

ST. JOHNS COUNTY  
TOURIST DEVELOPMENT COUNCIL MEETING  
**AUGUST 18, 2025 - 1:30 PM**  
COUNTY AUDITORIUM

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**) (Pages 2-7)
  - Regular Meeting Minutes – July 21, 2025
  - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. FY2026 ACH TOURISM GRANT FUNDING RECOMMENDATIONS (**Action Required**) (Pages 8-9)
  - Public Comment
8. MONTHLY REPORTS PROVIDED IN PACKETS – (Pages 10-43)
9. MEMBER COMMENTS
10. NEXT MEETING DATE – September 15, 2025
11. ADJOURN

## **TDC Regular Meeting – August 18, 2025**

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – July 21, 2025
- Public Comment



**Minutes of Meeting  
Tourist Development Council  
St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
July 21, 2025 - 1:30 p.m.

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**1. CALL TO ORDER**

Kass called the meeting to order at 1:31 p.m.

**Present:** Irving Kass, District 2, Chair  
Troy Blevins, District 5, Vice Chair  
Regina G. Phillips, District 2  
Krista Joseph, BCC Representative  
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative  
Michael Wicks, District 4  
Charles Cox, District 3  
Michael Gordon, District 4

**Absent:** Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2

**Staff Present:** Dena Masters, Senior Tourist Development Council Program Specialist  
Jennifer Zuberer, Manager of Tourism Promotional Program  
Lex Taylor, Deputy County Attorney  
Jalisa Ferguson, Senior Assistant County Attorney  
Artricia Allen, Deputy Clerk

**2. PLEDGE OF ALLEGIANCE**

Kass led the Pledge of Allegiance.

**3. ROLL CALL**

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

**4. APPROVAL OF AGENDA**

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

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

5. APPROVAL OF MINUTES

**Motion by Blevins, seconded by Cox, carried 8/0, with Rumrell absent, to approve the minutes for the June 16, 2025, meeting, as submitted.**

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

6. PUBLIC COMMENT

Blevins questioned an email he received regarding when the public would be able to speak on the art request, specifically whether it fell under the tourism marketing budget or as a non-agenda item and emphasized the importance of not taking away the public's opportunity to speak.

Public Comment: There was none.

7. TOURIST DEVELOPMENT COUNCIL MEMBER APPLICATION RECOMMENDATIONS

Masters presented the details of the vacancy application. Cox nominated Kass for another term, which Joseph seconded.

Public Comment: There was none.

**Motion by Cox, seconded by Joseph, carried 8/0, with Rumrell absent, to recommend the Board of County Commissioners to approve Irvin Kass for another term on the Tourist Development Council.**

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

8. FISCAL YEAR 2026 TOURISM BUDGET DISCUSSION

Dunn presented the details of the recommended tourism budget. Discussion ensued on the inconsistencies in marketing and agency expenses, noting that the original plan was for all marketing to be handled by the selected agency under the Visitors and Convention Bureau's oversight. However, marketing costs appeared across multiple budget categories, prompting questions about outdated practices and potentially misallocated funds. Clarification was given on Category 2 contract allocations, confirming that both major line items supported the same cultural organization through operations, programming, and maintenance.



Members questioned the fairness of directing a large share of funding to one organization while smaller art groups received limited support, suggesting a cost-benefit analysis to evaluate impact. The Nights of Lights budget was also discussed, with some favoring reallocating funds from other areas, for example: delaying a Category 5 project, to restore arts funding cut due to revenue declines. Rising marketing costs, despite strong event attendance, led to suggestions of reducing paid advertising in favor of free promotion. Council members emphasized the need to understand the structure and terms of existing contracts, the maintenance program, and prioritizing funding categories and revenue.

Lex clarified the different budget categories, noting that the Tourist Development Council (TDC) had historically funded both Fort Mose and Sing Out Loud as separate line items. While this practice was not new, the increased maintenance needs for the building had shifted the funding structure, making it appear as a new entity.

Public Comment:

Catherine Avery St. Jean urged the council not to cut Arts, Cultural, and Heritage (ACH) Grant Program funding, stating that local arts were essential to tourism and community identity. She noted ACH funding made up less than 3 percent of the \$23 million bed tax and cautioned against addressing Nights of Lights' challenges at the expense of the arts. She emphasized that artists are key to tourism success and should be included in significant events, urging the Council to support the cultural foundation of St. Johns County.

Albert Syeles expressed support for continued funding for Nights of Lights and acknowledged the TDC's previous response to the loss of state arts funding. He opposed the proposed twenty percent reduction to the ACH Grant Program and encouraged the Council to restore the funding. He stated that the Tourist Development Tax (TDT) was intended to support arts and culture in addition to tourism, and voiced concern that increased promotion of Nights of Lights could negatively impact local businesses. He also noted the funding disparity between Sing Out Loud and other ACH-supported events and urged the TDC to focus more on community benefit.

Mary Clare Branson thanked the council for previous funding and expressed hope for future funding. She described Limelight as a year-round regional theater with a significant role in the community and a variety of ongoing activities that did not create traffic or congestion issues. Branson highlighted the importance of the arts for community sustainability and noted the theater's collaborations at local, state, and national levels. She also stated that ticket sales accounted for only a small portion of the theater's operating budget and urged the Council to maintain arts funding.

**Motion by Blevins, seconded by Sikes-Kline, carried 8/0, with Rumrell absent, to move \$110,089 from Category 4 reserves into Category 2 ACH Grants to reach the intended budget amount.**

**Yea: Blevins, Sikes-Kline, Kass, Joseph, Gordon, Wicks, Phillips, Cox**

**Nay: None**

**Absent: Rumrell**

### Nights of Lights Funding Options

Dunn displayed an option for additional Nights of Lights funding request (Exhibit A). Discussion ensued on whether contract adjustments could help fill funding gaps to support the Nights of Lights event at the proposed \$850,000 level. It was noted that the original funding request was about \$1.2 million, with \$200,000 already budgeted, leaving roughly \$1 million still needed, including shuttles and holiday lighting.

Meredith Breidenstein, City of St. Augustine Assistant City Manager, stated that \$200,000 was budgeted for Nights of Lights, split between shuttles and lighting, consistent with the previous year's allocation. She explained that the City initially requested an additional \$1 million, totaling \$1.2 million, but a revised proposal lowered the request to \$850,000, maintaining the current allocations.

*Motion by Sikes-Kline, seconded by Wicks, to recommend that the Board of County Commissioners fund \$850,000 in the proposed budget for the Nights of Lights. [Subsequently amended]*

Discussion ensued on increasing funding for the "Angels and Architecture" program, questioning whether it required a county Request for Proposal; the Bank of America parking rental cost; the use of parking structure revenue; how the city would cover any remaining funding shortfall; and the need to identify additional and recurring revenue sources.

Kass recessed the meeting at 2:44 p.m. and reconvened at 2:51 p.m.

David Birchum, City of St. Augustine City Manager, clarified that the program was already covered under an existing contract and did not require new procurement, and that the City aimed to secure donated barricades, as done in the past, but cautioned that shuttle services could be reduced if donations were not obtained. Additionally, he mentioned the potential for increasing parking garage entry fees and illegal parking fines.

*Motion by Sikes-Kline, seconded by Wicks, to recommend the Board of County Commissioners to fund \$850,000 in the proposed budget for the Nights of Lights, including the Tourist Development Council members' recommendations to address personnel concerns, and to review the Summer Haven Management Study, specifically aiming to identify a way to offset the \$325,000 from either Category 1 or Category 5, except for \$34,000 out of Category 4 reserves, as amended. [Subsequently amended]*

Discussion ensued regarding the \$325,000 expense, which was for renting the "Huddle House" entertainment tent, not for player support or transportation as previously believed. Members stated that if the expense were classified under Category 1 (marketing), it should be part of a focused tourism familiarization trip rather than general entertainment. Support depended on a clear marketing purpose, despite logistical challenges, for example: limited hotel availability during the Tournament Players Club event. The funding source was from Category 1 reserves instead of the regular advertising budget, prompting concerns about reducing emergency funds. The contract had several years remaining, and if the expense stayed in marketing, the marketing contractor, Visitor and Convention Bureau, would need to be held accountable and keep the cost in Category

4. Overall, the Council recognized the marketing intent but viewed the \$325,000 as a nonrecurring expense subject to future reconsideration.

Public Comment: There was none.

**Motion by Sikes-Kline, seconded by Wicks, carried 8/0, with Rumrell absent, to recommend the Board of County Commissioners to fund \$850,000 in the proposed budget for the Nights of Lights, with consideration for the funding source to come from either Category 1 or Category 5, excluding \$34,000 from Category 4 reserves, as amended.**

**Blevins: Yes**

**Cox: Yes**

**Gordon: Yes**

**Joseph: Yes**

**Kass: Yes**

**Phillips: Yes**

**Sikes-Kline: Yes**

**Wicks: Yes**

**Nay: None**

**Absent: Rumrell**

#### 9. MONTHLY REPORTS PROVIDED IN PACKETS

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

Susan Phillips, President and Chief Executive Officer of the St. Johns County Visitors and Convention Bureau, provided a brief update, noting that while tourism numbers remained flat across Florida, the new advertising agency had significantly increased campaign impressions from 30-40 million to nearly 70 million monthly. She highlighted the ongoing challenge of converting interest into actual visitor spending. Phillips announced the continuation of the "Forever Summer" campaign and stated that the "Sing Out Loud" initiative would be presented at the next meeting, aiming to promote September as a "month of music."

Jeff Potts, St. Johns Cultural Council Director, provided an update on the ongoing work of the St. Johns County Cultural Events, including their weekly farmer's market. He reported that the Arts, Cultural, and Heritage grant review process was nearly complete, with a panel meeting scheduled for July 29, 2025, and invited members to attend. He also announced the upcoming launch of the Black Heritage Trail, which would begin with a kickoff event at The Waterworks. He emphasized the high quality of the materials developed for the initiative. In conclusion, he shared that the Council had revised its proposed budget after identifying a \$42,000 overage and had adjusted consultant usage to ensure alignment with available funding.

#### 10. MEMBER COMMENTS

Joseph expressed appreciation for the high visitation numbers for Ponte Vedra.

Phillips expressed gratitude to the staff for answering questions and clarifying details from previous meetings and appreciated the opportunity to review the information in advance. She also noted that, in addition to the local launch of the Heritage Trail mentioned by Potts, she and members of the Cultural Council planned to present the trail nationally at the Association of African American Museums in Charleston to gain broader exposure.

Cox emphasized the importance of ensuring that one advertising agency supported all categories if collaboration continued, including marketing under the Chamber's contract, which should likely revert to the Visitor and Convention Bureau.

Blevins announced that they had recently rebranded the Castello Beach Hotel as part of the Tapestry Collection by Hilton. He expressed excitement about the new product and thanked Susan Phillips, the Chamber, and others for their support in the successful opening.

Kass thanked the Council members for nominating him for another three years and stated that he would not be attending the next meeting.

#### 11. NEXT MEETING DATE

The next meeting was scheduled for August 18, 2025.

#### 12. ADJOURN

With no further business to come before the Council, the meeting adjourned at 3:53 p.m.

Approved \_\_\_\_\_, 2025

TOURIST DEVELOPMENT COUNCIL  
OF ST. JOHNS COUNTY, FLORIDA

By: \_\_\_\_\_  
Irving Kass, Chair

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

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

## **TDC Regular Meeting – August 18, 2025**

### **Agenda Item 7 – FY26 ACH Grant Funding Recommendations (Action Required)**

A total of 30 grant applications were received, totaling \$1,405,453. The recommended ACH Grant budget allocation for fiscal year 2026 is \$633,085.

The Grant Evaluation Panel reviewed and scored the applications at their meeting on July 29th.

The Funding Recommendations are listed as follows:

**FY2026 ACH Grant Recommended Funding**

Organization Name	Program Performance/Event Name	Avg Score	Request Amount	Eligible Funding	Recommended Funding
Friends of Lincolnville, Inc.	Lincolnville Museum General Program Support	95	\$75,000	\$75,000	\$38,100
Historic Florida Militia, Inc	Historic Florida Militia Annual Events 2025-2026	94	\$30,000	\$30,000	\$15,230
Limelight Theatre, Inc.	Limelight Season 34	94	\$75,000	\$75,000	\$38,100
Lightner Museum of Hobbies	Lightner Museum Exhibitions 2025-26	93	\$75,000	\$75,000	\$38,100
The Woman's Exchange of St. Augustine	The Woman's Exchange Plan for New Museum Programs & Exhibitions	93	\$50,000	\$50,000	\$25,380
Fort Mose Historical Society	Fort Mose: The Legacy Lives On...	93	\$30,000	\$30,000	\$15,230
Flagler College	Crisp-Ellert Art Museum General Programming 2025-	92	\$39,000	\$35,100	\$17,850
St Augustine Lighthouse &	St Augustine Lighthouse & Maritime Museum	91	\$30,000	\$27,000	\$13,700
Flagler College	St. Augustine Spanish Food & Wine Festival	91	\$17,000	\$15,300	\$8,000
Romanza-St. Augustine, Inc.	St. Augustine Celtic Music & Heritage Festival	90	\$75,000	\$67,500	\$34,265
St. Augustine Art Association	STAAA Exhibits & Programs Support	90	\$75,000	\$67,500	\$34,265
EMIL MAESTRE MUSIC ASSOC INC	2025/2026 EMMA CONCERT SERIES	90	\$40,000	\$36,000	\$18,275
Romanza - St. Augustine	St. Augustine's Romanza Festivale of Music & The Arts	90	\$40,000	\$36,000	\$18,275
The Institute of Dance Arts Inc	St. Augustine Winter Spectacular	90	\$31,000	\$27,900	\$14,170
NSCDA FL, DBA, The Ximenez-Fatio House Museum	"Celebrating Florida's Stories of the American Revolution - An unknown IMPACT"	88	\$75,000	\$67,500	\$34,265
Gamble Rogers Folk Festival, Inc.	31st Annual Gamble Rogers Folk Festival	88	\$24,000	\$21,600	\$10,600
The AdFish Group	St. Augustine Food + Wine Festival	88	\$51,532	\$46,379	\$23,540
SEA Community Help Resource	SEA's 12th Gullah Geechee & Rails-to-Trails Festival	88	\$23,175	\$20,858	\$10,600
Saint Augustine Film Festival	Sweet 16 - The Saint Augustine Film Festival	88	\$50,000	\$45,000	\$22,845
Culinary Festivals Foundation, Inc.	Whiskey, Wine & Wildlife	88	\$50,000	\$45,000	\$22,845
Apex Theatre Studio	Apex Theatre Studio Mainstage Performance Series	88	\$60,011	\$54,010	\$27,420
Vilano Beach Main Street, Inc	Vilano Vibe-Rations 2025	88	\$50,000	\$45,000	\$22,845
Lincolnville Historical Preservation	Historic Lincolnville Festival	87	\$10,000	\$9,000	\$4,570
Jimmy Jam Community Outreach	Jimmy Jam BBQ Slam 2026	87	\$51,000	\$45,900	\$23,300
Saint Augustine Music Festival	Saint Augustine Music Festival	87	\$50,000	\$45,000	\$22,845
Hastings Main Street, Inc.	Hastings Fall Festival of Art 2025	87	\$50,000	\$45,000	\$22,840
Hastings Main Street Inc	Hastings Cabbage, Potato, and Bacon Festival 2026	85	\$50,000	\$40,000	\$20,300
Vilano Beach Main Street, Inc	Vilano Holiday Village	84	\$50,000	\$40,000	\$20,300
First Coast Opera	First Coast Opera 2025-26 Performances	82	\$37,000	\$29,600	\$15,030
St. Augustine Ballet &	St Augustine Ballet The Nutcracker	78	\$41,735	\$0	\$0
<b>Totals</b>			<b>\$1,405,453</b>	<b>\$1,247,146</b>	<b>\$633,085</b>

## **TDC Regular Meeting – August 18, 2025**

### Monthly Reports

- Bed Tax Collection Reports for June Occupancy
- Visitors and Convention Bureau Monthly Report

## FY2025 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
June	\$ 2,196,675	-2.3%
FYTD	\$ 18,075,934	-0.36%
% OF BUDGET		75.0%
% OF FY		72.1%

**BUDGETED \$**                      \$25,084,566

### June 2025 Collection Accounts

Description	Count
RV/MH Park or Campground	26
Hotel or Motel	91
Condo / COOP	2325
Apartment / House / Mobile Home	2279
Bed & Breakfast	31
Other	6
<b>Total</b>	<b>4758</b>

### Collection by Municipality

City of St. Augustine	\$457,284
Ponte Vedra Beach	\$345,870
City of St. Augustine Beach	\$361,551



## FISCAL YEAR 2025

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	\$ 40,719,522.38	-3.5%	\$57,643,609.00	-4.8%	\$45,832,407.89	2.8%	\$42,367,335.90	0.8%
EXEMPT RECEIPTS	-\$2,541,163.98	92.3%	-\$1,328,630.80	14.2%	-\$1,216,631.49	-13.2%	-\$1,366,125.70	36.0%
TAXABLE RECEIPTS	\$ 38,178,358.40	-6.6%	\$ 56,314,978.20	-5.2%	\$ 44,615,776.40	3.3%	\$ 41,001,210.20	-0.1%
TOTAL TAX COLLECTED	\$ 1,908,917.92	-6.6%	\$ 2,815,748.91	-5.2%	\$ 2,230,788.82	3.3%	\$ 2,050,060.51	-0.1%
ADJUSTMENTS	\$ -							
TOTAL TAX DUE	\$ 1,908,917.92	-6.6%	\$ 2,815,748.91	-5.2%	\$ 2,230,788.82	3.3%	\$ 2,050,060.51	-0.1%
LESS COLLECTION ALLOWANCE	-\$14,216.41		-\$21,684.57		-\$17,304.41		-\$16,387.64	
PLUS PENALTY	\$ 12,500.79		\$9,639.18		\$34,585.66		\$17,981.33	
PLUS INTEREST	\$ 302.88		\$579.14		\$957.88		\$452.32	
TOTAL AMOUNT REMITTED	\$ 1,907,505.18	-6.3%	\$ 2,804,282.66	-5.3%	\$ 2,249,027.95	4.5%	\$ 2,052,106.52	0.3%
LESS TAX COLLECTOR & CLERK	\$ (38,150.10)	-6.3%	\$ (56,085.65)	-5.3%	\$ (44,980.56)	4.5%	\$ (41,042.13)	0.3%
NET TO TDC	\$ 1,869,355.08	-6.3%	\$ 2,748,197.01	-5.3%	\$ 2,204,047.39	4.5%	\$ 2,011,064.39	0.3%

[illegible]

FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	% of Ttl	PV+-	Condo	% of Ttl	PV+-	Apts	% of Ttl	PV+-
October	\$831,589.44	63.0%	-13.9%	\$150,640.19	11.4%	-13.8%	\$258,887.70	19.6%	-11.0%
November	\$1,118,948.60	65.2%	12.3%	\$157,385.40	9.2%	12.4%	\$338,867.19	19.7%	4.4%
December	\$1,423,365.12	62.1%	6.0%	\$196,800.91	8.6%	-9.3%	\$507,725.79	22.2%	21.7%
2025 January	\$1,070,233.46	57.5%	10.1%	\$258,708.48	13.9%	-8.4%	\$404,603.49	21.7%	12.2%
February	\$1,089,405.16	57.1%	-5.5%	\$323,880.55	17.0%	-4.3%	\$357,851.32	18.8%	-8.4%
March	\$1,577,812.82	56.3%	-6.0%	\$466,116.13	16.6%	-6.6%	\$598,757.85	21.4%	-4.4%
April	\$1,276,570.35	56.8%	-0.1%	\$335,280.33	14.9%	5.6%	\$502,471.46	22.3%	17.3%
May	\$1,150,599.12	56.1%	-2.9%	\$311,374.53	15.2%	8.1%	\$452,059.41	22.0%	-2.8%
June	\$1,007,231.16	44.9%	-1.6%	\$540,118.78	24.1%	-9.3%	\$588,288.74	26.2%	4.4%
July									
August									
September									
TOTAL	\$ 10,545,755.23			\$ 2,740,305.30			\$ 4,009,512.95		
OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL		
October	\$33,042.41	2.5%	-28.0%	\$45,960.89	3.5%	-18.2%	\$ 1,320,120.63		
November	\$38,680.67	2.3%	-33.9%	\$62,219.86	3.6%	-6.6%	\$ 1,716,101.72		
December	\$67,927.97	3.0%	32.1%	\$95,874.68	4.2%	-7.7%	\$ 2,291,694.47		
2025 January	\$65,609.95	3.5%	-19.6%	\$63,331.38	3.4%	-10.5%	\$ 1,862,486.76		
February	\$77,163.52	4.0%	-6.3%	\$59,204.63	3.1%	-16.5%	\$ 1,907,505.18		
March	\$85,562.96	3.1%	18.4%	\$76,032.90	2.7%	-10.6%	\$ 2,804,282.66		
April	\$66,628.72	3.0%	12.4%	\$68,077.09	3.0%	-1.6%	\$ 2,249,027.95		
May	\$80,390.52	3.9%	59.6%	\$57,682.94	2.8%	-2.5%	\$ 2,052,106.52		
June	\$56,972.10	2.5%	-8.0%	\$48,894.19	2.2%	-0.5%	\$ 2,241,504.97		
July									
August									
September									
TOTAL	\$ 571,978.82			\$ 577,278.56			\$ 18,444,830.86		

**FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE**

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2025												
OCT	\$388,397.75	29.4%	-15.3%	\$249,063.57	18.9%	-28.2%	\$542,600.54	41.1%	-9.4%	\$22,125.58	1.7%	2.8%
NOV	\$502,601.36	29.3%	18.8%	\$304,702.42	17.8%	-3.1%	\$774,005.27	45.1%	7.5%	\$12,746.40	0.7%	-56.6%
DEC	\$658,287.57	28.7%	4.7%	\$241,630.95	10.5%	-11.4%	\$1,186,923.21	51.8%	10.7%	\$43,263.01	1.9%	82.3%
JAN	\$555,175.32	29.8%	-3.3%	\$369,761.37	19.9%	23.1%	\$789,635.44	42.4%	6.9%	\$33,834.34	1.8%	-15.5%
FEB	\$664,840.53	34.9%	-5.2%	\$317,754.18	16.7%	-15.9%	\$762,459.53	40.0%	-3.0%	\$39,143.53	2.1%	-5.0%
MAR	\$1,049,553.84	37.4%	-0.7%	\$529,032.15	18.9%	-17.7%	\$1,031,772.56	36.8%	-3.2%	\$43,050.22	1.5%	54.6%
APR	\$839,665.80	37.3%	11.9%	\$436,975.62	19.4%	-6.3%	\$828,671.08	36.8%	5.5%	\$30,043.36	1.3%	59.8%
MAY	\$755,287.96	36.8%	7.4%	\$373,500.36	18.2%	-20.2%	\$756,020.53	36.8%	2.7%	\$50,324.93	2.5%	174.8%
JUN	\$1,034,463.66	46.2%	-6.1%	\$348,184.96	15.5%	-8.3%	\$737,427.98	32.9%	7.2%	\$26,496.68	1.2%	-1.3%
JUL												
AUG												
SEP												
FY YTD	\$ 6,448,274			\$ 3,170,606			\$ 7,409,516			\$ 301,028		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$87,517.29	6.6%	-3.1%	\$14,402.56	1.1%	30.2%	7.7%	\$16,013.34	1.2%	147.8%	\$1,320,120.63
NOV	\$98,374.55	5.7%	21.3%	\$16,879.96	1.0%	23.4%	6.7%	\$6,791.76	0.4%	37.7%	\$1,716,101.72
DEC	\$120,448.10	5.3%	12.1%	\$23,200.63	1.0%	32.2%	6.3%	\$17,941.00	0.8%	79.9%	\$2,291,694.47
JAN	\$91,329.46	4.9%	5.6%	\$13,512.13	0.7%	-5.7%	5.6%	\$9,238.70	0.5%	-28.3%	\$1,862,486.76
FEB	\$95,972.78	5.0%	-8.4%	\$16,560.17	0.9%	-0.7%	5.9%	\$10,774.46	0.6%	42.7%	\$1,907,505.18
MAR	\$116,438.45	4.2%	-16.3%	\$22,518.54	0.8%	16.0%	5.0%	\$11,916.90	0.4%	19.7%	\$2,804,282.66
APR	\$88,283.90	3.9%	-18.1%	\$15,617.90	0.7%	0.8%	4.6%	\$9,770.29	0.4%	22.5%	\$2,249,027.95
MAY	\$94,711.91	4.6%	-3.3%	\$13,120.05	0.6%	-13.7%	5.3%	\$9,140.78	0.4%	8.9%	\$2,052,106.52
JUN	\$73,330.23	3.3%	-16.4%	\$11,274.92	0.5%	430.4%	3.8%	\$10,326.54	0.5%	32.9%	\$2,241,504.97
JUL											
AUG											
SEP											
FY YTD	\$ 866,407			\$ 147,087				\$ 101,914			\$ 18,444,831

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

	FY18	+ / -	FY19	+ / -	FY20	+ / -	FY21	+ / -	FY22	+ / -	FY23	+ / -	FY24	+ / -	FY25	+ / -
October	\$ 763,934	38.8%	\$ 791,701	3.6%	\$ 748,068	-5.5%	\$ 764,027	2.1%	\$ 1,433,249	87.6%	\$ 1,472,774	2.8%	\$ 1,502,822	2.0%	\$ 1,293,718	-13.9%
November	\$ 755,703	18.1%	\$ 734,460	-2.8%	\$ 828,129	12.8%	\$ 734,256	-11.3%	\$ 1,411,921	92.3%	\$ 1,419,713	0.6%	\$ 1,554,762	9.5%	\$ 1,681,780	8.2%
December	\$ 825,934	15.0%	\$ 888,565	7.6%	\$ 964,804	8.6%	\$ 900,241	-6.7%	\$ 1,848,637	105.3%	\$ 1,878,754	1.6%	\$ 2,089,638	11.2%	\$ 2,245,861	7.5%
January	\$ 765,515	12.6%	\$ 827,594	8.1%	\$ 904,473	9.3%	\$ 754,128	-16.6%	\$ 1,339,161	77.6%	\$ 1,707,915	27.5%	\$ 1,731,678	1.4%	\$ 1,825,237	5.1%
February	\$ 902,098	3.9%	\$ 1,004,681	11.4%	\$ 1,012,638	0.8%	\$ 950,746	-6.1%	\$ 1,829,297	92.4%	\$ 1,947,956	6.5%	\$ 1,994,649	2.4%	\$ 1,869,355	-6.7%
March	\$ 1,256,045	12.8%	\$ 1,435,691	14.3%	\$ 691,517	-51.8%	\$ 1,479,331	113.9%	\$ 2,580,026	74.4%	\$ 2,778,964	7.7%	\$ 2,903,360	4.5%	\$ 2,748,197	-5.6%
April	\$ 1,095,414	8.2%	\$ 1,191,039	8.7%	\$ 254,852	-78.6%	\$ 1,437,785	464.2%	\$ 2,337,424	62.6%	\$ 2,439,606	4.4%	\$ 2,109,250	-13.5%	\$ 2,204,047	4.3%
May	\$ 1,006,706	2.6%	\$ 1,037,134	3.0%	\$ 424,308	-59.1%	\$ 1,430,279	237.1%	\$ 1,862,167	30.2%	\$ 1,899,752	2.0%	\$ 2,005,957	5.6%	\$ 2,011,064	0.3%
June	\$ 1,145,753	26.3%	\$ 1,230,856	7.4%	\$ 988,383	-19.7%	\$ 1,702,388	72.2%	\$ 2,188,339	28.5%	\$ 2,263,926	3.5%	\$ 2,248,389	-0.7%	\$ 2,196,675	-2.4%
July	\$ 1,247,647	4.8%	\$ 1,334,808	7.0%	\$ 1,143,383	-14.3%	\$ 1,954,847	71.0%	\$ 2,517,580	28.8%	\$ 2,584,377	2.7%	\$ 2,413,376	-6.6%		
August	\$ 783,857	14.4%	\$ 805,973	2.8%	\$ 765,057	-5.1%	\$ 1,331,818	74.1%	\$ 1,515,709	13.8%	\$ 1,405,773	-7.3%	\$ 1,467,943	4.4%		
September	\$ 736,935	32.0%	\$ 563,578	-23.5%	\$ 708,515	25.7%	\$ 946,292	33.6%	\$ 1,336,608	41.2%	\$ 1,392,580	4.2%	\$ 1,162,523	-16.5%		
<b>Total</b>	<b>\$ 11,285,541</b>		<b>\$ 11,846,081</b>		<b>\$ 9,434,127</b>		<b>\$ 14,386,139</b>		<b>\$ 22,200,117</b>		<b>\$ 23,192,091</b>		<b>\$ 23,184,347</b>		<b>\$ 18,075,934</b>	
<b>Per Penny</b>	<b>\$ 2,821,385</b>		<b>\$ 2,961,520</b>		<b>\$ 2,358,532</b>		<b>\$ 3,596,535</b>		<b>\$ 4,440,023</b>		<b>\$ 4,638,418</b>		<b>\$ 4,636,869</b>			
<b>Per Penny Growth</b>	13.9%		5.0%		-20.4%		52.5%		23.5%		4.5%		0.0%			

Red indicates months in which the TDT collections were less than the collections of the same month in the prior year

# VCB Report to the Tourist Development Council August 18, 2025



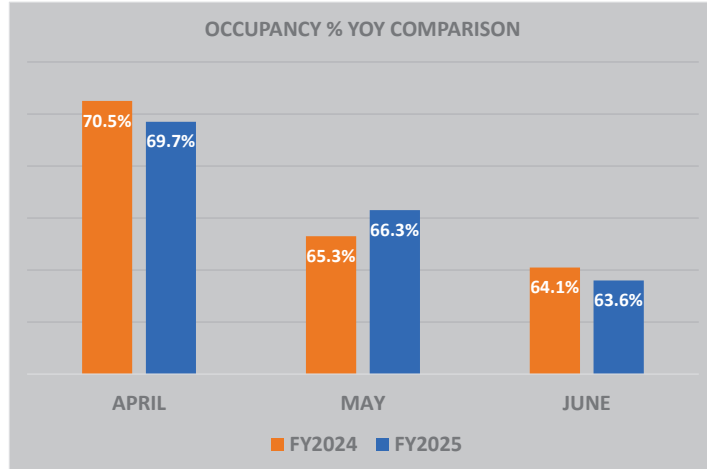
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## Smith Travel Research

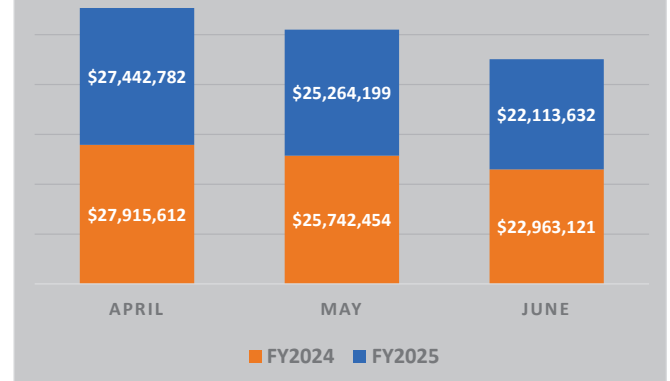
# Smith Travel Research June 2025

## Occupancy % June 2025

- June 2025 Occupancy % decreased -0.8% YOY



## TOTAL REVENUE YOY COMPARISON



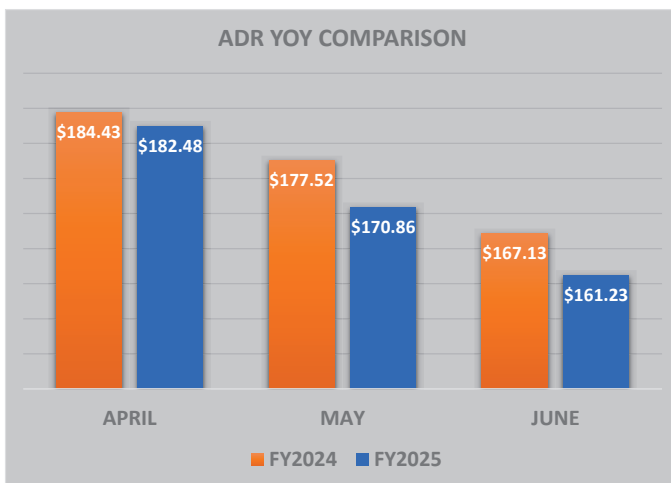
## Total Revenue June 2025

- June 2025 Total Revenue decreased -3.7% YOY

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# Smith Travel Research June 2025

## ADR YOY COMPARISON

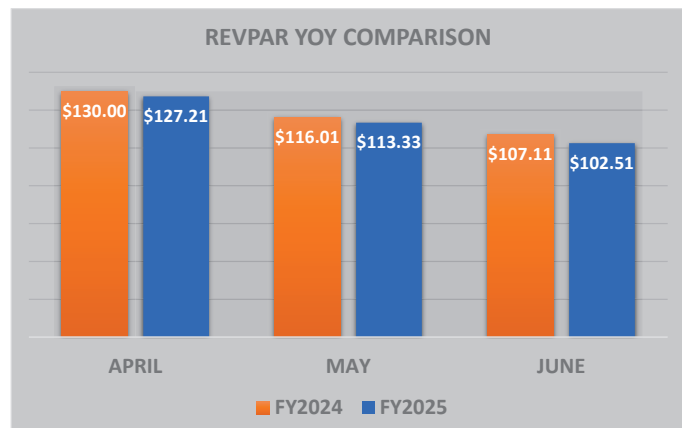


## ADR June 2025

- ADR for June 2025 decreased -3.5% YOY

## RevPAR June 2025

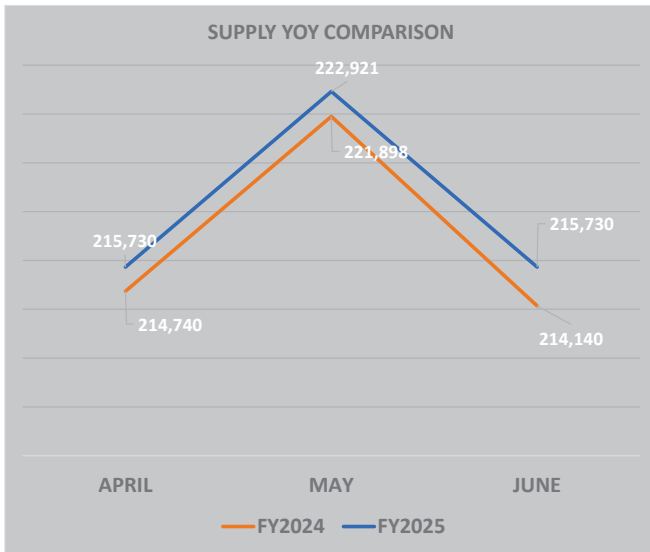
- RevPAR for June 2025 decreased -4.3% YOY



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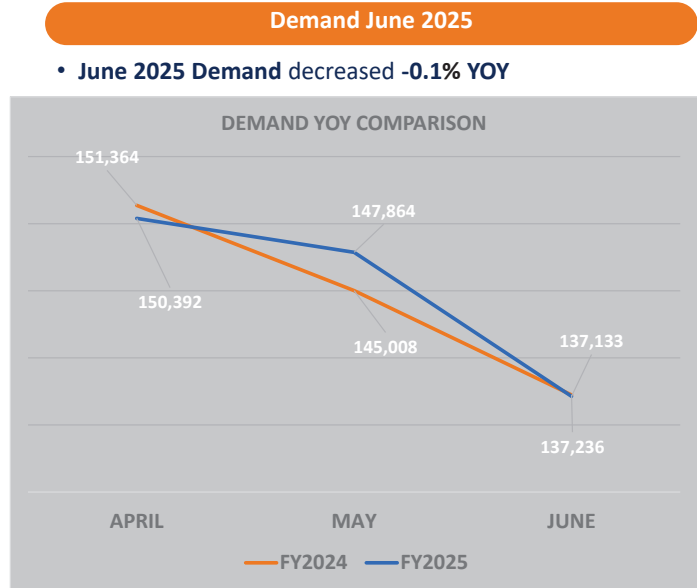
# Smith Travel Research

## June 2025



### Supply June 2025

- **June 2025 Supply** increased **+0.7% YOY**



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## June 2025 vs. June 2024 Comp Set

	Occ %	ADR	Percent Change from June 2024			
	2025	2025	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	67.6	146.77	-5.3	1.2	-4.1	-2.7
Nassau County, FL	74.3	301.36	1.8	1.5	3.3	3.3
Pinellas County, FL	69.2	182.29	-2.7	0.0	-2.7	-5.2
St Johns County, FL	63.6	161.26	-0.8	-3.5	-4.3	-3.6
Charleston, SC	78.3	190.81	1.0	3.3	4.3	4.0
Jacksonville, FL	65.7	140.36	-1.6	0.2	-1.3	-0.5
Myrtle Beach, SC	71.1	178.11	-4.8	-6.6	-11.1	-12.6
Orlando, FL	73.5	196.70	1.5	4.2	5.8	7.0
Sarasota, FL	68.3	192.60	2.3	9.5	12.1	14.5
Savannah, GA	70.6	146.73	-4.6	-6.1	-10.4	-8.0
Fort Walton Beach, FL	77.4	243.54	1.0	-1.8	-0.9	0.3
Daytona Beach, FL	59.2	141.36	-9.9	-2.3	-12.0	-10.2
Zip Code 32084+	67.9	145.72	3.9	-1.6	2.2	4.2
Zip Code 32080+	67.4	161.97	2.5	-1.2	1.3	1.3
Zip Code 32092+	54.2	102.03	-13.4	-4.2	-17.1	-17.1
Ponte Vedra+	60.6	269.12	-2.8	-10.1	-12.6	-13.1

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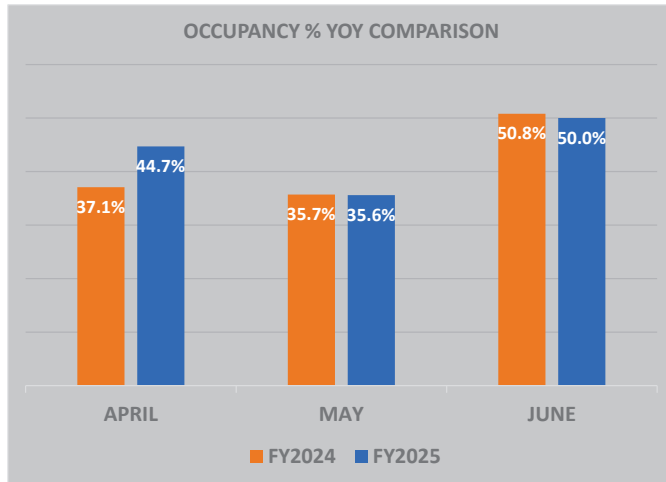
## Glossary of Terms

- Room Night=> One room times one night, it is a basic component of calculations for occupancy, demand, supply, ADR and RevPAR/L;
- Occupancy=> Percent of available room nights that are occupied in a given period of time (Room nights sold divided by available room nights expressed as a percentage);
- ADR=> Average Daily Room Rate (Revenue from the sale of room nights divided by the number of room nights occupied);
- RevPAR/L=> Average revenue per available room night or listing night (Revenue from the sale of rooms in a specific period divided by all available room nights for the period);
- Demand=> Number of room nights sold in a given period of time;
- Supply=> Total number of room nights or listing nights available for sale in a given period (Smith Travel Research (STR) requires that a room be out of order for at least six months before it can be taken out of available room counts);
- Gross Revenue=> Revenue from the sale of rooms in a given period;
- FYTD=> Fiscal year to date

# Vacation Rental Analytics (Key Data) + Tourist Development Tax Collections



## Vacation Rental Analytics June 2025



### Paid Occupancy % June 2025

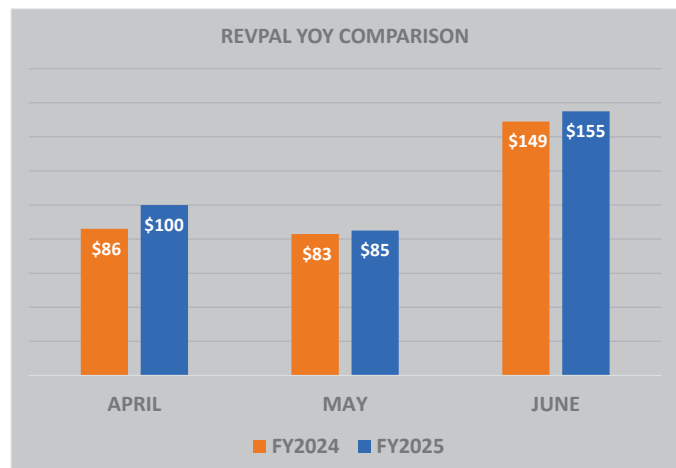
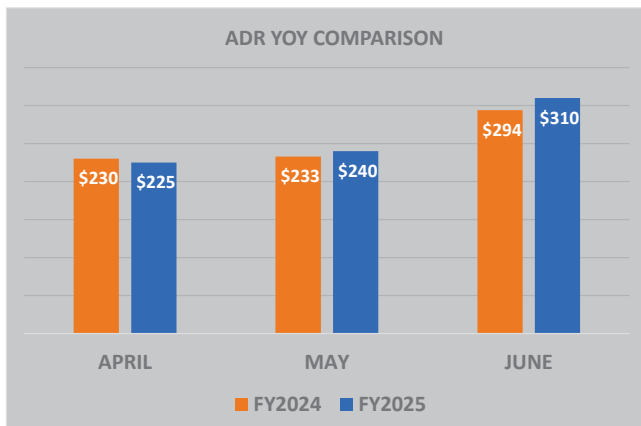
- Paid Occupancy % for June 2025 decreased -1.6% YOY

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## Vacation Rental Analytics June 2025

### ADR June 2025

- ADR YOY increased +5.4% for June 2025



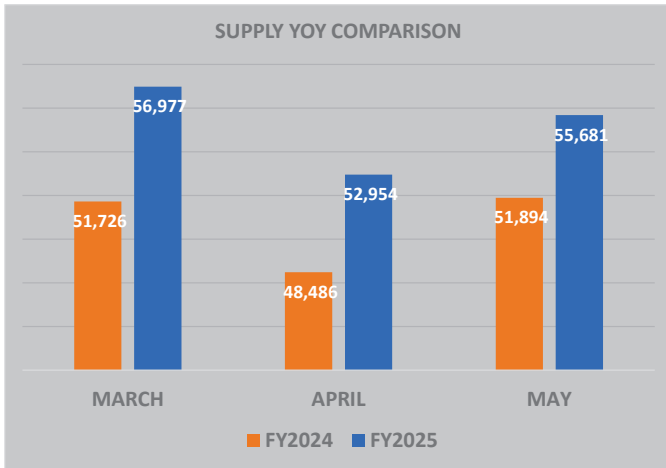
### RevPAL June 2025

- RevPAL increased +4.0% YOY in June 2025

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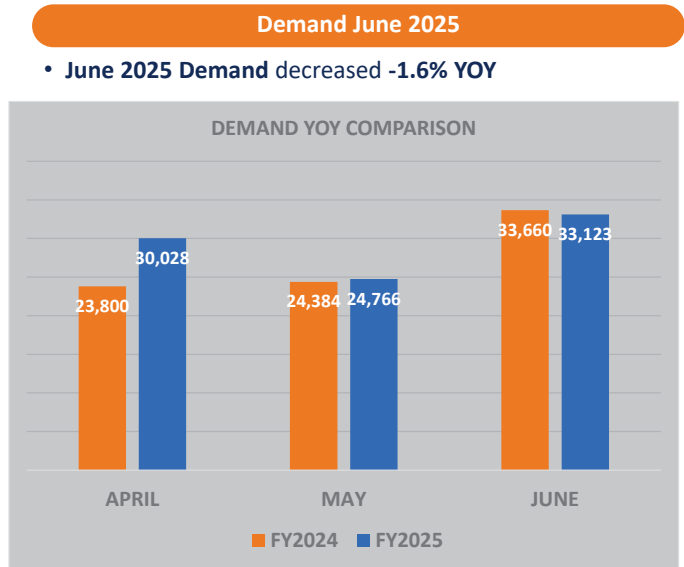
# Vacation Rental Analytics

## June 2025



### Supply June 2025

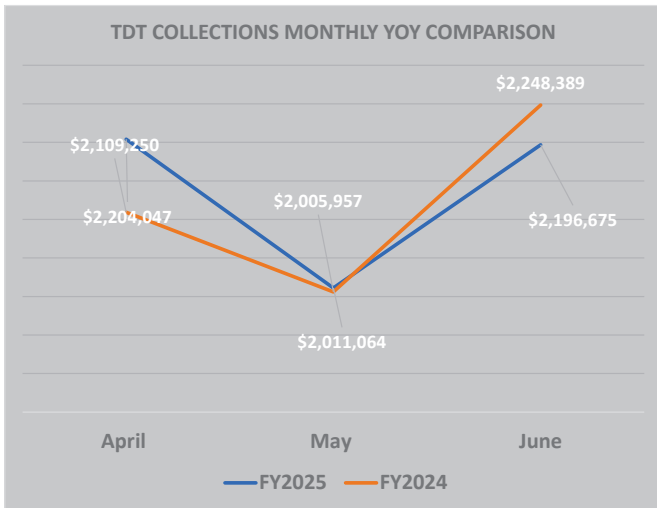
- June 2025 Supply increased +7.3% YOY



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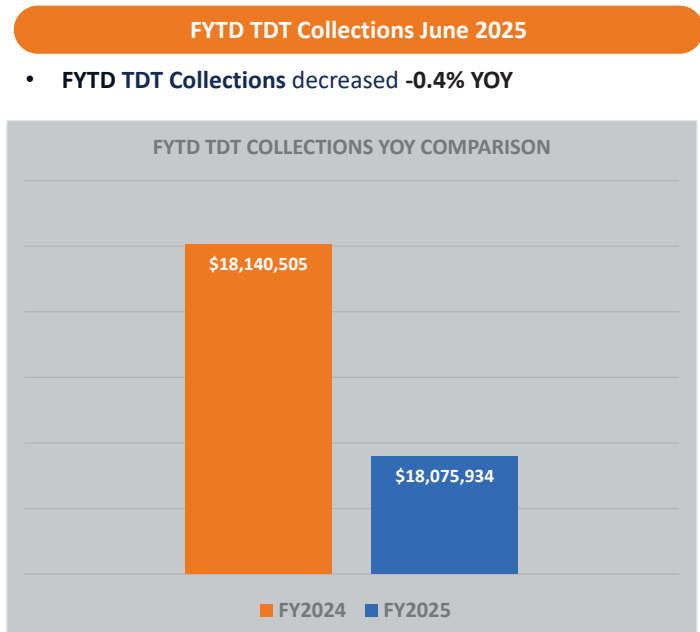
# Tourist Development Tax Collections

## June 2025



### TDT Collections June 2025

- June 2025 TDT Collections decreased -2.3% YOY

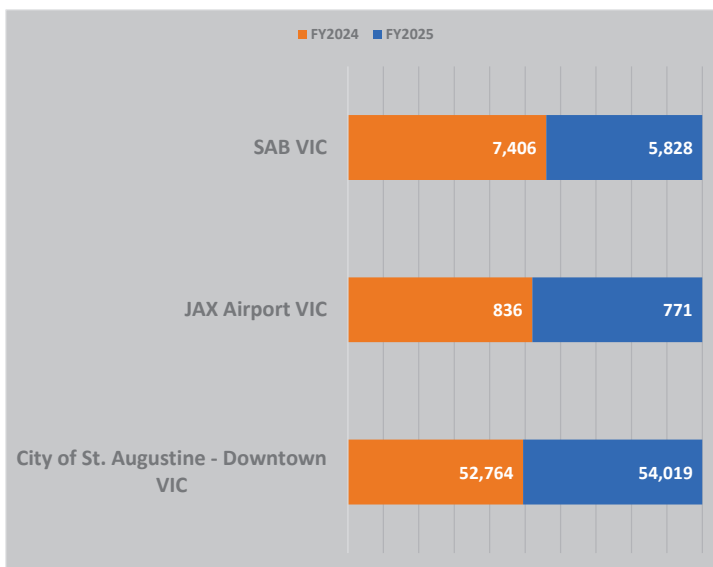


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# Visitor Information Centers Visitation

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## VIC Visitation July 2025

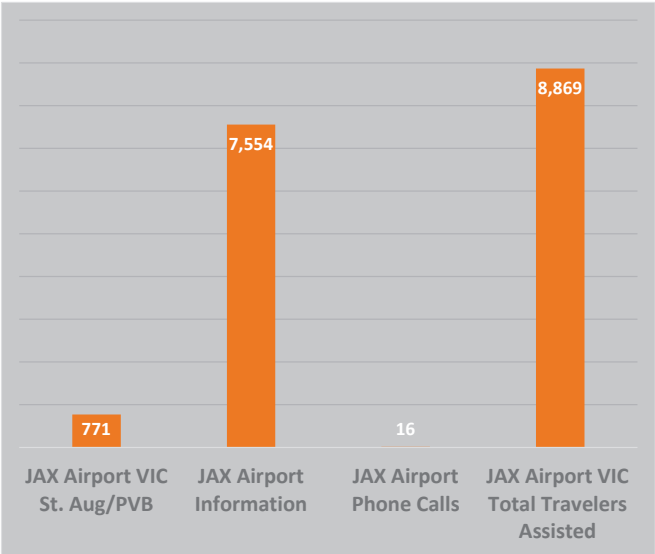


### VIC Visitation - July 2025

- Visitation to the **St. Augustine Beach Visitor Information Center** decreased by **-21.3%**
- Visitation to the **Jacksonville Airport Visitor Information Center** decreased **-7.8% YOY**
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+2.4% YOY**
- **SJC PVB Visitor Information Center** report **unavailable**

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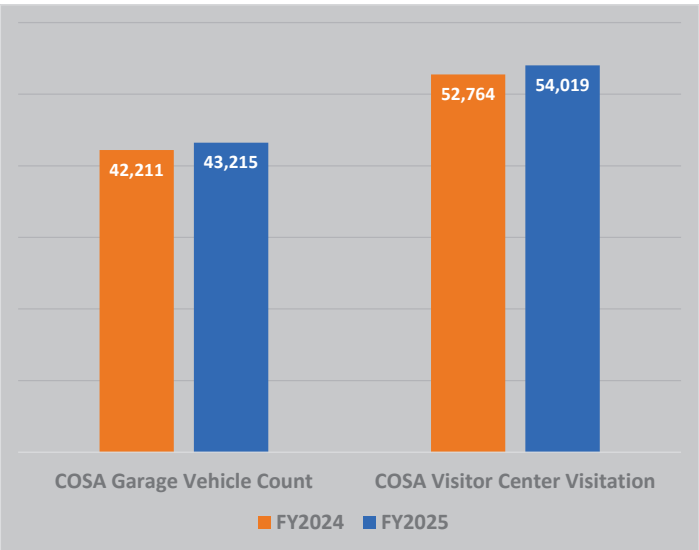
# Jacksonville Airport VIC Visitation July 2025



## Jacksonville Airport VIC Visitation - July 2025

- Jacksonville Airport VIC St. Aug & PV 771
- Jacksonville Airport VIC Airport Information 7,554
- Jacksonville Airport VIC Phone Calls 16
- Jacksonville Airport VIC Visitor In-Person 2025 8,869

# City of St Augustine Downtown VIC Visitation July 2025



## City of St Augustine Downtown VIC Visitation - July 2025

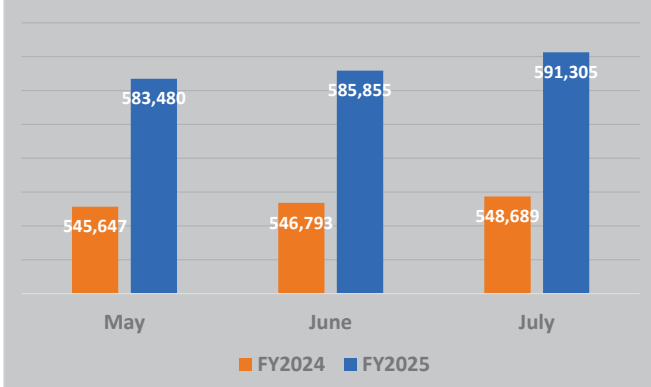
- Visitor Information Center Vehicle Count 2024 42,211
- Visitor Information Center Vehicle Count 2025 43,215
- Visitor Information Center In-Person 2024 52,764
- Visitor Information Center In-Person 2025 54,019

# Social Media

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## Social Media July 2025

FACEBOOK FOLLOWERS YOY COMPARISON



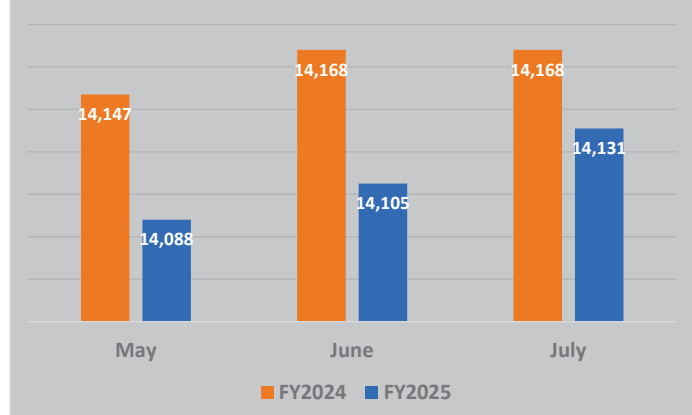
### Facebook Followers July 2025

- Facebook Followers increased in July 2025 +7.7% YOY

### Twitter Followers July 2025

- Twitter Followers decreased -0.3% in July 2025 YOY

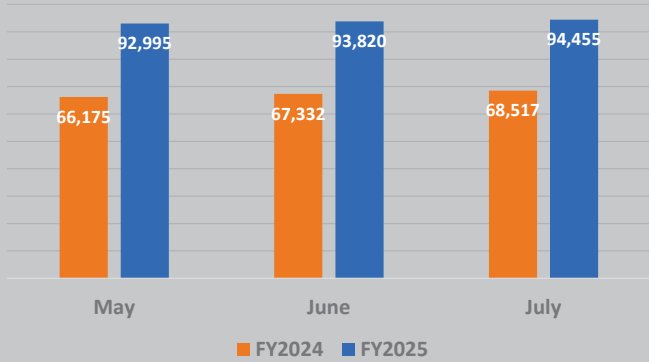
TWITTER FOLLOWERS YOY COMPARISON



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## Social Media July 2025

INSTAGRAM FOLLOWERS YOY COMPARISON



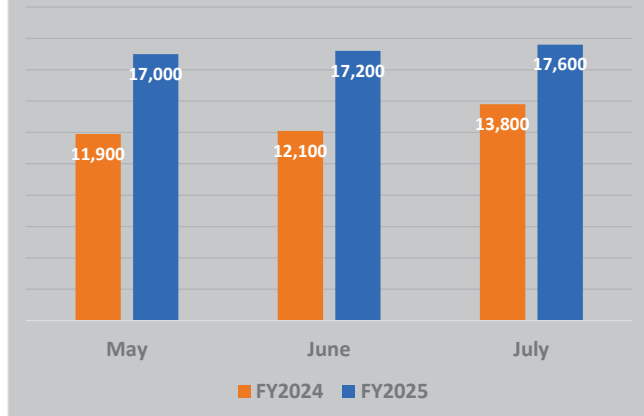
### Instagram Followers July 2025

- **Instagram** increased in July 2025 +37.9% YOY

### TikTok Followers July 2025

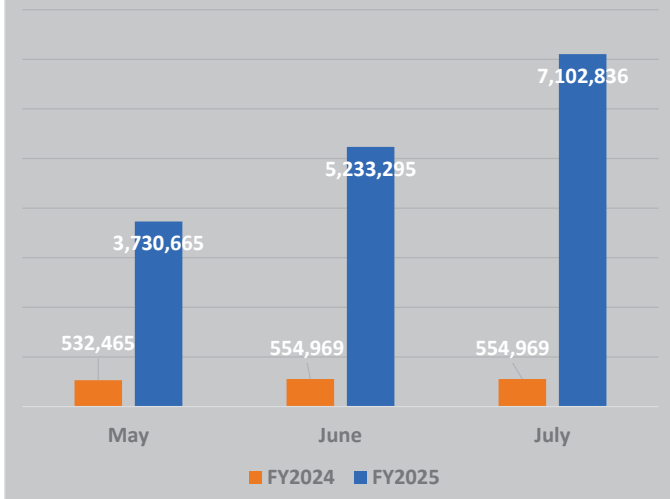
- **TikTok** Followers increased in July 2025 +27.5% YOY

TIKTOK FOLLOWERS YOY COMPARISON



## Social Media July 2025

YOUTUBE VIEWS YOY COMPARISON



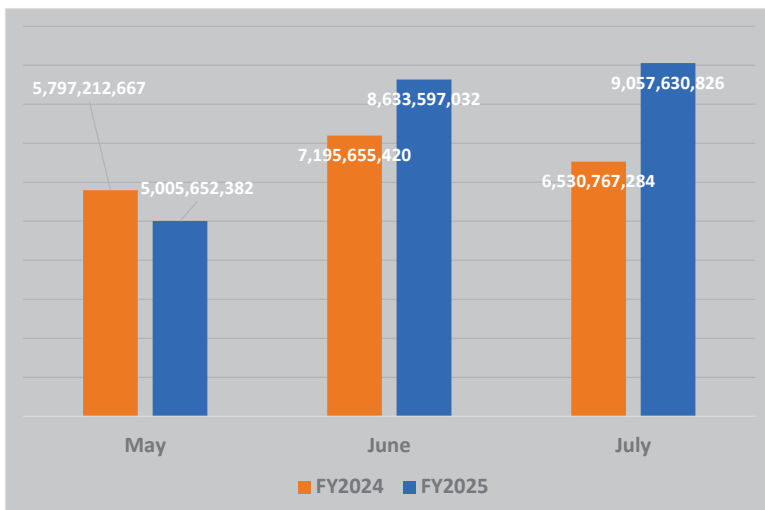
### YouTube Views July 2025

- **YouTube** Views increased in July 2025 +1179.9% YOY

# Media Relations

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## Media Impressions



### Media Impressions – July 2025

- **Media Impressions** increased **+38.7% YOY** in July 2025

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## Top National Stories – July 2025

- [Wire Story – St. Luis Obispo Tribune](#)– Looking to Beat the Heat this Summer? Live Wildly Shares Florida's Top Five Spots to Cool Off in Nature



**80 Outlets – Total impressions +74.4M**

- [Newsbreak + 150 additional outlets](#) - Sing Out Loud Festival Celebrates Music on FHC



**81.6M Impressions**

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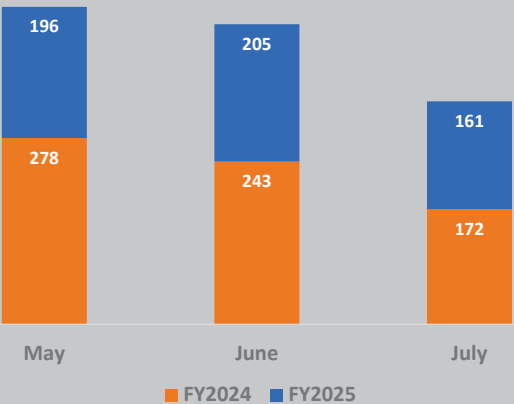
# Sales

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# Sales Measurement Summary

SOLICITATION CALLS/EMAILS YOY COMPARISON

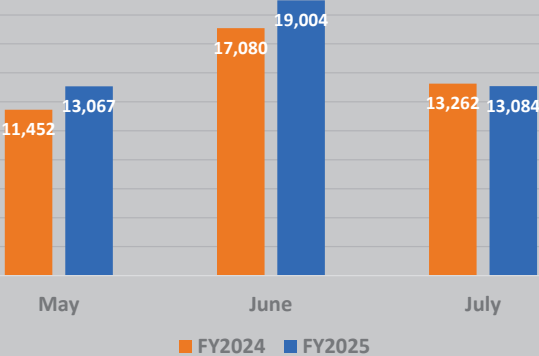


## Solicitations July 2025

- Solicitations for July 2025 decreased **-6.4% YOY**

# Sales Report July 2025

LEAD ROOM NIGHTS YOY COMPARISON



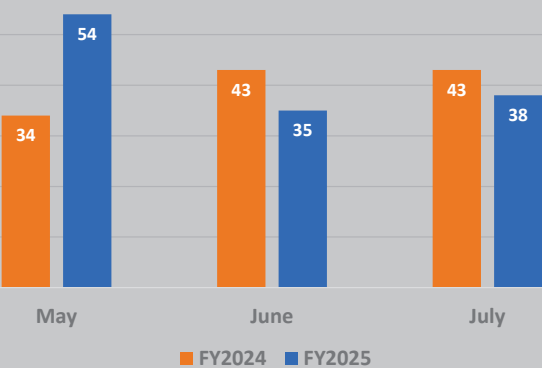
## Lead Room Nights July 2025

- July 2025 Lead Room Nights decreased **-1.3% YOY**

## Lead Distribution July 2025

- July 2025 Lead Distribution decreased **-11.6% YOY**

TOTAL LEADS DISTRIBUTED

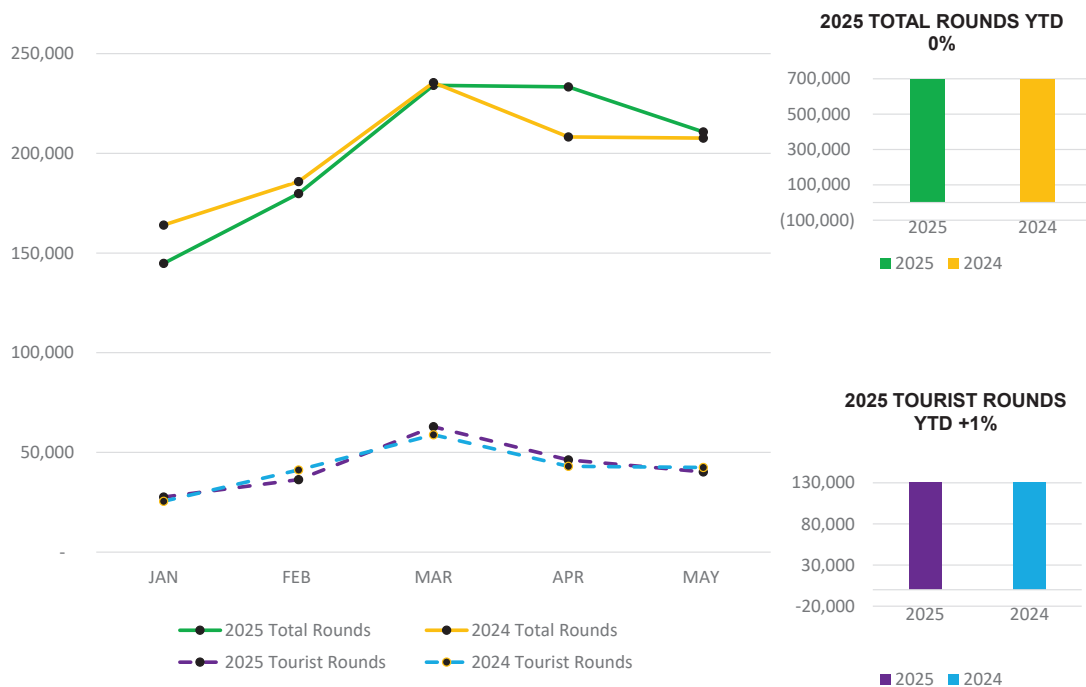


# Florida's First Coast of Golf

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Total Rounds May: +1%  
Tourist Rounds May: +-5%

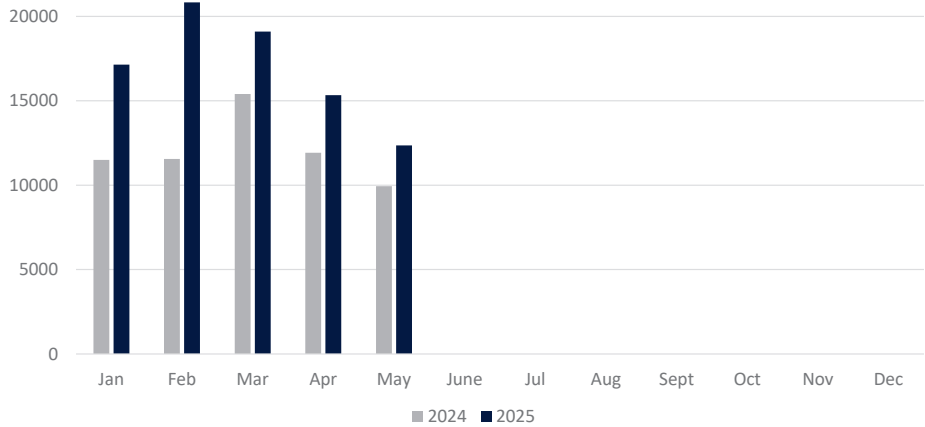
## ROUNDS UPDATE





### Florida’s First Coast of Golf Digital Traffic

+24% May | +39% YTD

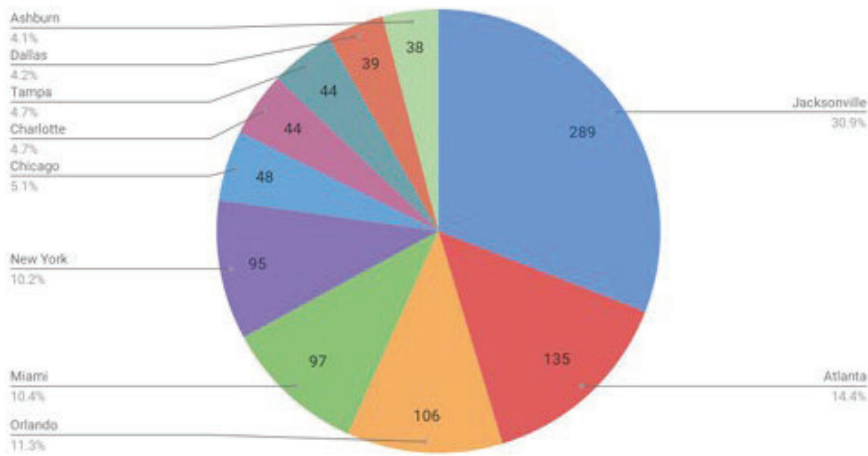


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### Sessions By City

Charlotte traffic increased 52% and Jacksonville traffic increased 36% year-over-year.



# CEO's Comments

- June 2025 Traditional Lodging Stats: Occupancy 63.6% (-0.8%), ADR \$161.23 (-3.5%), RevPAR \$102.51 (-4.3%), Demand is -0.1%, Revenue is -3.7%, Supply is +0.7%.
- June 2025 Vacation Rental Stats: Paid Occupancy 50.0% (-1.6%), ADR \$310 (+5.4%), RevPAL \$155 (+4.0%), Demand -1.6%; Supply +2.7%.
- June 2025 TDT Collections were down -2.3% YOY
- July VIC Visitation YOY for the St. Augustine Beach VIC is -21.3%; CoSA VIC was +2.4%; Jax Airport was down -7.8% YOY. Ponte Vedra Beach VIC metrics were unavailable at the time of reporting
- July 2025 Social Media YOY for Facebook/Meta was +7.8%, Instagram was +37.9%, TikTok was +27.5%, and YouTube was +1179.9%
- July 2025 Media impressions were up +38.7% YOY.
- July 2025 Sales team solicitations are down -6.4% YOY; lead room nights are -1.3% YOY; lead distributions are -11.6% YOY.

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# THANK YOU

Questions?



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PONTE VEDRA  
FLORIDA'S HISTORIC COAST®



# JULY BOARD REPORT FY2025



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FLORIDA'S HISTORIC COAST™

Please add these opt-ins to our database to receive our monthly e-newsletters.  
thanks!

*Tinsley*

## Table of Contents

01

02

03

04

- **Summary**
- **SJC Site Traffic/Performance Metrics**
- **Save The Summer: Leisure Campaign Summaries**
- **B2B Search, Programmatic Display & LinkedIn Campaign Summary**
- **Co-Op July Summary**

# SUMMARY

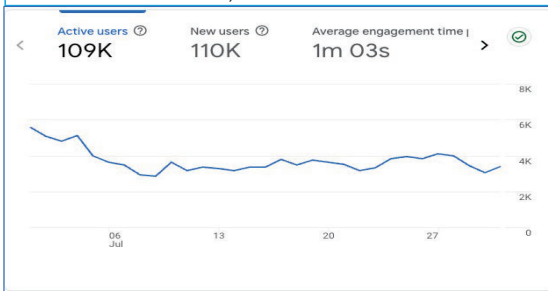


- During the month of July, Tinsley continued to run “Save The Summer” Leisure campaign across the following channels:
  - Paid Search (Branded/Non-Branded)
  - Paid Social Media (FB/IG) & FB Lead Ads
  - YouTube
  - Programmatic Display & Video
  - Out-of-Home Digital Billboards
  - Spot TV – “News-Centric” Campaign
  - Terrestrial Radio/Streaming Audio
- During the month of July, Tinsley continued to run various Brand & Co-Op campaigns within Trip Advisor, G&G and Print publications
- In mid-July, B2B campaigns launched within Search, Social & Display

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## Floridashistoriccoast.com Site Traffic

- Overall, June generated a total of 109k total Active Users of which 110k were **new**
- Average engagement time per active user came in at 1 min, 03 sec duration

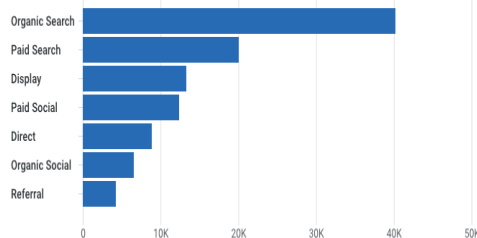


- United States accounted for the lion share of Active Users (102k)
- Netherlands (790) and Canada (744) then UK (439)

### Active users by Country

COUNTRY	ACTIVE USERS
United States	102K
Netherlands	790
Canada	744
United Kingdom	439
China	357
India	335
Singapore	276

### New users by First user primary channel group (Default Channel Group)



- Organic Search accounts for the lion share of New Users, followed by Paid Search, Display, Paid Social, Direct and Organic Social

### Views by Page title and screen class

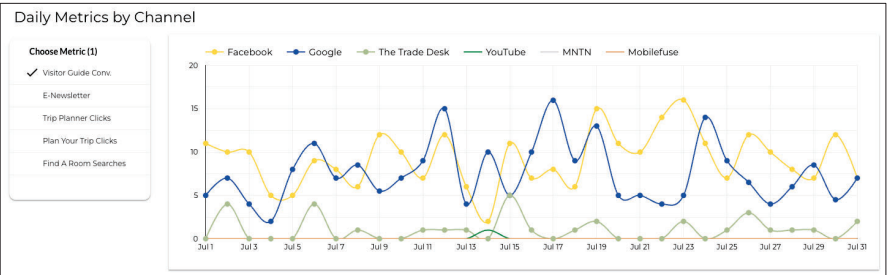
PAGE TITLE AND SCREEN ...	VIEWS
St. Augustine & Ponte Vedra ...	48K
St. Augustine Nights of Light...	7.9K
Things to Do in St. Augustin...	7.5K
The Top Free Things to Do in ...	6.9K
Best Hotels in St. Augustine ...	6.5K
Events & Festivals   St. Augu...	6.5K
St. Augustine Events This W...	4.6K

- Top Views by Page were St Augustine & Ponte Vedra, followed by Nights of Lights and Things to Do

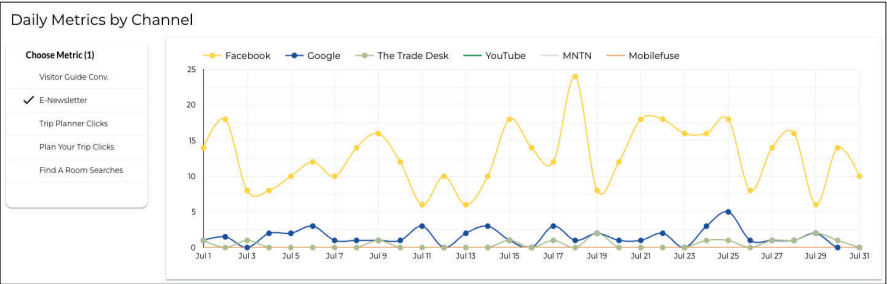
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# Floridashistoriccoast.com Analytics Dashboard

- During the month of July, the paid digital campaign generated:
  - 552 Visitor Guide Conversions; primarily driven by Google & Social (Meta: FB/IG) & Programmatic Display
  - 455 E-Newsletter Subscriptions; primarily driven by Google & Social (Meta: FB/IG)
  - 909 Facebook Lead Ads



Total July  
Lead Ads =  
909



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## Paid Search | Google AdWords | Leisure

- Google Paid Search is an evergreen schedule and delivered 150,067 impressions and 21,545 clicks from 7/1 – 7/31; yielding a 14.36% CTR. This exceeds Travel benchmark CTRs by +41%
  - The campaign includes both Brand and Generic (Non-Branded) campaigns

Responsive search ads

Explore St. Augustine, Florida | Official Tourism Site | Florida's Historic Coast®

www.example.com/st-augustine/

Culture or Adventure? You Can Discover Both in St. Augustine and Ponte Vedra Beach. Luxury Spas & Resorts, Pristine Beaches, & Sawgrass Golf. Plan a St. Augustine Visit Today

Status: ●

Headline 1: Explore St. Augustine, Florida  
Headline 2: Official Tourism Site  
Headline 3: Florida's Historic Coast®  
Headline 4: Ponte Vedra Beach, Florida  
Headline 5: Visit Florida's Historic Coast  
Headline 6: The Beach Is Calling  
Headline 7: Shop and Dine in St. Augustine  
Headline 8: Stunning White Sand Beaches  
Headline 9: Discover Florida's Oldest City  
Headline 10: Cultural & Recreational Events  
Headline 11: Beaches, Spas, & Golf Courses

Description 1: Culture or Adventure? You Can Discover Both in St. Augustine and Ponte Vedra Beach.  
Description 2: Luxury Spas & Resorts, Pristine Beaches, & Sawgrass Golf. Plan a St. Augustine Visit Today  
Description 3: Start Your Planning Now With a Free Guide and E-Newsletter From the Official Website.  
Description 4: Experience Old-World Charm, Flavorful Dining, Art, Culture, and Plenty of Entertainment.

Top 20 Keywords (ranked by Clicks and CTR)

Sitelinks

<b>Things To Do</b> Meet the Region And Local Attractions Find Out: <a href="#">https://www.floridashistoriccoast.com/things-to-do/</a> Source: Advertiser	<b>Get a Free Visitor Guide</b> Order a Free Visitor Guide (or Download the Visitor Guide Now) Find Out: <a href="#">https://www.floridashistoriccoast.com/visitor-info/visitor-guide/</a> Source: Advertiser	<b>Where To Stay</b> Find the Perfect Accommodations for You in Florida's Historic Coast Find Out: <a href="#">https://www.floridashistoriccoast.com/where-to-stay/</a> Source: Advertiser
<b>Hot Deals</b> Find special deals for your next visit to Florida's Historic Coast Find Out: <a href="#">https://www.floridashistoriccoast.com/where-to-stay/</a> Source: Advertiser	<b>Dining</b> Discover the history of the culinary scene and our modern-day restaurants Find Out: <a href="#">https://www.floridashistoriccoast.com/food-and-drink/</a> Source: Advertiser	<b>Sign Up For E-Newsletter</b> Get the latest news, events, and special offers delivered to your inbox Find Out: <a href="#">https://www.floridashistoriccoast.com/visitor-info/newsletter-signup/</a> Source: Advertiser
<b>Events &amp; Festivals</b> Discover the history of the region and our modern-day restaurants Find Out: <a href="#">https://www.floridashistoriccoast.com/where-to-stay/</a> Source: Advertiser	<b>Weddings &amp; Venues</b> Discover the history of the region and our modern-day restaurants Find Out: <a href="#">https://www.floridashistoriccoast.com/weddings/</a> Source: Advertiser	<b>Maps &amp; Getting Around</b> Discover the history of the region and our modern-day restaurants Find Out: <a href="#">https://www.floridashistoriccoast.com/visitor-info/maps/</a> Source: Advertiser
<b>Things to Do For Free</b> Find a budget-friendly things to do in St. Augustine Find Out: <a href="#">https://www.floridashistoriccoast.com/things-to-do/</a> Source: Advertiser	<b>Romanticism Lives Here</b> Find the perfect place for your romantic getaway in St. Augustine Find Out: <a href="#">https://www.floridashistoriccoast.com/romanticism-in-st-augustine-ponte-vedra/</a> Source: Advertiser	

Travel Industry Benchmarks – Google CTR: 10.16%

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# Paid Search | Google AdWords | B2B

- The B2B Google Paid Search campaign launched on 7/18 and generated 10,905 impressions and 574 clicks from 7/1 – 7/31; yielding a 5.26% CTR. While this is under-performing against benchmarks, we have only been in-market for a few weeks, and we are continuously optimizing.
- The campaign includes ad groups against Meetings: Events, Meetings: Retreats & Tour: Group Travel Ad Group

B2B Site Links, Callouts, Structured Snippets & Call Assets

#### Stelinks

**Things To Do**  
Must See Sights  
And Local Favorites  
Final URL: <https://www.floridashistoriccoast.com/things-to-do/>  
Source: Advertiser

**Get a Free Visitor Guide**  
Open A Print Version Or View Our  
Online Interactive Guide Now!  
Final URL: <https://www.floridashistoriccoast.com/visitor-info/visitor-guide/>  
Source: Advertiser

**Hot Deals**  
Find specials & deals for your next  
visit to Florida's Historic Coast  
Final URL: <https://www.floridashistoriccoast.com/places-to-visit/deals/>  
Source: Advertiser

**Dining**  
Get a taste of the culinary history  
and experience the best of  
Florida's historic coast  
Final URL: <https://www.floridashistoriccoast.com/food-and-drink/>  
Source: Advertiser

**Where To Stay**  
Find the Perfect Accommodations For  
You in Florida's Historic Coast  
Final URL: <https://www.floridashistoriccoast.com/places-to-visit/>  
Source: Advertiser

**Events & Festivals**  
Search The Wide Range of Events  
And Festivals Happening Around Town  
Final URL: <https://www.floridashistoriccoast.com/events/>  
Source: Advertiser

**Weddings & Venues**  
Explore The Wide Variety of Venues  
And Locations For Your Big Day  
Final URL: <https://www.floridashistoriccoast.com/weddings/>  
Source: Advertiser

**Sign Up For E-Newsletter**  
Get The Latest Travel Tips, News  
And Insights From Local Experts  
Final URL: <https://www.floridashistoriccoast.com/visitor-info/newsletter-signup/>  
Source: Advertiser

**Things To Do For Free**  
Discover The Best Free Activities  
Things To Do In St. Augustine  
Final URL: <https://www.floridashistoriccoast.com/things-to-do/free/>  
Source: Advertiser

**Magic & Getting Around**  
Learn More About Magic  
And Transportation Options  
Final URL: <https://www.floridashistoriccoast.com/visitor-info/magic/>  
Source: Advertiser

**Romance Lives Here**  
See Some Of Our Great Getaways  
Final URL: <https://www.floridashistoriccoast.com/blog/romance-in-augustine-ponte-vedra/>  
Source: Advertiser

#### Callouts

**Staycation**  
Source: Advertiser

**Flavorful Dining**  
Source: Advertiser

**The Northeast Coast of FL**  
Source: Advertiser

**Plenty of Places to Stay**  
Source: Advertiser

**Florida's Historic Coast**  
Source: Advertiser

#### Structured snippets

**Destinations**  
Historic Ponce de Leon Village, Historic Ponce de Leon Village, Historic Ponce de Leon Village, Historic Ponce de Leon Village, Historic Ponce de Leon Village  
Source: Advertiser

#### Call assets

**(800) 473-3112**  
Call now to book your stay  
Source: Advertiser

Travel Industry Benchmarks – Google CTR: 10.16%

Top 20 Keywords (ranked by Clicks and CTR)

Keyword	Impressions	Clicks	CTR
group travel destination	6,004	368	6%
corporate event venues	856	50	6%
hotel event centers	455	36	8%
st augustine events	173	35	20%
corporate event space	90	9	10%
what's going on in st augustine this weekend	60	8	13%
things to do in st augustine this weekend	31	5	16%
st augustine christmas lights	41	5	12%
st augustine things to do this weekend	13	4	31%
events in st augustine	36	4	11%
corporate event hotels	206	4	2%
st augustine calendar of events	28	3	11%
corporate event rental	47	3	6%
saint augustine events	4	2	50%
business retreat venue	116	2	2%
events st augustine fl	1	1	100%
events in st augustine this weekend	3	1	33%
things to do in ponte vedra this weekend	7	1	14%
st augustine this weekend	7	1	14%
st augustine lights	9	1	11%

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# Paid Social | Facebook/Instagram | Leisure

- Facebook/Instagram delivered 1,827,819 impressions and 57,255 clicks from 7/1 – 7/31; yielding a 3.13% CTR; which exceeds Travel benchmarks by +42%.
  - The campaign incorporates in-feed static units and Lead Ads. Lead Ads generated 909 leads
  - Video was launched mid-July

#### Social Meta – Static Image Ads

**St. Augustine, Florida**

With 42 miles of oceanfront and a history dating back to the 16th century, you'll find St. Augustine, Ponte Vedra & The Beaches truly unforgettable.

**THERE'S NO END TO YOUR ADVENTURE.**

Learn more

**St. Augustine, Florida**

Discover endless summer fun in St. Augustine & Ponte Vedra, with beaches, history, art and adventure for every age and interest.

**MAKE BIGGER PLANS THIS SUMMER.**

Learn more

**St. Augustine, Florida**

From historic streets to coastal retreats, discover bright spots and hidden gems in St. Augustine, Ponte Vedra & The Beaches.

**A SURPRISE AT EVERY TURN.**

Learn more

#### Social Meta – Lead Ads (E-Newsletter CRM)

**St. Augustine, Florida**

With 42 miles of oceanfront and a history dating back to the 16th century, you'll find St. Augustine, Ponte Vedra & The Beaches truly unforgettable.

**THERE'S NO END TO YOUR ADVENTURE.**

Join the List – Your Adventure Starts Here.

Learn more

**St. Augustine, Florida**

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**St. Augustine, Florida**


From historic streets to coastal retreats, discover bright spots and hidden gems in St. Augustine, Ponte Vedra & The Beaches.

**A SURPRISE AT EVERY TURN.**


Join the List – Your Adventure Starts Here.

Learn more

#### Social Video launched July with "Forever Summer"



**ST. AUGUSTINE PONTE VEDRA**  
FLORIDASHISTORICCOAST.COM



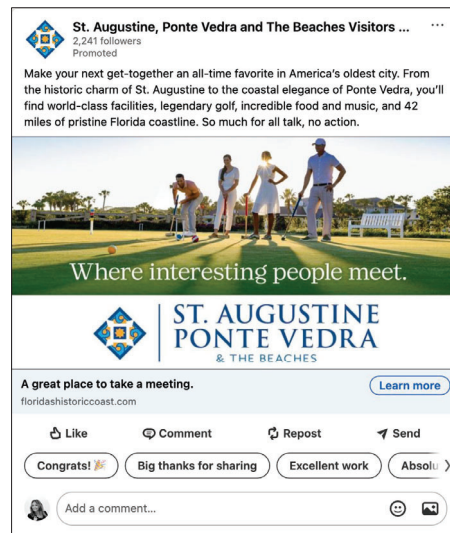
Travel Industry Benchmarks – Social CTR: 2.20%

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## Paid Social | LinkedIn | B2B

- The B2B LinkedIn campaign launched on 7/16 and has delivered 1,433,708 impressions and 571 clicks from 7/1 – 7/31; yielding a 0.04% CTR
- The campaign incorporates in-feed static units



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## YouTube | Leisure

- YouTube delivered 3,354,143, impressions and 2,206 clicks from 7/1 – 7/31; yielding a 0.07% CTR
  - YouTube generated a 49.01% Video Completed Rate
- Creatively, we continued to run 100% rotation with “Forever Summer”



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# Programmatic Display I Leisure

- Programmatic Display delivered 1,125,394 impressions and 556 clicks from 7/1-7/31; yielding a 0.05% CTR
  - Programmatic Display is running across Brand Safe sites purchased on **The Trade Desk**
- Creatively, we continued the 50%/50% rotation of both “Keep Your Summer Plans Wide Open” and “Make Bigger Plans This Summer”



Travel Industry Benchmarks – Display CTR: 0.44%

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# Programmatic Display I B2B

- B2B Programmatic Display launched on 7/16 and has delivered 545,885 impressions and 236 clicks from 7/1-7/31; yielding a 0.04% CTR
  - Programmatic Display is running across Brand Safe sites purchased on **The Trade Desk**



Travel Industry Benchmarks – Display CTR: 0.44%

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# MobileFuse Standard Display | Leisure

- MobileFuse Standard Display delivered 2,067,479 impressions and 22,444 clicks from 7/1-7/31; yielding a 1.09% CTR. This exceeds Travel benchmarks by +47%
  - A total of 119,716 bonus impressions ran at No Charge
- Creatively, we are continuing to run 50%/50% rotation of both “Keep Your Summer Plans Wide Open” and “Make Bigger Plans This Summer”

Market	Impressions	Clicks	CTR
Atlanta, GA	748,465	8,575	1.15%
Jacksonville, FL	197,794	1,946	0.98%
Miami-Ft. Lauderdale, FL	486,205	5,705	1.17%
Orlando-Daytona Beach-Melbourne, FL	465,367	4,342	0.93%
West Palm Beach-Ft. Pierce, FL	169,648	1,876	1.11%
<b>Sub-Total MobileFuse Display</b>	<b>2,067,479</b>	<b>22,444</b>	<b>1.09%</b>

Includes 119,716 bonus impressions



Travel Industry Benchmarks – Display CTR: 0.44%

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# MobileFuse | Rich Media Display | Leisure

- MobileFuse Rich Media (Interstitial unit with Video and Tiles) launched in June, and is continuing to run throughout the end of September.
  - The Rich Media (Interstitial unit) delivered 657,5220 impressions and 7,833 clicks from 7/1-7/31, yielding a 1.19% CTR. This exceeds Travel benchmarks by +171%

Market	Impressions	Clicks	CTR
Atlanta, GA	237,155	2,362	1.00%
Jacksonville, FL	59,424	789	1.33%
Miami-Ft. Lauderdale, FL	168,772	2,078	1.23%
Orlando-Daytona Beach-Melbourne, FL	142,445	1,984	1.39%
West Palm Beach-Ft. Pierce, FL	49,726	620	1.25%
<b>Sub-Total MobileFuse Rich Media</b>	<b>657,522</b>	<b>7,833</b>	<b>1.19%</b>



Travel Industry Benchmarks – Display CTR: 0.44%

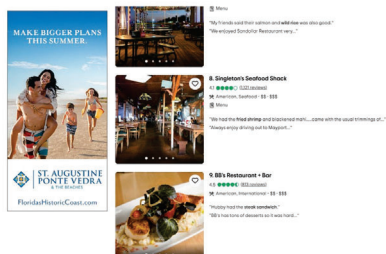
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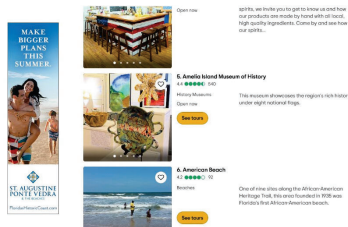
# TripAdvisor Display | Leisure

- TripAdvisor display delivered 1,587,355 impressions and 789 clicks from 7/1-7/31; yielding a 0.05% CTR

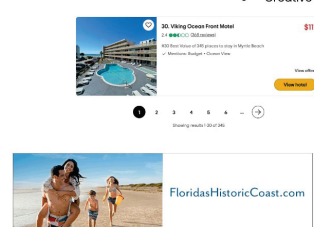
- Tripadvisor US IP**
- Run Of Site (300X600)
  - Creative - Summer



- Tripadvisor US IP**
- Run Of Site (160X600)
  - Creative - Summer



- Tripadvisor US IP**
- Run Of Site (970X250)
  - Creative - Summer



Travel Industry Benchmarks – Display CTR: 0.44%

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# Programmatic | Video (CTV) | Leisure

- Programmatic Video/CTV delivered 1,113,708 impressions from 7/1-7/31; and has generated a 98.64% Video Completion Rate.
  - Programmatic Video is running across Brand Safe sites purchased through **The Trade Desk** on a platform called **MNTN**



Travel Industry Benchmarks – Display CTR: 0.44%

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# Out-of-Home | Digital Billboards | Leisure

- “Save The Summer” Digital Billboard campaign running across Atlanta-GA, Charleston-SC, Jacksonville-FL, Miami-Ft. Lauderdale-FL, Orlando-FL, Savannah-SC & West Palm Beach-FL, is continuing to run throughout the month of July (7/1-7/31)
- Creatively, a 50%/50% rotation of both “Keep Your Summer Plans Wide Open” and “Make Bigger Plans This Summer” ran through 7/13.
  - Effective 7/14, we integrated “There’s No End To Your Adventure” and “Surprise At Every Turn”
- Total Digital Billboard impressions delivered in July is 55,291,754

Market	Media Owners	Media Type	Spot Length	Loop Length	Location Description	July Impressions
Charleston, SC	Grace Outdoor	Digital Bulletin	:06	:48	I-26	6,789,637
Gainesville, FL	Clear Channel Outdoor	Bulletin	N/A	N/A	SR 24 Archer Rd NS 0.3mi W/O SR 121 34th St F/SW - 2	12,790,316
Orlando et al, FL	Becker Boards	Digital Bulletin	:08	:64	Highway 441/Orange Blossom Trail @ Florida Turnpike F/S	9,900,677
Orlando et al, FL	Becker Boards	Digital Bulletin	:08	:64	Colonial Blvd @ Mercy Drive F/E	3,371,293
Savannah, GA	Lamar Advertising	Digital Bulletin	:10	:80	W/S ABERCORN 575' N/O EISENHOWER F/N	4,572,973
Atlanta GA	Clear Channel Outdoor	Digital Bulletin Rotary	:08	:64	Rotary Programs, Locations Vary	7,364,096
Jacksonville FL	Clear Channel Outdoor	Digital Bulletin Rotary	:08	:64	Rotary Programs, Locations Vary	2,489,937
Miami-Ft. Lauderdale FL	Clear Channel Outdoor	Digital Bulletin Rotary	:08	:64	Rotary Programs, Locations Vary	5,293,570
West Palm Beach Fort Pierce FL	Clear Channel Outdoor	Digital Bulletin Rotary	:08	:64	Rotary Programs, Locations Vary	2,375,507
All markets	Clear Channel Outdoor	Radar	N/A	N/A	mobile retargeting those consumers that pass by the boards or geo-fenced areas	343,750
July Total						55,291,754

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# Out-of-Home | Digital Billboards | Locations

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## Out-of-Home | Digital Billboard | Creative | Leisure



Coming Soon.....updated OOH creative is being developed with single images

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## Broadcast | "News-Centric" Spot TV | Leisure

- "Save The Summer" Spot TV (News) campaign running across Atlanta, Jacksonville, Miami-Ft. Lauderdale, Orlando & West Palm Beach, is continuing to run throughout the month of July (7/1-7/31)
- Total Spot TV impressions delivered in July is 7,398,271

Market	Station	Affiliate	Impressions
Atlanta	WSB-TV	ABC Affiliate	832,938
	WAGA-TV	FOX Affiliate	661,677
	WXIA-TV	NBC Affiliate	744,982
			<b>2,239,597</b>
Market	Station	Affiliate	Impressions
Jacksonville	WFOX-TV	FOX Affiliate	168,401
	WJAX-TV	CBS Affiliate	244,696
	WJXT-TV	Ind (CW)	1,106,411
	WTLV-TV & WJXX-TV	ABC/NBC Affiliate	401,083
			<b>1,920,590</b>
Market	Station	Affiliate	Impressions
Miami-Ft. Lauderdale	WFOR-TV	CBS Affiliate	901,128
	WTVJ-TV	NBC Affiliate	192,014
	WSVN-TV	FOX Affiliate	564,271
	WPLG-TV	ABC Affiliate	217,115
			<b>1,874,528</b>
Market	Station	Affiliate	Impressions
Orlando	WESH-TV	NBC Affiliate	189,639
	WFTV-FOX	ABC Affiliate	223,527
	WKMG-TV	CBS Affiliate	491,929
	WOFL-TV	FOX Affiliate	65,950
			<b>971,046</b>
Market	Station	Affiliate	Impressions
West Palm Beach	WPBF-TV	ABC Affiliate	155,983
	WPEC-TV	CBS Affiliate	72,068
	WPTV-TV	NBC Affiliate	164,460
			<b>392,511</b>
<b>Total Spot TV - July</b>			<b>7,398,271</b>

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# Broadcast | Spot TV | Commercial | Leisure



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## Broadcast | Terrestrial Radio | Streaming Radio | Leisure

- “Save The Summer” Terrestrial Radio & Streaming Audio campaign running across Atlanta, Jacksonville, Miami-Ft. Lauderdale, Orlando & West Palm Beach, is continuing to run throughout the month of July (7/1-7/31)
  - Total Terrestrial Radio impressions delivered in July is 5,676,600
  - Total Streaming Audio impressions delivered in July is 997,684

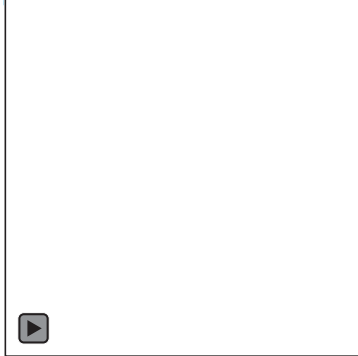
Market/Stations	Format	Spots	GI
July Total		2,002	5,676,600
Atlanta, GA		448	1,248,000
WRDG-FM	Hip Hop/R&B	112	328,000
WUBL-FM	Country - Mainstream	112	666,000
WWPW-FM	CHR - Mainstream Hits	112	81,200
WBZY-FM	Spanish - Mainstream Hits	112	172,800
Jacksonville, FL		336	670,800
WKSL-FM	CHR - Mainstream Hits	112	169,600
WQJK-FM	Country - Mainstream	112	296,800
WSOL-FM	R&B	112	204,400
Miami FL		356	1,548,800
WHYI-FM	CHR - Mainstream Hits	112	382,400
WZTU-FM	Spanish - Mainstream Hits	112	570,400
WBGG-FM	Rock - Classic Rock 80s core	132	596,000
Orlando, FL		466	1,503,400
WMGF-FM	AC - Mainstream	109	372,600
WXXL-FM	CHR - Mainstream Hits	119	363,500
WRUM-FM	Spanish - Hot AC	119	266,400
WTKS-FM	Talk - Personality	119	500,900
West Palm Beach, FL		396	705,600
WKGR-FM	Rock - Classic Rock 90s core	132	243,200
WOLL-FM	AC - Mainstream	132	369,000
WLDI-FM	CHR - Mainstream Hits	132	93,400

IHeart Streaming Audio	Placement	Creative Spec	Market	July Impressions	Targeting Tactics
IHeart Audience Network (IAN) - Streaming	IHeart Audience Network Cross Platform In-Stream Audio	:30	ATLANTA, GA	313,474	Geo: DMA - Atlanta GA Exclusive Audience Segment Targeting : Audience Vacation
IHeart Audience Network (IAN) - Streaming	IHeart Audience Network Cross Platform In-Stream Audio	:30	GAINESVILLE, FL	94,737	Geo: DMA - Gainesville FL Exclusive Audience Segment Targeting : Audience Vacation
IHeart Audience Network (IAN) - Streaming	IHeart Audience Network Cross Platform In-Stream Audio	:30	JACKSONVILLE, FL	42,105	Geo: DMA - Jacksonville FL Exclusive Audience Segment Targeting : Audience Vacation
IHeart Audience Network (IAN) - Streaming	IHeart Audience Network Cross Platform In-Stream Audio	:30	MIAMI/FT. LAUDERDALE-FL	252,632	Geo: DMA - Miami-FL, Lauderdale-FL Exclusive Audience Segment Targeting : Audience Vacation
IHeart Audience Network (IAN) - Streaming	IHeart Audience Network Cross Platform In-Stream Audio	:30	ORLANDO-FL	42,105	Geo: DMA - Orlando-Daytona Beach-Melbourne FL Exclusive Audience Segment Targeting : Audience Vacation
IHeart Audience Network (IAN) - Streaming	IHeart Audience Network Cross Platform In-Stream Audio	:30	WEST PALM BEACH-FL	252,632	Geo: DMA - West Palm Beach-FL, Pierce FL Exclusive Audience Segment Targeting : Audience Vacation
				<b>997,684</b>	

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## Broadcast | Terrestrial Radio | Commercial | Leisure

"Your Summer Getaway" :30  
Commercial



Companion Banner



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Co-Op

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# Co-Op | Our State North Carolina (E-Newsletters)

## Our State E-Newsletters (Added Value)

- Added value E-Newsletters continued to run in the month of July
- E-Newsletters are distributed to 40k+ subscribers

## Details

- Celebrating North Carolina's best from mountains to the coast through lively storytelling and stunning photography. Reflecting North Carolina's beauty, nature, food & travel. - always positive, uplifting, and engaging.



7/2 Arts & Culture E-Newsletter:  
55.8% open rate; 5.1% Click Rate



7/17 Travel & Events E-Newsletter:  
42.9% open rate; 3.7% Click Rate

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# Co-Op | Villages Magazine

## Details

The Villages is a monthly publication edited for residents of one of the fastest-growing metro areas. The magazine contains informational travel content, lifestyle topics, and is a trusted source for its primarily retiree readers.

- FP4C ad
- July 2025
- 45,000 Circulation

## The Audience

- 88% are interested in a beach getaway
- 80% prefer short mid-week getaways
- 73% plan on attending an event or festival outside of their community

### 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.

**BEACHER'S LODGE OCEANFRONT SUITES**  
Experience Florida's Historic Coast® on charming Crescent Beach. Oceanfront suites with kitchens make a perfect beachfront getaway. Enjoy our heated pool, pet-friendly suites and live Wi-Fi. Explore history, stay at the beach and make your own.

6070 A1A South • 904-471-8849 • [www.beacherslodge.com](http://www.beacherslodge.com)

**HAMMOCK BEACH GOLF RESORT & SPA**  
Located along Florida's stunning coastline, enjoy two championship courses designed by Nicklaus and Whitson. Whether you're seeking a challenge or simply the joy of the game, Hammock Beach offers an unforgettable golfing experience for all skill levels.

200 Ocean Coast Way, Palm Coast • 888-446-8855 • [www.hammockbeach.com](http://www.hammockbeach.com)

**WHISKEY, WINE & WILDLIFE**  
Whiskey, Wine & Wildlife takes place November 6-9, 2025, oceanside in Vilano Beach, St. Augustine, FL. Ticketed ALL-INCLUSIVE with unlimited beverage and culinary tastings from some of Florida's best restaurants. Experience "St. Augustine's Walk on the Wild Side!"

Vilano Beach, St. Augustine • 904-285-9201 • [www.WhiskeyWineWildlife.com](http://www.WhiskeyWineWildlife.com)

**LINCOLNVILLE MUSEUM & 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.

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