

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
OCTOBER 20, 2025, 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Irving Kass, Vice Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – August 18, 2025
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. SPORTS TOURISM GRANT APPROVALS (**Action Required**)
 - Public comment
8. MONTHLY REPORTS PROVIDED IN PACKETS
9. MEMBER COMMENTS
10. NEXT MEETING DATE - November 17, 2025
11. ADJOURN

TDC Regular Meeting – October 20, 2025

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – August 18, 2025
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
August 18, 2025 - 1:30 p.m.

1. CALL TO ORDER

Blevins called the meeting to order at 1:30 p.m.

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

Absent: Irving Kass, District 2, Chair

Staff Present: Dena Masters, Senior Tourist Development Council Administrator
Jesse Dunn, Deputy County Administrator
Lex Taylor, Deputy County Attorney
Artricia Allen, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

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

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

5. APPROVAL OF MINUTES

Masters stated that a revision was made to the minutes regarding the Staff Present list on page one, which was corrected in the Council's agenda books but not the electronic version.

Motion by Rumrell, seconded by Sikes-Kline, carried 8/0, with Kass absent, to approve the minutes for the July 21, 2025, meeting, as submitted.

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

6. PUBLIC COMMENT

Albert Syeles spoke about strategic planning. He stated it was beneficial for the Tourist Development Council to reflect on its mission and recommended organizing its goals around five core tourism development pillars (Exhibit A).

7. FISCAL YEAR 2026 ARTS, CULTURE AND HERITAGE (ACH) TOURISM GRANT FUNDING RECOMMENDATION

Masters presented the details of the ACH tourism grant funding recommendation. Discussion ensued on insufficient backup materials and the need for additional information. There was a recommendation to increase funding for the Gullah Geechee.

Phillips and Sikes-Kline recused themselves from voting on the funding recommendation because they served as Board members for some of the involved organizations.

Public Comment:

Sandra Parks spoke about the history of the bed tax, noting that with established cultural venues such as the Performing Arts Center and the St. Johns County Amphitheater, public support for a bed tax referendum would now be more substantial.

Sherry Providence, Limelight Theatre, announced a partnership with Sunny TV and highlighted an upcoming project collaboration in October 2025 with the Foundation for the Black History Museum. She expressed gratitude for the funding Limelight Theatre had received.

Albert Syeles spoke about the Consumer Generated Media's post-Romanza Festival survey, which found that over half of the respondents had stayed in Ponte Vedra Beach.

Motion by Cox, seconded by Gordon, carried 6/0, via roll call vote, with Kass absent and Phillips and Sikes-Kline recused, to recommend to the Board of County Commissioners to

approve the Arts, Cultural and Heritage Grant budget allocation for Fiscal Year 2026 at \$633,085.

Blevins: Yes
Cox: Yes
Gordon: Yes
Joseph: Yes
Phillips: Recused
Rumrell: Yes
Sikes-Kline: Recused
Wicks: Yes
Kass: Absent

8. MONTHLY REPORTS PROVIDED IN PACKETS

Susan Phillips, President and Chief Executive Officer of the St. Johns County Visitors and Convention Bureau, presented the monthly tourism and bed tax reports. She highlighted HGTV's features of the Vilano Beach and the Sing Out Loud advertising campaigns.

Discussion ensued on increased activity at the St. Augustine Visitors and Information Center, a rise in YouTube engagement, and August's hotel.

Jeff Potts, Executive Director of the St. Johns County Cultural Council, presented the Black Heritage Trail Guide, funded through various government and arts grants, to preserve and promote the County's Black heritage as a tourism asset. He announced that the Culinary Guide would be receiving the prestigious Flagler Award. Discussion ensued on incorporating the history of Jesse Fish, promoting agrotourism, and combining related attractions such as Orange Groves.

9. MEMBER COMMENTS

Joseph spoke about an upcoming movie starring Karen Allen, which would be filmed at several local sites. She introduced Brian Long, Cardinal Flix Producer, who shared details about the film "The Batting Cage," which would feature St. John's County, and begin production in April 2026. He noted that Florida did not offer statewide film tax credits, and the existing incentives were limited to specific counties, which would not include St. Johns County.

Sikes-Kline spoke about the ongoing community discussion surrounding the Nights of Lights event. She noted that a formal funding request had not been submitted.

Wicks spoke about attending a live show at the Ponte Vedra Concert Hall. He praised the venue transformation and encouraged everyone to attend a show.

10. NEXT MEETING DATE

Blevins stated that the next meeting was scheduled for September 15, 2025.

11. ADJOURN

With no further business to come before the Council, the meeting adjourned at 2:17 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 – October 20, 2025

Agenda Item 7 – FY26 Phase 1 - Sports Tourism Grant Approvals (Action Required)

The Sports Tourism Grants Program was recently updated in April 2025. The program operates on a biannual application cycle, consisting of two phases:

- Phase 1: October 1 – March 31
- Phase 2: April 1 – September 30

This group of applications represents the first group to comply with the new sports tourism guidelines. All applications were reviewed and scored by the Grants Evaluation Panel, with funding recommendations reviewed and approved by the Recreation Advisory Board at their meeting on August 13th.

A total of fourteen applications were received. The applications, along with their corresponding evaluation scores, were previously sent out for review.

To access the application materials, please click [HERE](#)

Phase 1 – Sports Tourism Applications

- **USSSA Atlantic Coast Cup – October 4 – 5, 2025**
Recommended Funding - \$2,500
- **Florida Prime Soccer – Prime Soccer Cup, October 10 – 12, 2025**
Recommended Funding - \$16,013
- **Game On Events – St. Augustine Triathlon, October 12, 2025**
Recommended Funding - \$4,000
- **Perfect Game, Inc. – Fall Sunshine State Championships, October 17 – 20, 2025**
Recommended Funding - \$15,000
- **Perfect Game, Inc. – Fall Premiere Championships, October 31 – November 1, 2025**
Recommended Funding - \$15,000
- **USSSA North Florida Battle of the Belts, November 8 – 9, 2025**
Recommended Funding - \$2,500
- **St. Augustine Classic Pickleball Tournament, - November 8-9, 2025**
Recommended Funding - \$3,670
- **International Open Billiards Tournament, November 14 -23, 2025**
Recommended Funding - \$30,000
- **St. Augustine Amateur, December 5 – 7, 2025**
Recommended Funding – 22,500
- **St. Augustine Youth Services – Santa Suits on the Loose 5K, December 13, 2025**
Recommended Funding – 2,500
- **Jacksonville Football Club, 2026 Puma King Cup, January 17 – 18, 2026**
Recommended Funding - \$1,025
- **Florida Prime Soccer, Prime Pre-Season Classic, January 30 – February 1, 2026**
Recommended Funding - \$5,000
- **USSSA North Florida Select Super NIT, February 28 – March 1, 2026**
Recommended Funding - \$3,375.00
- **Perfect Game, Inc. – North Florida Kickoff Classic, March 6 – 8, 2026**
Recommended Funding - \$5,000

***Indicates New Grantee/Event**

Fiscal Year 2026 Sports Tourism Event Recommended Funding

Event Date	PHASE 1 (Oct 2025 - March 2026)		P1 (BM)	P2	P3 (LW)	P4 (JT)	Final Score	Grant Request	Panel Review Recommendation	RAB Approved	Final Grant Amount	Prior Year Grant Amount	Type of Event
10/4-10/5	USSSA Atlantic Coast Cup		47		45	47	46	\$5,000	\$2,500	8/13/2025	\$2,500	\$0	Baseball
10/10-10/12	Prime Cup		73		93	83	83	\$21,350	\$16,013	8/13/2025	\$16,013	\$10,000	Soccer
10/12.	Game On! St. Augustine Triathlon		57		71	55	61	\$8,000	\$4,000	8/13/2025	\$4,000	\$6,750	Triathlon
10/17-10/20	PG Fall Sunshine State Championships		75		75	75	75	\$20,000	\$15,000	8/13/2025	\$15,000	\$13,500	Baseball
10/31-11/1	PG Fall Premier Championships		75		75	75	75	\$20,000	\$15,000	8/13/2025	\$15,000	\$13,500	Baseball
11/8-11/9	USSSA North Florida Battle of the Belts		57		55	57	56	\$5,000	\$2,500	8/13/2025	\$2,500	\$0	Baseball
11/8- 11/9	St. Augustine Classic Pickleball Tournament		49		34	53	45	\$7,340	\$3,670	8/13/2025	\$3,670	\$0	Pickleball
11/14-11/23	International Open		92		96	94	94	\$30,000	\$30,000	8/13/2025	\$30,000	\$27,000	Billiards
12/5 - 12/7	St. Augustine Amatuer		68		70	65	68	\$30,000	\$22,500	8/13/2025	\$22,500	\$20,250	Golf
12/13.	SAYS Suites on the Loose 5k		49		59	49	52	\$5,000	\$2,500	8/13/2025	\$2,500	\$2,578	Running
1/17-1/18	2026 JFC Puma King Cup		41		31	45	39	\$4,100	\$1,025	8/13/2025	\$1,025	\$0	Soccer
1/30-2/1	Prime Pre-Season Classic		59		63	63	62	\$10,000	\$5,000	8/13/2025	\$5,000	\$0	Soccer
2/28-3/1	USSSA North Florida Select Super NIT		52		55	57	55	\$6,750	\$3,375	8/13/2025	\$3,375	\$0	Baseball
3/6/-3/8	2026 PG North Florida Kickoff Classic		45		45	45	45	\$10,000	\$5,000	8/13/2025	\$5,000	\$4,500	Baseball
Totals								\$182,540	\$128,083		\$128,083	\$98,078	

Denotes new grantee for FY26



Recreation Advisory Board Meeting Minutes August 13, 2025

Call to Order

Members Present: Lauren Watkins, Chair, Bill Bowen, George Vancore, Harold Dockins, and Casey Van Rysdam.

Members Absent: Brad Long, Vice Chair and Jason Trent

Also Present: Commission Chair Krista Joseph and David Simpkins, St. Johns County School District Liaison

Recreation Staff Present: Jamie Baccari, Assistant Director, Carrie Miska, Business Manager, Bobby McFarland, Sports Tourism Development Specialist and Diane Gorski, Project Specialist/Liaison

Approval of the Minutes

Watkins called for approval of June 11, 2025, meeting minutes. Bowen motioned to approve the minutes and received a second from Dockins. Motion passed 5/0.

Public Comments

The Chair called for Public Comments for non-agenda items. Margo Geer, St. Johns County resident, spoke to the need for the Shore Drive Trail to be built. She expressed concerns over pedestrian safety and asked the RAB to urge the Board of County Commissioners to build the trail. A brief discussion followed.

Gus Calado, Planet Swim owner, swimming enthusiast and former collegiate all-star nationally recognized swimmer, spoke to the need to expand aquatics within St. Johns County. He provided an overview of business operations in Nocatee and mentioned wanting to expand their footprint.

Reports

Simpkins reported that there are over 55,000 students registered in the St. Johns County School District and over 6,500 employees. He mentioned that a K-8 on SR 16A was opened this year and two more will open in 2026-2027. He provided the Football Season Kickoff schedule for Friday. Public access on Wednesdays in July and August was well attended countywide. He announced that the new AstroTurf field will be unveiled at the Ponte Vedra High School home game against rival school Neese on Friday August 22, 2025. Joseph asked if Beachside Highschool swim team found a place to practice and Simpkins replied that he did not know what was worked out. He said finding a pool is always a challenge for High School teams since there are no pools on campus. Joseph asked the Planet Swim representative how they handled scheduling pool access for high school teams. Discussion followed. Vancore asked Simpkins to explain the relationship between St. Johns County Schools and the St. Johns Middle School Sports Athletic Association. Simpkins explained that middle school sports are not offered through the school district. The Middle School Athletic Association provides sports opportunities to middle school students throughout the county working with the school district and Parks & Rec for field allocation.

Commission Chair Joseph reported that she had just attended a Library Board meeting, where she learned about the strong partnership between the Library and Parks & Recreation departments. She conveyed the Library Board's appreciation for the positive working relationship with Parks & Recreation and highlighted how well the two departments collaborate. Joseph expressed enthusiasm for the co-location of libraries within new regional park designs and emphasized the value of this integrated approach. She recommended that Kane continue to include libraries in all future park projects where feasible, to support community access and interdepartmental synergy.

Watkins introduced the St. Johns County Park Foundation Director Marithza Ross who provided an update on the Foundation.

Ross shared that the Foundation was able to raise nearly \$30,000 during Parks and Rec Month July with the Tesori Family Foundation providing a \$25,000 donation as the first major donor. She said that the donations for Foundation President Brad Long's fundraiser were appreciated. She announced that the Foundation was halfway toward their goal of raising funds for the Field of Dreams turf field replacement. She mentioned a partnership with a resident led group desiring to replace the playground at Bird Island Park and said that she was working with the county to determine what fits in that space. She covered the Foundation wish list for Park Partners' \$25,000 donorships to provide support throughout the year. She stated that they continue to look for donors and have a few slots for small title sponsors for a variety of upcoming programs and volunteers. She explained the Foundation is the official philanthropic partner of the St. Johns County Parks & Rec Department whose purpose is to create spaces that are welcoming and accessible to all members of the community, fostering wellness, connection and enjoyment for everyone. The Foundation is committed to preserving and maintaining county parks and to creating private partnerships as well as community engagement to strengthen & sustain parks and recreational spaces. The goal is for the Foundation to be self-sustaining while having a meaningful impact on the county park and recreation spaces. A brief Q&A followed.

RAB Member Reports

Vancore announced that the FOD park is expanding, and that significant progress has been made on the infrastructure work and modifications for a new parking lot, concession stand, 4 ADA restrooms and a storage unit. He mentioned the Field of Dreams Baseball Organization is providing \$80k towards purchasing equipment for the concession stand. He mentioned there are several sponsors signing up to assist with funding. He said he notified the FOD parents about the ADA access points within the county and the families are very happy to learn of this.

Dockins thanked the department for the Popsicles in the Park events. He said his granddaughter really enjoyed it. He mentioned that he is a fast walker and medaled in the Senior Games. He announced that he is running Race Walk/Power Walk Clinics Mon/Thu from September 8 to September 18 at the Solomon Calhoun Community Center Gymnasium to help residents train for the upcoming Endless Summer 5k Run/Walk on Anastasia Park Beach in November.

Van Rysdam asked for an update on the Shore Drive Trail project. He asked the RAB to offer their support in building the trail. He asked for an update on the Strategic Plan and Commissioner Joseph said that the plan was complete. He asked about the KPI's included in the strategic plan related to recreation that he had requested from staff during the June meeting. Baccari stated that she would work with Miska to get that information out.

TDT Category III Grant Allocation Review Panel Recommendations

McFarland provided a brief overview of the grant funding recommendations of the review panel. Van Rysdan asked for clarification for the increased funding recommendation for Prime and McFarland explained that more hotel

rooms in St. Johns County were being booked. A brief discussion about the grant process, grant funding amounts and the continuing quest to add new events followed. The second grant cycle will be reviewed in January. Watkins explained the online review process and said it has been streamlined. There was a motion by Vancore, that was seconded by Bowen, to approve the allocations. Motion passed 5/0.

Fees

Baccari asked to table this topic to next month since staff are still gathering data, creating scenarios, and examining impacts and leadership needs to meet with administration. Van Rysdam asked for data that includes all fees charged by Parks and Recreation. There was a consensus to table this item for future consideration.

Sports Association Participation Number Update

Baccari provided a four-year recap and breakdown of participation numbers annually (2022, 2023, 2024 and 2025) and fees collected. This data includes St. Johns County residents and out-of-county participants. She explained the methodology and said that this would be the reporting method going forward. The group discussed the information presented, trends and future business models. Van Rysdam asked if there was a formal policy for fee waivers and suggested they be standardized and published. He also asked what happens to associations refusing to pay their fees. Baccari responded that no actions are being taken at this time. Van Rysdam urged the department to consider consequences for those who do not pay. The accuracy of reporting participation numbers, resident vs. non-resident, recruiting and field allocation was discussed.

Staff Reports

Baccari thanked the Parks Foundation and programming division for the phenomenal job they did for July Parks and Rec month. She shared that the Solomon Calhoun football field was nearing completion and that the North Beach Park, Field of Dreams and four new regional park projects were underway. She mentioned capital improvement projects, and the FY 26 budget was being prepared for presentation. She mentioned she would be bringing the revamped partnership agreement to the RAB soon. She said that the Shore Drive Trail was in the process of being redesigned. Van Rysdam asked for an update to be presented to the RAB and Baccari replied that this will be included in the September meeting. She gave an update on the status of the San Sebastian Boat Ramp Park project.

Watkins thanked Diane for providing the press releases relating to Parks and Recreation with the RAB and mentioned that Jamie's reports will not include these items. Vancore expressed his appreciation for the information and said that he has been sharing the press releases with Creeks Athletic Association.

There was a motion by Vancore and a second by Bowen to adjourn the meeting. Motion carried 5/0.

TDC Regular Meeting – October 20, 2025

Monthly Reports

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

FY2025 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
August	\$ 1,520,170	3.6%
FYTD	\$ 21,823,659	-0.90%
% OF BUDGET		91.7%
% OF FY		87.0%

BUDGETED \$ \$25,084,566

August 25 Collection Accounts

Description	Count
RV/MH Park or Campground	26
Hotel or Motel	91
Condo / COOP	2329
Apartment / House / Mobile Home	2311
Bed & Breakfast	32
Other	7
Total	4796

Collection by Municipality

City of St. Augustine	\$356,326
Ponte Vedra Beach	\$289,080
City of St. Augustine Beach	\$246,107

TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATION TYPE

	H/M	% Total	PV+-	Condo	% Total	Apts	% Total	Camp	% Total	B&B	% Total	TOTAL
FY16	\$ 6,594,709	65.4%		\$ 2,285,121	22.7%	\$ 442,211	4.4%	\$ 248,222	2.5%	\$ 509,817	5.1%	\$ 10,080,080
FY17	\$ 6,846,879	67.7%		\$ 2,069,871	20.5%	\$ 476,571	4.7%	\$ 234,769	2.3%	\$ 478,419	4.7%	\$ 10,106,509
FY18	\$ 7,656,436	66.5%		\$ 2,319,501	20.1%	\$ 725,073	6.3%	\$ 277,970	2.4%	\$ 536,878	4.7%	\$ 11,515,859
FY19	\$ 7,832,455	64.8%		\$ 2,123,177	17.6%	\$ 1,196,387	9.9%	\$ 392,187	3.2%	\$ 543,632	4.5%	\$ 12,087,837
FY20	\$ 5,693,306	59.1%		\$ 1,860,647	19.3%	\$ 1,241,335	12.9%	\$ 411,802	4.3%	\$ 419,570	4.4%	\$ 9,626,661
FY21	\$ 8,464,994	57.7%		\$ 2,881,686	19.6%	\$ 2,204,745	15.0%	\$ 522,515	3.6%	\$ 605,794	4.1%	\$ 14,679,734
FY22	\$ 13,530,269	59.7%		\$ 3,985,367	17.6%	\$ 3,634,877	16.0%	\$ 724,483	3.2%	\$ 778,183	3.4%	\$ 22,653,180
FY24	\$ 13,206,489	55.8%		\$ 3,842,407	16.2%	\$ 5,188,457	21.9%	\$ 675,819	2.9%	\$ 744,325	3.1%	\$ 23,657,497

FY25 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATION TYPE

	H/M	% Total	PV+-	Condo	%	Apts	% Total	Camp	% Total	B&B	% Total	TOTAL
October	\$ 831,589	63.0%	-13.9%	\$ 150,640	11.4%	\$ 258,888	19.6%	\$ 33,042	2.5%	\$ 45,961	3.5%	\$ 1,320,121
November	\$ 1,118,949	65.2%	12.3%	\$ 157,385	9.2%	\$ 338,867	19.7%	\$ 38,681	2.3%	\$ 62,220	3.6%	\$ 1,716,102
December	\$ 1,423,365	62.1%	6.0%	\$ 196,801	8.6%	\$ 507,726	22.2%	\$ 67,928	3.0%	\$ 95,875	4.2%	\$ 2,291,694
January	\$ 1,070,233	57.5%	10.1%	\$ 258,708	13.9%	\$ 404,603	21.7%	\$ 65,610	3.5%	\$ 63,331	3.4%	\$ 1,862,487
February	\$ 1,089,405	57.1%	-5.5%	\$ 323,881	17.0%	\$ 357,851	18.8%	\$ 77,164	4.0%	\$ 59,205	3.1%	\$ 1,907,505
March	\$ 1,577,813	56.3%	-6.0%	\$ 466,116	16.6%	\$ 598,758	21.4%	\$ 85,563	3.1%	\$ 76,033	2.7%	\$ 2,804,283
April	\$ 1,276,570	56.8%	-0.1%	\$ 335,280	14.9%	\$ 502,471	22.3%	\$ 66,629	3.0%	\$ 68,077	3.0%	\$ 2,249,028
May	\$ 1,150,599	56.1%	-2.9%	\$ 311,375	15.2%	\$ 452,059	22.0%	\$ 80,391	3.9%	\$ 57,683	2.8%	\$ 2,052,107
june	\$ 1,007,231	44.9%	-1.6%	\$ 540,119	24.1%	\$ 588,289	26.2%	\$ 56,972	2.5%	\$ 48,894	2.2%	\$ 2,241,505
july	\$ 1,041,271	45.8%	-7.4%	\$ 563,150	24.8%	\$ 588,960	25.9%	\$ 43,663	1.9%	\$ 35,973	1.6%	\$ 2,273,016
August	\$ 783,011	50.5%	0.0%	\$ 253,231	16.3%	\$ 438,508	28.3%	\$ 34,370	2.2%	\$ 42,074	2.7%	\$ 1,551,194
FY25 YTD	\$ 12,370,037	55.5%	-6.3%	\$ 3,556,686	16.0%	\$ 5,036,981	22.6%	\$ 650,012	2.9%	\$ 655,325	2.9%	\$ 22,269,040

TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE, FY16 through FY24

	Anastasia Island		Ponte Vedra Beach		St. Augustine/ Villano/N. Bch		Shores/South/207		WGV + west of I95		I95&SR16 + Palencia		Other		
	32080	% Total	32082	% Total	32084	% Total	32086	% Total	32092	% Total	32095	% Total	OTHER	% Total	TOTAL
FY16	\$ 3,402,894	33.8%	\$ 2,237,272	22.2%	\$ 3,399,917	33.7%	\$ 46,317	0.5%	\$ 799,659	7.9%	\$ 147,864	1.5%	\$ 46,155	0.5%	\$ 10,080,079
FY17	\$ 3,300,396	32.7%	\$ 2,207,743	21.8%	\$ 3,504,561	34.7%	\$ 63,401	0.6%	\$ 827,048	8.2%	\$ 153,758	1.5%	\$ 49,602	0.5%	\$ 10,106,509
FY18	\$ 3,714,721	32.3%	\$ 2,629,109	22.8%	\$ 4,081,024	35.4%	\$ 97,837	0.8%	\$ 854,768	7.4%	\$ 85,523	0.7%	\$ 52,876	0.5%	\$ 11,515,858
FY19	\$ 4,308,104	35.6%	\$ 2,531,345	20.9%	\$ 4,159,634	34.4%	\$ 112,932	0.9%	\$ 807,893	6.7%	\$ 112,251	0.9%	\$ 55,678	0.5%	\$ 12,087,837
FY20	\$ 3,792,503	39.4%	\$ 1,734,140	18.0%	\$ 3,297,613	34.3%	\$ 103,326	1.1%	\$ 559,523	5.8%	\$ 97,682	1.0%	\$ 41,874	0.4%	\$ 9,626,661
FY21	\$ 5,609,445	38.2%	\$ 2,685,205	18.3%	\$ 5,284,352	36.0%	\$ 160,774	1.1%	\$ 761,200	5.2%	\$ 128,333	0.9%	\$ 50,425	0.3%	\$ 14,679,734
FY22	\$ 8,274,843	36.5%	\$ 4,222,752	18.6%	\$ 8,353,846	36.9%	\$ 269,103	1.2%	\$ 1,219,794	5.4%	\$ 216,079	1.0%	\$ 96,763	0.4%	\$ 22,653,181
FY23	\$ 8,611,420	36.4%	\$ 4,539,084	19.2%	\$ 8,710,097	36.8%	\$ 352,036	1.5%	\$ 1,178,653	5.0%	\$ 177,914	0.8%	\$ 96,195	0.4%	\$ 23,665,400
FY24	\$ 8,469,241	35.8%	\$ 4,568,516	19.3%	\$ 8,911,250	37.7%	\$ 302,335	1.3%	\$ 1,125,988	4.8%	\$ 169,831	0.7%	\$ 110,338	0.5%	\$ 23,657,497

FY25 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

	Anastasia Island		Ponte Vedra Beach		St. Augustine/ Villano/N. Bch		Shores/South/207		WGV + west of I95		I95&SR16 + Palencia		Other		
	32080	% Total	32082	% Total	32084	% Total	32086	% Total	32092	% Total	32095	% Total	OTHER	% Total	TOTAL
OCT	\$ 388,398	29.4%	\$ 249,064	18.9%	\$ 542,601	41.1%	\$ 22,126	1.7%	\$ 87,517	6.6%	\$ 14,403	1.1%	\$ 16,013	1.2%	\$ 1,320,121
NOV	\$ 502,601	29.3%	\$ 304,702	17.8%	\$ 774,005	45.1%	\$ 12,746	0.7%	\$ 98,375	5.7%	\$ 16,880	1.0%	\$ 6,792	0.4%	\$ 1,716,102
DEC	\$ 658,288	28.7%	\$ 241,631	10.5%	\$ 1,186,923	51.8%	\$ 43,263	1.9%	\$ 120,448	5.3%	\$ 23,201	1.0%	\$ 17,941	0.8%	\$ 2,291,694
JAN	\$ 555,175	29.8%	\$ 369,761	19.9%	\$ 789,635	42.4%	\$ 33,834	1.8%	\$ 91,329	4.9%	\$ 13,512	0.7%	\$ 9,239	0.5%	\$ 1,862,487
FEB	\$ 664,841	34.9%	\$ 317,754	16.7%	\$ 762,460	40.0%	\$ 39,144	2.1%	\$ 95,973	5.0%	\$ 16,560	0.9%	\$ 10,774	0.6%	\$ 1,907,505
MAR	\$ 1,049,554	37.4%	\$ 529,032	18.9%	\$ 1,031,773	36.8%	\$ 43,050	1.5%	\$ 116,438	4.2%	\$ 22,519	0.8%	\$ 11,917	0.4%	\$ 2,804,283
APR	\$ 839,666	37.3%	\$ 436,976	19.4%	\$ 828,671	36.8%	\$ 30,043	1.3%	\$ 88,284	3.9%	\$ 15,618	0.7%	\$ 9,770	0.4%	\$ 2,249,028
May	\$ 755,288	36.8%	\$ 373,500	18.2%	\$ 756,021	36.8%	\$ 50,325	2.5%	\$ 94,712	4.6%	\$ 13,120	0.6%	\$ 9,141	0.4%	\$ 2,052,107
June	\$ 1,034,464	46.2%	\$ 348,185	15.5%	\$ 737,428	32.9%	\$ 26,497	1.2%	\$ 73,330	3.3%	\$ 11,275	0.5%	\$ 10,327	0.5%	\$ 2,241,505
July	\$ 1,069,596	47.1%	\$ 351,394	15.5%	\$ 711,436	31.3%	\$ 20,456	0.9%	\$ 97,819	4.3%	\$ 13,535	0.6%	\$ 8,779	0.4%	\$ 2,273,016
August	\$ 599,161	38.6%	\$ 291,241	18.8%	\$ 560,465	36.1%	\$ 19,441	1.3%	\$ 66,853	4.3%	\$ 8,064	0.5%	\$ 5,969	0.4%	\$ 1,551,194
FY25 YTD	\$ 7,517,870	36.3%	\$ 3,522,000	17.0%	\$ 8,120,952	39.2%	\$ 321,484	1.6%	\$ 964,225	4.7%	\$ 160,622	0.8%	\$ 116,662	0.6%	\$ 20,723,815

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2025

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	\$27,592,427.26	-15.1%	\$35,478,105.61	8.7%	\$47,278,718.11	7.3%	\$38,400,339.41	4.3%
EXEMPT RECEIPTS	-\$1,181,211.46	-31.0%	\$(1,320,708.41)	39.9%	-\$1,433,321.11	1.6%	-\$1,194,918.21	-17.8%
TAXABLE RECEIPTS	\$ 26,411,215.80	-14.2%	\$ 34,157,397.20	7.8%	\$ 45,845,397.00	7.5%	\$ 37,205,421.20	5.2%
TOTAL TAX COLLECTED	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$2,292,269.85	7.5%	\$1,860,271.06	5.2%
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ 2,292,269.85	7.5%	\$ 1,860,271.06	5.2%
LESS COLLECTION ALLOWANCE	-\$10,886.83		\$(12,138.80)		-\$16,438.52		-\$12,995.36	
PLUS PENALTY	\$10,068.36		19,738.92		\$15,201.82		\$14,247.28	
PLUS INTEREST	\$378.31		631.74		\$661.32		\$963.78	
TOTAL AMOUNT REMITTED	\$ 1,320,120.63	-13.9%	\$ 1,716,101.72	8.2%	\$ 2,291,694.47	7.5%	\$ 1,862,486.76	5.4%
LESS TAX COLLECTOR & CLERK	\$(26,402.41)	-13.9%	\$(34,322.03)	8.2%	\$(45,833.89)	7.5%	\$(37,249.74)	5.4%
NET TO TDC	\$ 1,293,718.22	-13.9%	\$ 1,681,779.69	8.2%	\$ 2,245,860.58	7.5%	\$ 1,825,237.02	5.4%

	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%

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$46,021,728.95	-5.5%	\$ 46,690,308.27	-8.8%	\$ 32,122,651.59	2.4%			\$460,147,154.37
EXEMPT RECEIPTS	-\$1,158,104.35	-57.7%	-\$946,918.27	-43.3%	-\$991,204.79	-30.0%			-\$14,678,938.57
TAXABLE RECEIPTS	\$ 44,863,624.60	-2.4%	\$ 45,743,390.00	-7.6%	\$ 31,131,446.80	3.9%			\$445,468,215.80
TOTAL TAX COLLECTED	\$ 2,243,181.23	-2.4%	\$ 2,287,169.50	-7.6%	\$ 1,556,572.34	3.9%			\$22,273,410.79
ADJUSTMENTS									
TOTAL TAX DUE	\$ 2,243,181.23	-2.4%	\$ 2,287,169.50	-7.6%	\$ 1,556,572.34	3.9%			\$22,273,410.79
LESS COLLECTION ALLOWANCE	-\$21,324.22		-\$22,731.79		-\$15,648.31				
PLUS PENALTY	\$19,042.02		8,135.49		9,840.68				
PLUS INTEREST	\$605.94		442.33		429.01				
TOTAL AMOUNT REMITTED	\$ 2,241,504.97	-2.3%	\$ 2,273,015.53	-7.7%	\$ 1,551,193.72	3.6%			\$22,269,040.11
LESS TAX COLLECTOR & CLERK	\$(44,830.10)	-2.3%	\$(45,460.32)	-7.7%	\$(31,023.87)	3.6%			-\$445,380.81
NET TO TDC	\$ 2,196,674.87	-2.3%	\$ 2,227,555.21	-7.7%	\$ 1,520,169.85	3.6%			\$21,823,659.30

Budgeted \$25,084,566
% of Budget 91.7%
% of FY 87.0%

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	\$1,041,270.93	45.8%	-7.4%	\$563,149.75	24.8%	-3.0%	\$588,959.59	25.9%	-12.2%
August	\$783,010.98	50.5%	0.0%	\$253,230.86	16.3%	3.4%	\$438,508.05	28.3%	12.1%
September									
TOTAL	\$ 12,370,037.14			\$ 3,556,685.91			\$ 5,036,980.59		
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	\$43,662.58	1.9%	-1.0%	\$35,972.68	1.6%	-16.4%	\$ 2,273,015.53		
August	\$34,370.22	2.2%	-20.5%	\$42,073.61	2.7%	19.8%	\$ 1,551,193.72		
September									
TOTAL	\$ 650,011.62			\$ 655,324.85			\$ 22,269,040.11		

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	\$ 1,069,596.47	47.1%	-2.7%	\$ 351,394.17	15.5%	-26.7%	\$ 711,435.84	31.3%	-3.4%	\$ 20,455.74	0.9%	-0.6%
AUG	\$ 599,161.00	38.6%	5.6%	\$ 291,240.82	18.8%	5.3%	\$ 560,465.17	36.1%	4.3%	\$ 19,441.00	1.3%	-12.6%
SEP												
FY YTD	\$ 8,117,031			\$ 3,813,241			\$ 8,681,417			\$ 340,925		

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	\$ 97,818.78	4.3%	23.4%	\$ 13,535.44	0.6%	-45.9%	4.9%	\$ 8,779.09	0.4%	-61.1%	\$2,273,015.53
AUG	\$ 66,853.35	4.3%	-13.6%	\$ 8,063.63	0.5%	-23.9%	4.8%	\$ 5,968.75	0.4%	-7.4%	\$1,551,193.72
SEP											
FY YTD	\$ 1,031,079			\$ 168,686				\$ 116,662			\$ 22,269,040

VCB Report to the Tourist Development Council October 20, 2025



ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

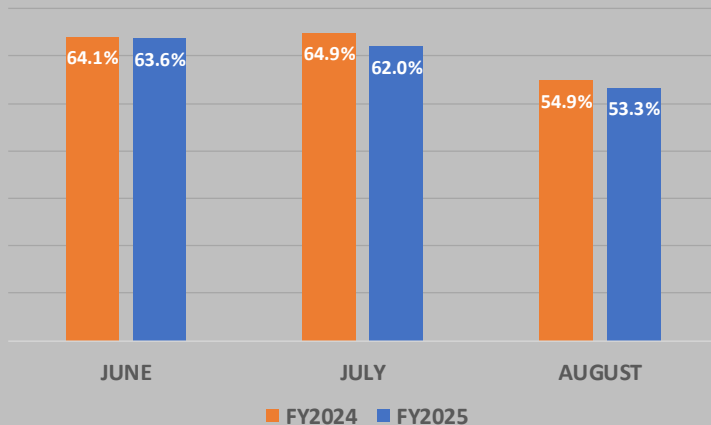
Smith Travel Research

Smith Travel Research August 2025

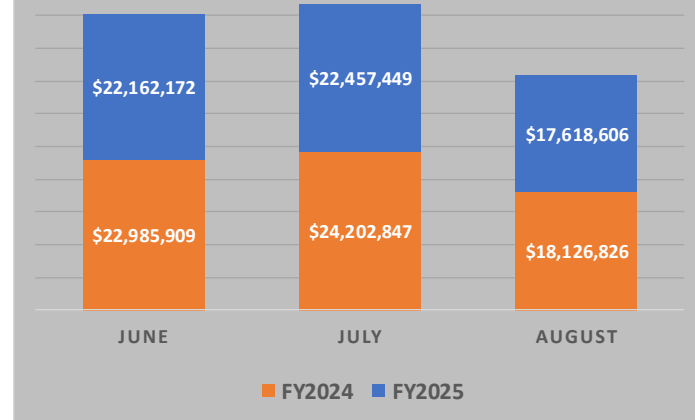
Occupancy % August 2025

- **Occupancy % decreased -2.9% YOY**

OCCUPANCY % YOY COMPARISON



TOTAL REVENUE YOY COMPARISON



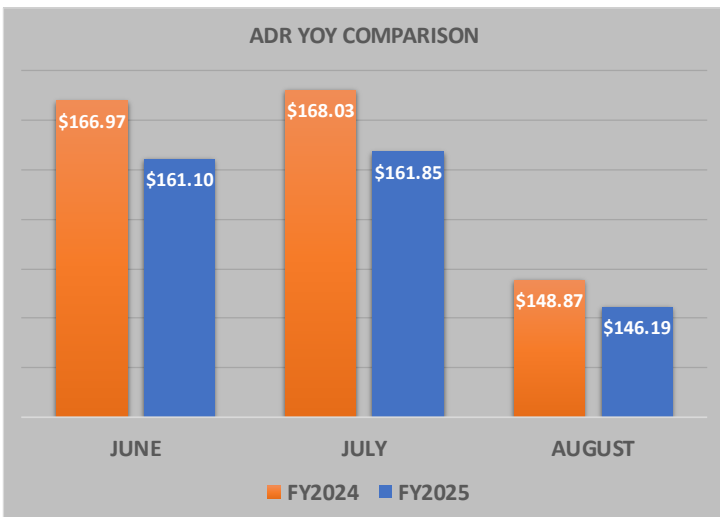
Total Revenue August 2025

- **Total Revenue decreased -4.6% YOY**

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FLORIDA'S HISTORIC COAST®

Smith Travel Research August 2025

ADR YOY COMPARISON



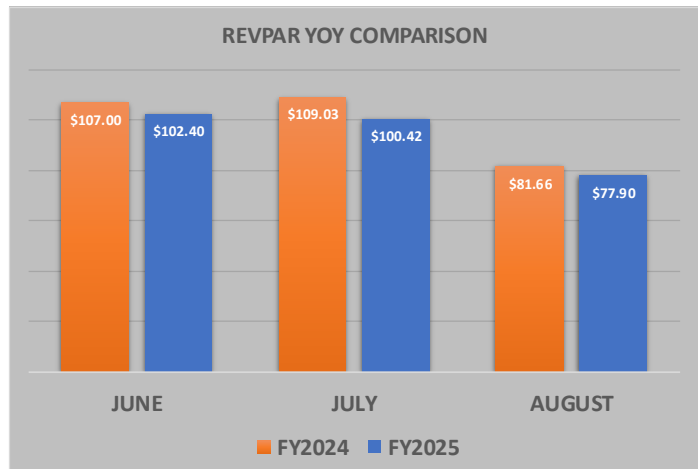
ADR August 2025

- **ADR decreased -1.8% YOY**

RevPAR August 2025

- **RevPAR decreased -8.0% YOY**

REVPAR YOY COMPARISON

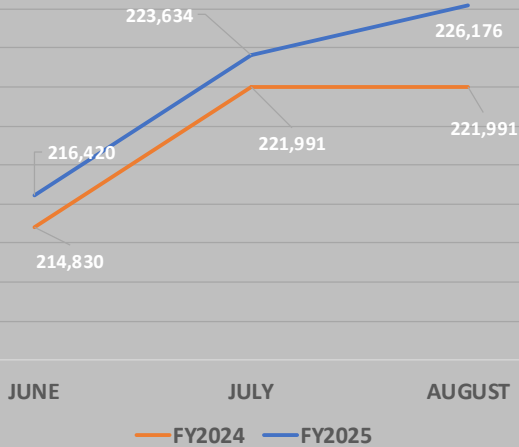


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August 2025

SUPPLY YOY COMPARISON



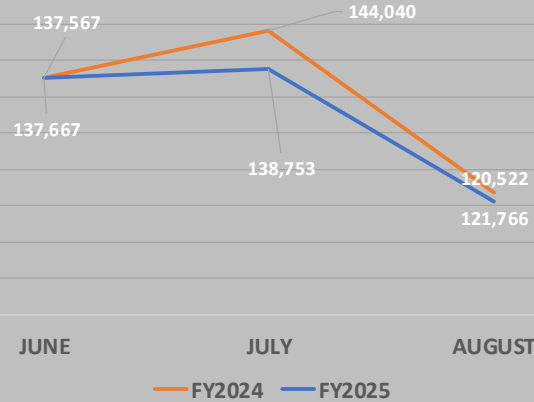
Supply August 2025

- Supply increased +1.9% YOY

Demand August 2025

- Demand decreased -3.7% YOY

DEMAND YOY COMPARISON



ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

August 2025 vs. August 2024 Comp Set

	Occ %	ADR	Percent Change from August 2024			
	2025	2025	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	65.2	138.76	0.4	2.0	2.4	3.8
Nassau County, FL	61.6	263.14	12.1	5.0	17.7	17.7
Pinellas County, FL	61.3	164.70	0.7	3.9	4.6	0.1
St Johns County, FL	53.3	146.19	-2.9	-1.8	-4.6	-2.8
Charleston, SC	66.9	162.26	5.9	2.6	8.6	8.0
Jacksonville, FL	60.9	127.75	-0.2	1.5	1.3	2.5
Myrtle Beach, SC	64.4	162.66	1.1	0.1	1.2	0.2
Orlando, FL	63.9	164.07	2.5	2.3	4.9	5.9
Sarasota, FL	59.8	159.97	2.2	11.5	13.9	12.6
Savannah, GA	59.4	126.52	-1.7	1.2	-0.5	2.9
Fort Walton Beach, FL	61.4	183.36	-3.6	4.6	0.8	2.8
Daytona Beach, FL	52.8	140.83	-1.4	4.2	2.7	4.6
Zip Code 32084+	57.5	137.80	1.7	-1.4	0.3	2.2
Zip Code 32080+	57.0	143.31	2.1	1.3	3.4	3.4
Zip Code 32092+	47.8	97.47	-16.5	-3.5	-19.4	-13.1
Ponte Vedra+	47.1	239.04	-3.7	-7.2	-10.6	-11.1

ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

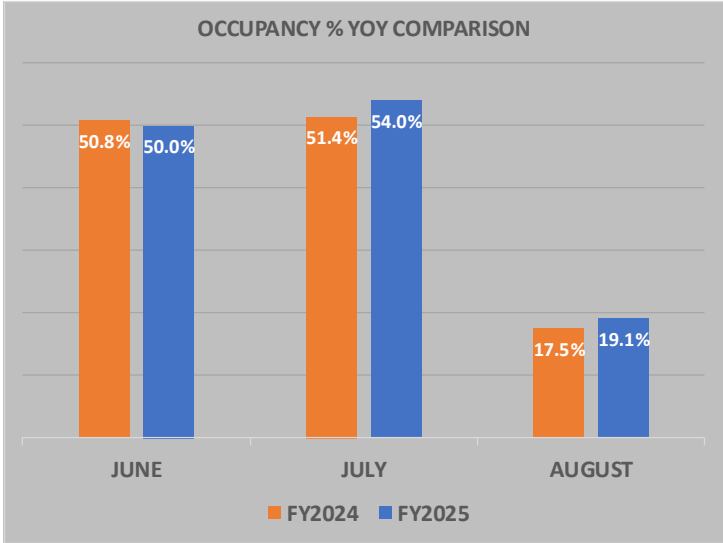
Glossary of Terms

- 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

August 2025



Paid Occupancy % August 2025

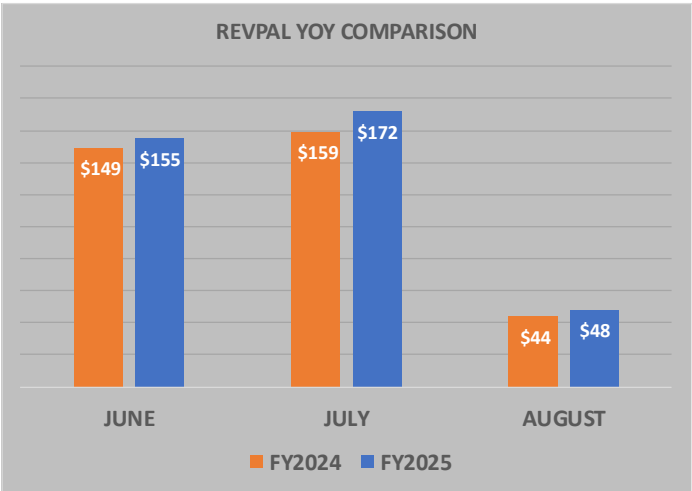
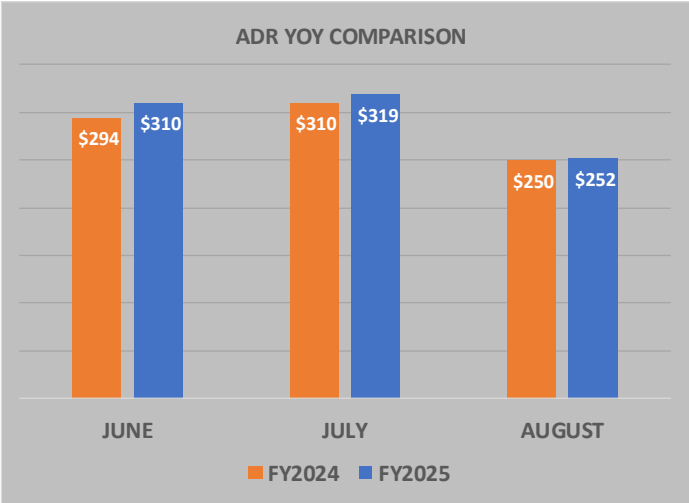
- Paid Occupancy % increased +9.1% YOY

Vacation Rental Analytics

August 2025

ADR August 2025

- ADR YOY increased +0.8%



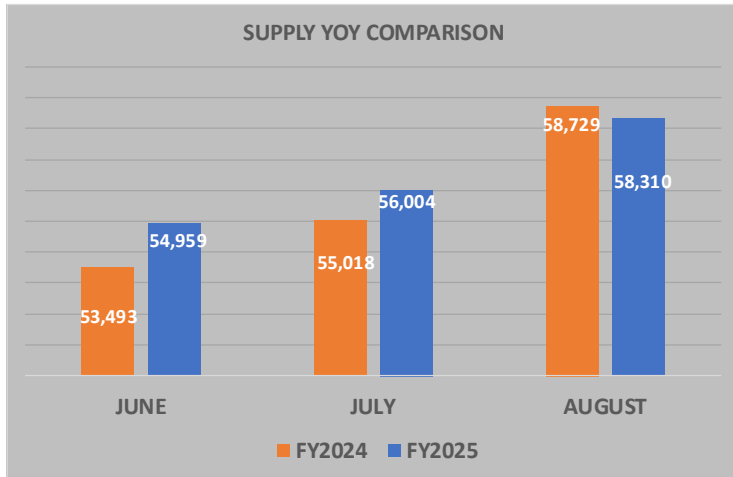
RevPAL August 2025

- RevPAL increased +9.1% YOY

Vacation Rental Analytics

August 2025

SUPPLY YOY COMPARISON



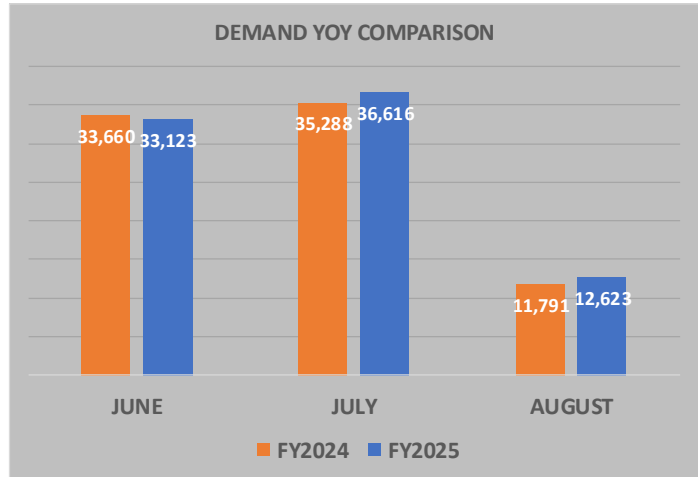
Supply August 2025

- **Supply decreased -0.7% YOY**

Demand August 2025

- **Demand increased +7.1% YOY**

DEMAND YOY COMPARISON

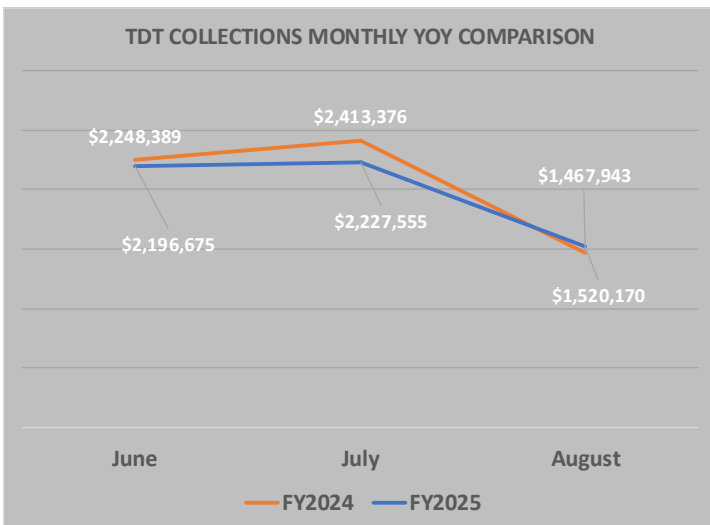


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FLORIDA'S HISTORIC COAST®

Tourist Development Tax Collections

August 2025

TDT COLLECTIONS MONTHLY YOY COMPARISON



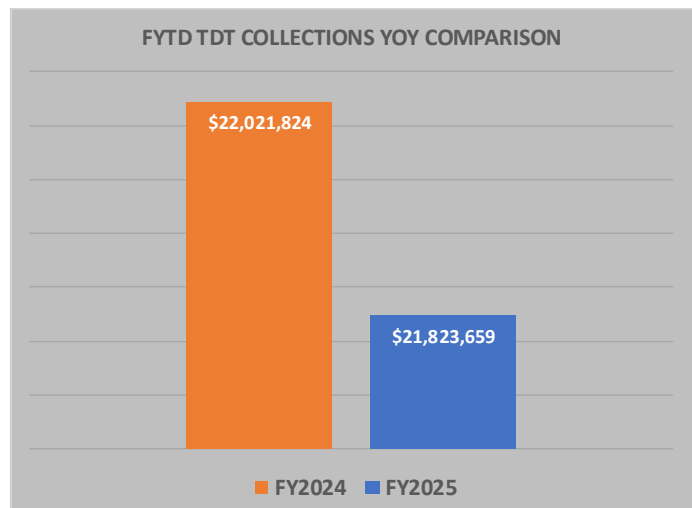
TDT Collections August 2025

- **TDT Collections increased +3.6% YOY**

FYTD TDT Collections August 2025

- **FYTD TDT Collections declined -0.9% YOY**

FYTD TDT COLLECTIONS YOY COMPARISON



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Website + eCRM

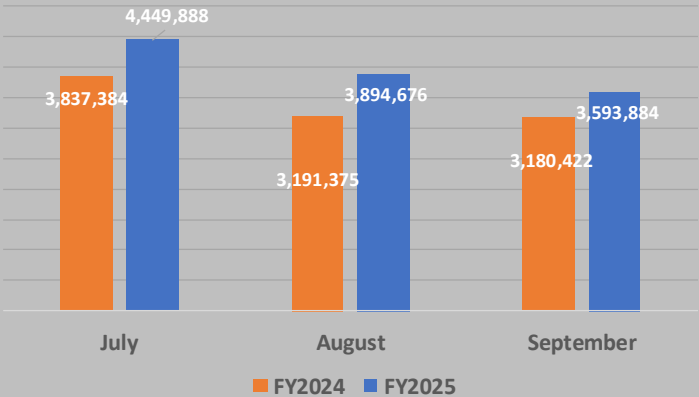
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FLORIDA'S HISTORIC COAST®

Website Report September 2025

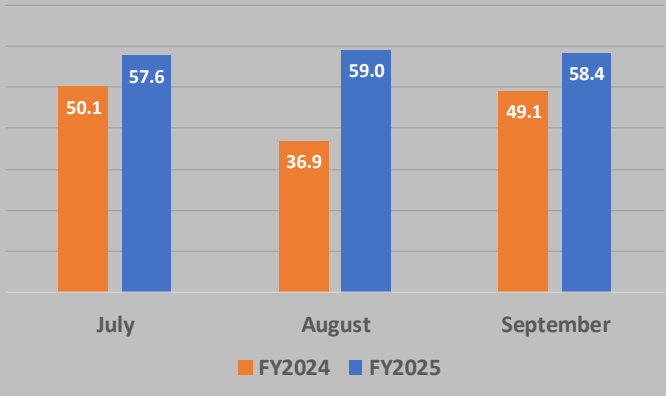
Website Impressions September 2025

- VCB website impressions increased by +13%

FLORIDA'S HISTORIC COAST
IMPRESSIONS



ENGAGEMENT RATE
YOY COMPARISON



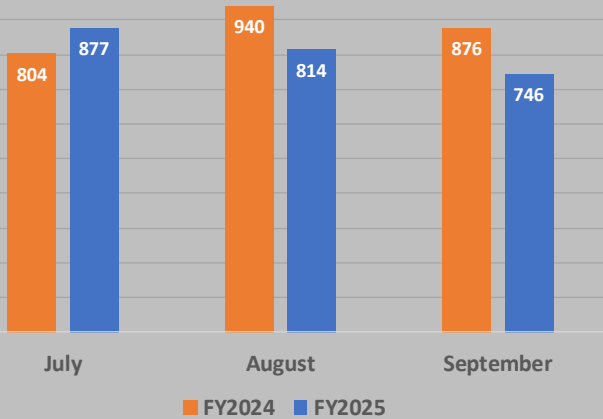
Website Engagement Rate September 2025

- Engagement Rate increased by +19% YOY

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FLORIDA'S HISTORIC COAST®

Website Report September 2025

TRAVEL PLANNERS ORDERED



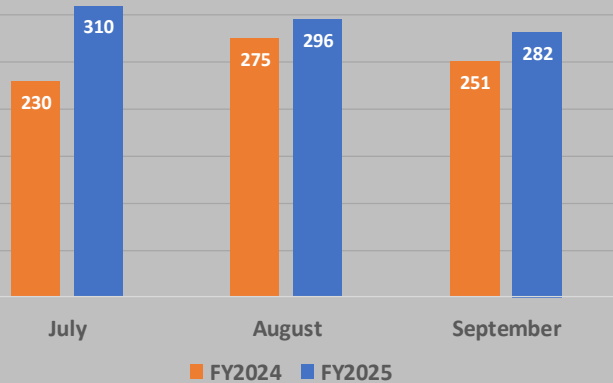
Guides Ordered September 2025

- **Guides ordered** declined by **-14.8% YOY**

eNewsletter Signups September 2025

- **eNewsletter signups** increased **+12.4% YOY**

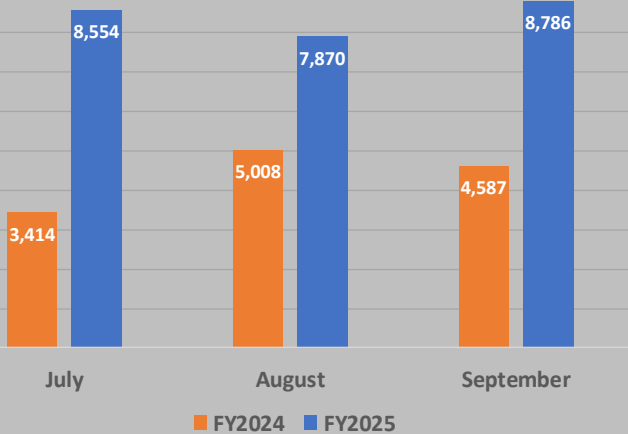
E-NEWSLETTER SIGNUPS



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FLORIDA'S HISTORIC COAST®

Website Report September 2025

BOOK DIRECT CLICKS (LODGING) YOY COMPARISON



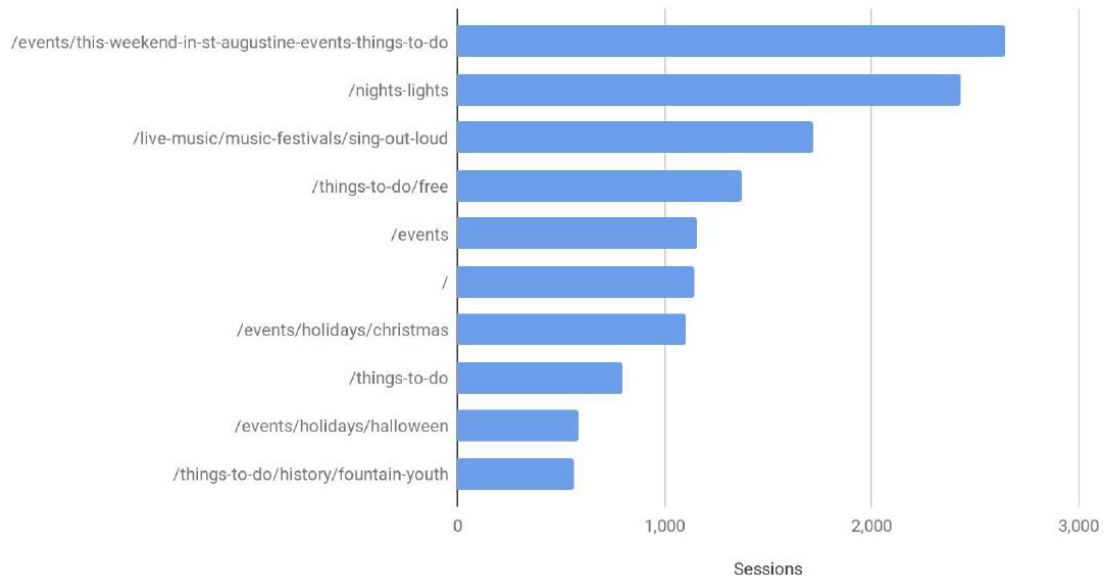
BookDirect Clicks September 2025

- **BookDirect clicks** increased by **+91.5% YOY**

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FLORIDA'S HISTORIC COAST®

Top Landing Pages

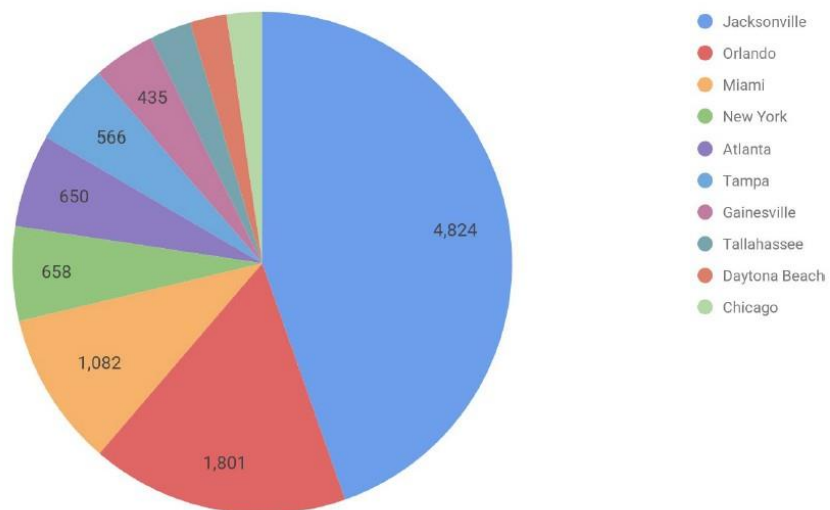
Sing Out Loud increased 43% year-over-year and Halloween increased 8% year-over-year.



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FLORIDA'S HISTORIC COAST®

Sessions By City

Tallahassee increased 36% and Daytona Beach increased 3% year-over-year.



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Hispanic Microsite Performance

860

VISITS TO WEBSITE
-37% YOY

735

TOTAL USERS
-39% YOY

608

VISIT FROM ORGANIC
-47% YOY

2,023

PAGE VIEWS
-45% YOY

0:01:12

AVERAGE ENGAGEMENT TIME
PER SESSION
-38% YOY

664

ENGAGED SESSIONS
-34% YOY

77.21%

ENGAGEMENT RATE
+3% YOY

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FLORIDA'S HISTORIC COAST®

Email Performance

Opt-in Subscribers

41,004

MESSAGES SENT

44%

CTOR

1,734

SESSIONS

0:04:26

AVG. SESSION
DURATION

Other Source Subscribers

163,586

MESSAGES SENT

37%

CTOR

677

SESSIONS

0:03:26

AVG. SESSION
DURATION

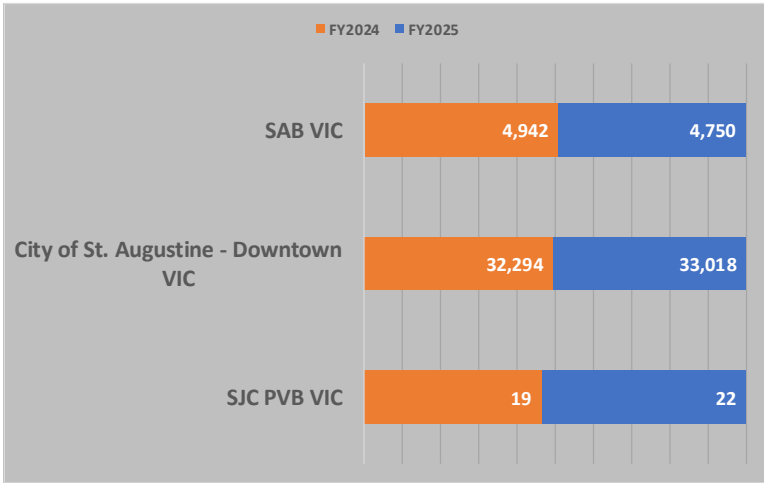
Subscribers: 269,802

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Visitor Information Centers Visitation

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FLORIDA'S HISTORIC COAST®

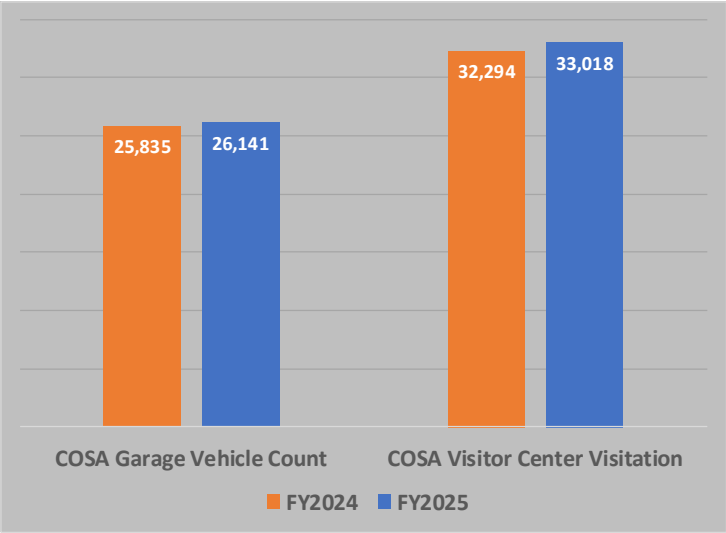
VIC Visitation September 2025



VIC Visitation - September 2025

- Visitation to the **St. Augustine Beach Visitor Information Center** declined by **-9.3%**
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+2.2% YOY**
- **SJC PVB Visitor Information Center** increased by **+15.8%**
- Visitation to the **Jacksonville Airport Visitor Information Center** unavailable at time of reporting.

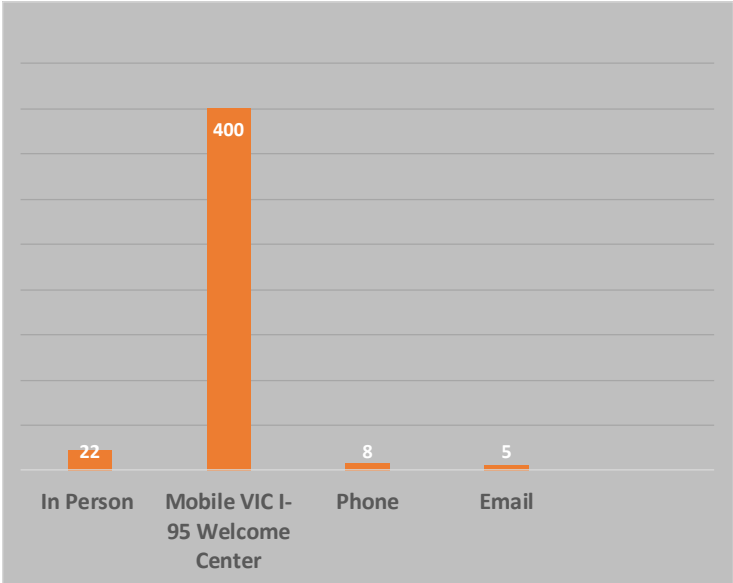
City of St Augustine Downtown VIC Visitation September 2025



City of St Augustine Downtown VIC Visitation - September

- Visitor Information Center Vehicle Count 2024 25,835
- Visitor Information Center Vehicle Count 2025 26,141
- Visitor Information Center In-Person 2024 32,294
- Visitor Information Center In-Person 2025 33,018

Ponte Vedra VIC Visitation September 2025



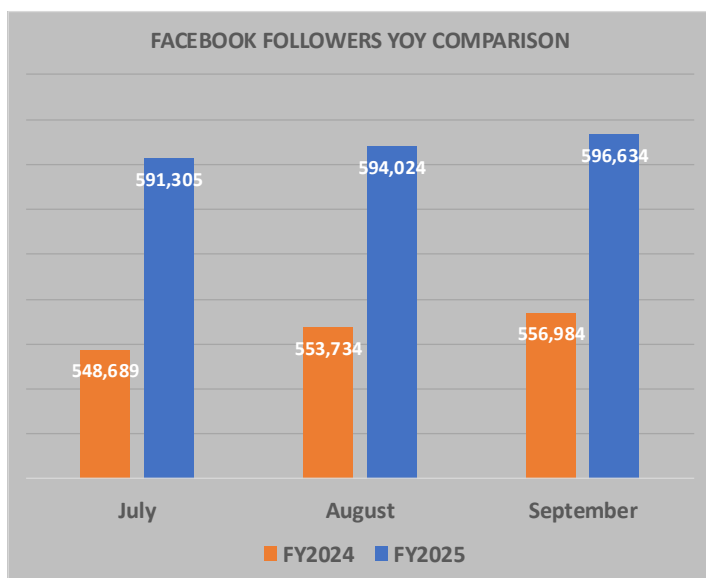
Ponte Vedra VIC Visitation September 2025

- Visitors Served In-Person 22
- Phone Calls 8
- Emails 5
- Mobile VIC I-95 Welcome Center 400

Social Media

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FLORIDA'S HISTORIC COAST®

Social Media September 2025



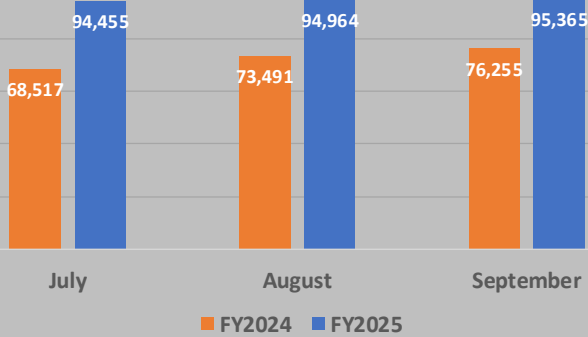
Facebook Followers September 2025

- Facebook Followers increased +7.1% YOY

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FLORIDA'S HISTORIC COAST®

Social Media September 2025

INSTAGRAM FOLLOWERS YOY COMPARISON



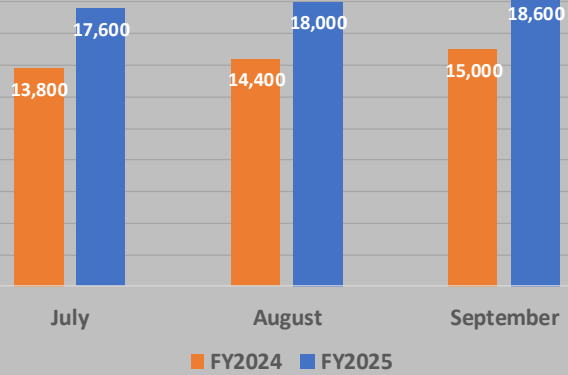
Instagram Followers September 2025

- **Instagram** increased **+25.1% YOY**

TikTok Followers September 2025

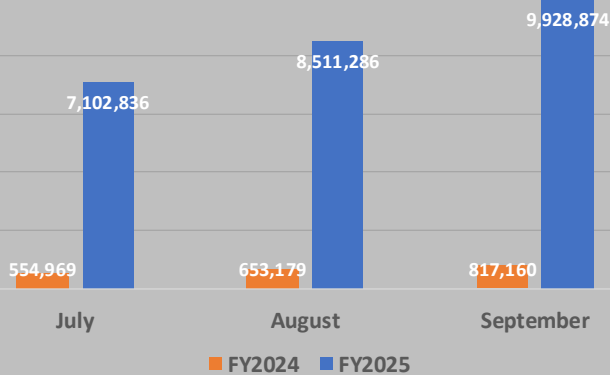
- **TikTok** Followers increased **+24.0% YOY**

TIKTOK FOLLOWERS YOY COMPARISON



Social Media September 2025

YOUTUBE VIEWS YOY COMPARISON



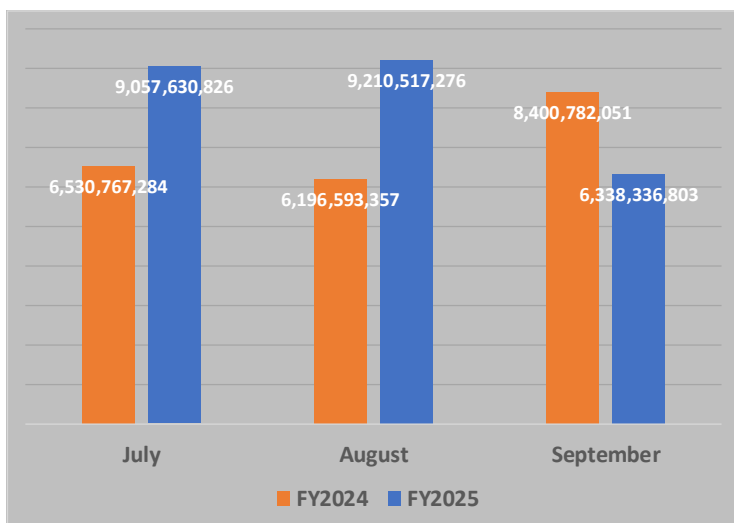
YouTube Views September 2025

- **YouTube Views** increased **+1115.0% YOY**

Media Relations

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Media Impressions – September 2025



Media Impressions – September 2025

- **Media Impressions** declined **-24.6% YOY** (Hurricane Helene)

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Top National Stories – September 2025

- Time Out (worldwide edition) – [The 30 best things to do in Florida](#)



2.8 Million Impressions

- MSN.com AND Island.com- [This Florida Byway Cutting through St. Augustine is a Scenic Ocean Drive Lined with Parks and Art Galleries](#)



106.59 Million Impressions

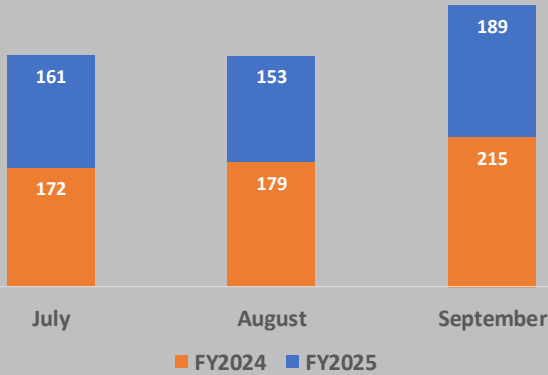
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Sales

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Sales Measurement Summary

SOLICITATION CALLS/EMAILS YOY COMPARISON



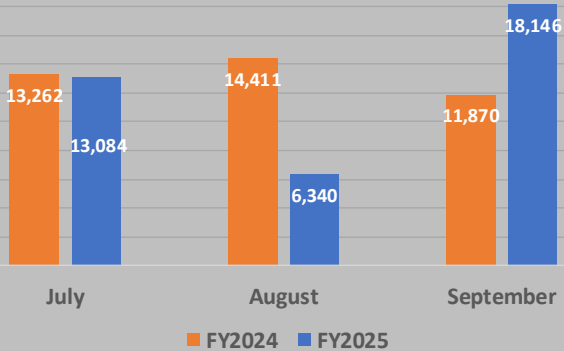
Solicitations September 2025

- **Solicitations** decreased **-12.1% YOY**

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Sales Report September 2025

LEAD ROOM NIGHTS YOY COMPARISON



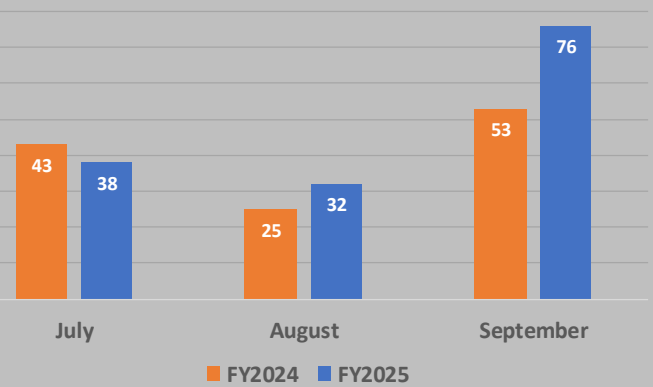
Lead Room Nights September 2025

- **Lead Room Nights** increased **+52.9% YOY**

Lead Distribution September 2025

- **Lead Distribution** increased **+43.4% YOY**

TOTAL LEADS DISTRIBUTED



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FLORIDA'S HISTORIC COAST®

CEO's Comments

- August 2025 Traditional Lodging Stats: Occupancy 53.3% (-2.9%), ADR \$146.19 (-1.8%), RevPAR \$77.90 (-4.6%), Demand is -1.0%, Revenue is -2.8%, Supply is +1.9%.
- August 2025 Vacation Rental Stats: Paid Occupancy 19.1% (+9.1%), ADR \$252 (+0.8%), RevPAL \$48 (+9.1%), Demand +7.1%; Supply -0.7%.
- August 2025 TDT Collections were +3.6% YOY
- September VIC Visitation YOY for the St. Augustine Beach VIC is -9.3%; CoSA VIC was +2.2%; Ponte Vedra Beach VIC was +15.8%; Jax Airport was unavailable at time of reporting.
- September 2025 Social Media YOY for Facebook/Meta was +7.1%, Instagram was +25.1%, TikTok was +24.0%, and YouTube was +1115.0%
- September 2025 Media Impressions were down -24.6%, due to Hurricane Helene in 2024
- September 2025 Sales team solicitations are down -12.1% YOY; lead room nights are +52.9% YOY; lead distributions are +43.4% YOY.

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THANK YOU

Questions?



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FY2026 Nights of Lights Creative



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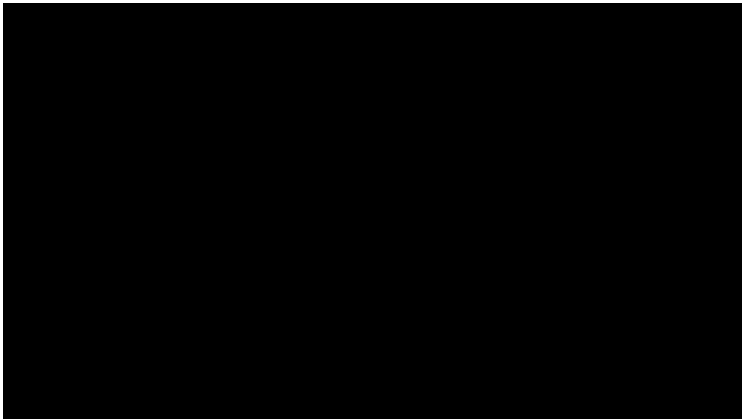
Tinsley

Table of Contents

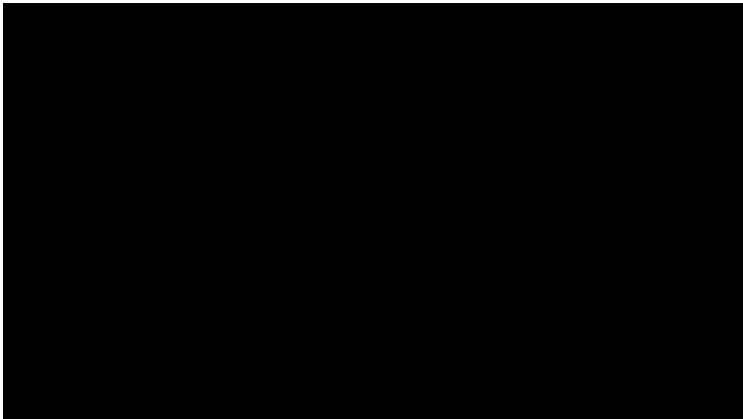
- Video
- Paid Social Static
- Paid Social Video
- Digital Banners

Video (CTV/OLV/YouTube)

Nights of Lights :15



Nights of Lights :30



Tinsley

Paid Social Static

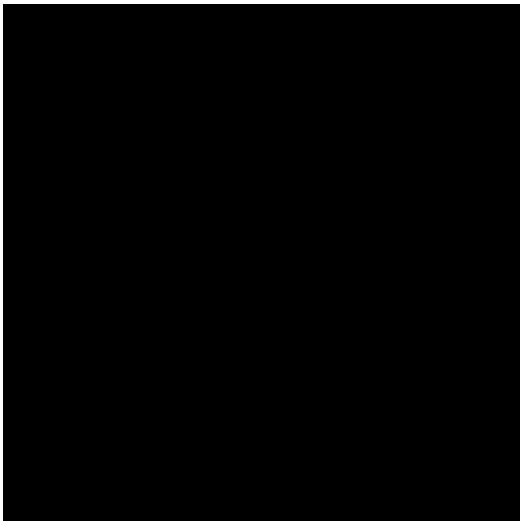


Tinsley

Paid Social Video

Nights of Lights :15
Stories/Reels Vertical

Nights of Lights :15
Square



Tinsley


Digital Banners




Embrace the magic
of the holidays.
Nights of Lights
Nov. 15 - Jan. 11



**ST. AUGUSTINE
PONTE VEDRA**
& THE BEACHES



Embrace the magic
of the holidays.
Nights of Lights
Nov. 15 - Jan. 11



**ST. AUGUSTINE
PONTE VEDRA**
& THE BEACHES



Embrace the
magic of
the Holidays.
Nights of Lights
Nov. 15 - Jan. 11



**ST. AUGUSTINE
PONTE VEDRA**
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Embrace the magic
of the holidays.
 **ST. AUGUSTINE
PONTE VEDRA**
& THE BEACHES

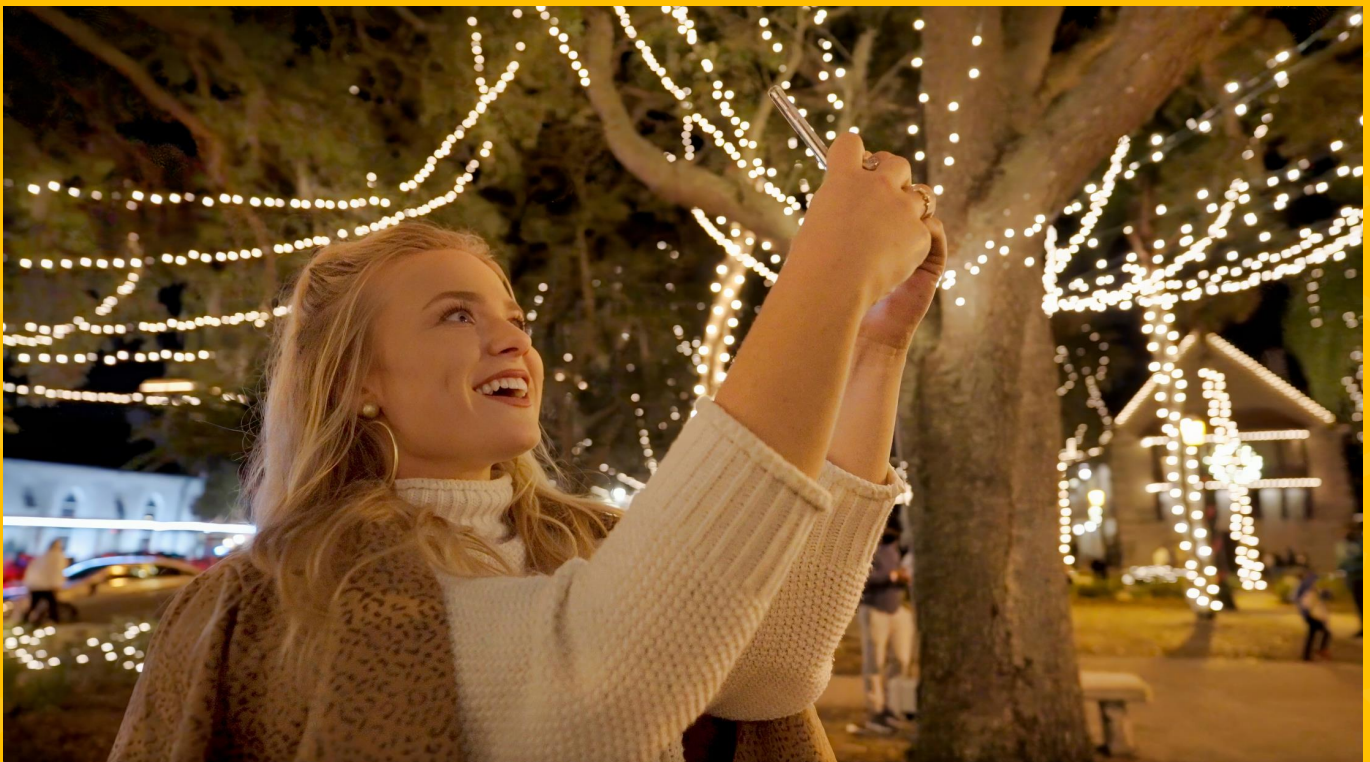


Embrace the magic
of the holidays.
Nights of Lights Nov. 15 - Jan. 11

Tinsley

Timeline

Nights of Lights App 2025



Nights of Lights

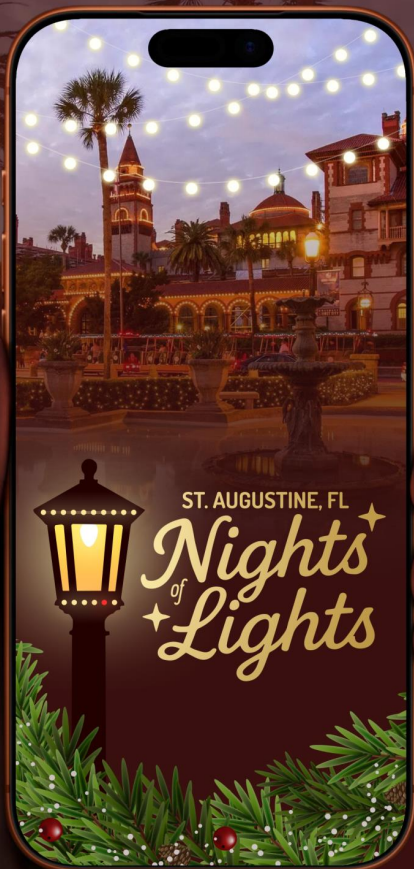
Know Before You Go

ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®



Nights of Lights Know Before You
Go web page
QR Code

- Nights of Lights is a walk-through experience—not a drive-through.
- Park in one of the designated shuttle lots, ride the free shuttle, and explore downtown on foot for the best views. Using the shuttles helps you avoid parking hassles and traffic congestion.
- Please plan ahead for St. Augustine's Nights of Lights by allowing extra travel time and keeping safety a priority. With large crowds expected, patience is essential. Following safety guidelines ensures a festive and stress-free experience for everyone.



App designed for Visitors & Locals

P

Parking



Upcoming Events



Things to Do



Live Music



Restaurants

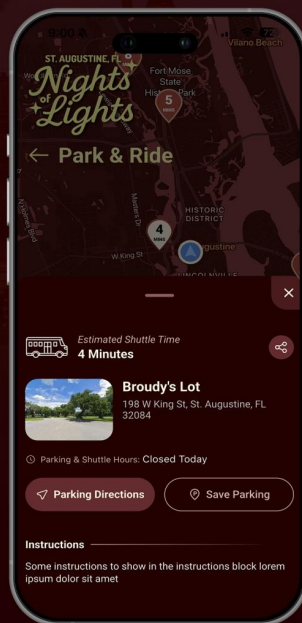
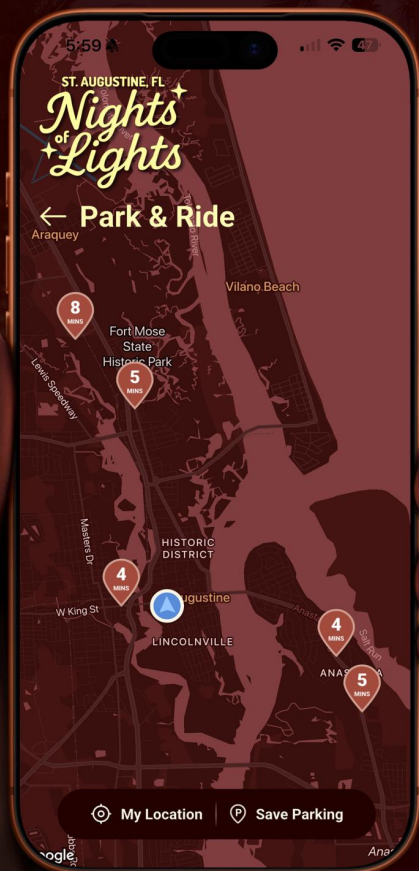


Shopping

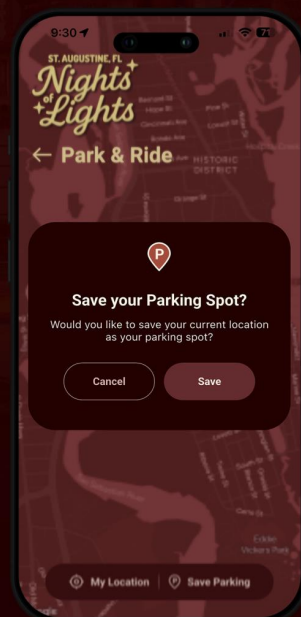
and more...



FREE Park & Ride Shuttles



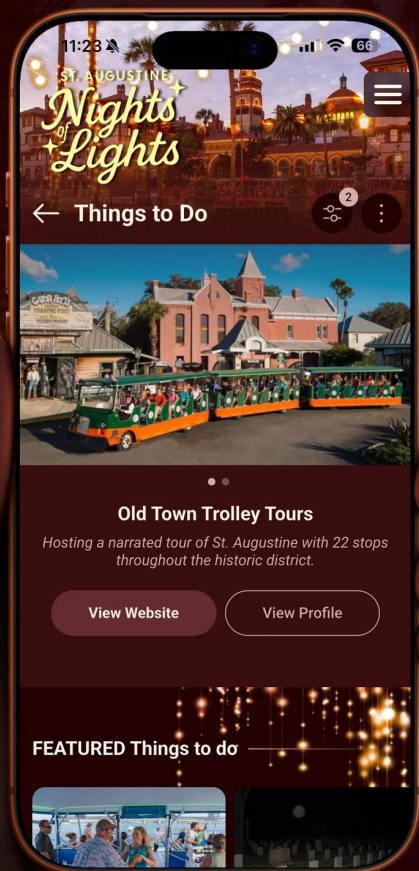
Get helpful
Estimated Shuttle Times



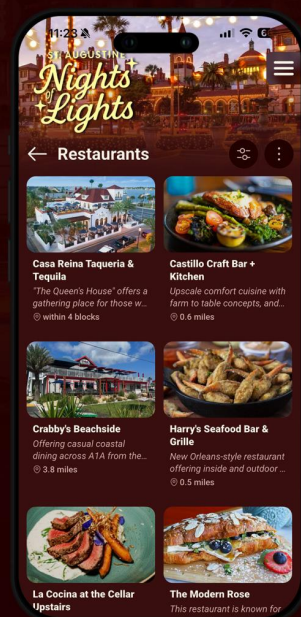
Tap once to
Save your Parking Spot



Things to Do & Restaurants



Explore St. Augustine's
Exciting Events



Dine in top-rated
Restaurants

