024: 14,027

## Facebook Impressions/Reach

2021 (April-Jan): 2.5M Impressions

2024 (through April): 4.3M Reach\*\*

## Instagram Impressions/Reach

2021 (April-Jan): 1.2M Impressions

2024 (through April): 955K Reach\*\*

## Clicks on Meta Ads

2021 (April-Jan): 14,030

2024 (through April): 168,365

## KPI Goals for 2025

Based on past results we expect to achieve the following:

Facebook Followers: 30K growth

Instagram Followers: 300 growth

Facebook Reach: 11M (13% increase from 2024)

Instagram Reach: 2M (78% increase from 2024)

Clicks On Meta Ads: 500K (165% increase from 2024)

\*\*Meta no longer tracks Impressions on organic content. Now we report Reach. Impressions is how many times people saw our content in a given month (if a person saw our content twice, that would be two impressions). Reach is how many people saw our content (so if a person saw our content twice, we would have reached one person). As such, Impressions are always greater than Reach, in which case the growth numbers are even larger than these reported numbers show.

# Southern Living

## THE SOUTH'S BEST SMALL TOWNS

# 50

Charming  
Places  
To Live,  
Play, and  
Maybe Stay  
Forever

PLUS

THE BEST  
CITIES,  
STATE PARKS,  
HOTELS,  
RESTAURANTS,  
BBQ JOINTS,  
AND OTHER  
SOUTHERN  
GEMS

FOR HOLA  
SECRET NE  
ORLEANS

The St. George Inn in  
St. Augustine, Florida

# Public Relations Plan

## Objective

Expand awareness across the US among both media and influencers, showcasing St. Johns County as a destination for cultural travelers, spotlighting select arts, culture and heritage initiatives.

## Deliverables

PITCH! Tell the story of St. Johns County from an arts, culture and heritage lens. Because of the recent publication of our St. Johns County culinary guide, one current focus is on chefs, restaurants and cuisines. Examples of culinary related public relations efforts follow.

Position different local chefs, merchants, artisans and more by telling their stories, sharing their cuisines and using this outreach to lobby for appropriate awards both locally and nationally such as James Beard Foundation and Tales of the Cocktail.

Highlight culinary festivals by spotlighting local wineries, artisans, musicians, chefs and activations to boost ticket sales and use these events to drive visitors to the area.

Identify key dining, culture & travel media including select influencers to build buzz and tell the story of the St. Johns County food scene and history.

Educate media, readers, viewers and listeners about the history, culture and Spanish influence on St. Johns County from how global cuisine has melded with the locale creating a multi-faceted destination for the discerning palate to architecture, agriculture and more.

# Actions

## **Press Releases (10-15 annually)**

Number of releases will depend on amount of significant events, anniversaries and initiatives

## **Targeted Pitch Efforts (1-2 per month)**

Examples might include...

- o Monthly or Quarterly Historic Business or Building Spotlights
- o Seasonal Event Roundups
- o Evolution of Shrimp & Oysters to Global Dining
- o Abbott Tract – Corridor of Female-Owned Businesses
- o The Indigenous Datil Pepper
- o Historic Mainstays: From the Oldest Businesses to the Oldest Buildings
- o Five Star Chefs Make St. Augustine Their Home
- o The Historic Town of Hastings & Why it Was Built
- o St. Augustine: An Epicurean Destination

# Partnerships

Navigate paid partnership opportunities including:

- o Brand Ambassador Program
- o Influencers
- o Visit Florida

## **Activations**

Create ideas to generate buzz and get locals and visitors engaged with an experience.

- o Interactive event featuring a celebrity guest bartender at a restaurant or bar. Examples include: Dos Hombres Mezcal (Aaron Paul and Bryan Cranston) and, Aviation Gin (Ryan Reynolds)
- o Culture Shock: Art. Fashion. Music – create a mini-exhibit or pop-up as a partnership with one of the theatres, museums, artists, designers, etc.
- o Special Dinner Experience & Hotel Package

## **Editorial Awards & Accolades**

Keep abreast of and promote all compilations and best of lists. Examples include:

- o USA Today 10Best Readers' Choice Travel Awards
- o Southern Living's Best in the South
- o Conde Nast Traveler – Readers' Choice Awards
- o Travel + Leisure – World's Best Awards
- o Readers' Choice Awards
- o Afar – Travelers' Choice Awards
- o Departures – Legend Awards

## **Familiarization Visits**

Arrange and facilitate 5-7 media/influencer FAM visits per year. Plan & coordinate itineraries, set up interviews and follow through on coverage opportunities. Beat examples include:

- o Arts, Culture & History
- o BIPOC
- o Food & Wine
- o Music & Film

# Events

Work together with event producers to draft press materials, pitch media, track coverage and on overall promotion of each event:

- St. Augustine Film Festival
- Spanish Food & Wine Festival
- Gamble Rogers Folk Festival
- Cabbage, Potato & Bacon Festival
- Unidos en la Musica
- St. Augustine Food & Wine Festival
- Whiskey, Wine & Wildlife
- Romanza
- St. Augustine Music Festival

# Media Outreach

Target Media Outlets include:

- AFAR
- Garden & Gun
- Travel & Leisure
- Virtuoso Travel
- Wall Street Journal
- National Geographic
- USA Today
- Southern Living
- Conde Nast Traveler
- Reader's Digest
- New York Times
- Departures
- Town & Country
- Saveur
- Modern Luxury
- Global Traveler Magazine
- Fodor's Travel



# Key Performance Indicators

Our agency focuses on overall impact as PR is not quantitative – it cannot be measured with the same trackable tools as other marketing efforts. Instead of measuring the number of clicks, likes and opens, we use Key Performance Indicators (KPIs) to gauge quality, reach and success. Also unlike other marketing tactics, PR agencies cannot control earned media, therefore making it difficult to measure actual performance. KPIs serve as a guide to determine impact and assess the overall campaign.

Below are our top line KPIs:

Influencer KPIs:

- o Followers, Content, Quality, Engagement Rate

Media KPIs:

- o Metrics - audience, UMV impressions, circulation
- o Level of placement - listing, feature, quotes, story roundup inclusion, photo inclusion
- o Backlink inclusion

Overall KPIs:

- o Media & Social Mentions - placements per month, both traditional + non
- o Influencer visits per month - each location
- o Reach

# 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 AAA Scenic and  
Historic Byway*



# Budget

Agency Fees (PR, Social Media, Design).....	100,000.00
Advertising.....	175,000.00
Social Media.....	25,000.00
Grantee Matching Funds.....	100,000.00
Radio & Television.....	25,000.00
Print.....	20,000.00
Visit Florida / Welcome Center Programs.....	5,000.00
Product Development.....	361,000.00
Black Heritage Trail and Guide	
Gamble Rogers Festival and Concert Series	
Hispanic Heritage Month Events	
History on the Streets (Historic Florida Militia)	
Public Art Exhibitions and Events; Mural / Art Trail	
Bartram Festival	
Public Art Master Plan	
Consulting Fees and Expenses for Cultural Plan.....	100,000.00
Photography / Videography.....	20,000.00
Travel Industry Conference Fees and Travel.....	20,000.00
Calendar of Events (collaboration w/VCB).....	20,000.00
Website Development, Hosting, SEO.....	20,000.00
Hosted Media Visits.....	10,000.00
Commercial Printing.....	20,000.00
Grant Software and Grant Admin Expense.....	100,000.00
Facility Expense and Core Services.....	<u>498,000.00</u>
SJCC Contract.....	1,444,000.00
ACH Grants.....	725,000.00*
Special Events.....	<u>175,000.00</u>
Total Arts, Culture and Heritage.....	\$2,344,000.00

\*The Cultural Council has requested that Grant fund be increased to \$1,000,000.00 due to increased number of events and costs.





ST. JOHNS  
CULTURAL COUNCIL

ST. AUGUSTINE | PONTE VEDRA | FLORIDA'S HISTORIC COAST\*

184 San Marco Avenue  
St. Augustine, Florida 32084  
[info@historiccoastculture.com](mailto:info@historiccoastculture.com)

## **TDC Regular Meeting – June 17, 2024**

Agenda Item 11 – VCB FY25 Marketing Plan





# FY2025 MARKETING PLAN

Florida's Historic Coast®  
[www.FloridasHistoricCoast.com](http://www.FloridasHistoricCoast.com)



ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®









# FY2025 Marketing Plan

<b>04</b>	<b>Introduction</b>
<b>08</b>	<b>Situation Analysis</b> <ul style="list-style-type: none"><li>• Tourism Travel Trends</li><li>• State of the Brand</li><li>• Target Audiences</li></ul>
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# FLORIDA'S HISTORIC COAST

The Premier Destination St. Augustine | Ponte Vedra

## Introduction

The Visitors and Convention Bureau (VCB) is dedicated to promoting St. Johns County ( St. Augustine | Ponte Vedra ) Florida as a premier global destination for leisure and group travel.

Recognizing the myriad of unique travel and tourism opportunities available within St. Johns County, our FY2025 activities will focus on creating demand to attract visitors to explore our destination, meet our locals, and immerse themselves in our authentic history and products.

Concurrently, our destination promotion will work to enhance and benefit the well-being of St. Johns County's residents and visitors, fostering sustainable tourism practices and community engagement for long-term tourism success.

- **In FY2025, the VCB Core Services budget is \$3.2 million** for destination marketing (Category 1). This figure is **8% more** than the FY2024 VCB Core Services budget
- **The FY2025 plan outlines strategies to highlight the dynamic and vibrant nature of the destination,** while also leveraging its nationally renowned historical and cultural tourism assets.

+ **Destination Branding:** Our messaging will highlight the diverse, vibrant, and timeless experiences that Florida's Historic Coast offers and differentiate St. Johns County from other Florida destinations.



- + **Strategic Initiatives:** In FY2025 we will launch even more targeted initiatives to boost midweek and shoulder season visitation, extend visitor stays, and increase higher spend leisure travel during peak seasons. These initiatives will focus on new destination events and programs, plus niche market activation.
- + **Enhanced Digital Presence:** We will continue to optimize SEO performance on our website, incorporating immersive video content to drive traffic to [FloridasHistoricCoast.com](https://FloridasHistoricCoast.com) and increase and engage our 2 million+ annual visitors. Additionally, new apps focused on Black History, American History, and culinary will be launched and/or further leveraged to boost engagement.
- + **Email Marketing Expansion:** We will expand our email marketing efforts to focus on lead generation, inspire travel planning, and boost overnight visitation. By delivering rich video content, special offers, and engaging stories about Florida's Historic Coast, we will connect with prospective and returning visitors on a deeper level and encourage them to experience all that our destination has to offer.

+ **Communications and Media:** Our communications strategy will enhance brand value and attract overnight visitors by increasing nationwide media coverage, driving traffic to our website, and strengthening our social media presence with more reels, Facebook Lives, and experiential video content.

+ **Group Sales Initiatives:** In FY2025, the VCB Sales team will attend premier appointment shows and conduct strategic sales missions, focusing on attracting higher-spending groups where applicable. Additionally, we will target sales opportunities to boost midweek and shoulder season travel, maximizing occupancy and revenue throughout the year.

+ **Partnerships:** The VCB is committed to impactful partnerships with key entities such as VISIT FLORIDA®, the PGA Tour, Jax Sports Authority, regional tourism destination management organizations, community partners, and media outlets to implement innovative programs that promote overnight visitation to Florida's Historic Coast. Through strategic partnerships and targeted campaigns, we will showcase our unique attractions and experiences, driving increased interest and extended stays.

+ **Cultural Heritage Promotion:** Visitors will become immersed in the rich tapestry of St. Johns County's African American and Hispanic heritage experiences as we elevate these options to the forefront of our publicity efforts, social media content, website, promotions, and direct sales initiatives throughout FY2025.

+ **Unique Experiences:** Teaming up with the SJC Cultural Events division and the St.

Johns Cultural Council, the VCB will launch campaigns to showcase and amplify the Sing Out Loud, Fort Mose Jazz and Blues Series, and other captivating music tourism events. Our aim is to ignite a passion for our destination's rich cultural tapestry and draw visitors from far and wide, particularly during the shoulder season. Get ready to immerse yourself in the rhythm of St. Johns County!

+ **Community Engagement:** The VCB will host informational sessions for St. Johns County residents to highlight the vital role tourism plays in our local economy and its positive impact on our culture and quality of life. By sharing real stories and tangible examples, we will build a strong sense of community involvement and support.

+ **Leverage the Visitor Economy:** We will leverage the visitor economy to drive employment, stimulate economic development, and enhance quality-of-life amenities in St. Johns County. By strategically promoting tourism, we aim to create jobs, support local businesses, and fund community projects, including beach renourishment, that improve the overall well-being of our residents.

Through these strategies, the VCB is committed to elevating the visibility and appeal of St. Johns County, transforming it into a must-visit destination for travelers from around the globe. By fostering a thriving tourism industry, we also strive to create a vibrant, prosperous community that our residents are proud to call home and where businesses can flourish.

## KEY OPPORTUNITIES AND CHALLENGES IN FY2025 INCLUDE\*:

- + Travel continues to be hindered by high costs; however, the excitement for travel remains elevated for the upcoming year.
- + Most travelers maintain a general sense of optimism about their future finances, with Boomers and Gen Z budgeting the most for travel.
- + Visiting friends and family, relaxation, escaping stress, self-care, enjoying nature, exploration, and experiencing the local culture of a destination are continuing to drive most travel.
- + Restaurants and dining, shopping, outdoor activities, meeting local people, visiting historical sites or attractions, visiting state or national parks and museums, attending a festival or event, and visiting wineries and breweries are top desired activities.
- + With a variety of competitive U.S. and international destinations, we will need to stand out in a crowded tourism landscape and effectively communicate our unique value proposition to prospective and returning visitors.
- + To address concerns among St. Johns County residents about the perceived impact of the tourism industry on their quality of life, we will continue to actively listen, foster authentic two-way communication, and provide genuine support for collaborative solutions.

\*Future Partners, May 2024 Study.



Credit - Roscolusa Songwriters Festival



# FLORIDA'S HISTORIC COAST

## Mission Statement & Brand Promise

### Mission Statement

The mission of the St. Johns County Visitors and Convention Bureau is to brand and market the destination globally as a premier leisure, convention and business destination and to communicate the area's assets and inherent benefits to consumers, meeting planners, travel trade, media, local community and constituents; and to facilitate the opportunity for partners to promote their individual businesses within that framework.

### Brand Promise

For intelligent and curious travelers who prefer out-of-the-ordinary, authentic destinations easily accessible from home, Florida's Historic Coast is a unique seaside hideaway that combines five centuries of history and diverse culture, Old World charm and luxurious New World amenities with Florida's timeless natural beauty, delivering unexpected rich experiences that open the eyes, the mind and the heart in different ways with each new visit.



Drake's Raid. Credit - Gary Leveille

# SITUATION ANALYSIS

## Tourism Travel Trends

### Domestic Leisure

The outlook for travel among Americans ended 2023 on a 12-month low (7.9 on a scale of 0-10), but still remains above 2022 levels.

While the global travel average surpassed 2019 levels, it's essential to note that not all tracked countries have fully recovered. Recovery has been uneven across countries, where some have outperformed others, indicating a new normal.

As we move into 2025, the industry's performance will be assessed based on the achievements of 2023 rather than benchmarking against pre-pandemic levels in 2019. This approach considers the evolving dynamics of travel and establishes a more relevant benchmark for monitoring progress.

Source: Skift Research. Data collected February 2024

### The Opportunities

- + **Prioritize digital transformation:** Offer seamless online booking experiences and harness the power of social media and online reviews
- + **Create unique and authentic experiences:** Meet the growing demand for cultural immersion and personalized experiences

### AMERICANS' STRONG EXCITEMENT FOR TRAVEL CONTINUES:

- Nearly **88%** of American travelers have trips planned in the upcoming year
- The typical American travelers expect to take **3.5** leisure trips in the next 12 months —up from **3.2** one-year ago
- **52%** of Americans say that travel will be a high priority in their spending over the next three months

Source Future Partners, formerly known as Destinations Analysts. Data Collected January 2024

# SITUATION ANALYSIS

## Tourism Travel Trends

### Domestic Groups (B2B)

Similarly, the outlook for the meetings and groups category is improving over 2023 and planners are optimistic about 2025. Approximately 42% expect an increase in bookings, with 32.3% forecasting growth of up to 20% and 9.8% projecting a boost of over 20%. These expectations are a positive indicator of the health of the meetings industry.

### The Opportunities

- + Cost continues to be a sore point. Explore strategies to engage those planning domestic group travel now, while remaining top-of-mind for those that may be shying away from group travel to mitigate costs
- + Nearly 50% of meeting planners are dissatisfied with costs, according to 2024 State of the Meetings Industry Report. Be a dedicated partner to planners, helping them mitigate spending and navigate rising costs to preserve an excellent experience for attendees
- + Planners expect meeting size to grow, but not dramatically, in the coming year. Over 40% project growth of up to 10%, while 17% anticipate up to 20% more attendees. Hoteliers should focus on events with fewer than 200 attendees, which represent approximately 70% of all bookings



- Up to a **10%** increase in attendee numbers is expected for 2024
- **47%** of planners report costs are having a material impact on the events they're planning
- Group demand has recovered to pre-pandemic levels. 2023 will now be the new benchmark

Source: Knowland 2024 State of Meetings Industry



## Florida

Travelers are seeking eco-friendly accommodations, responsible tour operators, and destinations that prioritize conservation, community engagement, and cultural preservation.

Another tourism trend in 2025 expected to continue is the wellness experience or fitness tourism experience. The COVID-19 pandemic shifted tourist behavior towards a greater emphasis on mental health and spiritual experiences, resulting in the increasing popularity of wellness experience tourism.

In 2025, a focus on "slow travel" will continue. Like its culinary counterpart, the Slow Food movement, this form of travel is less about touch-and-go experiences and more about appreciating things on a deeper, more meaningful level.

## The Opportunities

- + **Continue to align St. Augustine| Ponte Vedra's marketing strategies with that of VISIT FLORIDA® as the state of Florida aims to build on its market share of domestic travelers**
- + **Continue to leverage cooperative media and promotion programs available through VISIT FLORIDA as a means of extending reach and effectiveness in the marketplace**

## International

While continuing to improve, international travel's continued struggles indicate that there is a continued need to focus on domestic leisure visitation while preparing for opportunities to reach those travelers as the international market rebounds more strongly.

## The Opportunities

- + **International travel continues to improve the count of overseas travelers in the first quarter of this year was up from just under 1.8 million during the same period in 2023, but still below the 2019 total of 2.276 million. Continue to align St. Augustine| Ponte Vedra's marketing strategies with that of VISIT FLORIDA as the state of Florida aims to build on its market share of international travelers**









# SITUATION ANALYSIS

## State of the Brand

### Brand Referral Marketing

With American travelers eager to explore despite economic woes, traveler engagement is on the rise, as they begin to spend more time researching their trips using a variety of resources and platforms.

### The Opportunities

- + Email and search engines continue to dominate as travelers' preferred marketing channels. Social media has the strongest pull on younger travelers.
- + Provide travelers with AI and human assisted-planning content to help research the destination, carefully provide travelers with off-the-beaten-path places more popular due to costs.
- + Leverage paid, earned, and owned media to showcase the enriching nature of St. Augustine | Ponte Vedra's experiences, helping travelers understand the depth of the destination.

## AMERICAN TRAVELERS

express the most excitement for a variety of popular types of leisure travel in 2025 to include visiting family and friends (46%), beach vacations (36%) and road trips (34%). All three of these trip types were also top selections in 2023 and 2024.

For those travelers looking for a one-week domestic vacation, the average trip planning window is **10 WEEKS**

Travelers continue to stick to short planning windows of 10.4 weeks (slightly more than in 2023).

## TOP SOURCES OF TRAVEL

Inspiration continues to be websites found through searches, email campaigns, Facebook, Instagram, and article/blog content.

Not surprisingly, Millennials continue to be open to finding destination inspiration on social media channels (**57%**), from travel influencers (**3%**), or travel review sites (**7%**).

Source: Future Partners (formerly known as Destination Analysts) Insights. Data collected January 2024.

Source: Forbes. Data collected January 2024

Source: Skift Research. Data collected January 2024.



Schooner Freedom sunset cruise. Credit - Rhonda Lovett

# SITUATION ANALYSIS

## State of the Brand

**Florida's Historic Coast** stands as a beacon of cultural richness, natural beauty, and vibrant community spirit. As we reflect on the current state of our tourism brand, we celebrate our achievements, acknowledge our challenges, and set a course for continued growth and success.

From the 42 miles of pristine beaches and captivating architecture to the rich tapestry of history, cultural heritage, and culinary delights, visitors to Florida's Historic Coast are invited to embark on a journey of exploration and self-discovery. With an array of outdoor activities and romantic experiences awaiting, every moment promises to be an unforgettable adventure.

In 2023 we launched a new marketing and advertising campaign entitled "It's About Time," which focuses on highlighting the timeless allure of a visit to Florida's Historic Coast.

Looking ahead, the "It's About Time" campaign will continue to support our goals to:

- + Embody our destination's enchanting essence, solidifying its status as a premier destination
- + Enhance awareness and desirability of our experientially rich locale, enticing visitors to extend their stays
- + Target a discerning, affluent audience, inviting sophisticated travelers to indulge in our authentic and historical offerings
- + Establish a distinctive brand identity through a lasting and memorable creative platform



Hastings Cabbage  
Potato & Bacon Festival.  
Chef Hari Pulapaka  
Food Tasting event











# TARGET AUDIENCES

One Umbrella Audience, Two Sub-Segments



## YOUNGER PURPOSE PURSUERS

Primarily made up of affluent Millennials, they're diverse, open-minded, and in pursuit of self-discovery



## MATURE PURPOSE PURSUERS

Primarily made up of affluent Baby Boomers, they have a youthful spirit and continue to defy conventions



## A Deeper Dive into our Millennial Sub-Segment:



### Sarah & Mike

AGE	TRAVELING FROM	TARGETED HH
35	ATLANTA	\$100K+
<b>HOUSEHOLD</b> MARRIED TWO CHILDREN		<b>CORE VALUES</b> AUTHENTICITY HAVING FUN & ADVENTURE LEARNING & AMBITION ROMANCE
<b>ACTIVITIES/HOBBIES</b> LEARNING ABOUT NEW CULTURES READING NOVELS GOING TO THE BEACH		<b>HOW THEY TRAVEL</b> 54% BY CAR (140i) 49% BY PLANE (176i)
<b>TRAVEL BRANDS</b> 		<b>PLATFORMS + MEDIA BRANDS</b> 
<b>PAST TRAVEL</b> 3 TRIPS / YEAR 		<b>PLANS TO VISIT</b> ST. AUGUSTINE DISTILLERY PIRATE & TREASURE MUSEUM GTM RESEARCH RESERVE

## A Deeper Dive into our Baby Boomer Sub-Segment:



### Lynne & John

AGE	TRAVELING FROM	TARGETED HH
60	NEW YORK	\$125K+
<b>HOUSEHOLD</b> MARRIED/ EMPTY NESTERS		<b>CORE VALUES</b> AUTHENTICITY YOUTH ROMANCE FULFILLMENT
<b>ACTIVITIES/HOBBIES</b> VISITING MUSEUMS DINING OUT GOING TO THE BEACH		<b>HOW THEY TRAVEL</b> 50% BY CAR (129i) 45% BY PLANE (161i)
<b>TRAVEL BRANDS</b> 		<b>PLATFORMS + MEDIA BRANDS</b> 
<b>PAST TRAVEL</b> 7 NIGHTS / PER TRIP		<b>PLANS TO VISIT</b> PONTE VEDRA INN & CLUB SAN SEBASTIAN WINERY SAWGRASS SPA

# TARGET AUDIENCES

## Secondary & Niche Considerations

### Secondary & Niche Considerations ( Families, Couples, Multi-Generational )

According to the U.S. Census, 30% of Florida residents are Hispanic. The destination's Spanish heritage makes it a unique vacation option for Hispanics, and they remain a key target segment.

The spending power of Hispanics reached \$113.9 billion in domestic travel in past years, accounting for 13% of all domestic leisure travel that year. Hispanics will continue to be more likely to travel in larger, multi-generational groups and spend more per trip than the general population. While growth for the demographic has slowed in the country, they continue to be an important segment to watch, currently making up 19% of the U.S. population.

African Americans also account for 13% of the U.S. leisure travel market and spend over \$109.4 billion on all travel. St. Augustine is the birthplace of African American history spanning from the arrival of Ponce de Leon in 1513 through nationally significant events of the Civil Rights movement. Travel motivations for this group include relaxation and experiencing new destinations and culture, like the general market, but they also enjoy traveling as groups of family members and/or friends to celebrate milestones. Florida's Historic Coast satisfies all of these motivations.

### Secondary ( B2B )

B2B prospects continue to include meeting planners, tour operators, travel agents, executive groups, government groups, sports, social, fraternal, military, educational, religious, reunions and wedding planners.

### THESE TARGET AUDIENCES ARE ATTRACTIVE FOR A NUMBER OF REASONS:

- + Executive meeting groups often book mid-week, overnight accommodations
- + The B2B market tends to be first-time visitors from non-traditional origin markets
- + And, there is potential for "add-on" leisure, overnight stays

### Niche Considerations

The VCB will continue to explore additional niche opportunities to expand St. Augustine | Ponte Vedra's brand relevance to the experience-seeking mindset of today's traveling consumer. Some are based on demographics, like the important Hispanic and African American travelers, while others are based on specific travel-related interests, like history and music, or lifecycle considerations, such as weddings.

Source: U.S. Census 2020; Travel Pulse4



## **FY2025 NICHE TARGETS INCLUDE:**

### **BRIDAL Tourism: Crafting Unforgettable Destination Weddings**

The allure of destination weddings continues to captivate couples across the United States, with nearly 1 in 4 opting for a destination wedding experience. Surprisingly, 87% of these destination weddings take place domestically, underlining the appeal of picturesque locales closer to home.

The U.S. wedding industry stands as a formidable \$62 billion-a-year sector, with Florida emerging as one of the most sought-after destinations for couples exchanging vows.

In the 2023, Florida's share of the U.S. weddings industry represented \$3 billion, with an average wedding spend of \$24,507. The resilience of this industry remains strong, buoyed by couples' unwavering desire to celebrate their love in memorable settings.

### **CULINARY TRAVEL: Savoring Experiences Beyond Taste**

The trend of culinary travel continues to ascend, with an increasing number of travelers prioritizing food and drink experiences in their destination choices. According to Tripadvisor, a significant 53% of leisure travelers cite food and drink as a determining factor in selecting their next travel destination.

Recognizing that food is not just sustenance but also a social and emotional experience,

culinary tourism has become a cornerstone of experience-based travel. The U.S. culinary tourism market will continue to be an important niche target, which recently reached \$1.9 billion and is increasing at a rate of 18.9% year-over-year.

### **HERITAGE TRAVELERS: Exploring Authentic Cultural Experiences**

Heritage tourism continues to be a significant focus in the travel industry, and Florida's Historic Coast is uniquely positioned to cater to this growing traveler desire. Recognized as one of the fastest-growing segments in the industry, heritage tourism represents a substantial \$171 billion annual spend globally.

Heritage travelers are drawn to destinations like ours, which offer authentic encounters and opportunities to immerse themselves in local history and traditions, eager to learn and explore during their travels.

### **LGBTQ+ TOURISM Celebrating Diversity and Inclusion**

LGBTQ+ tourism continues to thrive within the leisure travel industry, reflecting significant growth and engagement from this dynamic and influential segment. LGBTQ+ travelers are recognized for their robust spending power, investing 33% more on travel compared to their non-LGBTQ+ counterparts. According to Community Marketing & Insights, a leading research firm specializing in the LGBTQ+ community, these travelers embark

on an average of four to six trips annually, underscoring their enthusiasm for exploration and adventure.

As we continue to position St. Augustine | Ponte Vedra as a welcoming destination for all, our marketing will convey a clear message of safety, inclusivity, and respect, addressing the top considerations of LGBTQ+ travelers.

#### **LUXURY TRAVELERS: Elevating Experiences with Affluence**

With increasing wealth and a desire for exclusive experiences, highly affluent travelers continue to indulge their wanderlust. Projections indicate that the luxury travel market is poised for substantial growth, representing \$316 billion in 2023 and growing at an annual rate of 7.6%.

In the recovery phase of the travel industry, luxury travelers will play a significant role, with Millennials emerging as a notable demographic. Their evolving preferences and expectations present exciting opportunities for destinations like ours to provide tailored, high-end experiences that cater to their discerning tastes and desires.

#### **MUSIC TOURISM: Amplifying the Travel Experience**

Music tourism is rapidly gaining traction as travelers increasingly seek communal experiences and live events to enrich their travel journeys. Projections indicate that the

global music tourism market will surge to \$14 billion by 2033, predominantly fueled by Millennials and younger generations. Notably, a third of Millennials cite music as a decisive factor in destination selection, according to insights from online travel agency eDreams.

In light of this trend, we have a significant opportunity to position ourselves as a premier offering in the music tourism landscape.



# MEDIA

## Strategy & Tactics

### FY2025 Media Plan Pillars

- **Effective** and **efficient delivery** of the target audiences
- **Demographically appropriate, contextually relevant, brand-friendly, and creatively compatible** placements
- Media plan **fluidity** and **flexibility**
- **Customizable plans and buys** based on research insights, market conditions, and opportunities

### Media Objectives

- **Top line awareness** and initial **interest**
- **Engagement** among highly qualified audiences
- **Organic search** and **site visitation volume** growth
- Positive impact on **actual destination visitation**

### Media Strategies

- **Full-funnel connections** with potential visitors throughout their entire travel journey
- **Media mix** reflecting current and emerging trends
- **Research** and **analytics driven** solutions
- Continued emphasis on **targetable** and **measurable digital media**
- **Proven tactics** complemented by **new tests**
- Robust and diverse **co-op buy-in program**



St. Augustine Lighthouse  
& Maritime Museum



# MEDIA

## Strategy & Tactics

### Target Audience: Leisure

#### OVERARCHING: PURPOSE PURSUERS

- Prioritization of media with dual appeal to younger and mature audiences

#### OVERLAYS: NICHE SEGMENTATION

- Luxury travelers
- Family travelers
- Destination attributes
  - +Beaches
  - +History
  - +Culture
  - +Outdoor
  - +Culinary
- Diverse audiences
  - +African American
  - +Hispanic
- Competitive Conquests
- Non-Stop Flight Markets



### Target Audience: B2B

#### Key Decision Makers and Influencers

- Corporate meeting planners
- Association and incentive planners
- SMERF planners
- Travel agents
- Tour operators
- Sports event planners



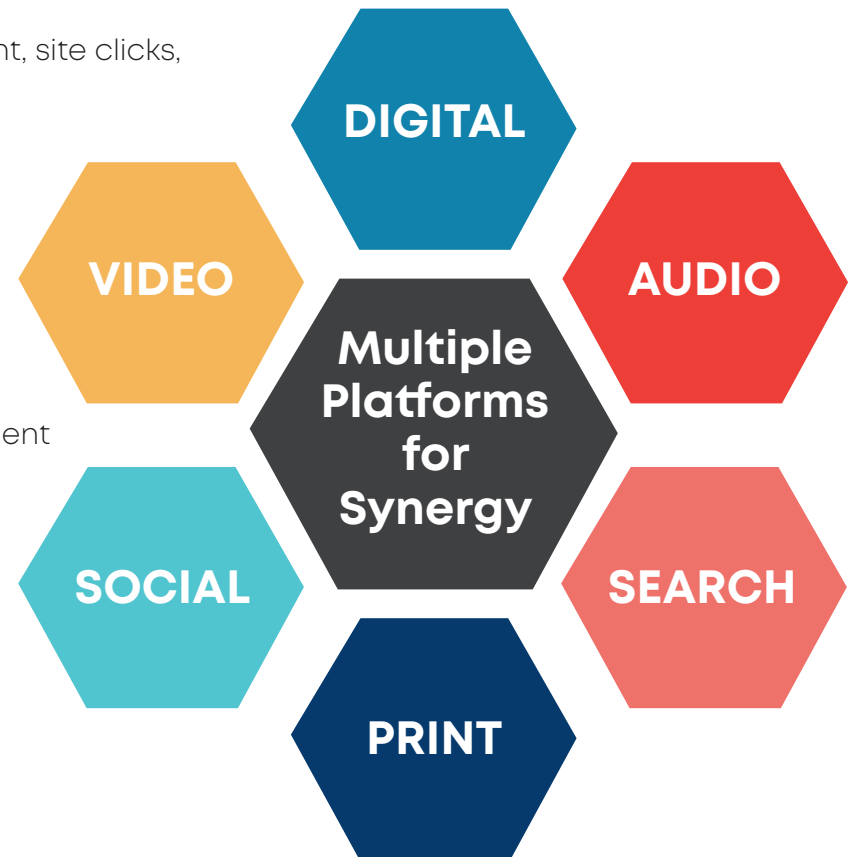


# MEDIA

## Strategy & Tactics

### Media KPI Recommendations

- **Digital Display:** Site engagement, comparison against previous St. Augustine | Ponte Vedra campaigns, interaction with content, relevant performance versus media company benchmarks
- **Digital Native:** Content views, time spent with content, site clicks, site engagement, relevant performance versus media company benchmarks
- **Digital Video:** Video completion rate (VCR), site engagement
- **Print:** Ad exposures/impressions
- **Search:** CTR ( Click Through Rate ) and site engagement
- **Social:** Site engagement, comparison against previous St. Augustine | Ponte Vedra campaigns, interaction with content
- **Television:** Actual audience delivery versus rating/impression projections







St. Augustine bayfront. Credit - Visit Florida-Interpret Studios







# SALES

The VCB Sales Team promotes St. Augustine | Ponte Vedra each year at over 50 conferences and trade shows throughout the United States and in select international markets with a focus on upscale, mid-week groups. Targeted group audiences include meeting professionals, travel agents, tour operators, third-party planners, sports rights holders, and consumers.

## Objectives

- + Showcase the wide array of group accommodations, venues, and amenities available throughout St. Johns County
- + Emphasize planner engagement, destination growth as measured by group sales room nights, and expansion into higher yielding segments
- + Allocate more sales resources to outside of the state of Florida for higher spend, longer stay groups
- + Support intra-Florida group sales efforts with a focus on midweek stays; however, a portion of in-state resources will be allocated to focus on maximizing return-on-investment for groups originating outside of Florida
- + KPMs have been increased by 4% to 14% year-over-year



Surf Fishing on Florida's Historic Coast

# SALES

## Conference Sales

Efforts will focus on leveraging the destination's unique brand attributes attractive to senior executives and meeting professionals in the corporate, association, incentive, financial, medical and other upscale business market segments.

## Objectives

- + Generate 110 leads capable of producing 58,342 group room nights
- + Aggressively seek opportunities for higher-yield medium-sized corporate and incentive groups (50-250 attendees)
- + Target and strengthen relationships with Southeastern state and regional associations, national associations, and corporations, as well as with third-party meeting professionals

## Leisure Sales

Efforts will focus on leveraging the destination's unique brand attributes attractive to domestic and international families, couples, adults traveling together, and organized motor coach and packaged tours.

## Objectives

- + Generate 123 leads capable of producing 40,398 leisure group room nights
- + Secure sales commitments through active engagement at out-of-state travel trade shows, sales missions, travel expos, and sales calls; include tourism stakeholders
- + Target new and enhanced relationships with retail travel agents, especially luxury/upscale agents and AAA counselors

Nights of Lights. Credit - Historic Tours of America





## Group Sales and Services

Efforts will focus on providing sales services to individuals and planners to leverage the destination's unique brand attributes attractive to small meetings (executive groups), family and social reunions, military gatherings, government groups, wedding/special events, amateur sports, and recreational events.

## Objectives

- + Generate 150 leads capable of producing 58,351 group room nights
- + Secure higher-spend executive corporate business (50 rooms per night or less) with a focus on markets in Orlando, Tampa, Gainesville, Tallahassee, Georgia, South Carolina, and North Carolina
- + Capture special/unique sporting events by highlighting the destination's array of unique venues

## Group Closing Fund ( GCF )

This initiative addresses the competitive disadvantage meeting planners faced regarding the cost of ground transportation to and from the Jacksonville International Airport to St. Johns County hotels. To offset this disadvantage and secure more room nights, properties may request funds on behalf of the meetings group to offset their ground transportation costs. The VCB is projecting a

\$46,058 allocation for FY2025, a 3.5% year over year increase over the FY2024 budget.

## KEY PERFORMANCE MEASURES

- **Convert at least 25% of proposals which include a GCF offer**
- **No over-commitment of available funds**



Gullah Geechee Heritage Festival. Credit - St. Johns Cultural Council





Credit - Ponte Vedra Resorts Ocean Course



# COMMUNICATIONS

The VCB Communications Department manages the destination's media relations and social media efforts to successfully attract overnight visitors to St. Johns County. Objectives focus on reaching potential visitors and journalists with meaningful messages in locations where they are, inspiring them to engage with the destination.

## Objectives

- + Track and report on touristic media coverage, value earned media, and social media engagement
- + Continue a very selective media relations strategy for hosted media visits, with an emphasis on digital, broadcast, national print, and regional print outlets (out-of-state) in geographic areas that have a higher population of upscale and cultural travelers
- + Focus communications messaging on the destination's over 400 years of Black and American history, beautiful beaches, unique architecture, upscale amenities, abundant ecotourism experiences, golf, rich music and culinary options, and group and meeting venues

## KEY PERFORMANCE MEASURES

- **Generate 17 billion earned media impressions**
- **Host 75 or more targeted individual journalists (international, domestic, and Hispanic) focused on upscale amenities, ecotourism, Black and American history, heritage, music, and culinary**
- **Grow Facebook followers to 560,707, Instagram followers to 84,868, Twitter followers to 14,161, and LinkedIn followers to 1,951**
- **Conduct 22 Facebook Live sessions**
- **Increase YouTube lifetime views to 520,147**
- **Increase Hispanic media impressions to 200 million**
- **Host at least three in-destination media tours that highlight the region's Hispanic culture**
- **Increase Viaja San Agustin's Facebook followers to 26,680 and Instagram followers to 1,959**



Credit - St. Augustine Celtic Music and Heritage Festival



# PROMOTIONS & STRATEGIC ALLIANCES

The VCB Promotions & Strategic Alliances department provides media promotions, strategic alliances, and new innovative programs to increase destination lift, occupancy, and revenue during the seasons in which visitation is most needed. The department also supports community advocacy through ongoing outreach and presentations.

## Media Promotions & Film Opportunities

Media promotions supplement and extend paid advertising by building awareness of Florida's Historic Coast. They also build destination awareness at little, or no cost, to the VCB through stakeholder-funded sweepstakes that provide prizeing. The majority of these leveraged promotions also include lead-generation e-mail opt-ins for the VCB and lodging stakeholders.

In addition, the VCB is presented with attractive exposure opportunities that require marketing or production support to secure the project or to maximize the destination's inclusion in it. Most common are TV production and film opportunities which involve working with media outlets such as WSB-TV Atlanta, Fox Sports Network, The Weather Channel, PBS, and other

nationally recognized TV hosts to bring them into market for filming opportunities.

## Objectives

- + Continue outreach, maintain existing relationships, and seek new collaboration with media companies, producers and syndicators of location-based productions
- + Develop new strategic alliances and partnerships for new FY2025 programs

## KEY PERFORMANCE MEASURES

- **Secure a minimum of \$1.5 million media value (based on a minimum of 25:1 ROI)**
- **Develop at least four themed promotional campaigns (Sing Out Loud, Nights of Lights, spring, and summer that supplement and leverage paid media, per broadcast buy**
- **Develop and participate in as many VISIT FLORIDA promotional opportunities as offered**
- **Utilize the budget to provide marketing or production support to secure at least one in-market film opportunity**

## Innovation Programs: **Music, Culinary & Events**

Events are short-term, live attendance activities, whether stand-alone, series, or festivals, all of which are capable of attracting significant and measurable incremental overnight visitation.

### **Objective**

- + Assist in the collaboration, development and launch one or more targeted event of interest to our key audience segments to generate additional room nights for the FY2025 shoulder season

### **KEY PERFORMANCE MEASURE**

- **Facilitate the development of one viable and sustainable event which will generate room nights for the FY2025 shoulder season**



Peacock at Fountain of Youth Archaeological Park



# PROMOTIONS & STRATEGIC ALLIANCES

## VCB Community Outreach

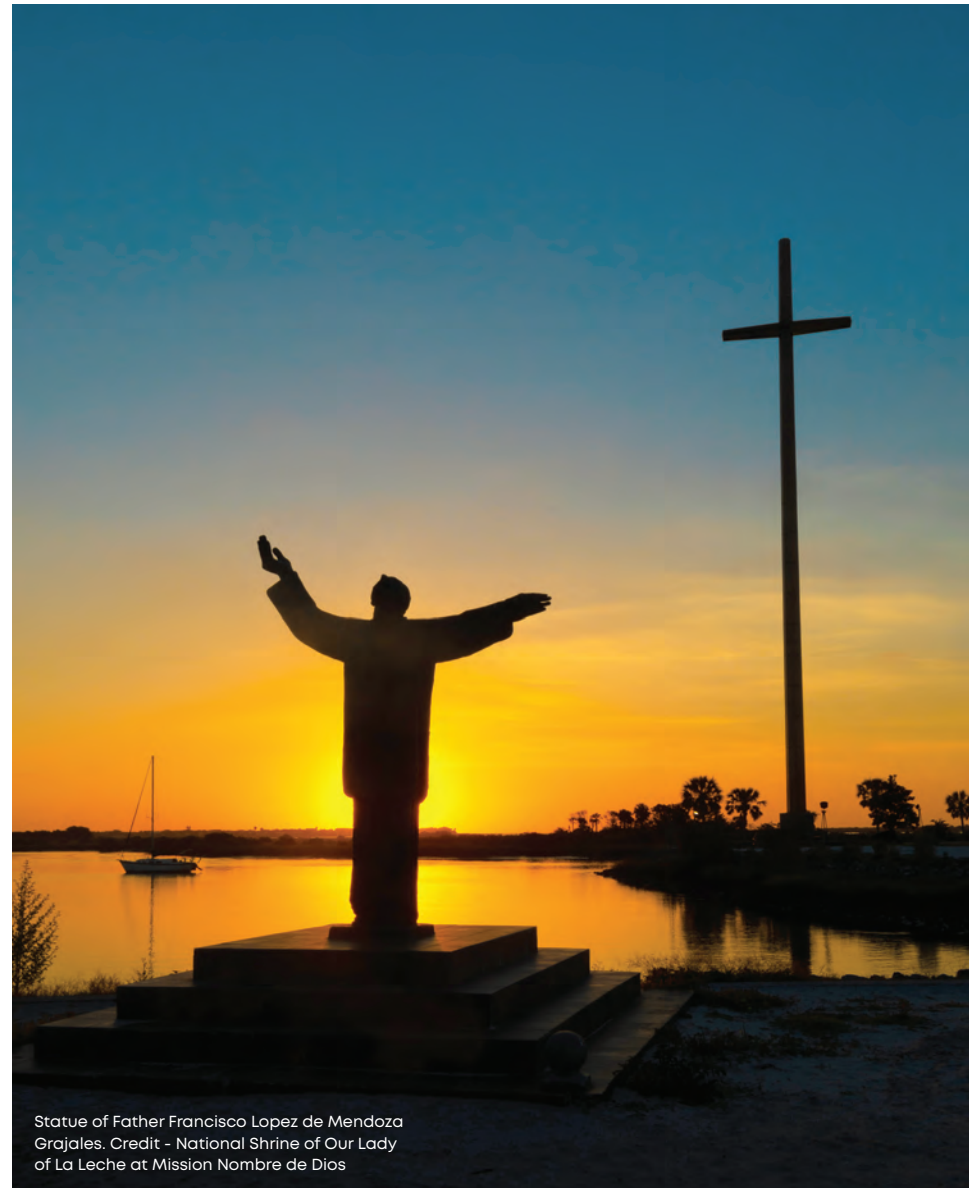
The VCB, actively seeks to raise awareness of the benefits of tourism to St. Johns County residents, and conducts speaking engagements with neighborhood, business, colleges, and public and private organizations. The presentations include data, research, general information, and custom content relevant to each group.

### Objective

- + Develop and maintain relevant and engaging presentation(s) applicable to various audiences, with a minimum of one presentation every quarter

### KEY PERFORMANCE MEASURES

- **Produce a State of the Tourism Industry event attended by approximately 300 tourism and hospitality leaders, business owners, community leaders, and public officials**
- **Produce a summary presentation of the event to serve as speaker support for presentations to a variety of community leaders and resident groups throughout the year**



# ELECTRONIC CONSUMER RELATIONSHIP MANAGEMENT

## Email Marketing

Through email marketing, the VCB will showcase signature destination attributes and activities, including local attractions, music, things to do in the area, culinary highlights, and more. Targeting the large list of newsletter subscribers from a wide mix of regions and markets, we will inspire trip planning to the area, boost economic impact and generate increased web traffic, engagement and conversions.

The FY2025 email program will include 12 monthly consumer deployments, with additional messages as needed to communicate based on geography or special interest.

## Objectives

- + Promote local events and attractions to inspire travel to the area or to encourage visitors to extend their length of stay
- + Optimize the mobile presentation and visual templates for email campaigns to ensure messages are compatible with the widest possible variety of devices
- + Explore opportunities to cleanse and refine the email database to eliminate disengaged subscribers, and increases to overall campaign performance and messaging effectiveness

## KEY PERFORMANCE MEASUREMENTS

- **Improve click-to-open rate to 25-30% for our opt-in subscribers, a 5-10% increase year-over-year**
- **Improve average click-thru rates to 5%, while maintaining an average time on site of 2:30**

## Web Development

For FY2025, the VCB will continue longstanding, successful efforts to drive increased traffic to the destination website through various channels, primarily organic search, which accounted for 39% of all website traffic in FY2023.

The VCB will explore and implement ways to enhance content and storytelling capabilities to further improve user engagement with FloridasHistoricCoast.com, our destination website. Further, the VCB will further establish itself as the preeminent destination authority in organic search for information on key attributes such as live music, outdoor activities, culinary experiences, and signature cultural elements. Last, the VCB will explore opportunities to implement a website live chat utilizing AI technology.



## Objectives

- + Strengthen website visibility within organic search through focused search engine optimization efforts targeting new content discovery trends, including AI-generated search results and destination overview
- + Harness the technology of the content management system to develop engaging content pieces that deliver key destination messages
- + Enhance overall website value to a variety of user audiences and drive conversions such as e-newsletter sign-ups and partner referral clicks through strategically developed content pieces

## KEY PERFORMANCE MEASUREMENTS

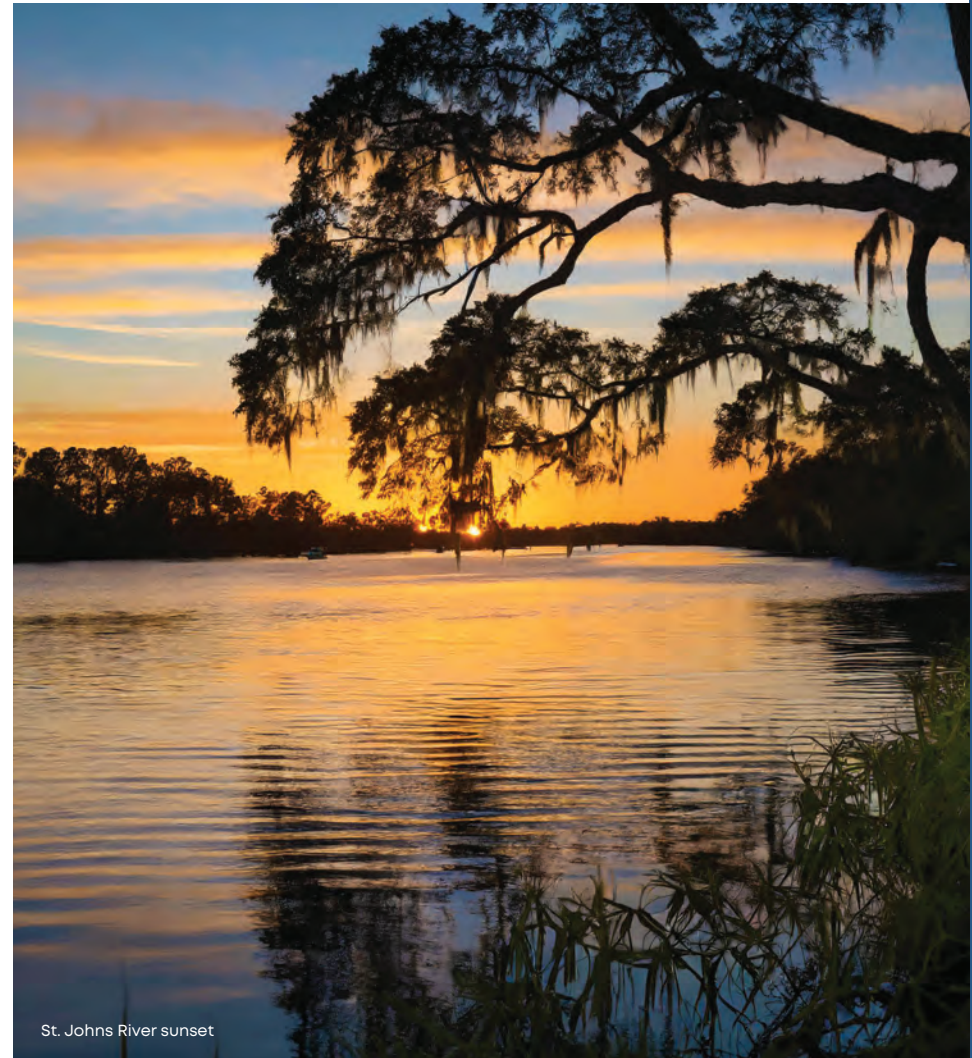
- **Secure 1.1 million website visits captured through organic search**
- **Generate 140,000 referrals to stakeholder websites**
- **Maintain or improve upon an engagement rate of 66% for organic visits to the Florida's Historic Coast website, a 20% increase year-over-year**



# RESEARCH RESOURCES

## THE VCB'S ONGOING RESEARCH RESOURCES INCLUDE:

- + **Visitor Profile Surveys** which capture actionable data on St. Johns County visitors. Over the years, enhancements were made to this collection and compiling tool, enabling more detailed analysis regarding visitors.
- + **Visa Destination Insights** which provide valuable insights into the origins of St. Johns County visitors and their spending patterns while on Florida's Historic Coast.
- + **Economic Impact Studies** which assess the tourist economic impacts on St. Johns County.
- + **Smith Travel Research (STR) Trend Reports** which monitor traditional lodging performance in St. Johns County for both leisure and group travel trends.
- + **Key Data Reports** which provide insights into vacation rental (Airbnb, VRBO, HomeAway) performance in St. Johns County.
- + **State of the American Traveler® Reports from Future Partners (formerly known as Destination Analysts)** which provide information about changes affecting the tourism business and customer behaviors in the current year and beyond.
- + **Meetings Today Trends Survey™ and Business Travel Index™** with information about the planning behaviors and trends among meeting planners, travel agents, tour operators, and wholesalers.





# RESEARCH RESOURCES

## Objectives

- + Monitor consumer awareness and acceptance of the Florida's Historic Coast brand
- + Accurately determine the origin markets, pertinent demographics, consideration set and process, media use, visitor spend, and relevant in-market behavior of visitors to Florida's Historic Coast
- + Monitor St. Johns County and its competitive set's lodging performance monthly

## KEY PERFORMANCE MEASURES

- **Monitor online demand for Florida's Historic Coast relative to selected comp set destinations**
- **Continue to deliver monthly reports on lodging (traditional and vacation rental) and attractions industry performance to VCB stakeholders and Tourist Development Council**
- **Report on relevant research findings to the VCB stakeholder base as available**



Sunrise over the 17th Green.  
Credit - THE PLAYERS Championship

# FY2025 MARKETING BUDGET

In FY2025, the VCB Core Services budget is \$3.2 million for destination marketing (Category 1). This figure is **8%** more than the FY2024 VCB Core Services budget.

## OBJECTIVES

- + Optimize available resources to maximize activities directly impacting marketing efforts
- + Maintain industry co-op spending on destination advertising including meetings and conventions
- + Hold a small advertising allocation to support new non-stop airline service launches

## KEY PERFORMANCE MEASURE

- **Achieve budget allocation proportions reflected in the chart on the following page protecting the total spend on marketing compared to overhead expenses**



Sea Turtle. Credit - Ben Hicks



# FY2025 MARKETING BUDGET\*

<b>ADVERTISING</b>	<b>\$4,500,000</b>
<b>SALES, MEETINGS &amp; TRAVEL INDUSTRY</b>	<b>\$423,792</b>
(Sales Missions, Trade Shows, Travel & Related Activities)	
<b>PROMOTIONS, CORPORATE &amp; INDUSTRY SPONSORSHIPS &amp; COLLATERAL</b>	<b>\$720,322</b>
(Promotions, Filming, Major Sponsorships, Printed Collateral)	
<b>WEB DEVELOPMENT &amp; ECRM</b>	<b>\$189,008</b>
<b>COMMUNICATIONS</b>	<b>\$314,401</b>
(Communication Services, Social Media, Media Relations including Hispanic PR & Travel)	
<b>FULFILLMENT &amp; DISTRIBUTION</b>	<b>\$156,924</b>
(Inquiry Services/Call Center, Brochure Distribution, Postage)	
<b>RESEARCH</b>	<b>\$80,270</b>
(Professional Fees, STR, Key Data, VISA Destination Insights & Air DNA)	
<b>OVERHEAD</b>	<b>\$1,369,400</b>
(Employee Salaries/Benefits, Rent/Office Expenses & Dues/Memberships)	
<b>GRAND TOTAL</b>	<b>\$7,754,117</b>

\*FY2025 Marketing Budget numbers are preliminary and based on recent budget workshop data, which is subject to change.

# APPENDIX A

## Meetings & Incentives Initiatives

### MEETINGS & INCENTIVES INITIATIVES

#### IMEX America - Las Vegas, NV

International booth and appointment show for incentive travel and meetings.

**VCB Stakeholder Opportunity**

**Expected attendance** 14,000

#### Connect Corporate Marketplace - Milwaukee, WI

Produced by Connect Meetings, Marketplace is a one-on-one appointment show for corporate meeting and event organizers.

**VCB Stakeholder Opportunity**

**Expected attendance** 400

#### Society for Incentive Travel Excellence (SITE) Southeast Educational Summit - Greenville, SC

SITE Southeast is part of a global professional organization dedicated to creating motivational experiences that produce business results within the meetings and incentive industry.

**Expected attendance** 160

#### Independent Planner Education Conference - Atlantic City, NJ

Produced by Northstar Media, this is a one-on-one appointment tradeshow and educational conference for meeting professionals of all market segments who have current RFPs. **VCB Stakeholder Opportunity**

**Expected attendance** 240

#### Destination Southeast - TBD

Produced by Northstar Media, this is a one-on-one appointment tradeshow for meeting professionals of all market segments who have current RFP or history of booking group business in Florida. **VCB Stakeholder Opportunity**

**Expected attendance** 150

#### SMART Meetings National Tradeshow - TBD

Hosted buyer one-on-one appointment show produced by Bright Media bringing in planners from all market segments for pre-arranged one-on-one appointments. **VCB Stakeholder Opportunity**

**Expected attendance** 240

#### Florida Society of Association Executives (FSAE)

##### Monthly Meetings - Tallahassee, FL

Attend two monthly luncheons, months TBD. **VCB Stakeholder Opportunity**

**Expected attendance** 60-80

#### Florida Society of Association Executives (FSAE)

##### Annual Conference - Orlando, FL

Annual convention of Florida association executives and planners.

**VCB Stakeholder Opportunity**

**Expected attendance** 440

#### Georgia Society of Association Executives (GSAE)

##### Annual Conference - Gulf Shores, AL

Annual convention for Georgia association executives and planners..

**VCB Stakeholder Opportunity**

**Monthly attendance** 300

#### VCB Hosted Planner Events Out of Market in Atlanta and South Florida

Hosted luncheons, receptions, or special events in partnership with stakeholders in select markets. **VCB Stakeholder Opportunity**

**Expected attendance** 20-30 each

#### Connect Incentive Marketplace - TBD

Produced by Connect Meetings, Marketplace is a one-on-one appointment show for corporate incentive meeting planners.

**VCB Stakeholder Opportunity**

**Expected attendance** 250

### NEW INITIATIVES FOR FY2025

#### Connect Incentive Marketplace - TBD

Produced by Connect Meetings, Marketplace is a one-on-one appointment show for corporate incentive meeting planners.

**VCB Stakeholder Opportunity**

**Expected attendance** 250



# APPENDIX A

## Meetings & Incentives Initiatives

### Florida Society of Association Executives (FSAE) Education Expo - Tallahassee, FL

Educational Expo, networking with executives and planners and tradeshow.

#### VCB Stakeholder Opportunity

**Expected attendance** 60-80

### Incentive Live - TBD

Produced by Northstar Media, this is a one-on-one appointment tradeshow for corporate meeting professionals in the incentive market who have current RFPs. **VCB Stakeholder Opportunity**

**Expected attendance** 200

### Retreats Resources Roadshow -TBD

Upscale events featuring one-on-one meetings with corporate and incentive planners in key markets.

**Expected attendance** 150

### GPS Planner Connect Event

Produced by GPS Destinations, Planner Connect is a one-on-one appointment show that is designed to connect luxury hotels and CVB's with qualified meeting planners.

**Expected attendance** 40

### Meetings Today Live! - Orlando

Meetings Today LIVE! are the ideal events for planners looking to connect with suppliers in specific regions

**Expected attendance** 120

### Prevue Incentive Evolution

Incentive Appointment Show designed exclusively for incentive planners & focused on the latest incentive trends.

**Expected attendance** 120

### Small & Boutique Meetings (SBM) – TBD

Produced by Northstar Media, this show is designed to connect top suppliers and destinations with planners looking for creative solutions to elevate their small and boutique-sized meetings.

**Expected attendance** 120



BMX biking on Florida's Historic Coast

# APPENDIX B

## Domestic Leisure Initiatives

### DOMESTIC LEISURE INITIATIVES

#### American Bus Association - Nashville, TN

ABA is the premier business event for the leisure group travel industry.

**Expected attendance** 2,760

#### Select Traveler - Buffalo, NY

Select Traveler Conference is the nation's leading organization for Loyalty Program Directors for Banks and financial institutions nationwide.

**Expected attendance** 3,000

#### Travel Agent forum - Las Vegas, NV

The Forum represents a balance of established travel sellers, invited and hosted as part of the Travel Agent SELECT program as well as travel sellers keen to grow their business and supplier network.

**Expected attendance** 1000

### INTERNATIONAL LEISURE INITIATIVES

#### IPW FKA International Pow Wow - Chicago, IL

U.S. Travel Association's IPW is the travel industry's premier international marketplace and is the largest generator of USA travel.

**Expected attendance** 5,000

#### Florida Huddle - Ocala, FL

This show brings tour operators who target international travelers who have more leisure time, travel more, stay longer, and have a higher discretionary income together with Florida suppliers. **VCB Stakeholder Opportunity**

**Expected attendance** 500

#### IITA Annual Summit - TBD

Returning to this conference to continue building relationships with U.S. based receptive tour operators and assist them in promoting Florida's Historic Coast to their tour operator clients in prospective countries.

**Expected attendance** 100

### RELIGIOUS INITIATIVES

#### Connect Faith - TBD

Connect Faith gives the VCB team the opportunity to meet face-to-face with preset appointments with qualified planners of faith-based meetings.

**Expected attendance** 900

#### Religious Conference Management Association (RCMA) - TBD

This association holds a three-day event called EMERGE which provides a two-day tradeshow featuring 300 unique venues, destination, and event-based products and services.

**Expected attendance** 1,000

#### Christian Meetings & Conventions Association - TBD

The CMCA is an association of religious meeting planners which holds an intimate Christian showcase for the hospitality industry with programs that feature faith-based devotions, prayer, and music.

**Expected attendance** 1,000

#### Agency Owners Forum - TBD

This event brings agency owners with annual sales power exceeding \$300 Million with suppliers. Creating an event that bring you face-to-face with owners who have decision-making powers allowing participating supplier partners the chance to forge new relationships and foster existing connections, streamlining engagement efforts and spend, while maximizing potential ROI.

**Expected attendance** 1,500

### NEW INITIATIVES FOR FY2024

#### National Tour Assn.

Travel Exchange draws NTA members—tour professionals from around the globe—together to gain key information and strategies, share ideas and solutions, and hold buyer/seller meetings.

**Expected attendance** 2,500

#### Luxury Travel Advisors' Ultra Summit

Travel advisors at ULTRA are hand-selected and must be luxury travel business owners and managers or those hard-to-reach independent contractors, and they must possess a book of high-end business. Many are members of premier level luxury consortia as well.

**Expected attendance** 150



# APPENDIX C

## Segment Initiatives · Executive Groups

### Luxury Meeting Summits (LMS) Charlotte, NC; Atlanta, GA; Nashville, TN

One-day appointment shows in feeder markets matching suppliers with qualified meeting planners for one-on-one appointments combined with networking opportunities.

**Expected attendance** 30 per event

### CONNECT Southeast, Greenville, SC

One-on-one appointment show for Southeastern-based planners.

**Expected attendance** 800

### CONNECT Specialty –TBD

One-on-one appointment show for planners in the Specialty market.

**Expected attendance** 800

### GOVERNMENT

#### Society of Government Meeting Professionals (SGMP) Gainesville, FL

Monthly SGMP meetings to maintain the VCB's visibility in Alachua County (University of Florida), strengthen current relationships, and build new ones.

**Expected attendance** 30

#### Society of Government Meeting Professionals (SGMP) Edu-Con Day - Gainesville, FL

This initiative continues to provide successful network opportunities with government and third-party planners who book government meetings.

**Expected attendance** 45

#### Society of Government Meeting Professionals (SGMP) National Education Conference

This annual conference is the largest annual event in the government meeting industry.

**Expected attendance** 2,000

### UF Meeting Planner Workshop - Gainesville, FL

The University of Florida Conference Department hosts an annual Meeting Planner Workshop which includes industry experts speaking on current topics.

**Expected attendance** 200

### REUNIONS, SOCIAL DIVERSITY

#### Military Reunion Network Con-FAM

Formerly known as the Reunion Friendly Network, this is a one-on-one appointment show and conference welcoming military reunions of all branches to consider our destination. **VCB Stakeholder Opportunity**

**Expected attendance** 40

### WEDDINGS & SPECIAL EVENTS

#### Georgia Bridal Show - Atlanta (Gwinnett) GA

Wedding and special event show to market Florida's Historic Coast to this important destination wedding's feeder market. **VCB Stakeholder Opportunity**

**Expected attendance** 500

### SPORTS & RECREATION

(Sports ETA and TEAMS conferences will alternate years)

#### Sports ETA

Sports ETA, formerly known as NASC, attracts hundreds of sport tourism professionals and industry stakeholders who gather to exchange resources, strategies, and solutions. **VCB Stakeholder Opportunity**

**Expected attendance** 2,000

#### Travel, Events and Management in Sports (TEAMS) Conference

TEAMS offers groups the opportunity to find new host cities and venues for sports events and meetings in a time-efficient, cost-effective manner.

**Expected attendance** 2,000

#### Florida Sports Foundation (FSF) Annual Sports Summit

The annual sports summit brings together representatives from Florida's 31 sports commissions and sporting event rights holders from throughout the United States.

**Expected attendance** 1,000

#### Professional Fraternity Association (PFA) – TBD

Provides educational and other support services for the professional development of its members and promotes the values and successes of the professional fraternal community.

**Expected attendance** 200



DISCOVER  
**FORT MOSE**

JAZZ AND BLUES

Fort Mose Jazz & Blues Series.  
Credit - First Coast Headshots



# APPENDIX C

## Segment Initiatives · Executive Groups

### NEW INITIATIVES FOR FY2025

#### **Sports Express Conference– San Juan, PR**

Centered towards maximizing your interactions with the industry's most active meeting planners and event rights holders through one-on-one appointments, and multiple interaction opportunities.

**Expected attendance** 150

#### **EsportsTravel Summit– Bloomington, MN**

The world's largest gathering of esports tournament and video-game event organizers and the only event focused on the travel side of the esports industry.

**Expected attendance** 1,000

#### **Small & Boutique Meetings– Bloomington, MN**

Produced by Northstar Media, this show is designed to connect top suppliers and destinations with planners looking for creative solutions to elevate their small and boutique-sized meetings.

**Expected attendance** 125



Surfing Florida's Historic Coast. Credit - Jeff Greene





Credit - St. Augustine Amphitheatre





Credit-Earth Kinship St. Johns River sunset kayak tour



ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®



## **TDC Regular Meeting – June 17, 2024**

Agenda Item Monthly Reports (Information Only)

## FY2024 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
April	\$ 2,109,250	-13.5%
FYTD	\$ 13,886,159	1.8%
% OF BUDGET		58.3%
% OF FY		57.8%

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

### May Collection Accounts

Description	Count
RV/MH Park or Campground	30
Hotel or Motel	88
Condo / COOP	2350
Apartment / House / Mobile Home	2256
Bed & Breakfast	32
Other	4



## FISCAL YEAR 2024

[illegible]

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	\$1,679,403.86	56.7%	-2.6%	\$499,274.57	16.9%	28.4%	\$626,604.29	21.2%	19.0%
April	\$1,278,084.51	59.4%	-7.2%	\$317,376.14	14.7%	-26.9%	\$428,365.25	19.9%	-13.1%
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	\$72,277.50	2.4%	-0.5%	\$85,051.74	2.9%	-31.4%	\$ 2,962,611.96
April	\$59,282.56	2.8%	-40.9%	\$69,187.53	3.2%	-18.4%	\$ 2,152,295.99
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	\$750,688.08	34.9%	-21.4%	\$466,336.04	21.7%	-10.1%	\$785,190.44	36.5%	-5.6%	\$18,803.06	0.9%	-67.4%
MAY												
JUN												
JUL												
AUG												
SEP												
<b>FY YTD</b>	<b>\$ 4,594,151</b>			<b>\$ 2,721,747</b>			<b>\$ 5,766,240</b>			<b>\$ 202,511</b>		

	WGV + west of I95			I95&SR16 + Palencia				Other			TOTAL
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	
OCT	\$90,336.88	5.9%	-15.1%	\$11,063.05	0.7%	-24.2%	6.6%	\$6,462.33	0.4%	12.1%	\$ 1,533,491.96
NOV	\$81,116.49	5.1%	-13.0%	\$13,675.00	0.9%	-6.8%	6.0%	\$4,933.31	0.3%	-38.4%	\$ 1,586,491.60
DEC	\$107,424.60	5.0%	1.7%	\$17,548.50	0.8%	-7.0%	5.9%	\$9,972.88	0.5%	-29.6%	\$ 2,132,283.79
JAN	\$86,479.78	4.9%	-13.2%	\$14,326.45	0.8%	-12.3%	5.7%	\$12,886.16	0.7%	121.0%	\$ 1,767,018.16
FEB	\$104,764.89	5.1%	-7.0%	\$16,668.54	0.8%	7.6%	6.0%	\$7,550.13	0.4%	-1.6%	\$ 2,035,356.37
MAR	\$139,048.70	4.7%	0.8%	\$19,411.47	0.7%	-25.7%	5.3%	\$9,953.32	0.3%	7.4%	\$ 2,962,611.96
APR	\$107,804.93	5.0%	8.8%	\$15,496.40	0.7%	-14.4%	5.7%	\$7,977.04	0.4%	-13.7%	\$ 2,152,295.99
MAY											
JUN											
JUL											
AUG											
SEP											
<b>FY YTD</b>	<b>\$ 716,976</b>			<b>\$ 108,189</b>				<b>\$ 59,735</b>			<b>\$ 14,169,550</b>

# VCB Report to the Tourist Development Council

June 17, 2024



ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST®





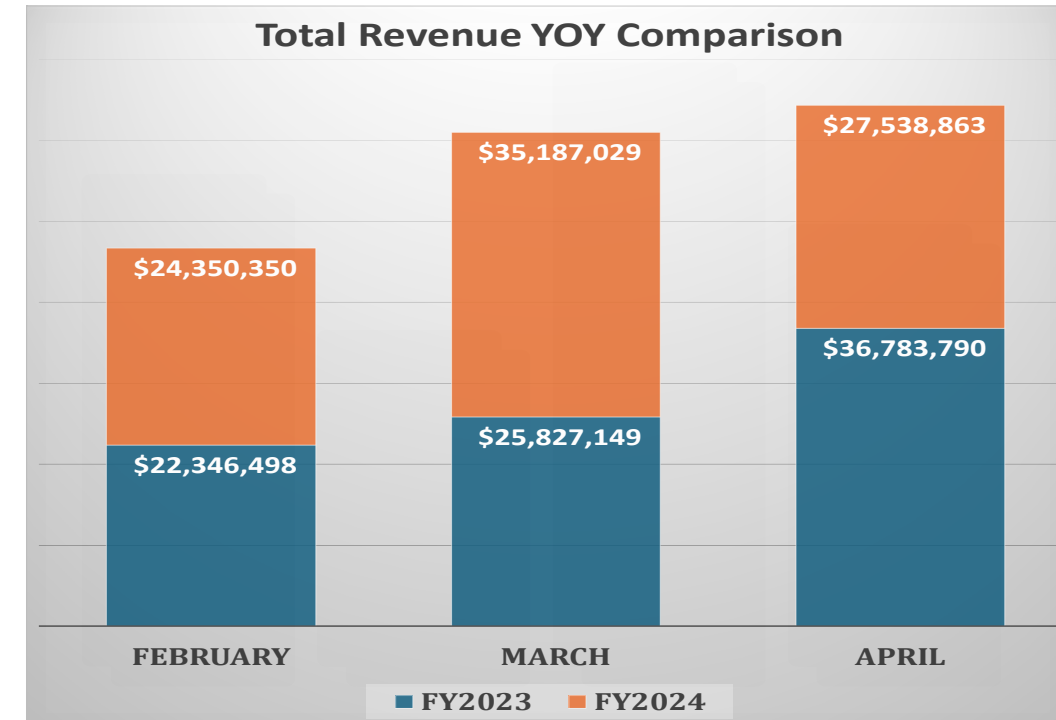
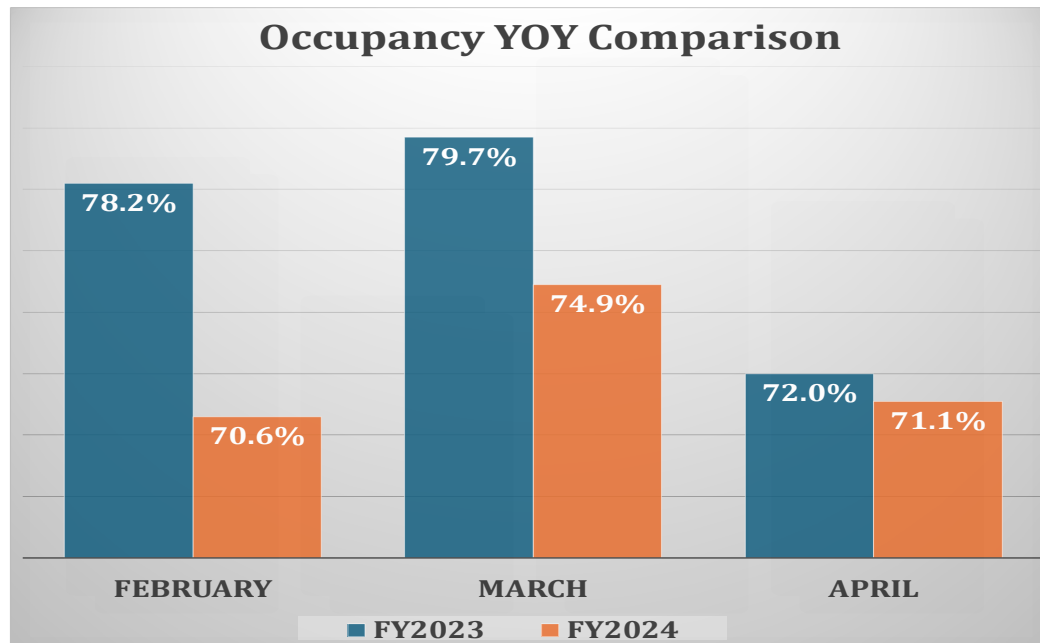


# Smith Travel Research

## April 2024

### Occupancy % April 2024

- April 2024 Occupancy % is at 71.1%, down -1.3% YOY



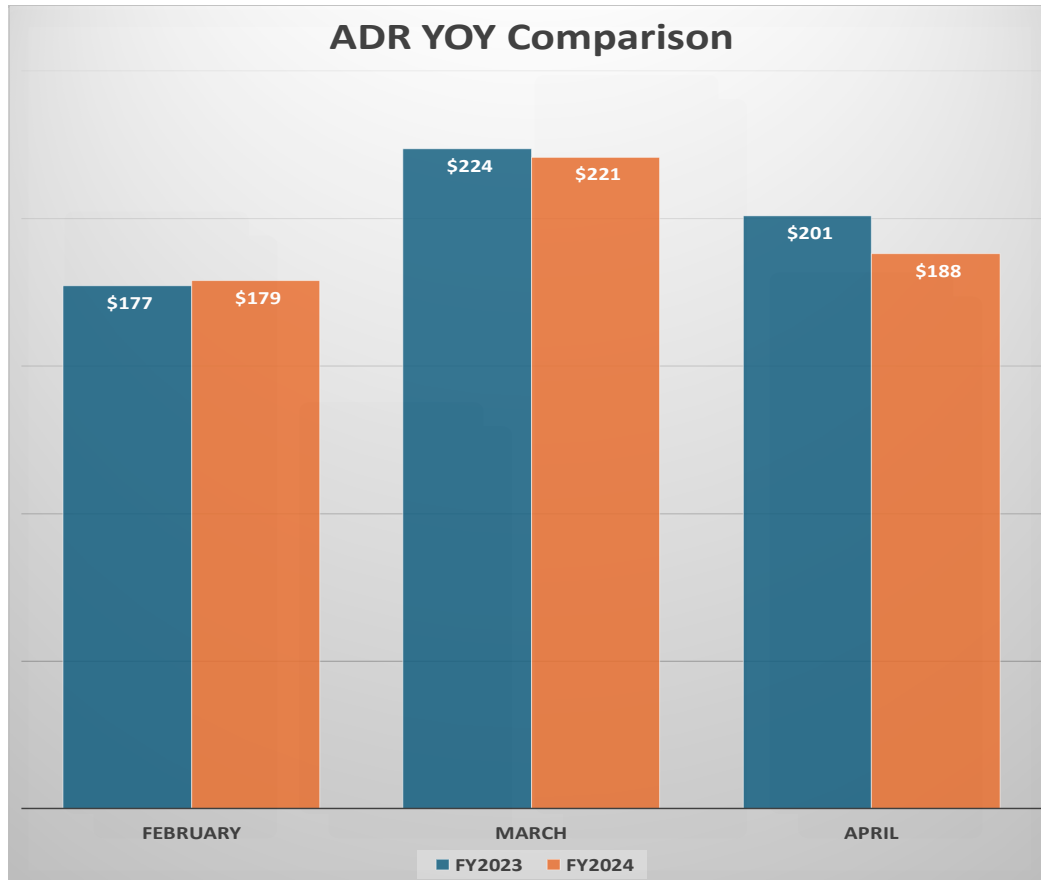
### Revenue April 2024

- April 2024 Revenue decreased -4.7% YOY

# Smith Travel Research

## April 2024

ADR YOY Comparison



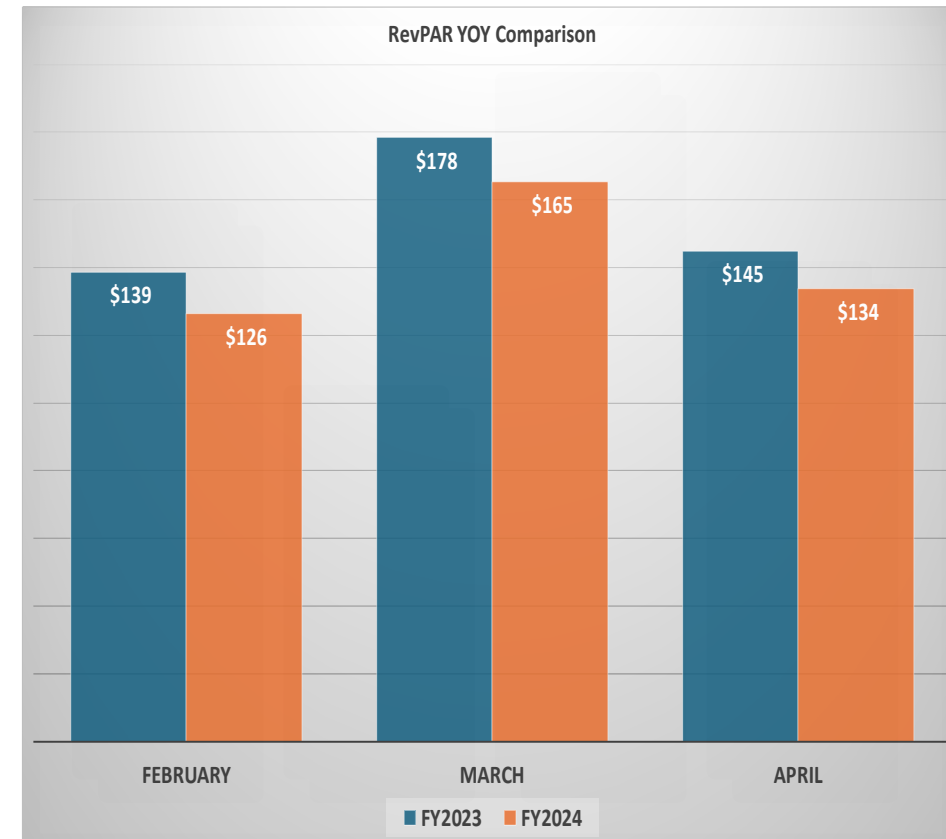
### ADR April 2024

- ADR for April 2024 declined (-6.5% YOY)

### RevPAR April 2024

- RevPAR for April 2024 decreased to \$133.66 (-7.7% YOY)

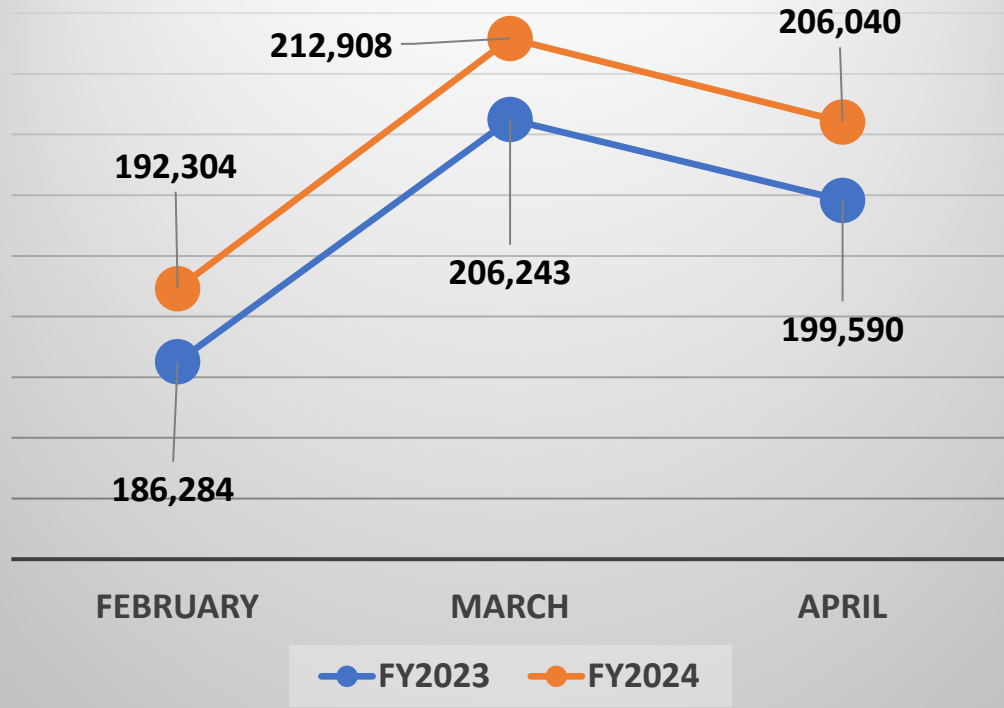
RevPAR YOY Comparison



# Smith Travel Research

## April 2024

### Supply YOY Comparison



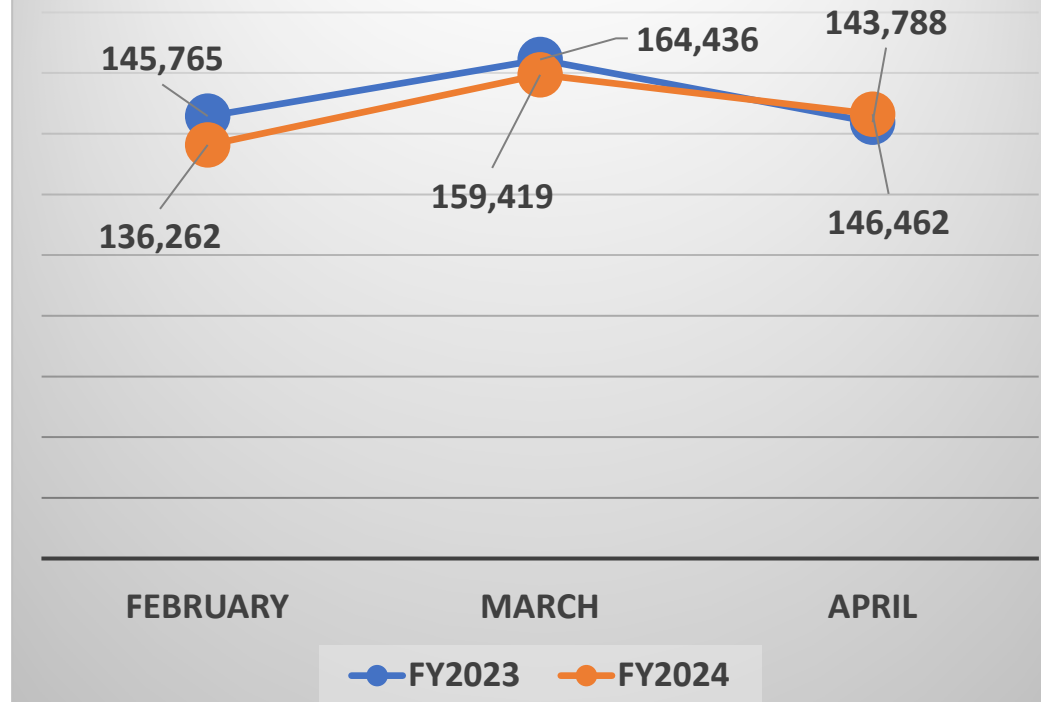
### Supply April 2024

- April 2024 Supply increased +3.2% YOY

### Demand April 2024

- Demand for April 2024 increased +1.7% YOY

### Demand YOY Comparison





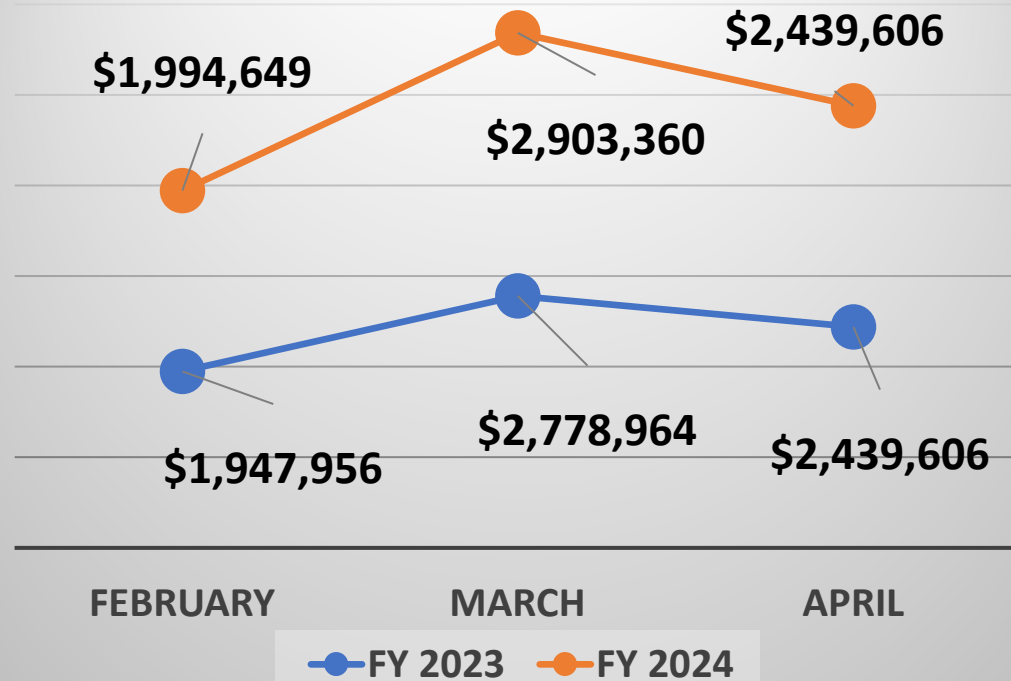
# April 2024 vs. April 2023 Comp Set

	Occ %	ADR	Percent Change from March 2023			
	2024	2024	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	76.4	181.45	0.0	-4.4	-4.4	-3.3
Nassau County, FL	73.9	314.45	3.1	-0.6	2.5	-3.3
Pinellas County, FL	74.4	219.82	-2.5	-6.6	-8.9	-7.8
St. Johns County, FL	71.1	188.03	-1.3	-6.5	-7.7	-4.7
Charleston, SC	80.4	201.97	1.6	0.1	1.7	2.0
Jacksonville, FL	71.4	150.36	-1.5	-3.8	-5.3	-4.2
Myrtle Beach, SC	60.0	121.69	-0.0	-3.3	-3.3	-3.6
Orlando, FL	71.9	208.50	-8.0	-3.8	-11.4	-10.4
Sarasota, FL	73.3	223.65	-0.7	-2.2	-3.0	-4.1
Savannah, GA	79.6	170.23	3.2	-2.9	0.1	1.3
Fort Walton Beach, FL	64.0	180.67	-4.1	-7.7	-11.5	-7.9
Daytona Beach, FL	64.1	156.52	0.6	-6.6	-6.0	-4.5
Zip Code 32084+	71.8	167.14	-2.3	-8.1	-10.2	-3.6
Zip Code 32080+	72.1	181.62	-1.6	-7.2	-8.7	-8.1
Zip Code 32092+	67.0	113.12	-2.0	-5.2	-7.1	-7.2
Ponte Vedra+	76.6	323.58	1.2	-3.5	-2.3	-2.3

# Tourist Development Tax Collections

## April 2024

TDT Monthly YOY Comparison



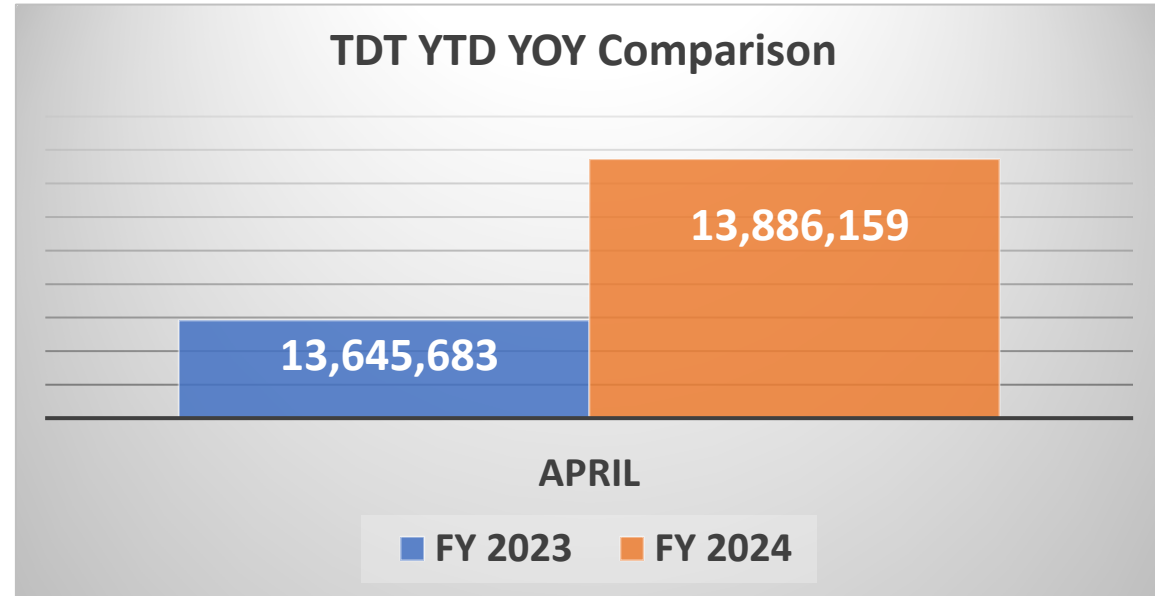
### TDT Collections April 2024

- April 2024 TDT increased +4.5% YOY

### TDT YTD April 2024

- YTD TDT Collections increased +5.1% YOY

TDT YTD YOY Comparison



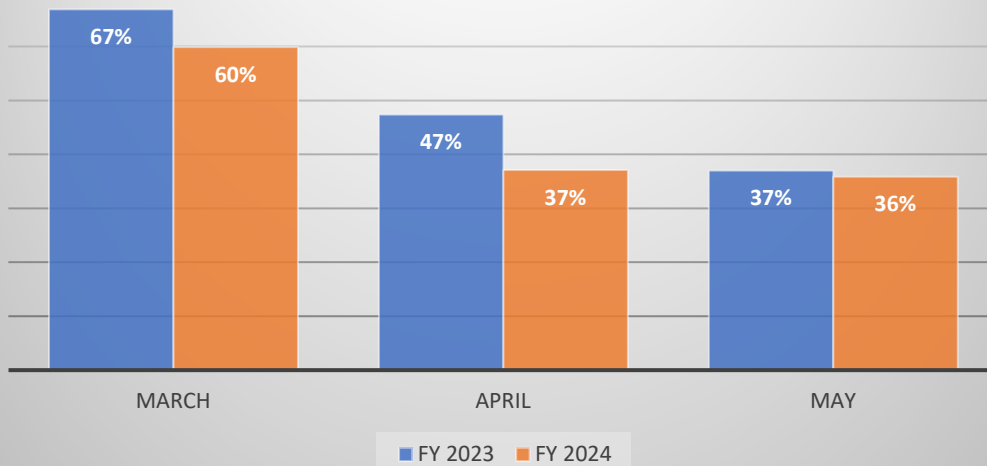
# Vacation Rental Analytics (Key Data)



# Vacation Rental Analytics

## May 2024

### Paid Occupancy % YOY Comparison



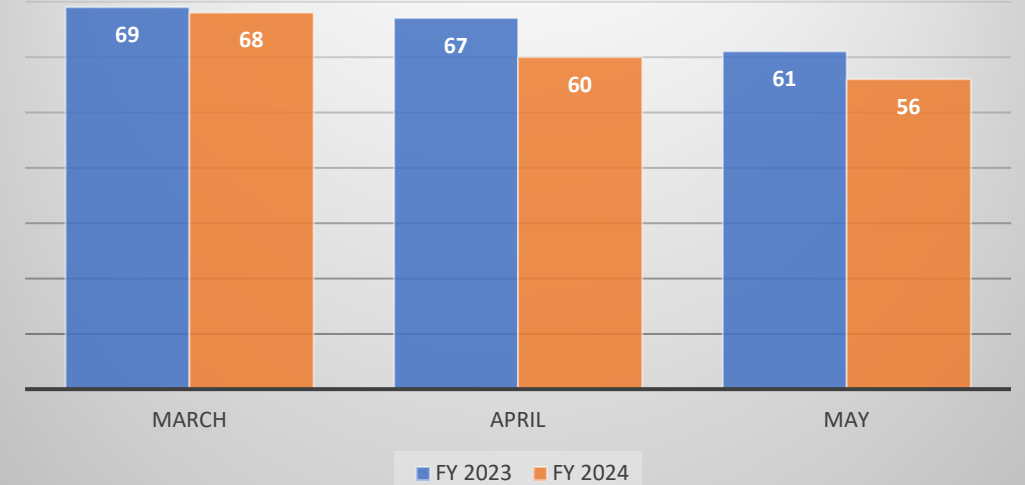
### Paid Occupancy % May 2024

- **Vacation Rental Occupancy** continues to trend downward, with **May 2024** at **-3.0% YOY**

### Average Booking Window May 2024

- **Average Booking Window** for **May 2024** declined **-8.2%**

### Average Booking Window

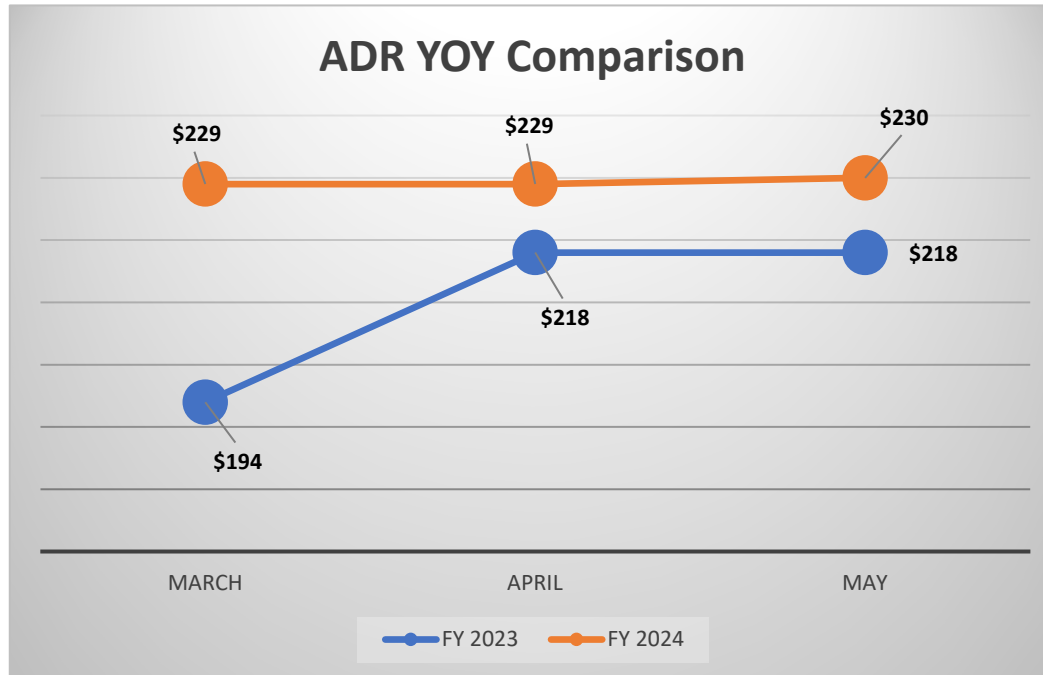


# Vacation Rental Analytics

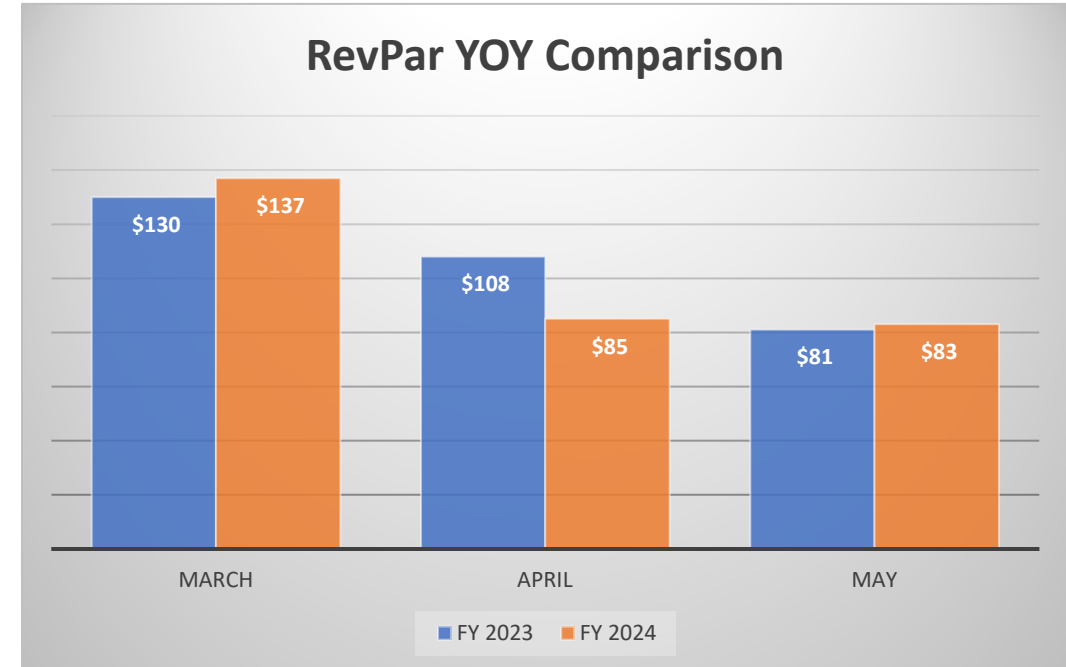
## May 2024

### ADR May 2024

- **ADR** continues to increase, with **May 2024** at **+6% YOY**



### RevPar YOY Comparison



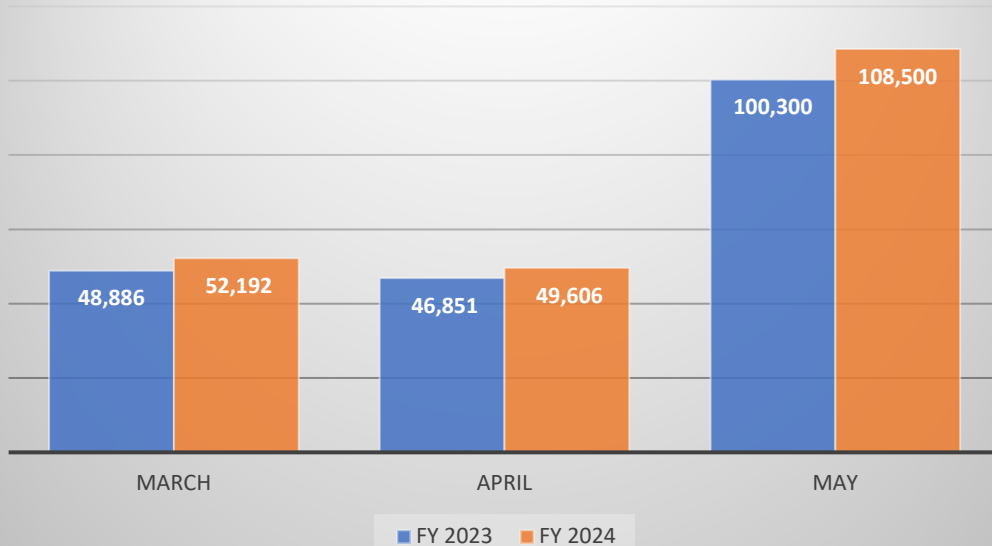
### RevPAR May 2024

- **RevPAR** is up **3.0%** for **May 2024**

# Vacation Rental Analytics

## May 2024

### Supply YOY Comparison



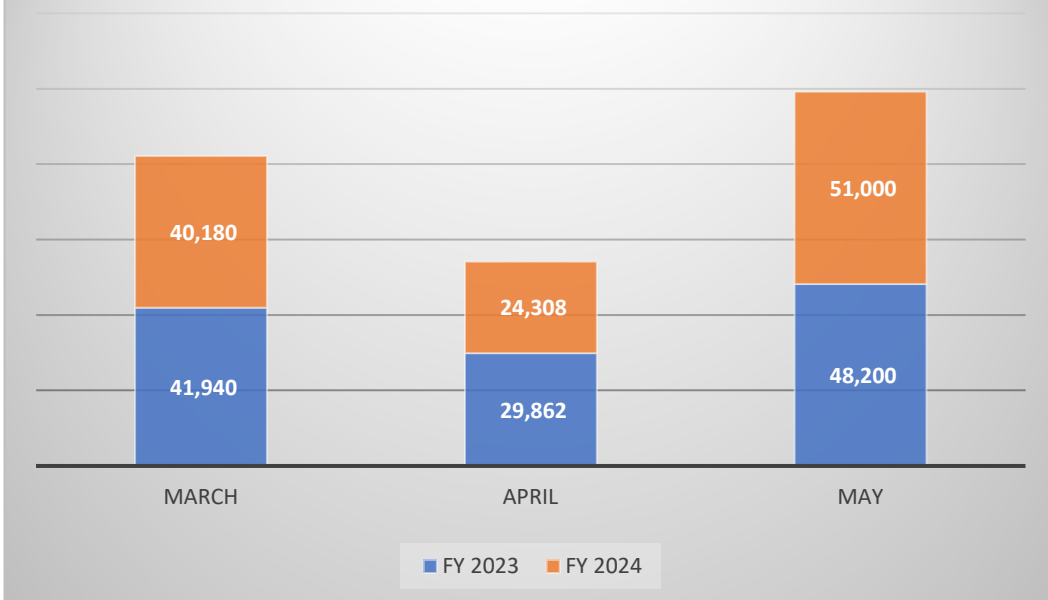
### Supply May 2024

- May 2024 Supply increased +8% YOY

### Demand May 2024

- Demand increased +5.8% for May 2024

### Demand YOY Comparison

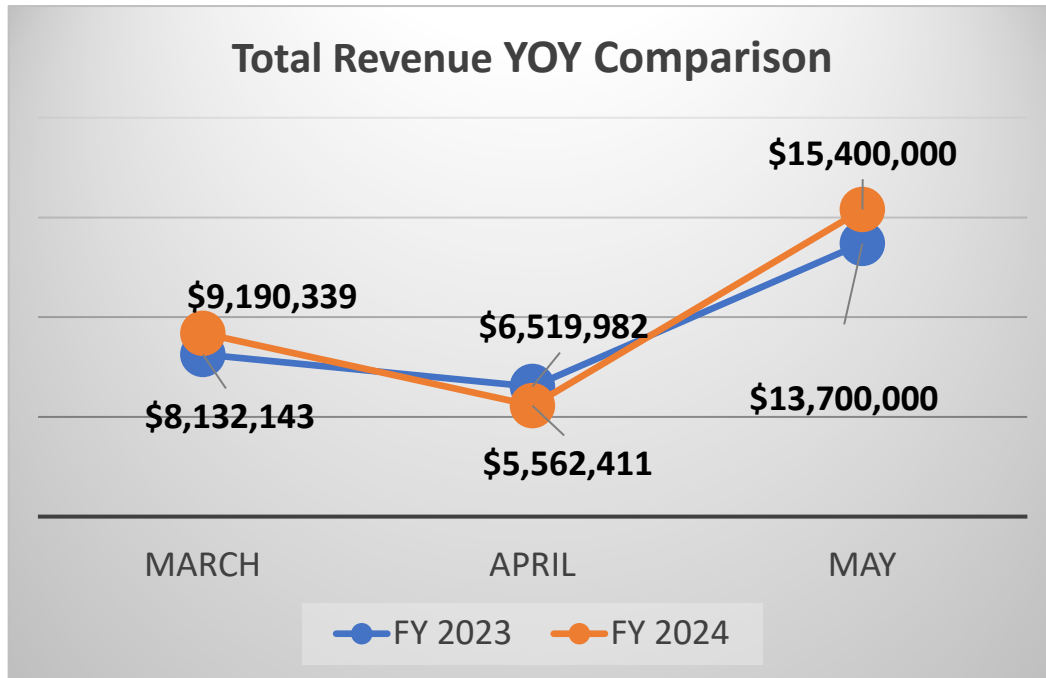




# Vacation Rental Analytics

## May 2024

### Total Revenue YOY Comparison



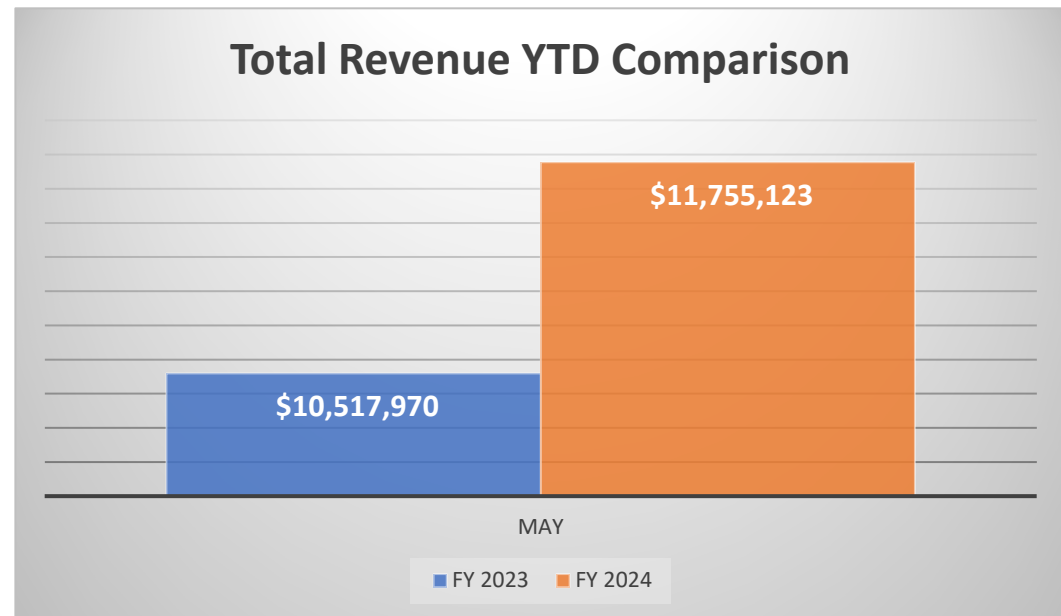
### Revenue YOY May 2024

- May 2024 Revenue increased +12.4% YOY

### YTD Revenue May 2024

- YTD Revenue is up +7.8% for May 2024

### Total Revenue YTD Comparison



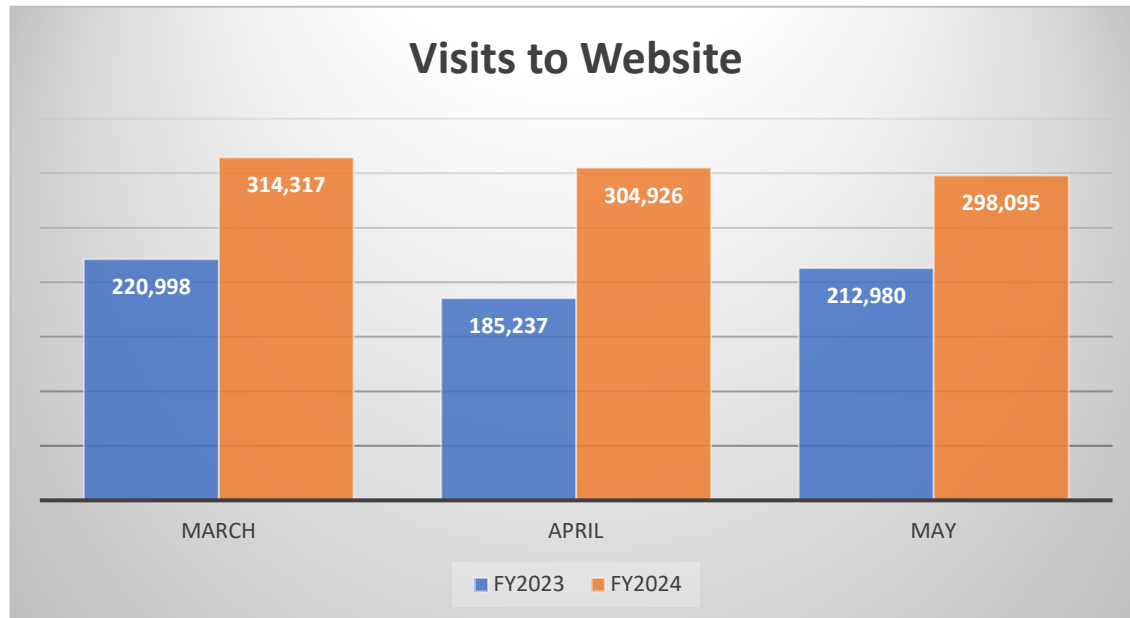
# Website + eCRM

# Website Report

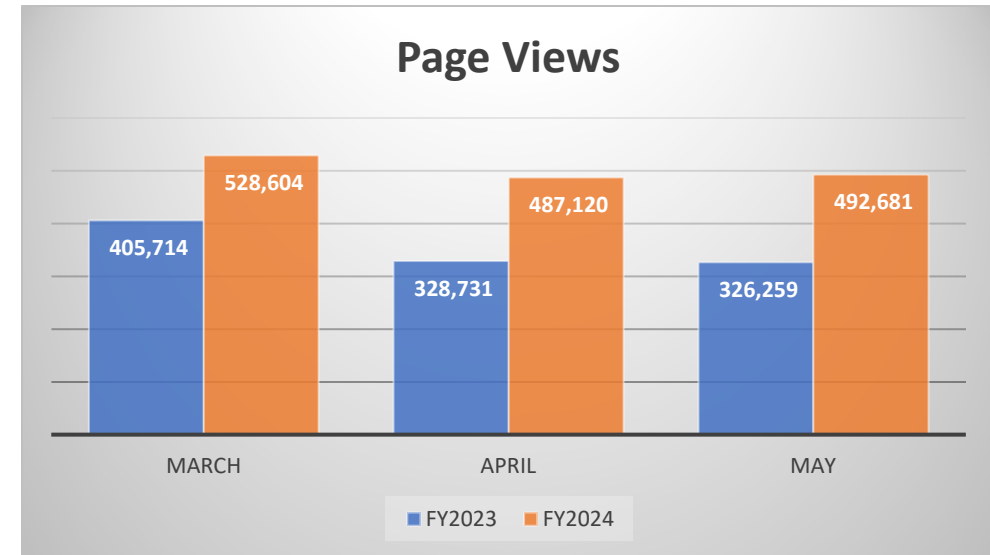
## May 2024

### Website Visitation May 2024

- VCB website visitation increased **+40.0% YOY** for May 2024



### Page Views



### Website Page Views May 2024

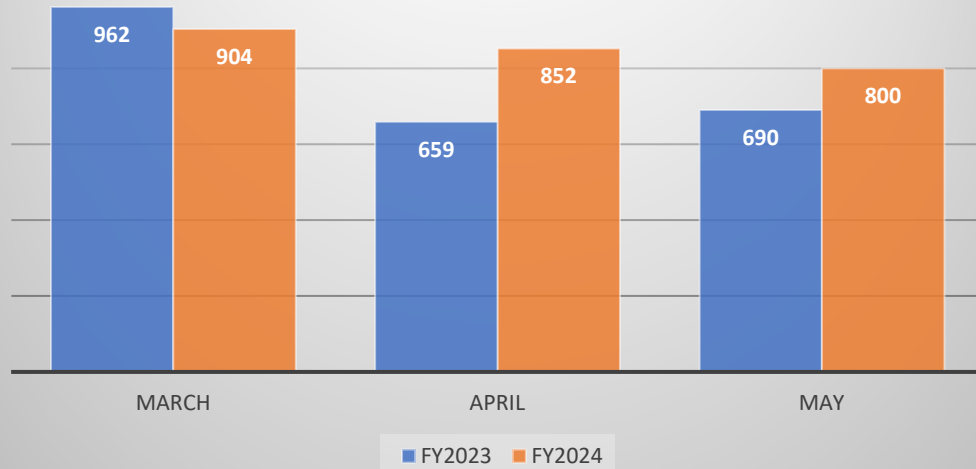
- Page Views** increased **+51.0% YOY** in **May 2024**



# Website Report

## May 2024

### Guides Ordered



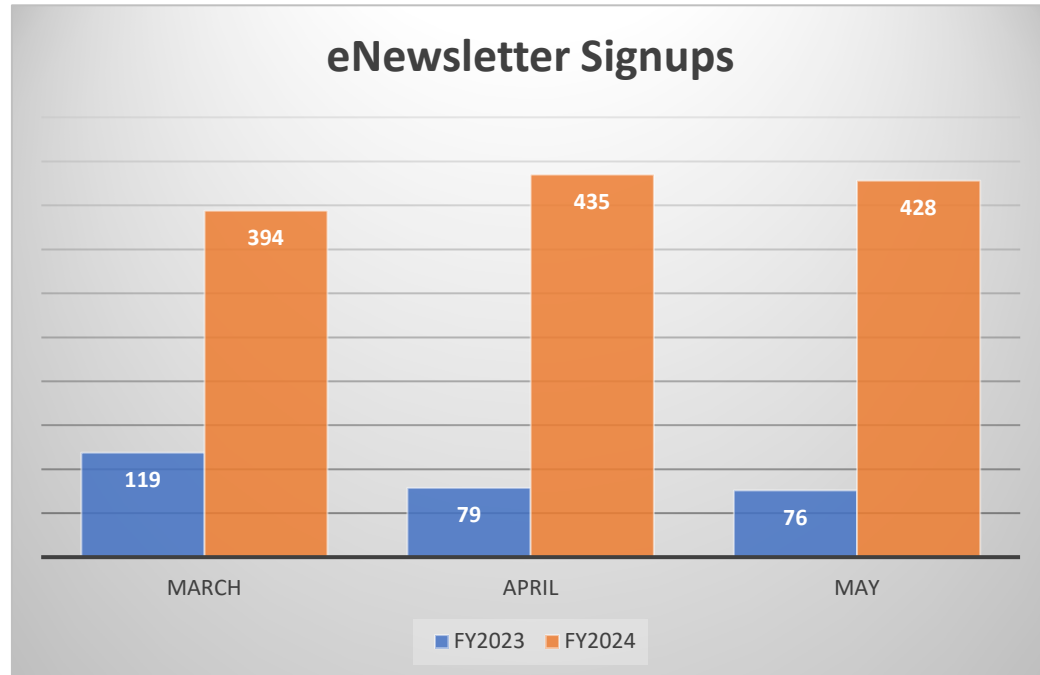
### Guides Ordered May 2024

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

### eNewsletter Signups May 2024

- **May 2024 eNewsletter signups** increased **+463% YOY**

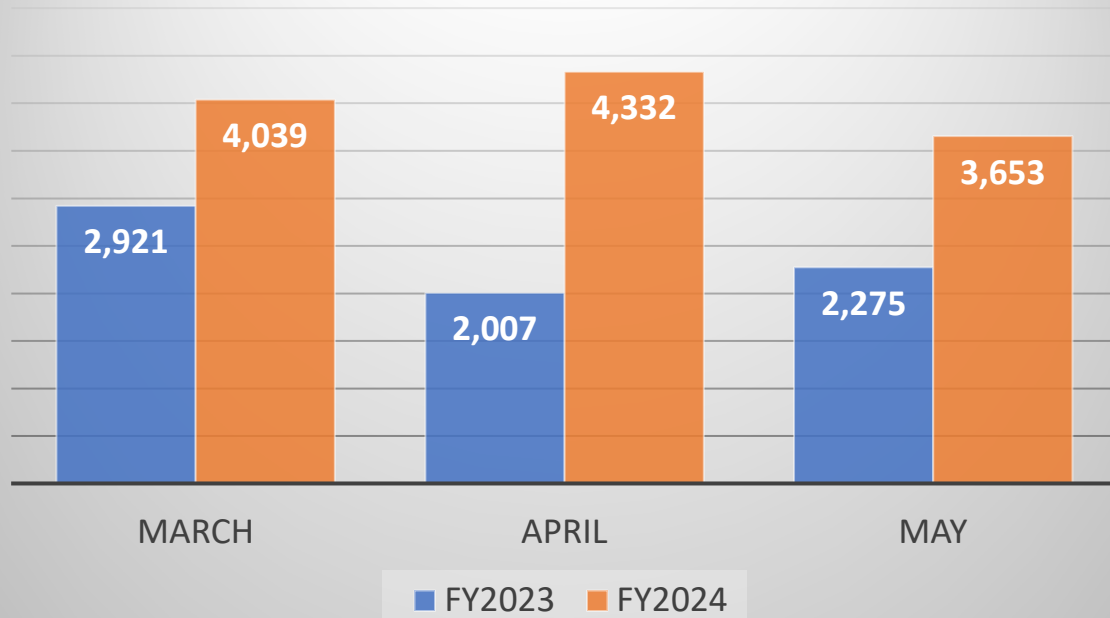
### eNewsletter Signups



# Website Report

## May 2024

BookDirect Clicks (Lodging) YOY Comparison



### BookDirect Clicks May 2024

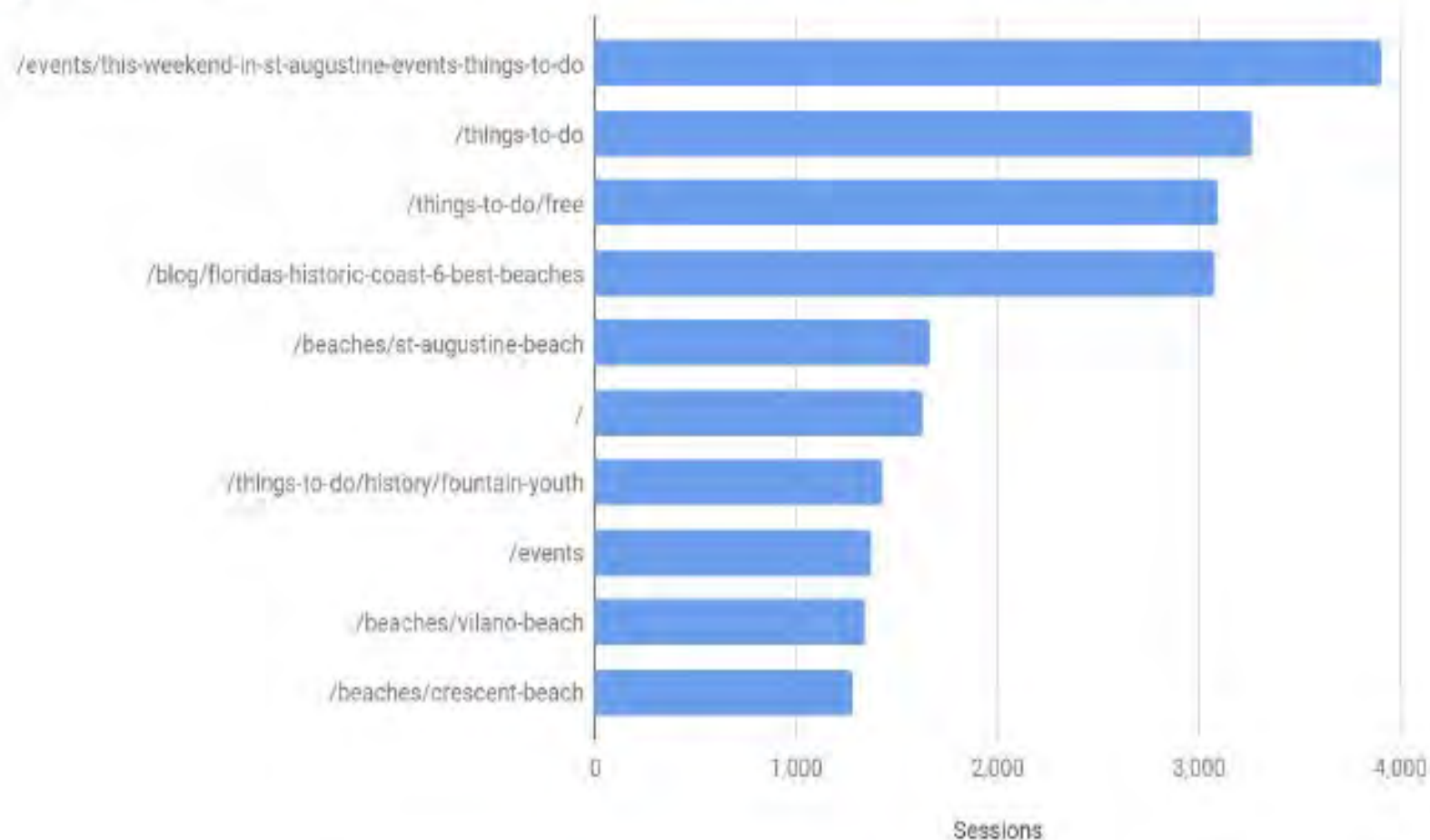
- BookDirect clicks increased for **May 2024** to **3,653** clicks (+61% YOY)

### BookDirect Clicks May 2023

- There were **2,275** BookDirect clicks for **May 2023**

## Top Landing Pages

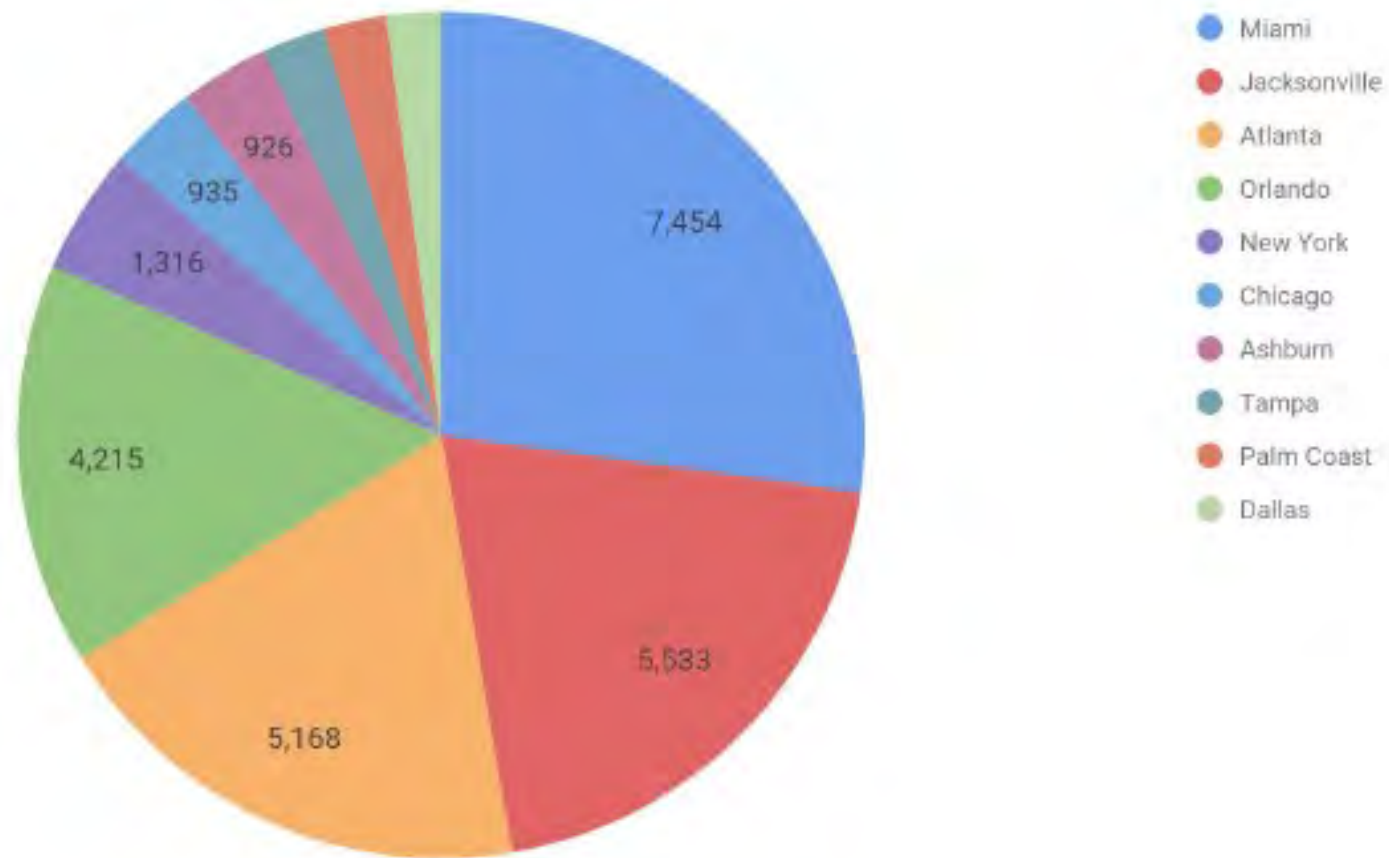
We saw the highest year-over-year increase from the This Weekend in St. Augustine Things to Do page (+57%), which our team optimized in May.





## Sessions By City

Miami (+181%) and Ashburn (+76%) saw the highest year-over-year increases.



## Hispanic Microsite Performance

---

**1,349**

VISITS TO WEBSITE

+400% YOY

**1,141**

TOTAL USERS

+351% YOY

**1,117**

VISIT FROM ORGANIC

+7.3K% YOY

**3,176**

PAGE VIEWS

+426% YOY

**00:01:55**

AVERAGE ENGAGEMENT TIME  
PER SESSION

+156% YOY

**1,029**

ENGAGED SESSIONS

+551% YOY

**76.28%**

ENGAGEMENT RATE

+30% YOY

# Consumer eNewsletter - April 2024

## Email Performance

---

### Opt-in Subscribers

---

**29,373**

MESSAGES SENT

**41%**

CTOR

**782**

SESSIONS

**03:52**

AVG. SESSION  
DURATION

### Other Source Subscribers

---

**163,578**

MESSAGES SENT

**278%**

\*CTOR

**451**

SESSIONS

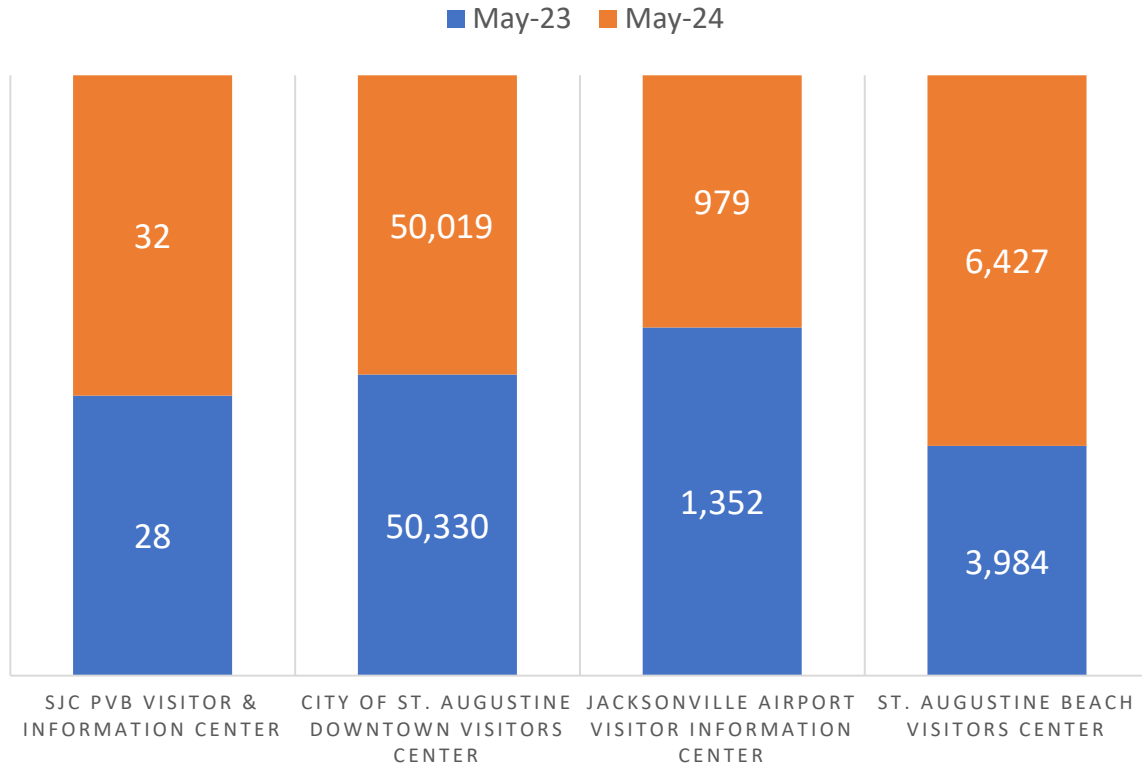
**03:13**

AVG. SESSION  
DURATION



# Visitor Information Centers Visitation

# VIC Visitation May 2024



## VIC Visitation - May 2024

- Visitation to the **SJC PVB Visitor & Information Center** is **+14% YOY**
- Visitation to the **City of St. Augustine Downtown Visitors Center** declined **-1% YOY**
- Visitation increased at the **St. Augustine Beach Visitors Center +61% YOY**
- Visitation to the **Jacksonville Airport Visitor Information Center** decreased **-28% YOY**

# Departmental Reports

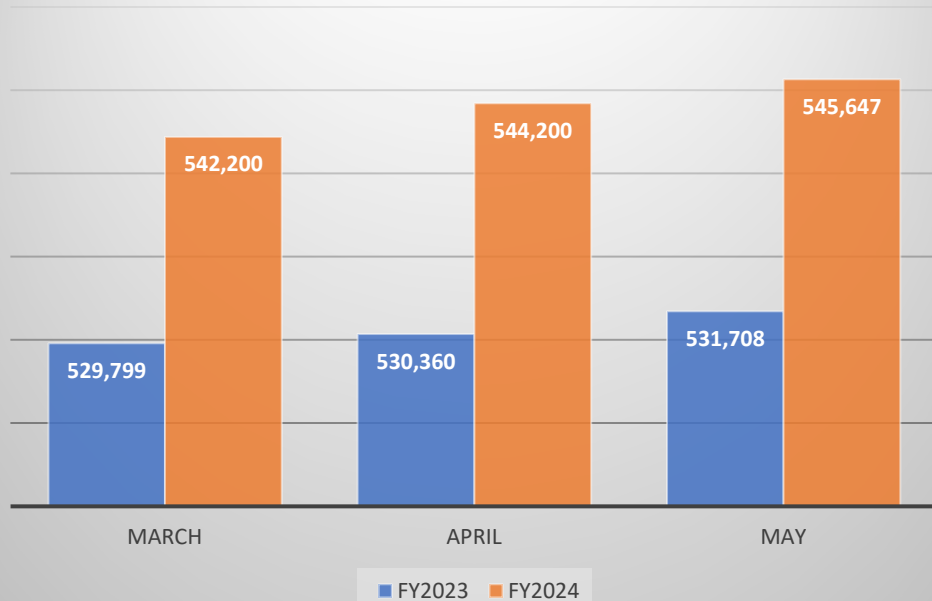




# Social Media

## May 2024

### Facebook Followers YOY Comparison



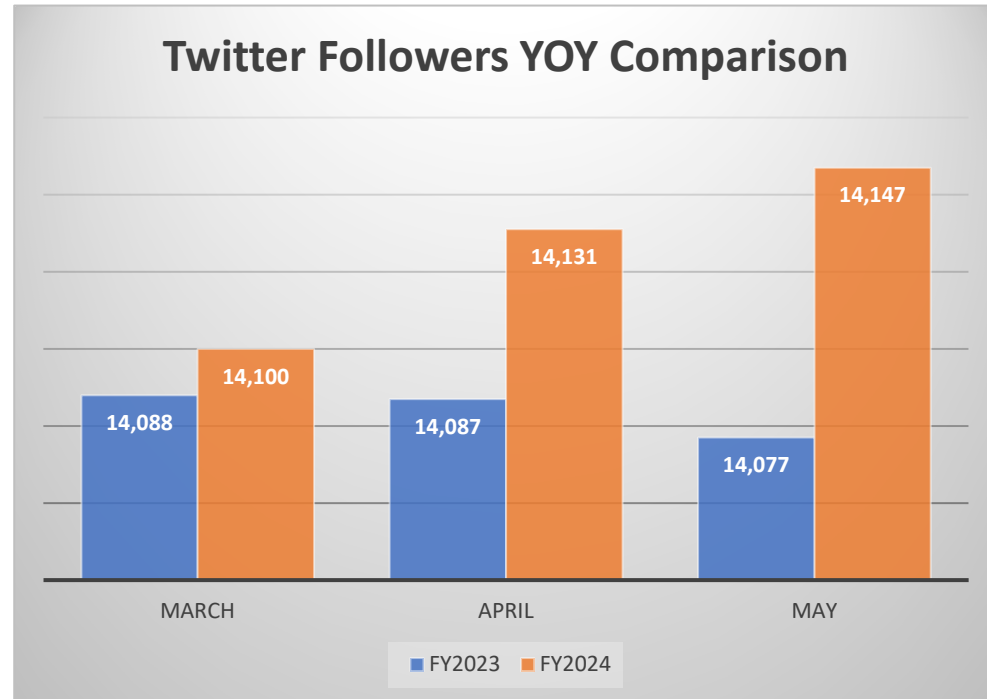
### Facebook Followers May 2024

- Facebook Followers increased in May 2024 (+2.6% YOY)

### Twitter Followers May 2024

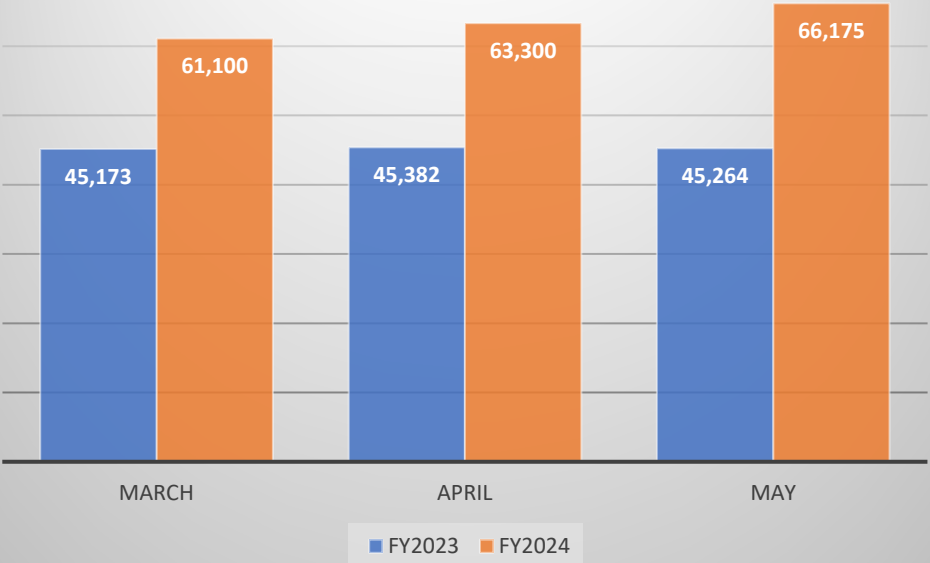
- Twitter Followers increased slightly for May 2024 +.05%

### Twitter Followers YOY Comparison



# Social Media May 2024

Instagram Followers YOY Comparison



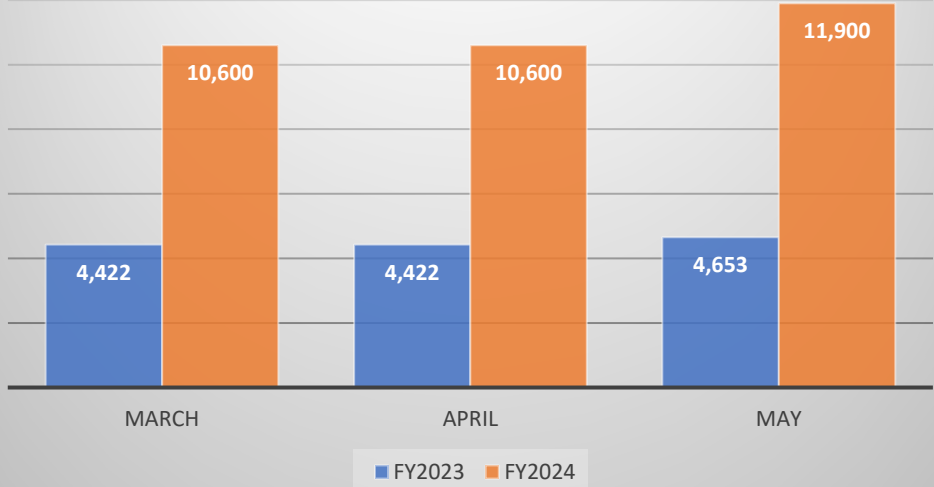
Instagram Followers May 2024

- Instagram grew in May 2024 +46.2% YOY

TikTok Followers May 2024

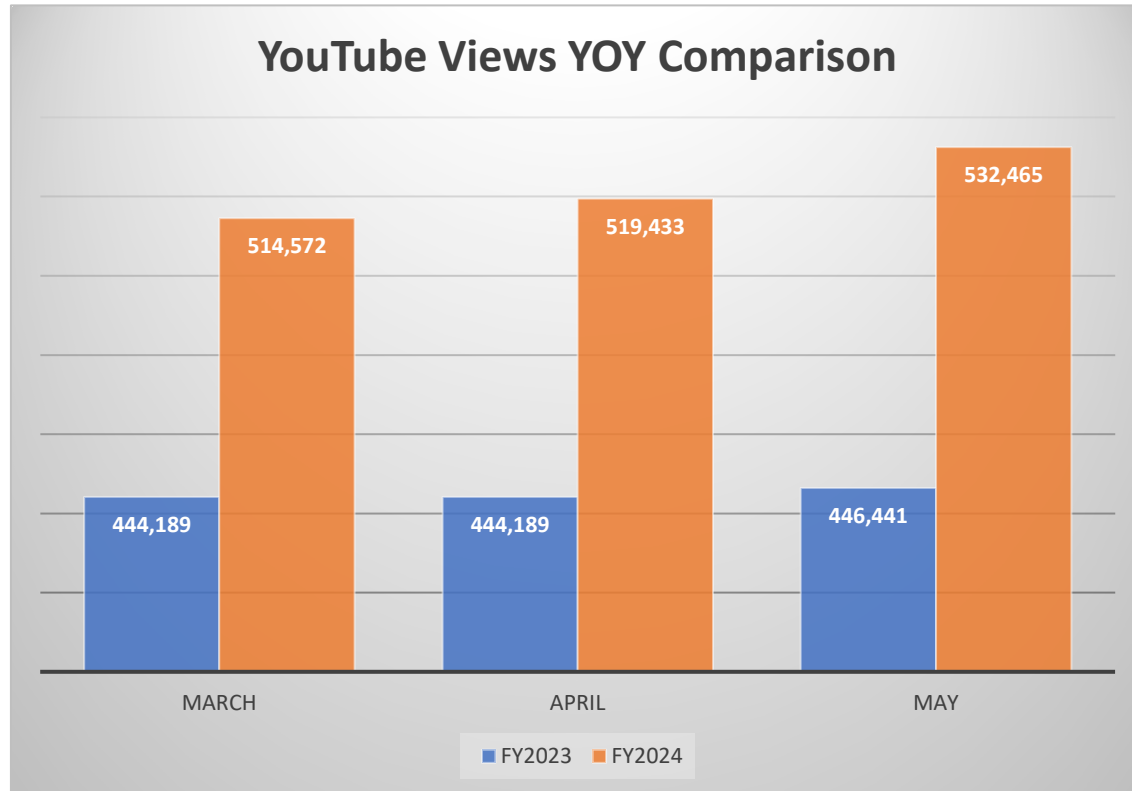
- TikTok Followers increased in May 2024 +155.7% YOY

TikTok Followers YOY Comparison





# Social Media May 2024

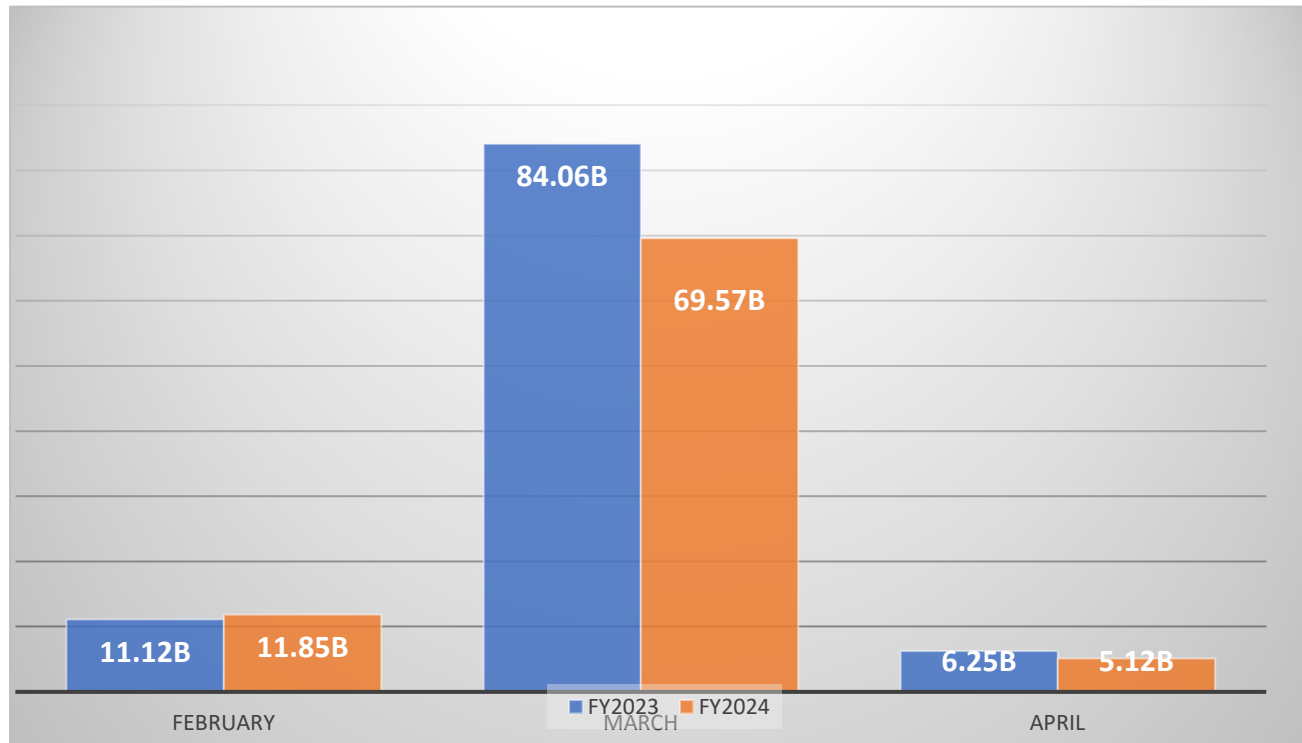


## YouTube Views May 2024

- **YouTube Views** increased in **May 2024 +19.3% YOY**



# Media Impressions – April 2024



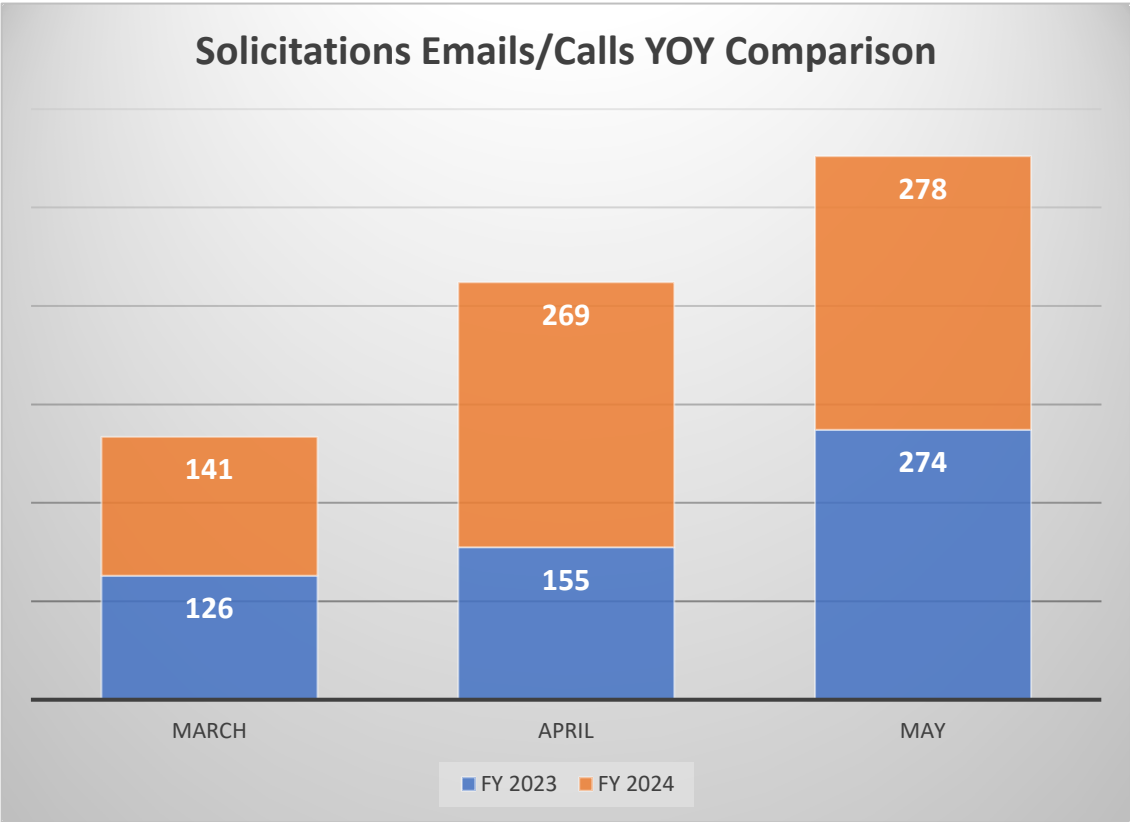
## Media Impressions - April 2024

- Media Impressions declined -18% YOY in April 2024





# Sales Measurement Summary

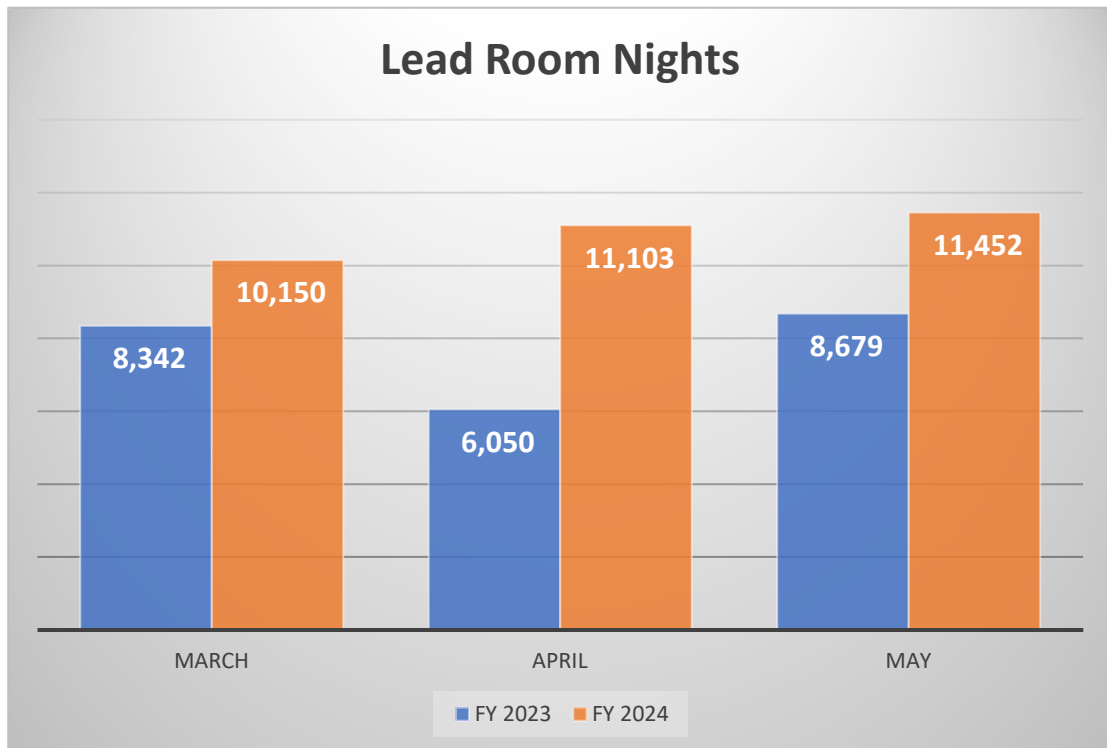


Solicitations May 2024

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

# Sales Report

## Lead Room Nights



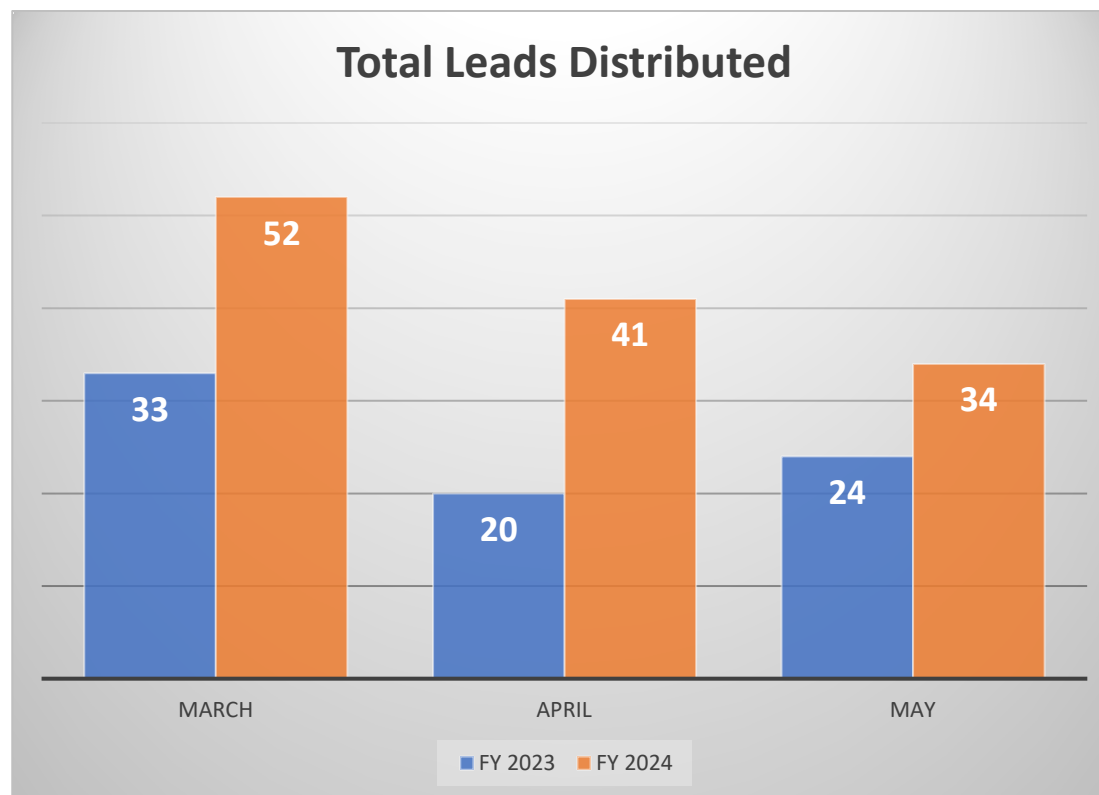
### Lead Room Nights May 2024

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

### Lead Distribution May 2024

- May 2024 Lead Distribution is up +42% YOY

## Total Leads Distributed



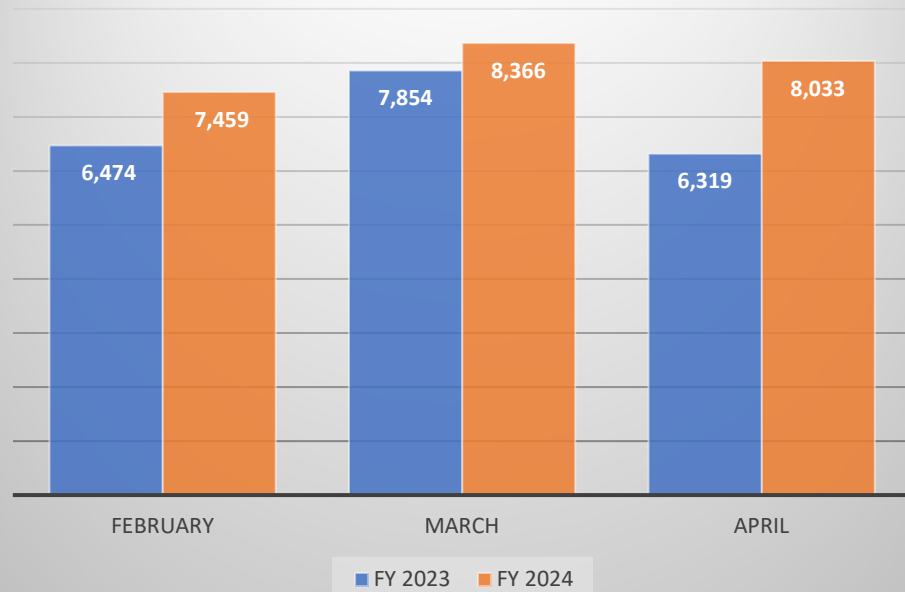


# Florida's First Coast of Golf

# Florida's First Coast of Golf

## April 2024

### Room Nights YOY Comparison



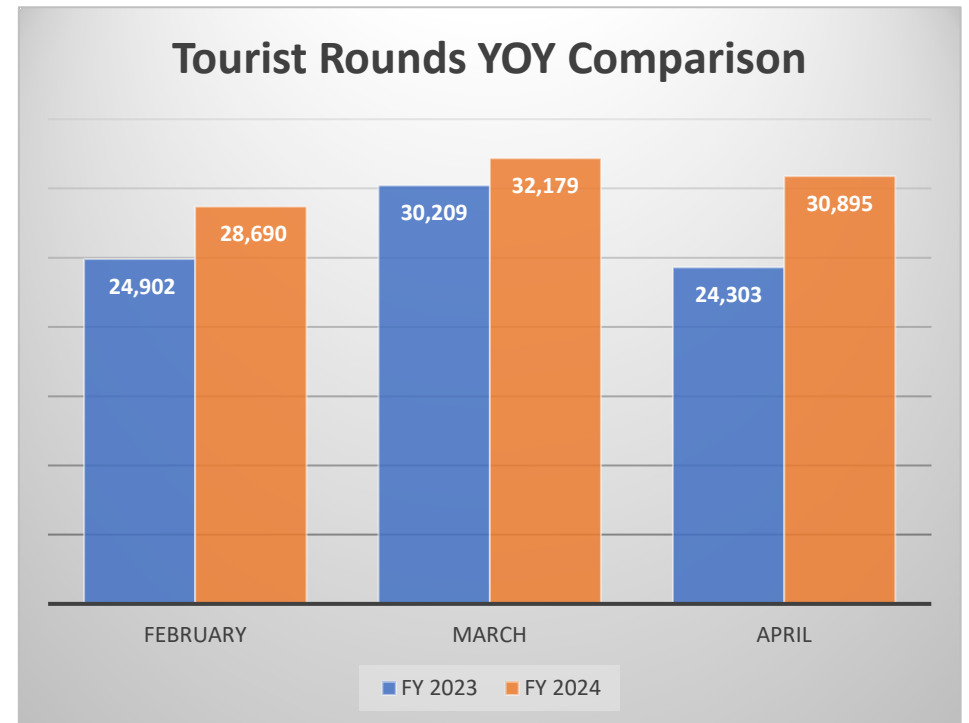
### Room Nights YOY

- **Room Nights** increased **+27.1%**

### Tourist Golf Rounds YOY

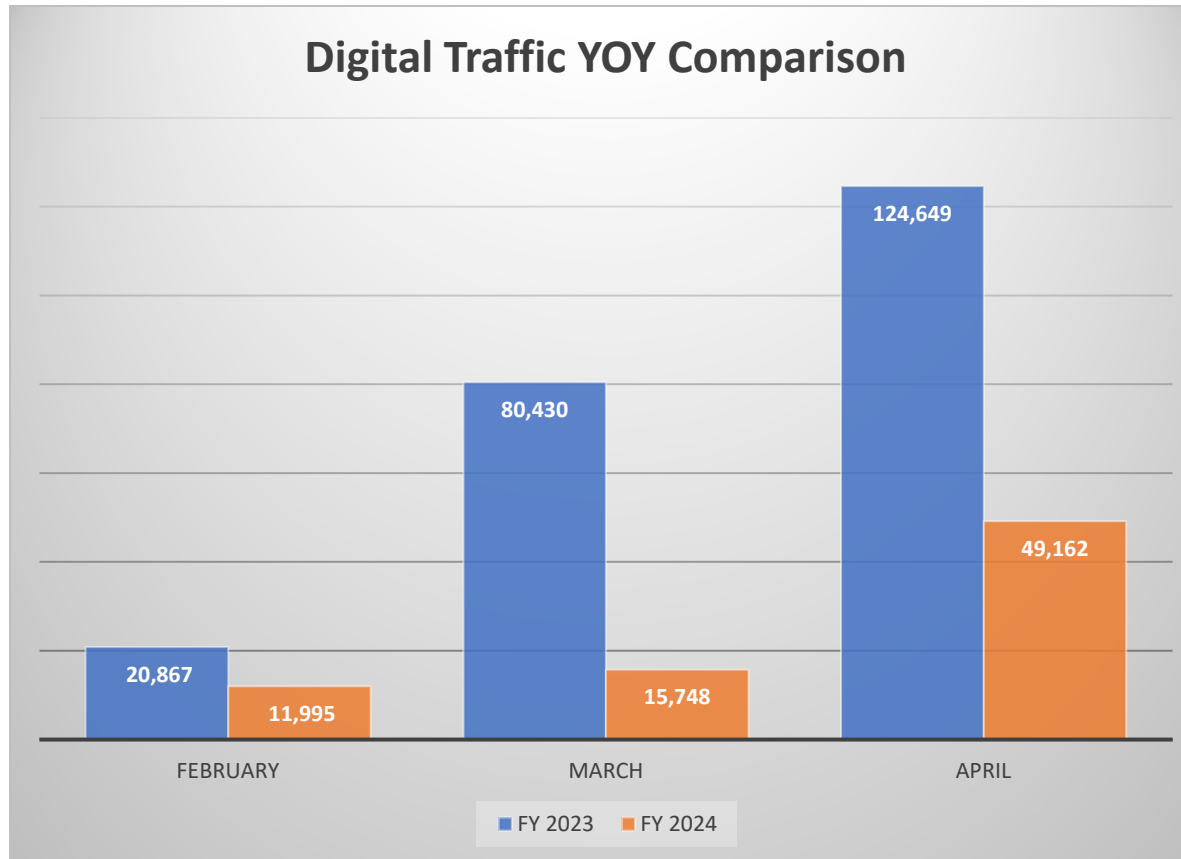
- **Tourist Golf Rounds** increased **+27.1%**

### Tourist Rounds YOY Comparison



# Florida's First Coast of Golf

## April 2024



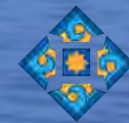
**Digital Traffic April 2024**

- **Digital Traffic declined -60.56%**



# Advertising Report

# April Board Report FY2024



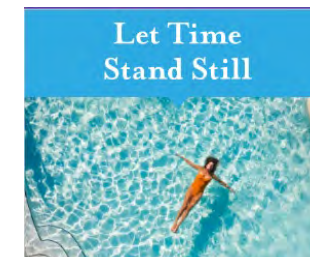
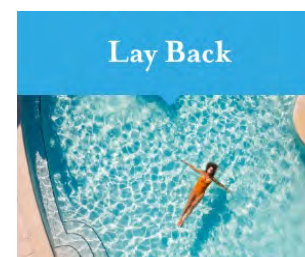
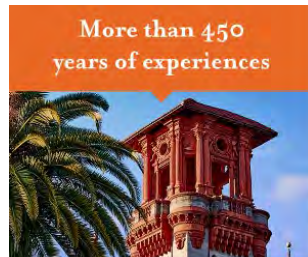
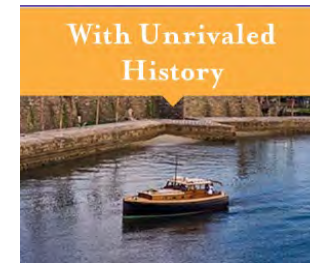
ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

Creative: B2C



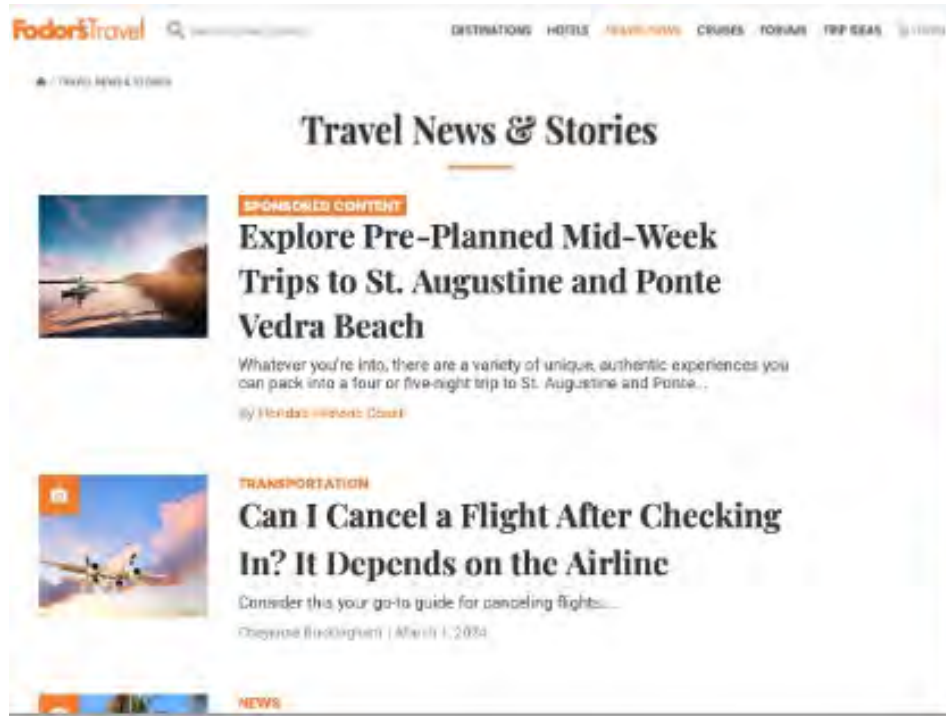
# Digital

- In April 2024, Google Paid Search delivered 172,882 impressions
- In April 2024, Tripadvisor's annual buy delivered 873,540 impressions
- Facebook/Instagram continued with multiple campaigns and delivered 2,147,802 impressions in April 2024
- In April 2024, YouTube delivered 3,549,872 impressions



# Nativo Skins

- The April 2024 Nativo Skins native units campaign delivered 2,185,497 impressions



# Spring Social Co-op

- Meta Spring Social campaign continued in April 2024

*St. Augustine Food + Wine Festival*

**St. Augustine, Florida**  
Sponsored · 

...

✕

Make time to take it all in this Spring in St. Augustine | Ponte Vedra.



staugustinefoodandwinefesti...

**St. Augustine Food + Wine Festival**

May 8-12, 2024

Learn more

 Like  Comment  Share

*St. Augustine Sailing*

**St. Augustine, Florida**  
Sponsored · 

...

✕

Make time to take it all in this Spring in St. Augustine | Ponte Vedra.



sta-sail.com/brunch

**Let's Brunch, Book Now!**

Sailing Experience

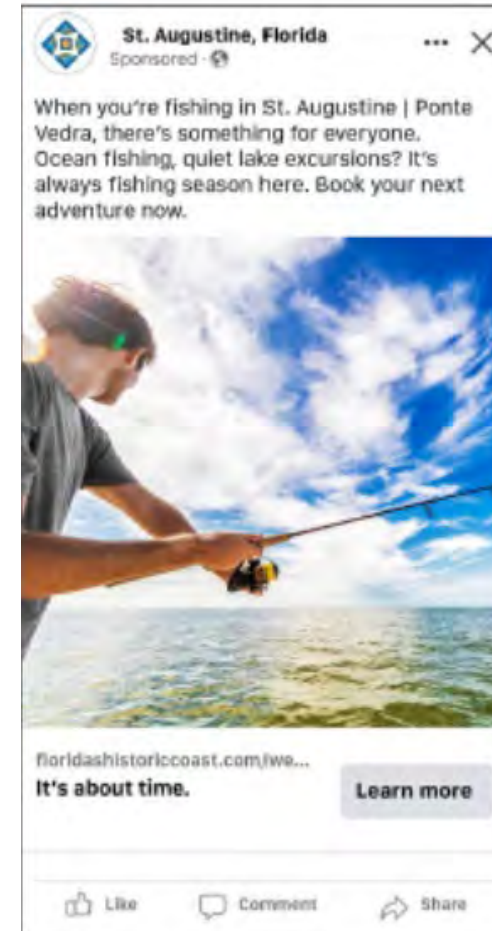
Learn more

 Like  Comment  Share



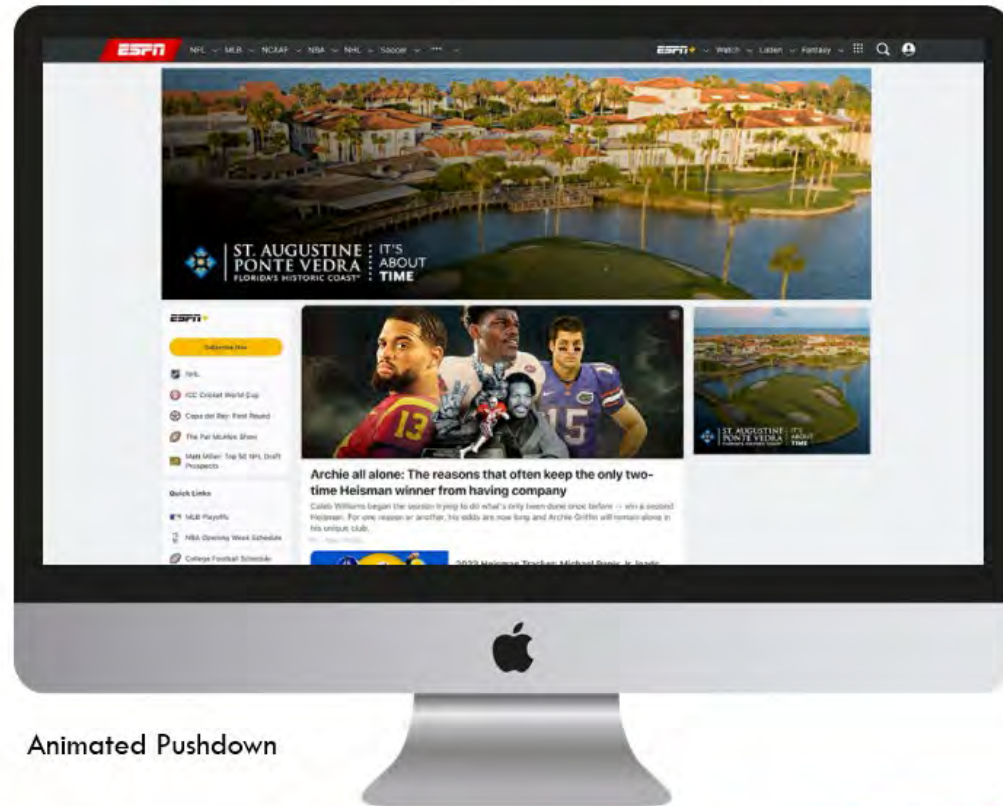
# Meta Sports Vertical Campaign

- Meta Sports Vertical Campaign launched on April 8, 2024

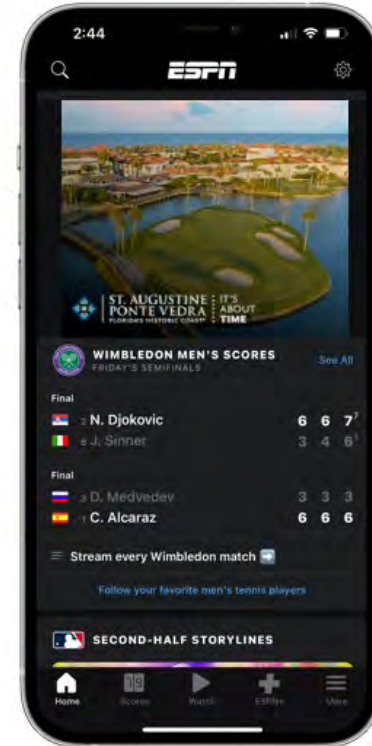


# ESPN Sports Vertical Display

ESPN Sports Vertical Display launched on April 15, 2024



Animated Pushdown



GOOD KARMA BRANDS  
[EST. 1997]

ESPN


Print Creative: B2C



# 2024 VISIT FLORIDA® Official Vacation Guide


- All righthand reads opposite editorial
- Estimated circulation – 300,000

## Lay Back And Let Time Stand Still



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

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



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

## 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](http://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.  
1 World Golf Place, St. Augustine, FL • 904.385.9121 • [staugustinefoodandwinefestival.com](http://staugustinefoodandwinefestival.com)



### WHISKEY, WINE & WILDLIFE

Whiskey, Wine & Wildlife, takes place November 7-10, 2024, ocean-side 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 Block Party!"  
Vilano Beach, St. Augustine, FL • 904.385.9121 • [whiskeywineandwildlife.com](http://whiskeywineandwildlife.com)

### IT'S ABOUT TIME.

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





## Onyx Magazine

- History/African-American history issue
- Estimated circulation – 20,000

## 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](http://www.lincolnvillemuseum.org)



### ST. AUGUSTINE AQUARIUM

The St. Augustine Aquarium is interactive, educational and fun! Touch starfish & horseshoe crabs, see colorful reef fish, puffer fishmeal, seahorses, sharks, rays & more. Feed & Touch Shark & Stingray experiences & snorkeling adventure.

2045 State Rd. 16 • 904-429-9777 • [www.saaquarium.com](http://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](http://staugustineattractions.com)



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1 World Golf Place • 904-385-9121 • [www.staugustinefoodandwinefestival.com](http://www.staugustinefoodandwinefestival.com)

IT'S ABOUT **TIME.**

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## Dreamscapes Magazine

- VISIT FLORIDA Edition
- Estimated circulation – 58,100

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



STAAA

### 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 • 904-824-2310 • [www.staaa.org](http://www.staaa.org) | in-or-paint-out



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Vilano Beach, St. Augustine • 904-385-9121 • [www.whiskeywineandwildlife.com](http://www.whiskeywineandwildlife.com)

IT'S ABOUT **TIME.**

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ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST

# Hola Latinos


- Summer Edition
- Estimate circulation – 336,000 (per book)


## Recuéstate Y Deja Que El Tiempo Se Detenga

Hay un lugar y un momento para la paz y relajación – y siempre lo encontrarás en St. Augustine | Ponte Vedra. Ya sea que estes descansando junto a la piscina en uno de nuestros hoteles históricos o sacudiendo tus pies cubiertos de arena en una playa remota e inmaculada, lo sentirás. Ese momento mágico en el que el tiempo se detiene.

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

**ST. AUGUSTINE PONTE VEDRA**  
FLORIDA'S HISTORIC COAST  
.....  
**YA ES HORA.**






### ASOCIACIÓN DE ATRACCIONES DE ST. AUGUSTINE

St. Augustine, Florida, cuenta con más de 35 atracciones, desde la famosa Fuente de la Juventud hasta el foro de St. Augustine!

[www.staugustineattractions.com](http://www.staugustineattractions.com)



### ST. AUGUSTINE FOOD + WINE FESTIVAL

El festival gastronómico y vinícola de St. Augustine es "Uno de los 10 mejores festivales gastronómicos y vinícolas de Florida", según USA Today, a celebrarse del 8 al 12 de mayo de 2024, con chefs locales y celebras, las entradas incluyen comidas y bebidas de forma todo-incluido. Disfrute de excelente cocina, una variedad amplia de vinos, cervezas y licores, música en vivo, degustaciones de cocina y más.

1 World Golf Plaza • 904.385.9121 • [www.staugustinefoodandwinefestival.com](http://www.staugustinefoodandwinefestival.com)



### ST. AUGUSTINE AQUARIUM

¡El Acuario de San Agustín es interactivo, educativo y divertido! Toque estrellas de mar y cangrejos herradura, vea coloridas peces de arrecife, peces globo, caballitos de mar, tiburones, batidos y más. Experimenta alimentar y tocar tiburones y batidos, y la aventura del buceo con esnórquel.

2045 State Road 16 • 904.429.9777 • [www.saaquarium.com](http://www.saaquarium.com)




# Orlando Magazine


- Summer Edition
- Estimate circulation – 336,000 (per book)

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



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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.


The St. Augustine Art Association •  
[www.staaa.org/plain-art-paint-a-ut](http://www.staaa.org/plain-art-paint-a-ut) •  
904.824.2310



**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 •  
[www.lincolnvillemuseum.org](http://www.lincolnvillemuseum.org) • 904.824.1191



**ST. FRANCIS INN**

The 1791 St. Francis Inn serves a scrumptious buffet breakfast, complimentary social hour, and homemade dessert daily. Easy walking to restaurants and attractions, and luxurious rooms to relax in at night.

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



Digital Creative: B2B

# Digital

- In April 2024 Programmatic B2B with our partners, Azerion delivered 5,727,801 impressions and LinkedIn delivered 167,332 impressions



# 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/](http://floridashistoriccoast.com/meetings/) **Learn more**

   67


9 Comments

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**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/](http://floridashistoriccoast.com/meetings/) **Learn more**

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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/](https://floridashistoriccoast.com/meetings/)

Learn more

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5 Comments

 Like

 Comment

 Share

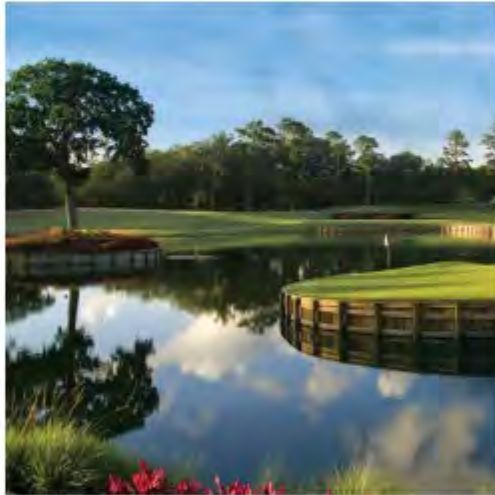
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Print Creative: B2B

# FSAE

- All right-hand reads opposite editorial in the Meeting Planners 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](http://MyFloridaMeetings.com), or call William McBroom at 800.418.7529 ext. 2012.



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



# Connect Magazine

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



## Make Your Conference A Cultural Event

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

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



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FLORIDA'S HISTORIC COAST™  
\*\*\*\*\*  
IT'S ABOUT TIME

# CEO's Comments

- April 2024 Traditional Lodging Stats: Occupancy 71.1% (-1.3%), ADR \$188.03 (-6.5%), RevPAR \$133.66 (-7.7%), Demand +1.7%, Supply is +3.2%
- May 2024 Vacation Rental Stats: Occupancy +36% (-3%), ADR \$230 (+6%), RevPAL \$83 (+3%), Total Rev +12.4%
- May 2024 Website: Continued positive YOY trends with site up +41% YOY and significant increase in site visitation from Miami (+181%)
- April 2024 Publicity: -18% YOY
- April 2024 Sales team lead room nights is up +32% YOY. Solicitations are up +1% YOY
- The supplemental attractions paid social campaign targeting 500,000 households within a three-hour drive market, outside of SJC continues to perform well. Results to date are a reach of 3.1 Million; 7.4 Million impressions; .14 CPR; and 5.0% CTR. Results to date for the supplemental digital/paid social lodging campaign are a 969K reach; 2.36 Million impressions; .21 CPR and 5.03% CTR. The goal is to offset current market softness and generate awareness and bookings for our attractions/lodging for short getaways.
- The “Voices of Hastings” video showcasing Hastings’ past, present and future opportunities for preservation and revitalization debuted at the May 21, 2024 SJC Board of County Commissioners meeting honoring National Historic Preservation Month.



# Hastings' Story of Revival





# Spotify Music Expansion

## Florida's Historic Coast Radio

Featuring local musicians on Florida's Historic Coast

Select a Playlist

Sounds of Florida's Historic Coast



Sounds of Florida's Historic Coast



We have expanded and amplified our music offerings on Spotify.

Website:

<https://www.floridashistoriccoast.com/radio/>





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