

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
JULY 20, 2026 - 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Troy Blevins, Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – June 15, 2026 (Pages 2- 6)
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. SIP OUT LOUD EVENT – Irving Kass (Page 7)
8. VISITOR INFORMATION CENTER FOLLOW UP/UPDATE – Meredith Breidenstein (Page 8)
9. TDT ELIGIBILITY/MAXIMUM LEVY DISCUSSION – Jesse Dunn (Pages 9 – 15)
10. FY27 TOURISM BUDGET DISCUSSION – (**Action Required**)
 - FY27 Tourism Recommended Budget (Pages 16- 30)
 - Cultural Council Plan Budget Updates – Jeff Potts (31 – 36)
 - Public Comment
11. MONTHLY REPORTS PROVIDED IN PACKETS (Pages 37 - 81)
12. MEMBER COMMENTS
13. NEXT MEETING DATE – August 17, 2026
14. ADJOURN

TDC Regular Meeting – July 20, 2026

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – June 15, 2026
- Public Comment



**Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
June 15, 2026 - 1:30 p.m.**

1. CALL TO ORDER

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

Present: Troy Blevins, District 5, Chair
Charles Cox, District 3, Vice Chair
Regina G. Phillips, District 2
Irving Kass, District 2
Sarah Arnold, BCC Representative
Beth Sweeny, Mayor, St. Augustine Beach City Commission, Seat 2
Michael Wicks, District 4
Michael Gordon, District 4

Absent: Nancy Sikes-Kline, Mayor, City of St. Augustine Representative

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.

4. APPROVAL OF AGENDA

Motion by Phillips, seconded by Cox, carried 8/0, with Sikes-Kline absent, to approve the Agenda, as submitted.

Yea: Phillips, Cox, Blevins, Kass, Gordon, Arnold, Sweeny, Wicks

Nay: None

Absent: Sikes-Kline

5. APPROVAL OF MINUTES

Motion by Sweeny, seconded by Cox, carried 8/0, with Sikes-Kline absent, to approve the minutes for the May 18, 2026, meeting, as submitted.

Yea: Sweeny, Cox, Phillips, Blevins, Kass, Gordon, Arnold, Wicks

Nay: None

Absent: Sikes-Kline

6. PUBLIC COMMENT

There was none.

7. FISCAL YEAR 2027 PROMOTIONAL PLAN PRESENTATION CULTURAL COUNCIL

Jeff Potts, St. Johns County Cultural Council Executive Director, presented the details of the plan. Discussion ensued on whether wine was included in the culinary and cultural components and on the advertising budget.

Public Comment: There was none.

8. FISCAL YEAR 2027 PROMOTIONAL PLAN PRESENTATION FROM THE VISITORS AND CONVENTION BUREAU

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), presented the details of the VCB plan. Discussion ensued on tourism marketing strategies, performance measurement, emerging trends, visitor demographics, and potential adjustments to the overall marketing approach.

Public Comment: There was none.

9. ST. JOHNS COUNTY CHAMBER OF COMMERCE CONTRACT RENEWAL

Isabelle Renault, President and Chief Executive Officer of the St. Johns County Chamber of Commerce, presented the details of the contract. Discussion ensued on visitor services, marketing initiatives, budget allocations, operational accountability, and the overall effectiveness of the proposed budget, with additional comments regarding a letter of support from David Chadderman.

Public Comment:

Sandy Fine, Ambassador at the Disease Vector Education Center, spoke on the County's Autism Certification Initiative and its benefits for residents and visitors.

10. FISCAL YEAR TOURISM BUDGET DISCUSSION

Jesse Dunn, Deputy County Administrator, provided an overview of the fiscal year 2027 Tourist Development Tax budget and timeline, and emphasized that funding decisions had not yet been made and would continue throughout the budget development process. Discussion ensued on reserve requirements, budget evaluation, identifying budget savings while protecting tourism marketing, identifying lower-priority expenditures, and gathering more information before making final recommendations.

Meredith Frankstein, Assistant City Manager, explained that the Visitor Information Center funding supports staffing, visitor services, and downtown ambassadors, and stated that additional data would be gathered to evaluate visitor center usage. Tera Meeks, Community and Destination Development Director, clarified that the Chamber's budget request combined funding for Visitor Information Center operations and the autism initiative. Jeff Potts and Susan Phillips discussed strengthening cultural tourism through coordinated marketing, music, arts, and culinary initiatives. Discussion ensued on prioritizing marketing and innovative revenue strategies, fully funding the VCB, maintaining cultural events at prior-year levels, and integrating cultural attractions into destination branding, and congratulated Cynthia Garris on being elected St. Augustine Mayor.

11. MONTHLY REPORTS PROVIDED IN PACKETS

The monthly reports were provided in the agenda packet.

- Visitor and Convention Bureau Summer/Fall Campaign Update

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beach Visitors Convention Bureau, provided an update on the summer/fall campaign and displayed the requested funding (Exhibit A). Discussion ensued on proposed summer marketing campaigns, including funding, target markets, digital advertising, and campaign effectiveness. Members also discussed focusing on drive markets, reducing the requested funding, and the need for additional education on marketing strategies and media trends.

Public Comment: There was none.

Motion by Kass, seconded by Gordon, carried 7/0, with Sikes-Kline and Arnold absent, to recommend to the Board of County Commissioners to approve \$130,000 for the summer campaign.

Yea: Blevins, Cox, Gordon, Kass, Phillip, Sweeny, Wicks

Nay: None

Absent: Sikes-Kline, Arnold

12. MEMBER COMMENTS

Blevins thanked Michael Gordon for his service on the Tourist Development Council, and Gordon expressed his appreciation for the opportunity to serve.

13. NEXT MEETING DATE

The next meeting was scheduled for July 20, 2026.

14. ADJOURN

With no further business to come before the Council, the meeting adjourned at 4:23 p.m.

Approved _____, 2026

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Troy Blevins, Chair

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

By: _____
Deputy Clerk

TDC Regular Meeting – July 20, 2026

Agenda Item 7 – Sip Out Loud Event – Irving Kass

Review Inaugural Event Details and Website Demonstration for Sip Out Loud

TDC Regular Meeting – July 20, 2026

Agenda Item 8 – Visitor Information Center Follow Up/Update – Meredith Breidenstein

Agenda Item 9

FY27 Tourism Development Tax Eligibility Discussion – Jesse Dunn



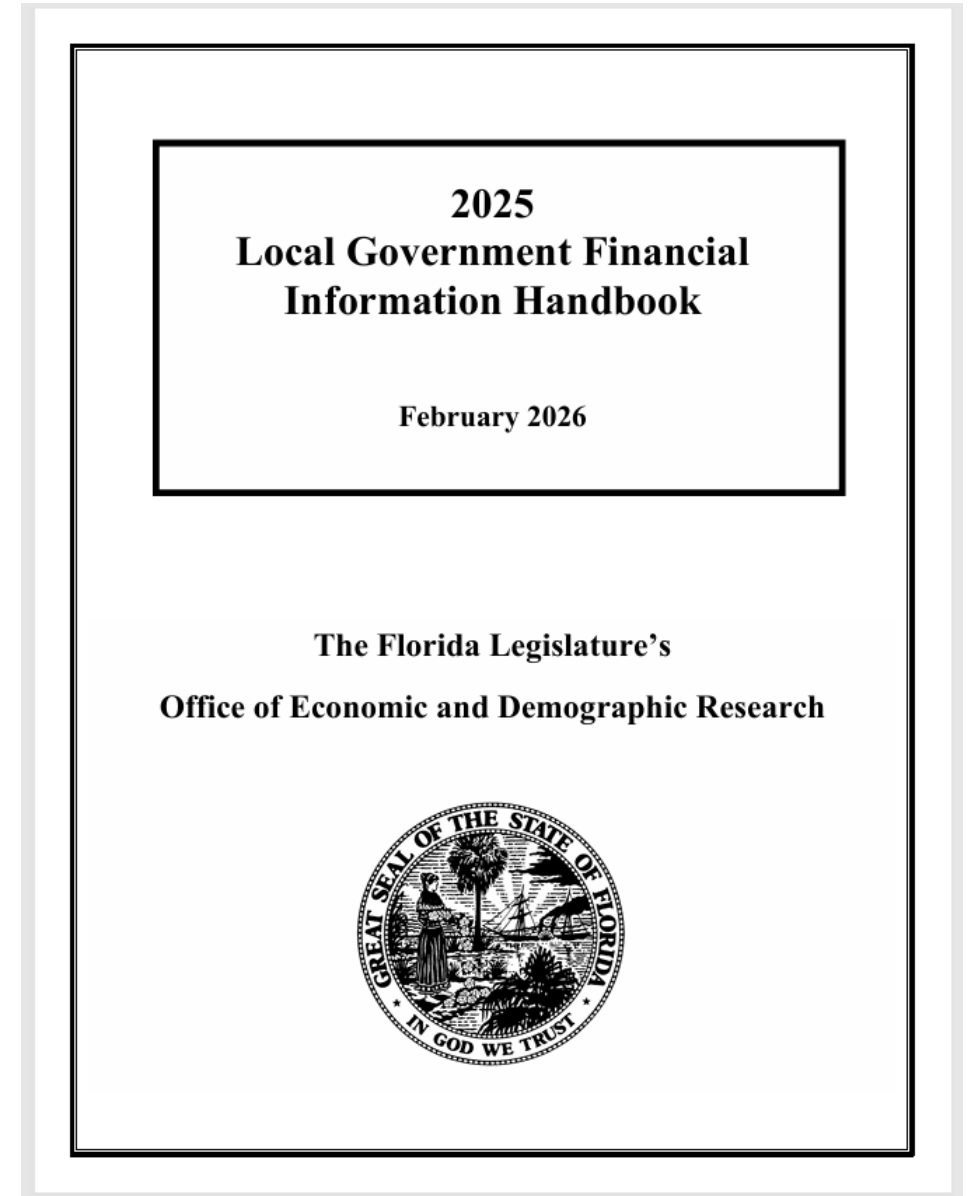
Tourist Development Council Request for Information

- ✓ At its June meeting, the Tourist Development Council asked staff to confirm St. Johns County tourist development tax maximum levy eligibility.
- ✓ The Short Answer: St. Johns County levies its maximum 5% tourist development tax.
- ✓ The Longer Answer: The Local Government Financial Information Handbook confirms the maximum 5% tourist development tax.



The Local Government Financial Information Handbook

- ✓ The Handbook is a budgeting reference detailing revenue sources, distributions, eligibility, and population estimates for Florida's local governments.
- ✓ Prepared by the Office of Economic and Demographic Research and the Department of Revenue.
- ✓ Revenue figures provided may vary from actual disbursements due to changing economic conditions.



Tourist Development Tax Maximum Levy Eligibility

Per the Florida Legislature's Office of Economic and Demographic Research 2025 Local Government Financial Information Handbook, St. Johns has levied the maximum tourist development tax rate. →

Office of Economic and Demographic Research

Local Option Tourist Tax Levies in 2025

Estimation of Realized and Unrealized
State Fiscal Year Ending June 30, 2025

County	Estimated Tax Revenues @ 1% Tax Rate	Tourist Development and Tourist Impact Tax Levies				
		Maximum Potential Tax Rate	Current Tax Rate	Countywide Realized Tax Revenues	Unutilized Tax Rate	Countywide Unrealized Tax Revenues
Nassau	\$ 2,582,213	5	5	\$ 12,911,065	0	\$ -
Okaloosa	\$ 12,609,662	6	6	\$ 75,657,969	0	\$ -
Okeechobee	\$ 99,896	5	3	\$ 299,688	2	\$ 199,792
Orange	\$ 139,989,007	6	6	\$ 839,934,040	0	\$ -
Osceola	\$ 13,860,666	6	6	\$ 83,163,995	0	\$ -
Palm Beach	\$ 13,481,054	6	6	\$ 80,886,327	0	\$ -
Pasco	\$ 1,712,128	5	5	\$ 8,560,642	0	\$ -
Pinellas	\$ 17,397,183	6	6	\$ 104,383,096	0	\$ -
Polk	\$ 11,589,891	6	5	\$ 57,949,456	1	\$ 11,589,891
Putnam	\$ 227,951	5	4	\$ 911,806	1	\$ 227,951
St. Johns	\$ 5,200,165	5	5	\$ 26,000,827	0	\$ -
St. Lucie	\$ 1,242,622	6	5	\$ 6,718,116	0	\$ -
Santa Rosa	\$ 954,794	5	5	\$ 4,773,971	0	\$ -
Sarasota	\$ 8,660,454	6	6	\$ 51,962,726	0	\$ -
Seminole	\$ 1,569,913	5	5	\$ 7,849,565	0	\$ -
Sumter	\$ 890,836	4	0	\$ -	4	\$ 3,563,346
Suwannee	\$ 138,188	5	3	\$ 414,564	2	\$ 276,376
Taylor	\$ 148,014	5	5	\$ 740,070	0	\$ -
Union	\$ 2,731	4	0	\$ -	4	\$ 10,923
Volusia	\$ 3,070,193	6	6	\$ 18,421,159	0	\$ -
Wakulla	\$ 96,922	5	4	\$ 387,689	1	\$ 96,922
Walton	\$ 12,981,022	6	5	\$ 64,905,112	1	\$ 12,981,022
Washington	\$ 41,837	5	3	\$ 125,512	2	\$ 83,675
Statewide	\$ 383,928,610			\$ 2,175,004,115		\$ 99,815,030



ST. JOHNS COUNTY, FLORIDA
TOURIST DEVELOPMENT COUNCIL

St. Augustine / Ponte Vedra on Florida's Historic Coast

Tourist Development Tax Maximum Levy Eligibility

Per the Florida Legislature's Office of Economic and Demographic Research 2025 Local Government Financial Information Handbook, St. Johns County is eligible to levy up to 5%, but is not eligible to levy the "High Tourism Impact Tax" at 1%.



County	Original Tax (1 or 2%)	Additional Tax (1%)	Professional Sports Franchise Facility Tax (up to 1%)	High Tourism Impact Tax (1%)	Additional Professional Sports Franchise Facility Tax (up to 1%)
Polk *	2	1	1		1
Polk *	2	1	1		1
St. Johns *	2	1	1		1
St. Johns *	2	1	1		1
Santa Rosa *	2	1	1		1
Sarasota *	2	1	1	1	1
Seminole *	2	1	1		1
Sumter					
Suwannee *	2	1			
Taylor *	2	1	1		1
Union					
Volusia *	2		1		
Wakulla	2	1	1		
Walton *	2	1	1	1	
Washington	2	1			



Ineligible: High Tourism Impact Tax

“A county is ...a high tourism impact county after the Department of Revenue has certified ... that its sales subject to the tax exceeded \$600 million during the previous calendar year or were at least 18 percent of the county’s total taxable sales under ch. 212, F.S., where the sales subject to the tax were a minimum of \$200 million.”

“Broward, Hillsborough, Manatee, Monroe, Okaloosa, Orange, Osceola, Palm Beach, Pinellas, Sarasota and Walton counties levy this tax...”

Bay, Collier, Lee, and Polk counties are potentially eligible to levy the tax.

That said, St. Johns is not (yet) eligible.

Office of Economic and Demographic Research

High Tourism Impact Tax

Section 125.0104(3)(m), Florida Statutes

Summary:
In addition to any other tourist development tax imposed, a *high tourism impact* county may levy an additional 1 percent tax on the total consideration charged for transient rental transactions. The tax proceeds are used for one or more of the authorized uses pursuant to s. 125.0104(5), F.S. The provisions in s. 125.0104(4)(a)-(d), F.S., regarding the preparation of the county tourist development plan are not applicable to this tax.

A county is considered to be a high tourism impact county after the Department of Revenue has certified to the county that its sales subject to the tax exceeded \$600 million during the previous calendar year or were at least 18 percent of the county’s total taxable sales under ch. 212, F.S., where the sales subject to the tax were a minimum of \$200 million. No county authorized to levy a convention development tax (i.e., Duval, Miami-Dade, and Volusia) is considered a high tourism impact county. Once a county receives this high tourism impact designation, it retains it for the period of the tax levy.

Eleven counties currently levy this tax, and these counties will realize an estimated \$280 million in revenue during the 2025-26 state fiscal year. There are four counties potentially eligible to levy the tax, which currently do not, allowing an estimated \$41 million to go unrealized.

Counties Eligible to Levy:
Broward, Hillsborough, Manatee, Monroe, Okaloosa, Orange, Osceola, Palm Beach, Pinellas, Sarasota and Walton counties levy this tax, and each county retains this designation until its tax levy ends. According to the Department, Bay, Collier, Lee, and Polk are potentially eligible to levy the tax.

Authorized Uses of Proceeds:
The county must use the tax proceeds for the following purposes, and any use of the tax proceeds not expressly authorized is prohibited.¹

- To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:
 - publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied.
 - auditoriums that are publicly owned and open to the public but operated by organizations that is exempt from federal taxation under 26 U.S.C. s. 501(c)(3) and within the boundaries of the county or subcounty special taxing district in which the tax is levied.
 - aquariums or museums that are publicly owned and operated or owned and operated by



The Local Government Financial Information Handbook

For more information, including tourist development taxes as well as other revenue eligibilities and/or revenue estimates, visit:

edr.state.fl.us/Content/local-government/reports/

**2025
Local Government Financial
Information Handbook**

February 2026

**The Florida Legislature's
Office of Economic and Demographic Research**



ST. JOHNS COUNTY, FLORIDA
TOURIST DEVELOPMENT COUNCIL
St. Augustine / Ponte Vedra on Florida's Historic Coast

TDC Regular Meeting – July 20, 2026

Agenda Item 10 – FY27 Tourism Budget Discussion – Jesse Dunn (Action Required)

- FY27 Tourism Recommended Budget
- Cultural Council Marketing Plan Budget Updates
- Public Comment

Timeline: Tourist Development Tax Fiscal Year 2027 Budget

- May: Tourist Development Tax revenue projection discussion.
- June: TDC initial budget discussion which included review and discussion of funding requests.
 - ✓ *Some category budgets were not balanced at the time of the discussion.*
 - ✓ *TDC provided consensus for funding considerations.*
- **July: TDC to further review budget and provide recommendations.**
 - ✓ *County Administrator recommending a budget on July 21st including a balanced TDT Fund.*
- August: TDC to further review budget and provide recommendations. **Drop-dead date to provide recommendations for Fiscal Year 2027 budget..**
- September: BCC will adopt the Fiscal Year 2027 budget (likely prior to September TDC Meeting).
- November referendum: depending upon outcome of property tax reform vote, revisions to budget may be initiated prior to the Fiscal Year 2028 budget discussion.



July Version of Tourist Development Tax Fund

- The Office of Management & Budget continuing to project a 3% increase for Fiscal Year 2027.
- There have been changes to budget, since June version, as the County prepares its Recommended Budget.

Potential Growth	0.0%	3%
Total TDT Revenue	\$ 23,843,019	\$ 24,558,310
Per Penny Revenue	\$ 4,768,604	\$ 4,911,662
Category 1 Allocation - 1.6 cents	\$ 7,629,766	\$ 7,858,659
Category 2 Allocation - 0.6 cents	\$ 2,861,162	\$ 2,946,997
Category 3 Allocation - 0.6 cents	\$ 2,861,162	\$ 2,946,997
Category 4 Allocation - 0.8 cents	\$ 3,814,883	\$ 3,929,330
Category 5 Allocation - 1.4 cents	\$ 6,676,045	\$ 6,876,327



July Version of Tourist Development Tax Fund

- ✓ Based upon TDC consensus to prioritize/increase funding for activities in Categories 1 and 2, Categories 1 and 2 and not balanced.
- ✓ Categories 3, 4, and 5 are balanced including a reserve.
- ✓ **TDC objective: Continue discussion toward a desired balance of programming based upon available funding.**

Category	Balanced?	Deficit Amount	Reserve Amount	Notes
1: Destination Marketing	No	(\$541,347)	-	Deficit maintaining FY 26 funding levels.
2: Arts, Culture, & Heritage	No	(\$213,838)	-	Deficit maintaining FY 26 funding levels.
3: Leisure & Recreation	Yes	-	\$478,467	Reserve for pledged debt service.
4: Admin & Spec Uses	Yes	-	\$77,632	
5: Beach Assets	Yes	-	\$3,232,851	Reserve for several renourish. projects.



Category 1: Destination Marketing

June TDC Meeting:

- ✓ Expressed concerns regarding the reduced VCB core and marketing budgets.
- ✓ Expressed concerns regarding spending down all Category 1 reserves

July TDC Meeting:

- ✓ Reinstating VCB core and marketing budgets to FY 2026 levels results in a **(\$541,357)** deficit for FY 2027.
- ✓ **The TDC should recommend a balanced budget.**

Category 1 – Destination Marketing

Revenue

Line Item Description	FY2026 Budget	FY 2027 Budget June TDC Meeting	FY 2027 Budget July TDC Meeting
TDT Revenue	7,332,078	7,465,726	7,465,726
All Other	56,416	56,415	56,415
Fund Balance	2,046,277	800,814	800,814
Total Revenue	9,434,771	8,322,955	8,322,955

Expense

Line Item Description	FY2026 Budget	FY 2027 Budget June TDC Meeting	FY 2027 Budget July TDC Meeting
VCB Core Services	3,254,000	3,091,300	3,254,000
VCB Marketing	4,500,000	4,121,343	4,500,000
Indirect Admin Costs	52,388	52,388	52,388
SJCCE Contract	1,028,000	1,057,924	1,057,924
Reserves	600,383	-	-
Total Expense	9,434,771	8,322,955	8,864,312

Surplus / (Deficit)	-	-	(541,357)
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Category 2: Arts, Culture, & Heritage

June TDC Meeting:

- ✓ Concerns regarding the reduced Cultural Council budget.
- ✓ Expressed interest to increase ACH grants to \$800,000.
- ✓ Concerns regarding the eligibility of brass historical statutes (to be determined).

July TDC Meeting:

- ✓ Reinstating Cultural Council budget to FY 2026 levels and increasing ACH grants to \$800,000 results in a **(\$213,838)** deficit for FY 2027.
- ✓ **The TDC should recommend a balanced budget.**

Category 2 – Arts, Culture & Heritage

Revenue

Line Item Description	FY2026 Budget	FY 2027 Budget June TDC Meeting	FY 2027 Budget July TDC Meeting
TDT Revenue	2,749,530	2,799,647	2,799,647
All Other	21,085	21,085	21,085
Fund Balance	377,194	275,167	275,167
Total Revenue	3,147,809	3,095,899	3,095,899

Expense

Line Item Description	FY2026 Budget	FY 2027 Budget June TDC Meeting	FY 2027 Budget July TDC Meeting
Cultural Council Contract	1,402,168	1,355,230	1,402,168
Indirect Admin Costs	19,645	19,645	19,645
ACH Grants	633,085	633,100	800,000
SJCCE Contract	1,028,000	1,057,924	1,057,924
Historical Statutes	-	30,000	30,000
Reserves	64,911	-	-
Total Expense	3,147,809	3,095,899	3,309,737

Surplus / (Deficit)	-	-	(213,838)
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Category 3: Recreation & Leisure

June TDC Meeting:

- ✓ No major concerns regarding Category 3.

July TDC Meeting:

- ✓ Funding was added for the dredging of the Vilano Boat Ramp including a \$250,000 grant from the State of Florida.
- ✓ FY 2026 Capital Improvement Projects savings contributed to beginning FY 2027 fund balance.
- ✓ The Category 3 budget has been balanced, by adjusting the Capital Improvement Project funding, and includes a \$478,467 reserve.

Category 3 – Recreation & Leisure

Revenue

Line Item Description	FY2026 Budget	FY 2027 Budget June TDC Meeting	FY 2027 Budget July TDC Meeting
TDT Revenue	2,749,529	2,799,647	2,799,647
All Other	72,154	-	72,154
Grant	-	-	250,000
Fund Balance	439,082	753,954	1,358,406
Total Revenue	3,260,765	3,553,601	4,480,207

Expense

Line Item Description	FY2026 Budget	FY 2027 Budget June TDC Meeting	FY 2027 Budget July TDC Meeting
Salaries & Benefits	128,449	130,044	130,044
Other Operating	69,774	82,176	87,709
Artificial Reef Maintenance	50,000	50,000	50,000
Tournament Ballfield Maintenance	264,865	250,000	250,000
Waterway Access Maintenance	275,000	275,000	775,000
Sports Marketing Grants	325,000	350,000	350,000
Sports Marketing Advertising	31,800	31,800	31,800
Capital Improvement Projects			
<i>Waldron Park</i>	-	1,572,951	1,500,000
<i>Artificial Reef</i>	100,000		-
<i>Rivertown Park Improve.</i>	500,000	600,000	-
<i>Schoolhouse</i>	-	275,000	
<i>Pier Splash Park</i>	125,000		
Equipment	48,890	77,187	77,187
Debt Service for Tournament Parks	750,000	750,000	750,000
Reserve	591,987	-	478,467
Total Expense	3,260,765	3,553,601	4,480,207

Category 4: Admin, Special Uses, & Special Events

June TDC Meeting:

- ✓ Salaries and Benefits figures were inaccurate.
- ✓ Concerns regarding relevancy/funding of VIC.

July TDC Meeting:

- ✓ Salaries and Benefits figures have been corrected/reduced.
- ✓ Autism Program funding brought inline with Chamber's presented request.
- ✓ Vilano New Year's fireworks funding brought inline with COSAB funding.
- ✓ The funding for the mobile VIC in Ponte Vedra has been removed.
- ✓ COSA Nights of Lights funded at the requested level.
- ✓ The Category 4 budget has been balanced and includes a \$77,632 reserve.

Category 4 – Admin & Special Uses

Revenue

Line Item Description	FY2026 Budget	FY 2027 Budget June TDC Meeting	FY 2027 Budget July TDC Meeting
TDT Revenue	3,666,039	3,732,864	3,732,864
All Other	31,656	31,655	31,655
Fund Balance	708,239	1,006,014	766,060
Total Revenue	4,405,934	4,770,533	4,530,579

Expense

Line Item Description	FY2026 Budget	FY 2027 Budget June TDC Meeting	FY 2027 Budget July TDC Meeting
Salaries & Benefits	563,158	668,342	439,637
Other Operating	72,701	58,695	62,814
Contractual Autism Certification	75,000	35,000	42,000
Contractual Placer Data	44,307	48,760	48,760
Shuttle: COSA (Festivals)	200,000	100,000	100,000
Shuttle Services: COSA Circulation	100,000	100,000	100,000
Fireworks: COSA July 4th	60,000	60,000	60,000
Fireworks: COSAB New Years Eve	35,000	35,000	35,000
Fireworks: Vilano New Years Eve	-	50,000	35,000
NOL: COSA	750,720	798,900	798,900
NOL: COSAB	50,000	50,000	50,000
NOL: Chamber	20,000	15,000	15,000
VIC: COSA	400,000	400,000	400,000
VIC: Pier	65,000	-	-
VIC: Chamber	156,000	180,000	95,000
PGA	325,000	325,000	325,000
SJCCE Contract	1,397,367	1,446,683	1,446,683
Debt Service	30,383	399,153	399,153
Reserve	61,298		77,632
Total Expense	4,405,934	4,770,533	4,530,579

Category 5: Beach Assets

June TDC Meeting:

- ✓ Discussion on potential elimination of F Street Walkover funding but consensus for the removal was not reached.

July TDC Meeting:

- ✓ Additional funding provided for sea oats programs associated with renourishment projects.
- ✓ Additional funding provided for lifeguard services/beach operations.
- ✓ The Category 5 budget has been balanced and includes a \$3,232,851 reserve.
- ✓ Category 5 reserves are earmarked primarily toward coastal renourishment projects.

Category 5 - Beach Assets

Revenue

Line Item Description	FY2026 Budget	FY 2027 Budget June TDC Meeting	FY 2027 Budget July TDC Meeting
TDT Revenue	6,415,567	6,532,510	6,532,510
All Other	61,314	61,314	61,314
Grant	-	207,079	207,079
Fund Balance	3,702,066	5,982,720	6,477,826
Total Revenue	10,178,947	12,783,623	13,278,729

Expense

Line Item Description	FY2026 Budget	FY 2027 Budget June TDC Meeting	FY 2027 Budget July TDC Meeting
Sea Oats Program	25,000	-	25,000
Summer Haven Inlet Mgmt	-	500,000	500,000
Indirect Admin Cost	45,840	45,840	45,840
Capital Improvement Projects			
Beach Trolley	-	3,500,000	3,500,000
Walkover - Butler Beach	-	230,400	230,400
Walkover - Crescent Beach	-	195,840	195,840
Walkover - F Street	-	138,240	138,240
Aid to COSAB	31,226	31,226	31,226
Beach Services Subsidy	1,999,976	2,038,704	3,793,846
Renourishment Project - COSAB	475,000	475,000	475,000
Renourishment Project - SPV	411,200	-	-
Renourishment Project - SPV Debt Service	69,846	400,000	400,000
Renourishment Project - CSRM	394,041	-	-
Renourishment Project - CSRM Debt Service	305,959	710,486	710,486
Reserve	6,420,859	4,517,887	3,232,851
Total Expense	10,178,947	12,783,623	13,278,729

July Tourist Development Council Consensus Moving Forward?

- ✓ Categories 1 and 2 and not balanced.
- ✓ Categories 3, 4, and 5 are balanced including a reserve.
- ✓ **TDC objective: Continue discussion toward a desired balance of programming based upon available funding.**

Category	Balanced?	Deficit Amount	Reserve Amount	Notes
1: Destination Marketing	No	(\$541,347)	-	Deficit maintaining FY 26 funding levels.
2: Arts, Culture, & Heritage	No	(\$213,838)	-	Deficit maintaining FY 26 funding levels.
3: Leisure & Recreation	Yes	-	\$478,467	Reserve for pledged debt service.
4: Admin & Spec Uses	Yes	-	\$77,632	
5: Beach Assets	Yes	-	\$3,232,851	Reserve for several renourish. projects.



Cultural Council Updates

FY27 ACT Grants

- August 6, 9 am, Commission Chambers
- 27 eligible applicants reviewed/scored by:
 - Melinda Bergbom (SJCC)
 - Tera Meeks (SJC)
 - Susan Phillips (VCB)
 - Isabelle Renault (SJC Chamber)
 - Jeff Potts (SJCC)

Sing Out Loud Partnerships

- Pilot Program: SOL technical support
 - SJCCE Tech Team Evaluation and Upgrades
 - Venue Eligibility: SOL Venue, Need, Willingness to Partner
 - Venues: Spinster Abbott's (Uptown), The Waterworks
 - NEW: Ink & Barley (West King), Jimmy Hula's (Ponce), Dog Rose Brewing (Lincolnville)
- SJCCE + Cultural Council
 - Songwriter contest
 - Showcase surprises





ST. JOHNS
CULTURAL COUNCIL

CULTURE AROUND EVERY CORNER.

ANNUAL PROMOTION PLAN

FISCAL YEAR 2027

Updated July 2026

Budget Item	FY2027	Variation from FY26
Agency Fees (Design, PR, Social Media)	\$75,000	-\$25,000 Public Relations to VCB
Advertising	\$205,000	+ \$20,000 \$40,000 increased match support for grantees
Product Development	\$404,000	+ \$19,000
Public Art & Cultural Plan	\$0	Will be completed under current contract
Photography/Videography	\$30,000	+\$10,000 \$20,000 Culinary assets
Travel Industry Conferences	\$20,000	\$0
Calendar of Events (VCB collab)	\$20,000	\$0
Website Development, Hosting, SEO	\$20,000	\$0

Budget Item	FY2027	Variation from FY26
Hosted Media Visits	\$15,000	+\$5,000 Best ROI
Commercial Printing	\$20,000	+\$5,000 new products & demand-driven print runs
Grant Software & Admin Expenses	\$100,000	\$0
Admin & Core Services	\$446,230	-\$11,938
SJCC Contract	\$1,355,230	\$0
ACH Grants	\$800,000	+\$167,000

Coming Soon...

Public Art & Cultural Plan

- Working with stakeholder groups including Tourism, Parks & Rec, Libraries, Main Street Associations, Municipalities and nonprofit arts community on final draft.



Hastings

- Dedication of a piece of functional artwork (Garden Kaleidoscope) later this summer (September)



Micro Gallery Exhibition

- First five artist galleries will be unveiled at an event in September; ten total micro galleries planned for throughout the county.





THANK YOU



ST. JOHNS
CULTURAL COUNCIL

CULTURE AROUND EVERY CORNER.



TDC Regular Meeting – July 20, 2026

Agenda Item Monthly Reports

- Bed Tax Report – May Collections
- VCB Monthly Report

FY2026 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
May	\$ 2,000,002	0.6%
FYTD	\$ 16,190,369	1.96%
% OF BUDGET		66.7%
% OF FY		68.9%

BUDGETED \$ \$ 23,503,220

May 26 Collection Accounts	
Description	Count
RV/MH Park or Campground	24
Hotel or Motel	92
Condo / COOP	2354
Apartment / House / Mobile Home	2355
Bed & Breakfast	34
Management Co.	1
Other	15
Total	4875

Collection by Municipality		
City of St. Augustine	\$	479,036
Ponte Vedra Beach	\$	429,976
City of St. Augustine Beach	\$	325,827

FISCAL YEAR 2026

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	\$ 40,881,777.94	0.4%	\$58,756,497.65	1.9%	\$48,253,131.19	5.3%	\$41,965,041.07	-0.9%
EXEMPT RECEIPTS	-\$1,433,531.94	-43.6%	-\$1,328,036.65	0.0%	-\$1,458,641.99	19.9%	-\$992,039.47	-27.4%
TAXABLE RECEIPTS	\$ 39,448,246.00	3.3%	\$ 57,428,461.00	2.0%	\$ 46,794,489.20	4.9%	\$ 40,973,001.60	-0.1%
TOTAL TAX COLLECTED	\$ 1,972,412.30	3.3%	\$ 2,871,423.05	2.0%	\$ 2,339,724.46	4.9%	\$ 2,048,650.08	-0.1%
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,972,412.30	3.3%	\$ 2,871,423.05	2.0%	\$ 2,339,724.46	4.9%	\$ 2,048,650.08	-0.1%
LESS COLLECTION ALLOWANCE	-\$16,662.92		-\$22,882.53		-\$19,429.64		-\$18,173.61	
PLUS PENALTY	\$ 17,880.85		\$20,750.59		\$12,571.33		\$9,685.58	
PLUS INTEREST	\$ 1,948.79		\$1,360.20		\$303.44		\$655.89	
TOTAL AMOUNT REMITTED	\$ 1,975,579.02	3.6%	\$ 2,870,651.31	2.4%	\$ 2,333,169.59	3.7%	\$ 2,040,817.94	-0.6%
LESS TAX COLLECTOR & CLERK	\$ (39,511.58)	3.6%	\$ (57,413.03)	2.4%	\$ (46,663.40)	3.7%	\$ (40,816.36)	-0.6%
NET TO TDC	\$ 1,936,067.44	3.6%	\$ 2,813,238.28	2.4%	\$ 2,286,506.19	3.7%	\$ 2,000,001.58	-0.6%

[illegible]

FY 2026 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	#VALUE!	PV+-	Condo	% of Ttl	PV+-	Apts	% of Ttl	PV+-
October	\$881,121.06	62.7%	6.0%	\$150,139.24	10.7%	-0.3%	\$279,991.92	19.9%	8.2%
November	\$1,128,634.03	61.9%	0.9%	\$171,068.72	9.4%	8.7%	\$397,515.84	21.8%	17.3%
December	\$1,472,859.42	61.9%	3.5%	\$189,145.39	7.9%	-3.9%	\$568,758.25	23.9%	12.0%
2026 January	\$965,414.55	57.1%	-9.8%	\$263,814.61	15.6%	2.0%	\$351,259.45	20.8%	-13.2%
February	\$1,121,874.84	56.8%	3.0%	\$294,214.36	14.9%	-9.2%	\$407,685.45	20.6%	13.9%
March	\$1,614,335.50	56.2%	2.3%	\$442,507.12	15.4%	-5.1%	\$671,078.98	23.4%	12.1%
April	\$1,333,819.61	57.2%	4.5%	\$334,964.12	14.4%	-0.1%	\$554,769.77	23.8%	10.4%
May	\$1,153,505.80	56.5%	0.3%	\$283,094.06	13.9%	-9.1%	\$512,111.95	25.1%	13.3%
June									
July									
August									
September									

TOTAL		\$ 9,671,564.81				\$ 2,128,947.62			\$ 3,743,171.61
OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL		
October	\$40,792.33	2.9%	23.5%	\$52,191.71	3.7%	13.6%	\$1,404,236.26		
November	\$51,663.20	2.8%	33.6%	\$74,781.21	4.1%	20.2%	\$1,823,663.00		
December	\$60,937.86	2.6%	-10.3%	\$89,255.45	3.7%	-6.9%	\$2,380,956.37		
2026 January	\$49,376.20	2.9%	-24.7%	\$61,856.81	3.7%	-2.3%	\$ 1,691,721.62		
February	\$78,292.42	4.0%	1.5%	\$73,511.95	3.7%	24.2%	\$ 1,975,579.02		
March	\$77,049.92	2.7%	-9.9%	\$65,679.79	2.3%	-13.6%	\$ 2,870,651.31		
April	\$58,535.04	2.5%	-12.1%	\$51,081.05	2.2%	-25.0%	\$ 2,333,169.59		
May	\$45,385.99	2.2%	-43.5%	\$46,720.14	2.3%	-19.0%	\$ 2,040,817.94		
June							\$ -		
July							\$ -		
August							\$ -		
September							\$ -		
TOTAL		\$ 462,032.96				\$ 515,078.11	\$ 16,520,795.11		

FY 2026 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 2026												
OCT	\$427,312.70	30.4%	10.0%	\$293,104.14	20.9%	17.7%	\$564,887.43	40.2%	4.1%	\$18,567.31	1.3%	-16.1%
NOV	\$487,835.05	26.8%	-2.9%	\$335,403.36	18.4%	10.1%	\$850,369.51	46.6%	9.9%	\$25,236.72	1.4%	98.0%
DEC	\$654,948.55	27.5%	-0.5%	\$284,664.08	12.0%	17.8%	\$1,252,209.38	52.6%	5.5%	\$34,740.71	1.5%	-19.7%
JAN	\$547,002.16	32.3%	-1.5%	\$279,810.55	16.5%	-24.3%	\$734,506.31	43.4%	-7.0%	\$22,566.41	1.3%	-33.3%
FEB	\$639,255.41	32.4%	-3.8%	\$378,813.48	19.2%	19.2%	\$801,300.65	40.6%	5.1%	\$28,824.34	1.5%	-26.4%
MAR	\$995,430.91	34.7%	-5.2%	\$603,864.08	21.0%	14.1%	\$1,080,947.40	37.7%	4.8%	\$31,951.62	1.1%	-25.8%
APR	\$829,317.59	35.5%	-1.2%	\$524,310.65	22.5%	20.0%	\$841,802.66	36.1%	1.6%	\$22,118.64	0.9%	-26.4%
MAY	\$740,697.63	36.3%	-1.9%	\$431,697.14	21.2%	15.6%	\$738,265.99	36.2%	-2.3%	\$24,128.41	1.2%	-52.1%
JUN												
JUL												
AUG												
SEP												
FY YTD \$	5,321,800			\$ 3,131,667			\$ 6,864,289			\$ 208,134		

WGV + west of I95				I95&SR16 + Palencia				Other			
32092	% TTL	+/- PY		32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$80,242.99	5.7%	-8.3%	\$14,476.56	1.0%	0.5%	6.7%	\$5,635.13	0.4%	-64.8%	\$1,404,226.26
NOV	\$101,537.26	5.6%	3.2%	\$15,157.05	0.8%	-10.2%	6.4%	\$8,124.05	0.4%	19.6%	\$1,823,663.00
DEC	\$120,280.65	5.1%	-0.1%	\$21,869.89	0.9%	-5.7%	6.0%	\$12,243.11	0.5%	-31.8%	\$2,380,956.37
JAN	\$85,522.48	5.1%	-6.4%	\$13,677.09	0.8%	1.2%	5.9%	\$8,636.62	0.5%	-6.5%	\$1,691,721.62
FEB	\$101,812.14	5.2%	6.1%	\$17,780.23	0.9%	7.4%	6.1%	\$7,792.77	0.4%	-27.7%	\$1,975,579.02
MAR	\$124,400.16	4.3%	6.8%	\$21,596.85	0.8%	-4.1%	5.1%	\$12,460.29	0.4%	4.6%	\$2,870,651.31
APR	\$91,679.41	3.9%	3.8%	\$15,462.03	0.7%	-1.0%	4.6%	\$8,478.61	0.4%	-13.2%	\$2,333,169.59
MAY	\$84,753.01	4.2%	-10.5%	\$12,498.15	0.6%	-4.7%	4.8%	\$8,777.61	0.4%	-4.0%	\$2,040,817.94
JUN											
JUL											
AUG											
SEP											
FY YTD \$	790,228			\$ 132,518				\$ 72,148			\$16,520,785.11

VCB Report to the Tourist Development Council July 20, 2026



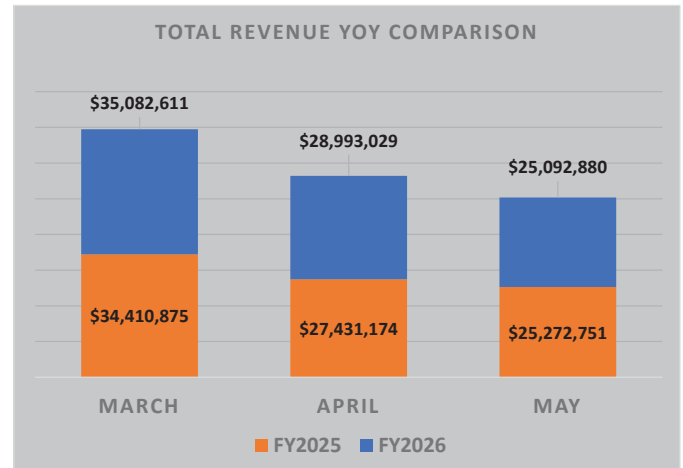
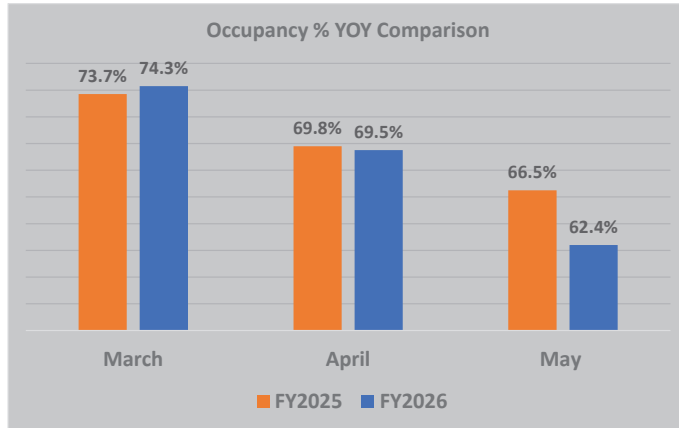
ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Smith Travel Research

Smith Travel Research May 2026

Occupancy % May 2026

- **Occupancy % declined -6.2% YOY**



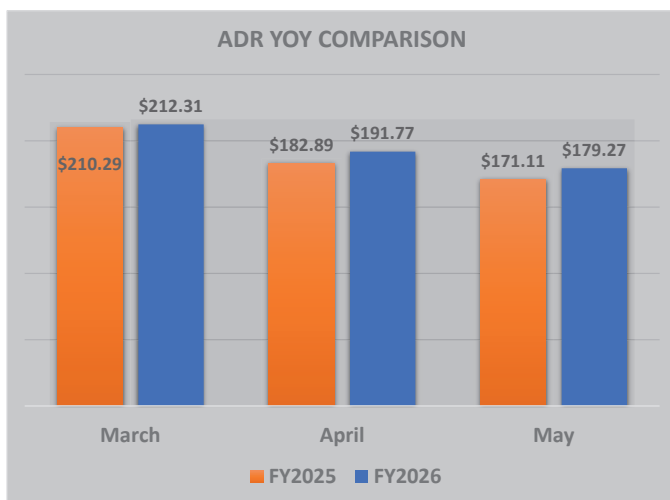
Total Revenue May 2026

- **Total Revenue declined -0.7% YOY**

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FLORIDA'S HISTORIC COAST®

Smith Travel Research May 2026

ADR YOY COMPARISON

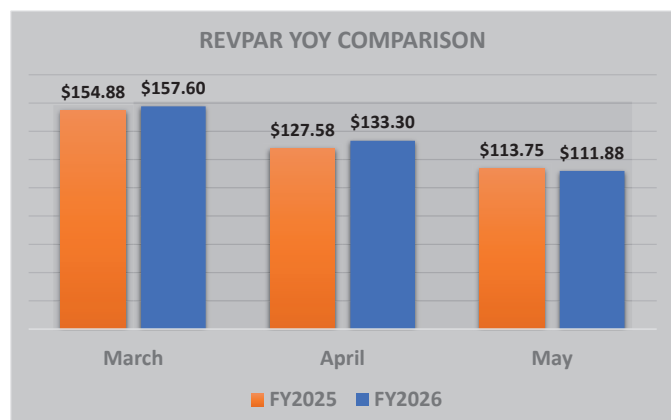


ADR May 2026

- **ADR increased +4.8% YOY**

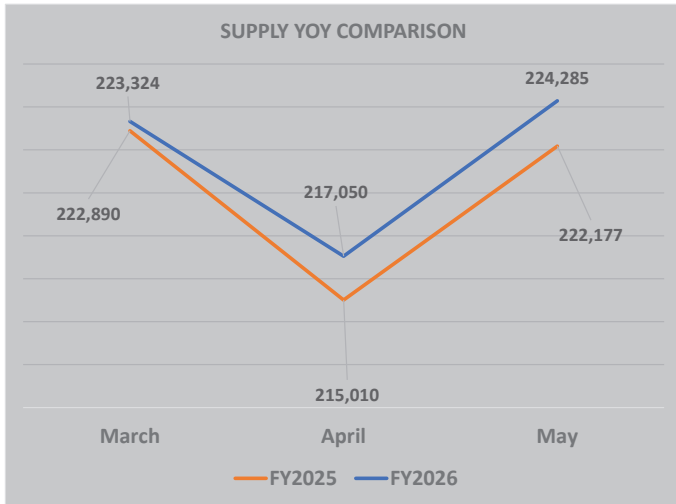
RevPAR May 2026

- **RevPAR declined -1.6% YOY**



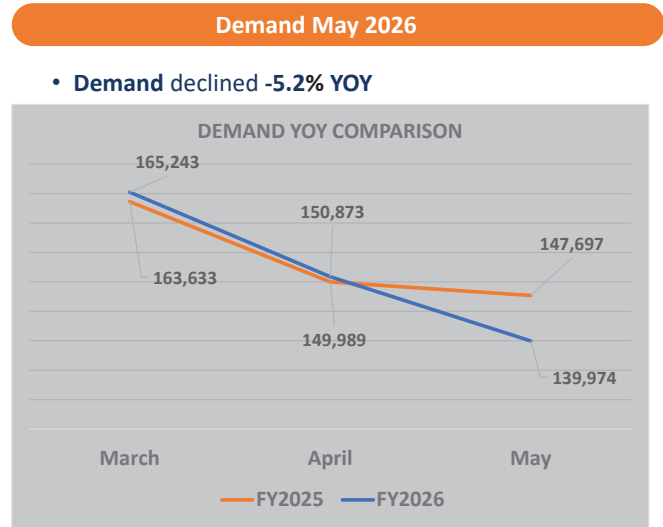
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FLORIDA'S HISTORIC COAST®

Smith Travel Research May 2026



Supply May 2026

- Supply increased +0.9% YOY



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May 2026 vs. May 2025 Comp Set

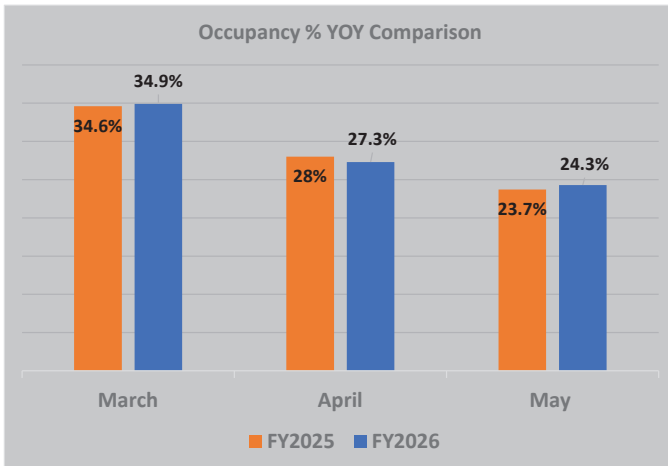
	Current Month May 2026 vs May 2025					
	Occ %	ADR	Percent Change from May 2025			
	2026	2026	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	70.9	174.81	3.4	1.3	4.8	4.2
Nassau County, FL	68.1	326.31	-3.4	6.4	2.8	0.3
Pinellas County, FL	71.9	199.09	2.8	1.3	4.1	7.2
St Johns County, FL	62.4	179.27	-6.1	4.8	-1.6	-0.7
Charleston, SC	77.1	215.19	1.2	5.1	6.4	7.3
Jacksonville, FL	67.4	147.42	-2.4	0.2	-2.2	0.7
Myrtle Beach, SC	56.9	139.58	-7.4	-2.6	-9.9	-10.7
Orlando, FL	71.4	206.50	2.9	3.7	6.8	6.1
Sarasota, FL	69.7	205.58	7.0	5.1	12.5	13.5
Savannah, GA	68.8	160.59	-2.5	4.0	1.3	5.0
Fort Walton Beach, FL	68.7	208.08	-3.0	2.3	-0.7	4.3
Daytona Beach, FL	59.8	158.84	-3.1	-3.9	-6.9	-6.6
Zip Code 32084+	63.1	160.00	-8.7	1.3	-7.5	-4.0
Zip Code 32080+	65.8	171.92	-0.3	4.7	4.4	4.5
Zip Code 32092+	54.2	100.71	-14.7	-9.0	-22.4	-26.2
Ponte Vedra+	67.9	310.24	-1.8	9.1	7.2	7.2

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 May 2026



Paid Occupancy % May 2026

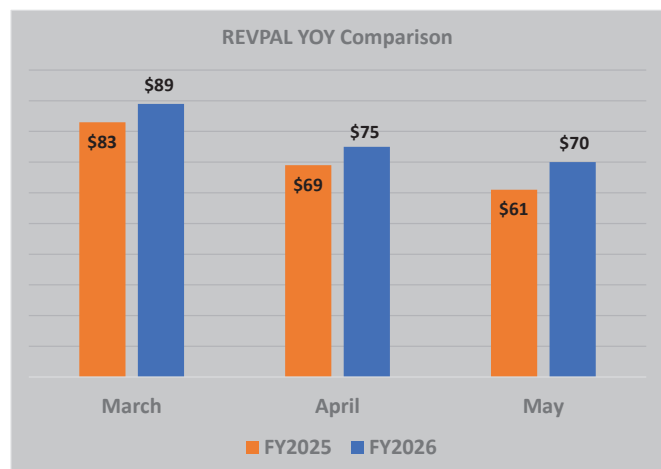
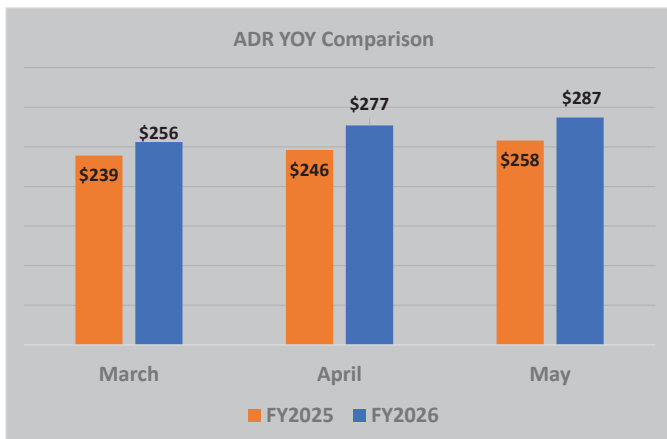
- Paid Occupancy % increased +2.5% YOY

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Vacation Rental Analytics May 2026

ADR May 2026

- ADR increased +11.2% YOY



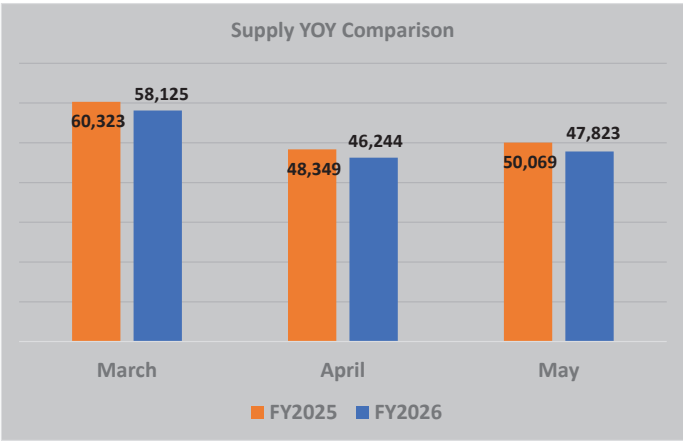
RevPAL May 2026

- RevPAL increased +14.8% YOY

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Vacation Rental Analytics

May 2026

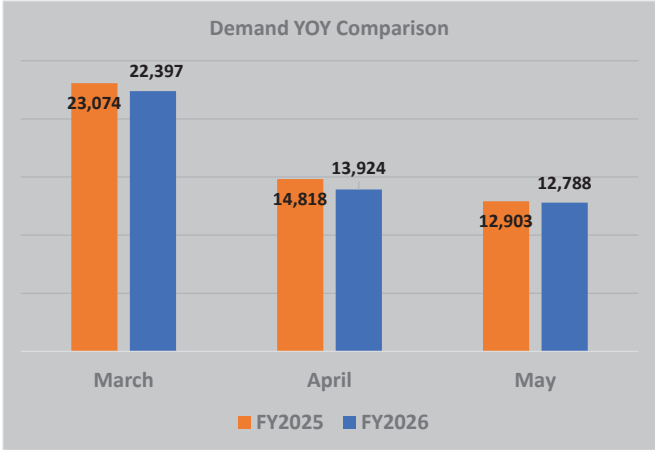


Supply May 2026

- Supply declined -4.5% YOY

Demand May 2026

- Demand declined -0.9% YOY

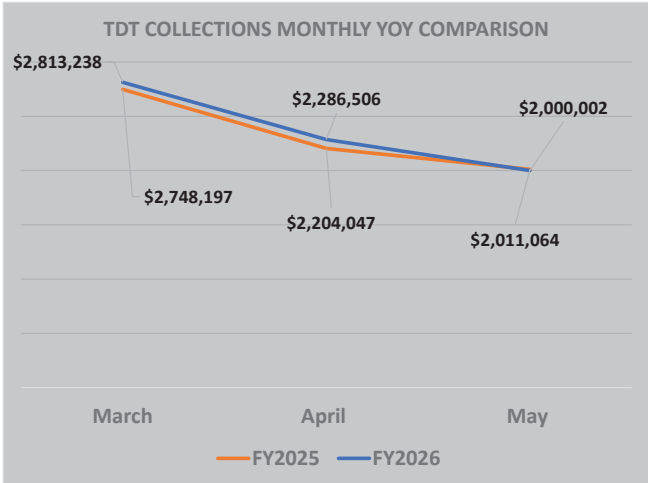


Tourist Development Tax Collections

May 2026

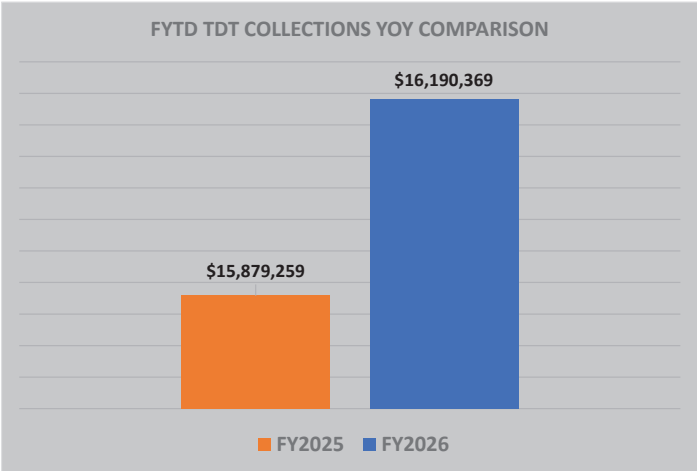
TDT Collections May 2026

- TDT Collections declined -0.6% YOY



FYTD TDT Collections May 2026

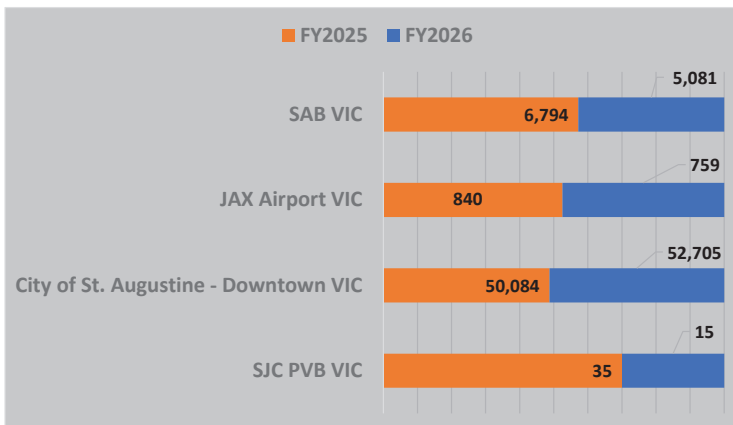
- FYTD TDT Collections increased +2.0% YOY



Visitor Information Centers Visitation

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VIC Visitation June 2026

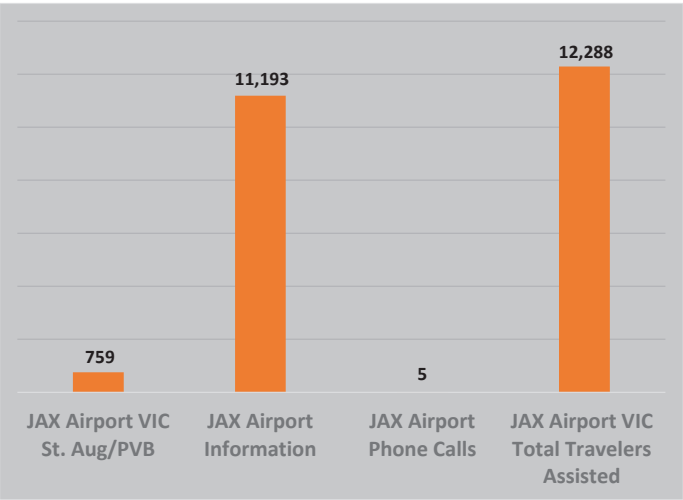


VIC Visitation – June 2026

- Visitation to the **St. Augustine Beach VIC** declined **-25.2% YOY**.
- Visitation to the **Jacksonville Airport Visitor Information Center** declined **-9.6% YOY**.
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+5.2% YOY**
- **SJC PVB Visitor Information Center** declined by **-57.1% YOY**

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FLORIDA'S HISTORIC COAST®

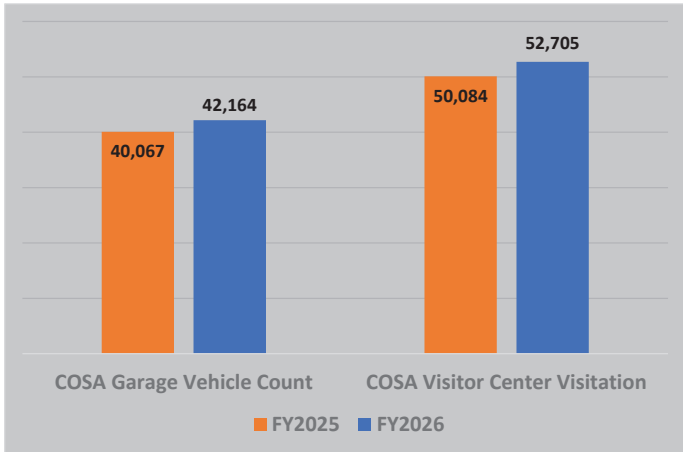
Jacksonville Airport VIC Visitation June 2026



Jacksonville Airport VIC Visitation – June 2026

- Jacksonville Airport VIC St. Aug & PV 759
- Jacksonville Airport VIC Airport Information 11,193
- Jacksonville Airport VIC Phone Calls 5
- Jacksonville Airport VIC Visitor In-Person 2026 12,288

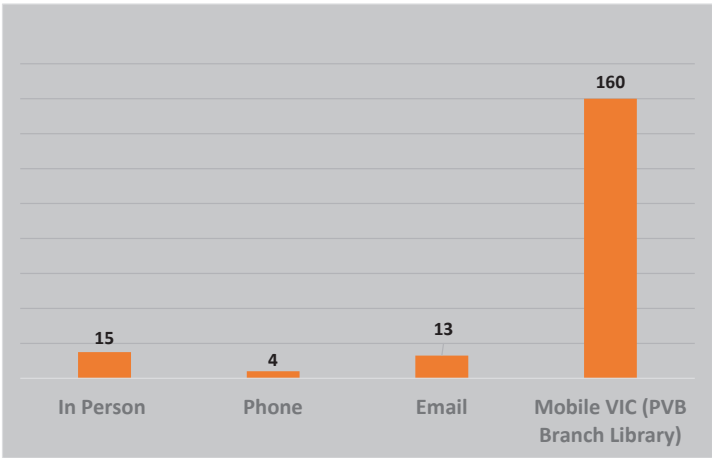
City of St Augustine Downtown VIC Visitation June 2026



City of St Augustine Downtown VIC Visitation – June 2026

- Visitor Information Center Vehicle Count 2025 40,067
- Visitor Information Center Vehicle Count 2026 42,164
- Visitor Information Center In-Person 2025 50,084
- Visitor Information Center In-Person 2026 52,705

Ponte Vedra VIC Visitation June 2026

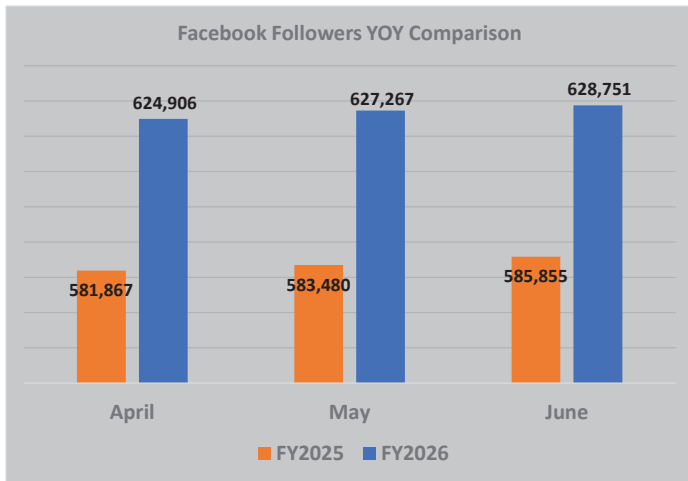


Ponte Vedra VIC Visitation June 2026

- Visitors Served In-Person 15
- PVB VIC Phone Calls 4
- PVB VIC Emails 13
- Mobile VIC (PVB Library) 160

Social Media

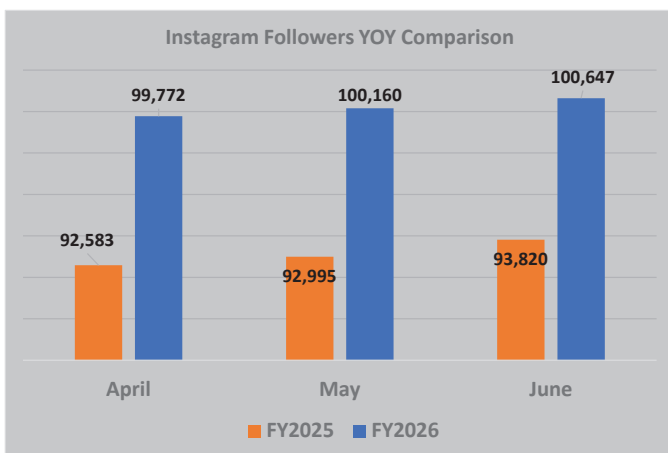
Social Media June 2026



Facebook Followers June 2026

- Facebook Followers increased +7.3% YOY

Social Media June 2026

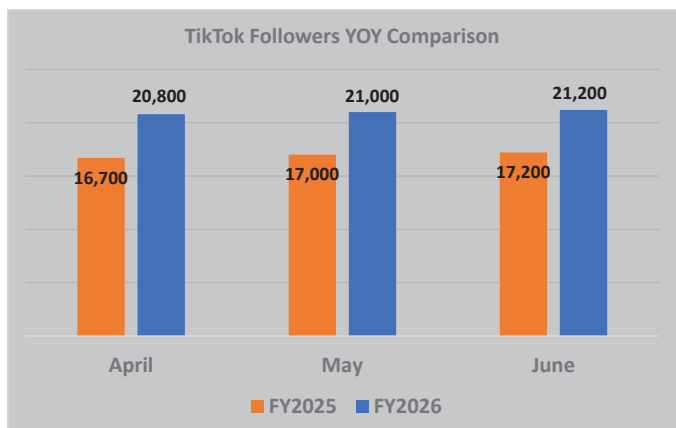


Instagram Followers June 2026

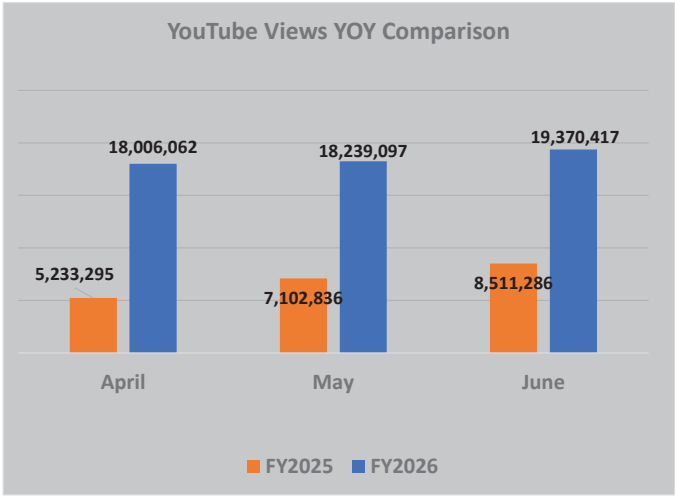
- Instagram increased +7.3% YOY

TikTok Followers June 2026

- TikTok increased +23.3% YOY



Social Media June 2026

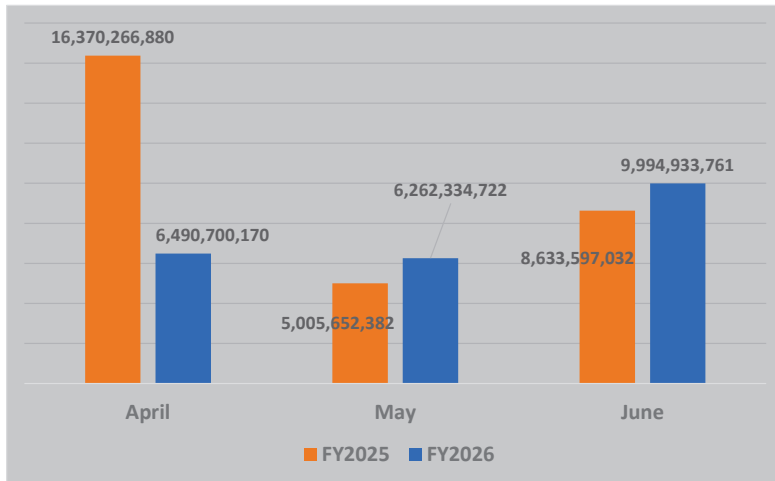


YouTube Views June 2026

- **YouTube Views** increased **+127.6% YOY**

Media Relations

Media Impressions – June 2026



Media Impressions – June 2026

- Media Impressions increased **+15.8% YOY**

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Top National Stories – June 2026

- Jewish Telegraph Syndicated News - [This Rabbi Made History in the Civil Rights Era. I Had to Tell His Story.](#)



387K Media Impressions

- Fox News Broadcast– [The Forgotten 14th Colony: St. Augustine Showcases its Revolutionary History](#)



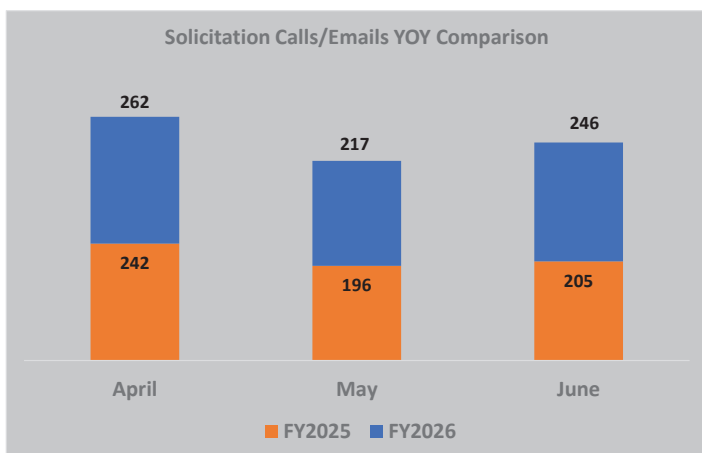
38M Viewers

ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Sales

ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Sales Measurement Summary

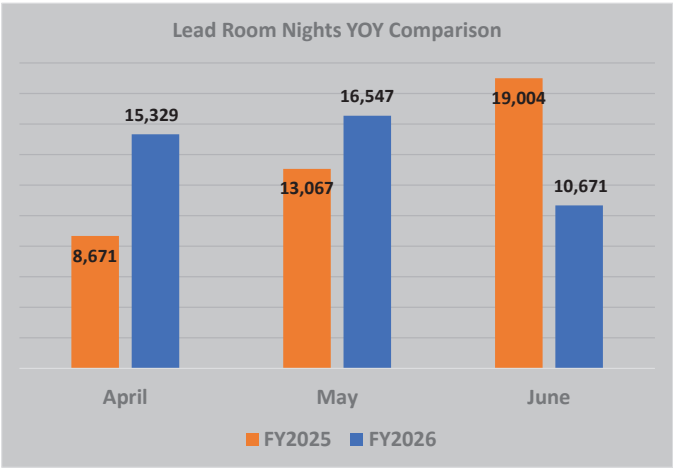


Solicitations June 2026

- Solicitations increased **+20.0% YOY**

ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Sales Report June 2026

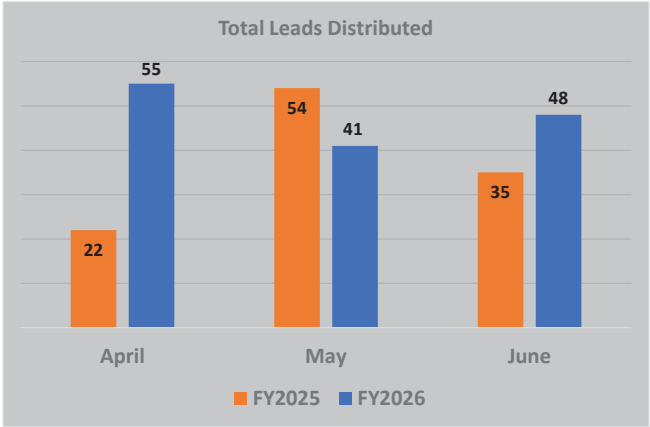


Lead Room Nights June 2026

- **Lead Room Nights** declined **-43.8% YOY**

Lead Distribution June 2026

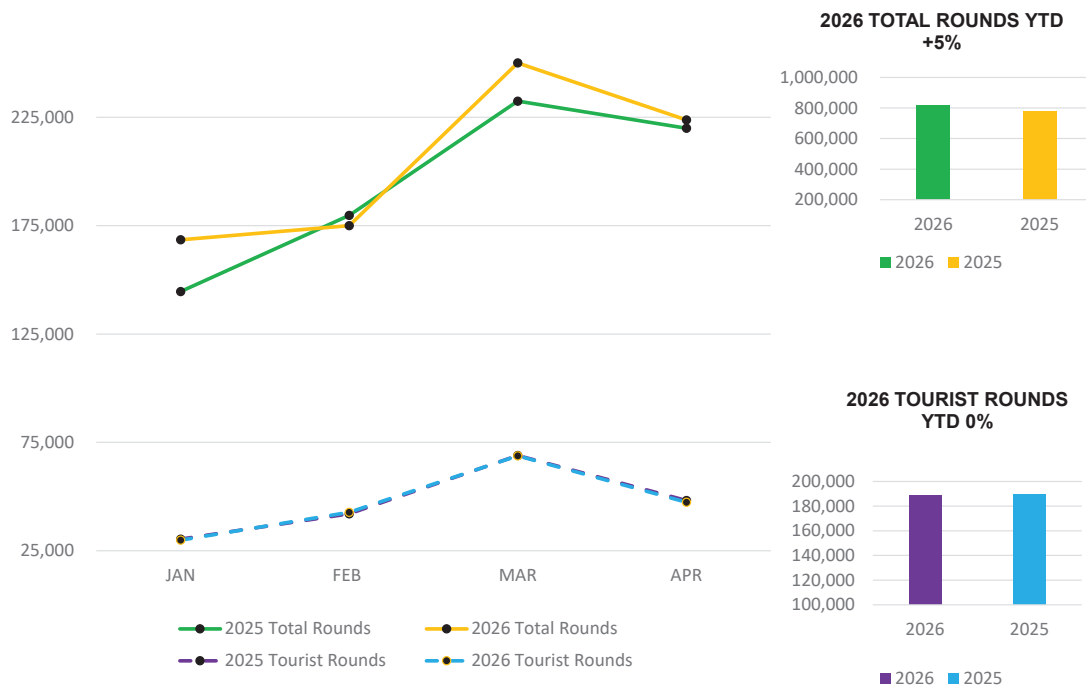
- **Lead Distribution** increased **+37.1% YOY**



Florida's First Coast of Golf

Total Rounds Apr +2%
Tourist Rounds Apr: -2%

ROUNDS UPDATE



CEO's Comments

- May 2026 Traditional Lodging Stats: Occupancy 62.4% (-6.1%), ADR \$179.27 (+4.8%), RevPAR \$111.88 (-1.6%), Demand is -5.2%, Revenue is -0.7%, Supply is +0.9%.
- May 2026 Vacation Rental Stats: Paid Occupancy 24.3% (+2.5%), ADR \$287 (+11.2%), RevPAL \$70 (+14.8%), Demand -0.9%; Supply -4.5%
- May 2026 TDT Collections were -0.6% YOY
- May visitation year-over-year: St. Augustine Beach VIC declined -25.2%; Jax Airport VIC declined -9.6%; CoSA VIC increased +5.2%; Ponte Vedra Beach VIC declined -57.1%
- May Social Media YOY for Facebook/Meta was +7.3%, Instagram was +7.3%, TikTok was +23.3%, and YouTube was +127.6%
- May Media impressions increased +15.8% YOY.
- May Sales team solicitations are +20.0% YOY; lead room nights are -43.8% YOY; lead distributions are +37.1% YOY.



THANK YOU

Questions?



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JUNE BOARD REPORT FY2026



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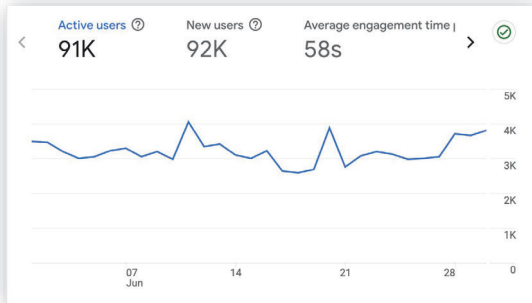
SUMMARY

- For the month of June, “Bring Your Family Closer” Summer campaign is continuing to run across the following media channels/tactics and continued highlighting the new brand messaging launch of “Welcome to The New World”.
 - Paid Search (Branded/Non-Branded)
 - Paid Social Media (FB/IG) & FB Lead Ads
 - YouTube
 - Programmatic Display & CTV Video
 - Out-of-Home Digital Billboards
 - Programmatic Display with OTA Partners (Tripadvisor + Expedia)
 - Spot TV + Cable (News Emphasis)
 - Terrestrial Radio
- During the month of June, Tinsley continued to run various Brand & Co-Op campaigns within CTV, Meta and Print
- The B2B campaigns continued in the month of June across Search, Social & Display

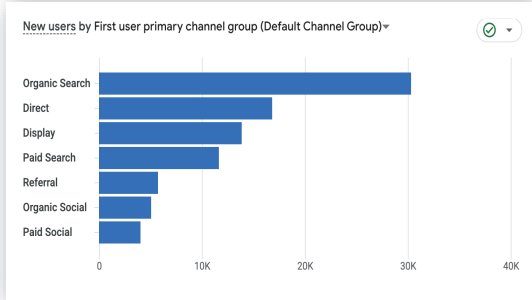
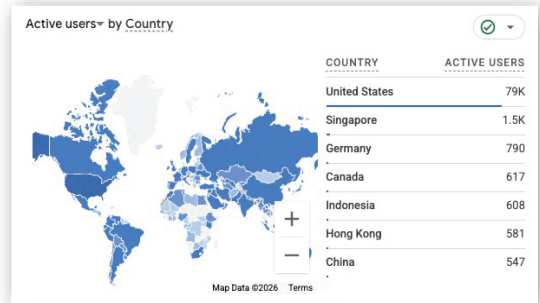
FloridasHistoricCoast.com Site Traffic

- Overall, June generated a total of 91k total Active Users of which 91k were new, which represents a steady trend month-over-month. We are continuing to filter out bot-related traffic from China & Singapore; which reduces visitation by approximately 2k, to a grand total of 89K.
- Average engagement time per active user came in at 58 sec duration; which has slightly improved MoM (at 56 sec last month).

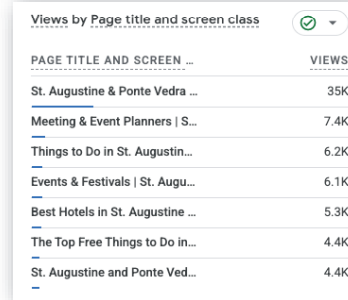
- United States accounted for the lion share of Active Users (79k), followed by Singapore (1.5K), Germany (790) and Canada (617), Indonesia (608), Hong Kong (581) and China (547) of which Singapore and China is being filtered out.



- We will be filtering out 2K visitors which we believe to be bot-traffic predominantly coming out of China and Singapore.



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



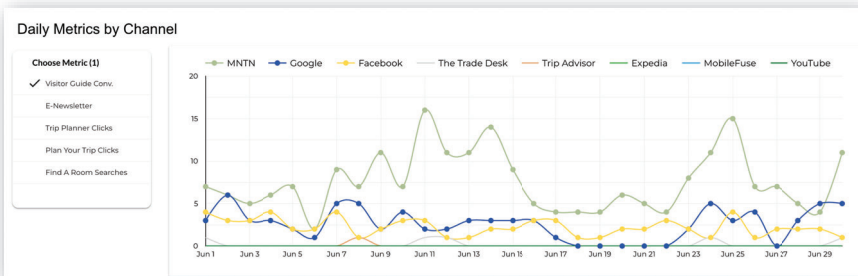
- Top Views by Page were St Augustine & Ponte Vedra, Meetings & Event Planners, followed by Things to Do and Best Hotels and Events & Festivals.

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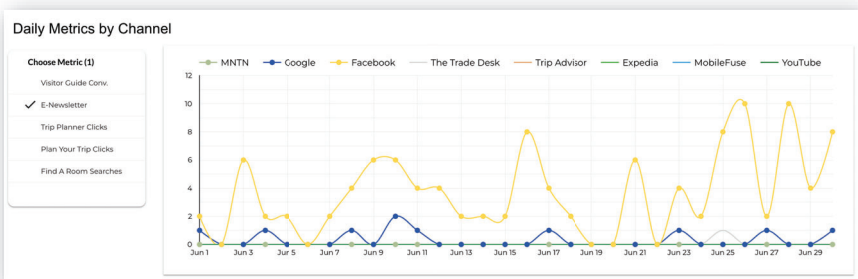
Floridashistoriccoast.com Analytics Dashboard

During the month of June, the paid digital campaign generated:

- 409 Visitor Guide Conversions; primarily driven by MNTN (CTV), Google and Social (Meta: FB/IG).
- 130 E-Newsletter Subscriptions; primarily driven by Social (Meta: FB/IG), Google & CTV (MNTN)
- 845 Facebook Lead Ads, which yields a slight increase MOM.



Total June Lead Ads = 845



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Floridashistoriccoast.com Analytics Dashboard cont'd

- In addition to Impressions, Clicks, CTRs and Primary + Secondary KPIs; the Tinsley Advanced Dashboard can also track site-level actions across all platforms.
- The specific site-level actions that are being measured include soft-button clicks for the following Metrics:
 - Trip Planner Clicks
 - Plan Your Trip Clicks
 - Find A Room Clicks

Grand Total site-level actions through soft-button clicks = 2,474 actions. This represents a +7% increase MoM.



trip planner

Plan Your Trip

Find A Room

The campaign generated 163 Trip Planner clicks:

- Paid Search generated 125
- Paid Social generated 32
- Display generated 6

The campaign generated 117 Plan Your Trip clicks:

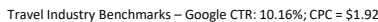
- Paid Search generated 94
- Paid Social generated 14
- Display generated 9

The campaign generated 2,194 Find A Room clicks:

- Search generated 1,276
- Paid Social generated 790
- Display generated 128

Leisure

- Google Paid Search is an evergreen schedule and delivered 85,668 impressions and 11,898 clicks from 6/1-6/30/2026; yielding a 13.89% CTR; which is over-delivering vs. benchmarks by +37%. And we see CTRs as high as +20% within specific keywords. This month the CPC came in at \$1.31 which is 32% below CPC benchmarks.
- The campaign includes both Brand and Generic (Non-Branded) campaigns.



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- Facebook/Instagram delivered 578,792 impressions and 14,201 clicks from 6/1-6/30/2026; yielding a 2.45% CTR; which exceeded Travel benchmarks by +12%.
 - The campaign incorporates in-feed static units and Lead Ads, and a total of 845 Lead Ads were generated.
- For the month of June, we ran evergreen branding messaging and continued with “Welcome to The New World” creative with the following variations; “Horse Beach”, “Woman Surf”, “Couple Beach”, “Family Beach”, “Kayakers” & “Kayak Surf”.

The image shows a horizontal scroll of five social media posts from St. Augustine, Florida. Each post has a header with the location name and a 'Learn more' button. The posts are as follows:

- Post 1:** A couple walking on a path with a lighthouse in the background. Caption: "See Northeast Florida in a new light, with amazing food, galleries and museums." Location: "St. Augustine, Florida".
- Post 2:** A woman standing on a beach with children in the background. Caption: "The water's warm, the view is cool and the atmosphere is amazing." Location: "St. Augustine, Florida".
- Post 3:** A historic stone building with a tower. Caption: "Immerse yourself in a world of history, music and culture." Location: "St. Augustine, Florida".
- Post 4:** A view of a historic fort with a tower. Caption: "42 miles of coastline + 450 years of stories." Location: "St. Augustine, Florida".
- Post 5:** A boat on the water with people on board. Caption: "There's always something new to discover." Location: "St. Augustine, Florida".

The image displays a 3x3 grid of social media posts from Florida State Parks. Each post includes a scenic photograph, the text "Welcome to The New World.", the Florida State Parks logo, and a link to floridastateparks.com. The posts are arranged in a grid with varying image orientations and text alignments.

- Top Left:** A person on horseback on a beach at sunset. Text: "Welcome to The New World." Link: floridastateparks.com. Button: Learn more.
- Top Middle:** A person on horseback on a beach at sunset. Text: "Welcome to The New World." Link: floridastateparks.com. Button: Learn more.
- Top Right:** A person on horseback on a beach at sunset. Text: "Welcome to The New World." Link: floridastateparks.com. Button: Learn more.
- Middle Left:** A person on horseback on a beach at sunset. Text: "Welcome to The New World." Link: floridastateparks.com. Button: Learn more.
- Middle Middle:** A person on horseback on a beach at sunset. Text: "Welcome to The New World." Link: floridastateparks.com. Button: Learn more.
- Middle Right:** A person on horseback on a beach at sunset. Text: "Welcome to The New World." Link: floridastateparks.com. Button: Learn more.
- Bottom Left:** A person on horseback on a beach at sunset. Text: "Welcome to The New World." Link: floridastateparks.com. Button: Learn more.
- Bottom Middle:** A person on horseback on a beach at sunset. Text: "Welcome to The New World." Link: floridastateparks.com. Button: Learn more.
- Bottom Right:** A person on horseback on a beach at sunset. Text: "Welcome to The New World." Link: floridastateparks.com. Button: Learn more.

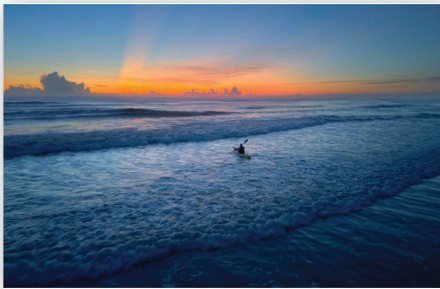
Travel Industry Benchmarks – Social CTR: 2.20%

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YouTube - Leisure

- YouTube delivered 1,039,533 impressions and 949 clicks from 6/1-6/30/2026; yielding a 0.09% CTR and a \$0.02 CPV rate. The CPV rate exceeds Travel benchmarks by +65%.
 - YouTube generated Completed Video Views, generating a 50.14% Video Completed Rate; which exceeds View Rate benchmarks by +69%.
- For the month of June, we are continuing with the “Welcome to The New World” creatives: “Age of Discovery”, “Quiet Places” and “Celebration of Arts” messaging.

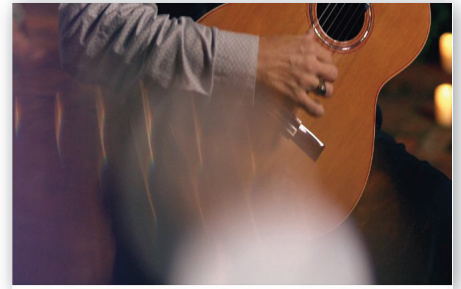
“Age of Discovery” :30 Commercial



“Quiet Places” :30 Commercial



“Celebration of Arts” :30 Commercial



Travel Industry Benchmarks – YouTube CTR: 0.78%; \$0.047 CPV & 29.60% Video Completion Rate

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Programmatic Display - Leisure

- Programmatic Display delivered 2,520,175 impressions and 39,903 clicks from 6/1-6/30/2026; yielding a 1.58% CTR; which exceeds benchmarks (0.04%-.08%) by 31x. This overall improvement is primarily due to the launch of the MobileFuse Interstitial Rich Media campaign that began in late April.
 - Programmatic Display is running across brand-safe sites purchased on **The Trade Desk**, as well as with site direct partners including **MobileFuse**, **Tripadvisor** and **Expedia**.
- For the month of June, we ran evergreen branding messaging and continued with the variations of the “Welcome to The New World” creative. The variations include “Horse Beach”, “Woman Surf”, “Couple Beach”, “Family Beach”, “Kayakers” & “Kayak Surf”.

“Evergreen Branding” Display Creative



“Welcome to The New World” Display Creative



Kargo “Light House” Rich Media (Video)



Travel Industry Benchmarks – Display CTR: 0.04%-.08%

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Site Direct MobileFuse - Leisure

- For the month of June, MobileFuse Rich Media Interstitial campaign represented approximately 90% of total Display spend and was the primary driver of improved CTRs due to the high-impact Rich Media Interstitials inclusive of two sub-campaigns; “Conquering Travel” and “Conquering Foodies”.
- For the month, the MobileFuse Rich Media Interstitial display accounted for 90% of total delivered impressions (or 2,269,670), delivering 39,502 clicks which yielded an extremely high 1.74% CTR. This CTR exceeds benchmarks by 31x times and is a positive addition to the programmatic display campaign.

“Bring Your Family Closer” Interstitial Creative



“Flavors of the World” Interstitial Creative



Travel Industry Benchmarks – Display CTR: 0.04%-.08%

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Site Direct TripAdvisor + Expedia - Leisure

- Both TripAdvisor and Expedia campaigns launched in November, and the campaigns have ended in June.
- For the month of June, the following impressions and clicks were delivered:
 - o TripAdvisor Display delivered 390,668 impressions and 240 clicks from 6/1-6/30/2026; yielding a 0.06% CTR, which is coming in slightly over benchmarks.
 - For the month of June, Standard Banners ran, which rationalizes the lower-than-normal CTR.
 - o Expedia Display delivered 110,070 impressions and 0 Clicks/213 Page View Conversions.
 - o Additional insights are provided from the site and will be featured in Quarterly Recaps.

“Evergreen Branding”



Travel Industry Benchmarks – Display CTR: 0.04%-.08%

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Programmatic Video (CTV) - Leisure

- Programmatic Video/CTV delivered impressions 686,940 impressions from 6/1-6/30/2026; and has generated an 85.91% Video Completion Rate, which exceeds benchmarks by +87%.
 - Programmatic CTV Video is running across brand-safe sites purchased through **The Trade Desk** on a platform called **MNTN**.
- For the month of June, we continued with the “Welcome to The New World” creatives: “Age of Discovery”, “Quiet Places” and “Celebration of Arts” and introduced new Summer-related commercials including “Bring Your Family Closer” and “Flavors of The World”.

“Age of Discovery” :30 Commercial



“Quiet Places” :30 Commercial



“Celebration of Arts” :30 Commercial



“Bring Your Family Closer” :30 Commercial



“Flavors of The World” :30 Commercial



Travel Industry Benchmarks Video Completion Rate (VCR): 46%

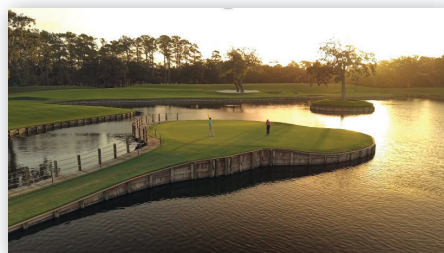


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Programmatic Video (CTV) – Golf Marketing

- The Golf Marketing Programmatic Video/CTV campaign continued in the month of June.
- The campaign has delivered impressions 594,844 impressions from 6/1-6/30; and has generated a 98.45% Video Completion Rate, which exceeds benchmarks by +114%.
- Golf markets reflect; Atlanta-GA, Boston-MA, Chicago-IL, Dallas-Ft Worth-TX, Miami/Ft. Lauderdale-FL, New York-NY, Philadelphia-PA.
 - Programmatic CTV Video is running across brand-safe sites purchased through **The Trade Desk** on a platform called **MNTN**.
- This campaign is running the “Golf - Legends” :30 commercial featuring the co-branded logos of VF + FFCG.

“Golf Legends” :30 Commercial



Travel Industry Benchmarks Video Completion Rate (VCR): 46%

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Spot TV + Cable: “News-Emphasis” - Leisure

- As part of the launch of the “Welcome to The New World”; we have activated Local Spot TV + Cable in high engagement markets, targeting A35-64; HHI \$135k+ continuing with the “news-centric” approach.
- In order to capture momentum from January-March, the Summer campaign has launched within Jacksonville and Orlando in late April and within Drive markets in early May (week of 5/4/2026) and will span throughout August.
- The campaign reflects approximately 50% Spot TV across major News stations such as ABC, CBS, FOX, and NBC, and 50% within Cable News/Lifestyle programming including FOX/CNBC, MSNOW/CNN, TNT, TBS, AMC, A&E, HISTORY, GOLF CHANNEL, TRAVEL CHANNEL, TNT, etc.
- The Spot TV campaign will run a 50%/50% mix of :30s and 50% 15 Bookends, which increases overall frequency and top-of-mind.
 - While we launched in late April within Jacksonville and Orlando and kicked off the Summer Campaign within expanded Drive markets including Atlanta-GA, Miami/Ft. Lauderdale-FL, and New York.
 - Please note, while New York is technically a Fly Market, we are seeing high volume and engagement and have continued to support this market into Summer.
 - Total Spot TV + Cable impressions for June is estimated at 3,667,943 impressions.
 - June on-air weeks reflected weeks of 6/8 & 6/22/2026.

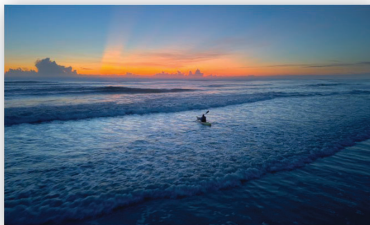


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Spot TV + Cable: “News Emphasis” - Leisure

- “Welcome to The New World” video campaign features Brand :30 messaging such as “Age of Discovery”, “Celebration of Arts” and “Quiet Places” that launched in January-March.
- The Summer campaign expands with additional :30s + :15s niche videos such as; “Bring Your Family Closer”, “Flavors of the World”, “Legends (Golf)”, and “Americas 250th”

“Age of Discovery” :30/:15 Commercial



“Quiet Places” :30/15 Commercial



“Celebration of Arts” :30/:15 Commercial



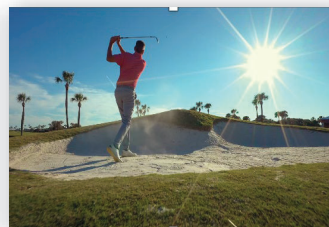
“Bring Your Family Closer” :30/:15 Commercial



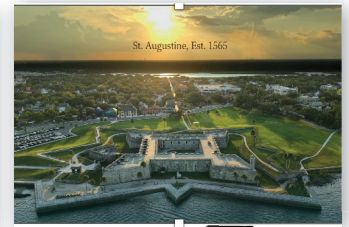
“Flavors of the World” :30/15 Commercial



“Legends (Golf)” :30/:15 Commercial



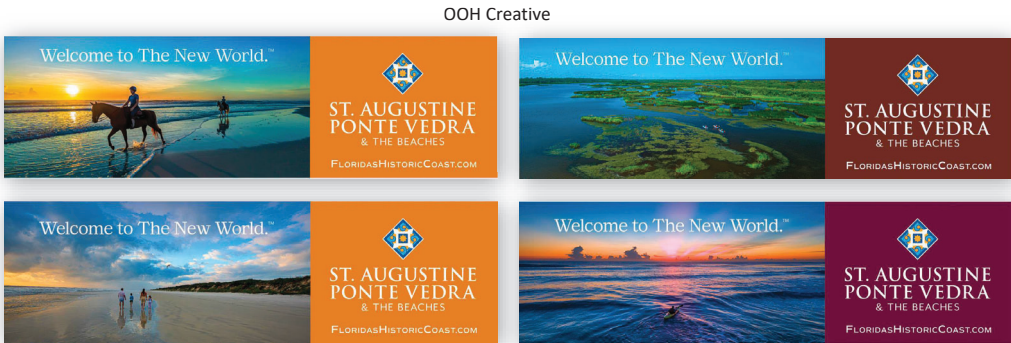
“Americas 250th” :15 Commercial



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Out-of-Home: Annual Digital Billboards - Leisure

- The annual Digital Billboard program continues within both Charleston, SC and Savannah, GA for the month of June.
 - Savannah, GA will have one 12' x 50' Digital Billboard running annually, located at: I-95 0.3 mi N/O US-80 ES (North Facing).
 - The Savannah digital billboard delivered approximately 422,300 impressions.
 - Charleston, SC will utilize a Rotary Digital Billboard campaign (with 1 unit running across a pool of 17 units throughout the year); with the June location being at: I 26 S/S, 0.75 mi W/O exit 197 nexton pkwy East-Facing
 - The Charleston digital board delivered approximately 480,00 impressions.



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Out-of-Home: Summer Digital Billboards - Leisure

- The Summer Digital Billboard campaign launched in May and will run throughout August, with pulsating on/off weeks, within the following Drive markets: Atlanta-GA, Jacksonville-FL, Miami/Ft. Lauderdale-FL, Orlando/Daytona Beach Melbourne-FL.
- For the month of June, the campaign reflected a total of 2 weeks (weeks of 6/1 & 6/22/2026) and delivered a total of 9,680,228 impressions.
- The Digital Billboards will run within a pool of Rotary locations, outlined below:

DMA	Media Type	Spot Length	Long Length	Size(HxW)	June Locations	June Imps
Atlanta, GA	Digital Bulletin	8	64	14'x48'	I-85N WS 1.1mi N/O Pleasant Hill Rd F/S I-75S ES 0.25mi N/O Central F/S Perimeter Center NS 300th E/O Mt. Vernon Hwy F/W I-75/85 WS 0.8mi S/O I-20 F/S	3,254,808
Jacksonville, FL	Digital Bulletin	8	64	14'x48'	Atlantic Blvd SS 500th E/O St Johns Bluff Rd F/E I-95 WS 1500th S/O Airport Road F/S I-295 ES 0.4mi N/O Monument Rd F/S Blanding Blvd ES 1100th S/O Knightbridge Rd F/N Beach Blvd SS 1500th W/O Southside Blvd F/W Le Jeune Rd ES 950th N/O Flagler St F/N I-95 WS 100th S/O NW 32 St F/N FL Tpk ES 673th S/O Oklawaha Rd F/S US HWY 1 WS 25th N/O NE 180 St F/N Palmetto Expwy WS 0.62mi N/O NW 36th St F/N US 1 WS 0.3mi S/O Homestead F/S FL Tpk ES 0.4mi N/O Oklawaha Rd F/N I-95 Ext ES 600th S/O Palmetto Expwy F/S	1,639,140
Miami-Ft. Lauderdale, FL	Digital Bulletin	8	64	14'x48'	SR 50 ENS 0.16mi E/O Dean Rd F/W Kirkman Rd ES 300th S/O Florida Tpk F/N SR 436 NS 0.3mi E/O Piedmont Wkwa Rd F/W I-4 SS 1.2mi W/O John Young Pkwy F/NE Narcoossee Rd WS 1.14mi N/O SR 528 F/S SR 50 W SS 500th E/O Dillard St F/E US 441/I792 ES 330th S/O Osceola Pkwy F/N I-4 ES 110th N/O Fairbanks Ave F/NW	2,775,696
Orlando et al, FL	Digital Bulletin	8	64	14'x48'	SR 50 ENS 0.16mi E/O Dean Rd F/W Kirkman Rd ES 300th S/O Florida Tpk F/N SR 436 NS 0.3mi E/O Piedmont Wkwa Rd F/W I-4 SS 1.2mi W/O John Young Pkwy F/NE Narcoossee Rd WS 1.14mi N/O SR 528 F/S SR 50 W SS 500th E/O Dillard St F/E US 441/I792 ES 330th S/O Osceola Pkwy F/N I-4 ES 110th N/O Fairbanks Ave F/NW	2,010,584
Sub-Total Summer Digital OOH (June)		N/A	N/A	N/A	N/A	9,680,228



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Terrestrial Radio - Summer Campaign - Leisure

- As part of Summer Launch, we have activated Terrestrial Radio, targeting A35-64; HHI \$135k+, within the following Drive Markets; Atlanta-GA, Jacksonville-FL, Miam/Ft. Lauderdale-FL, Orlando-FL and West Palm Beach-FL.
- The campaign reflects approximately 70% within TTWN (Total Traffic & Weather) Sponsorships – utilizing a mixture of :10s/:15s, and 30% within highly ranked Radio stations utilizing :30s.
 - Radio Station formats reflect AC-Mainstream, Talk-Personality, CHR-Mainstream Hits, Rock-Classic Rock 90s, Country-Mainstream, R&B, Soft Adult Contemporary, Urban Contemporary, Hot Adult Contemporary, Classic Alt Rock
- There are a total of 7 weeks on schedule which are flighted with pulsating on/off weeks; during the weeks of 5/11, 5/18, 5/25, 6/8, 6/22, 7/13 + 8/3/2026.
- For the month of June, the campaign reflected a total of 2 weeks (weeks of 6/8 & 6/22/2026) and delivered a total of 1,200,966 impressions.



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Brand Print: Garden & Gun Magazine

GARDEN&GUN

Garden & Gun is an award-winning national lifestyle magazine focused on the modern Southern United States, blending a national audience with the region's traditions and culture. It celebrates the unique culture, people, and ideas that define the South.

Placement

- Two-Page Spread 4C in the June/July 2026 Travel Issue

Audience

- Highly affluent readers
- Median age of 55; HHI \$519k+, and avg. \$2.4mm portfolio
- Passionate about Southern culture, including its sporting activities, food, music, arts, and land conservation
- 394,976 Circulation



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B2B

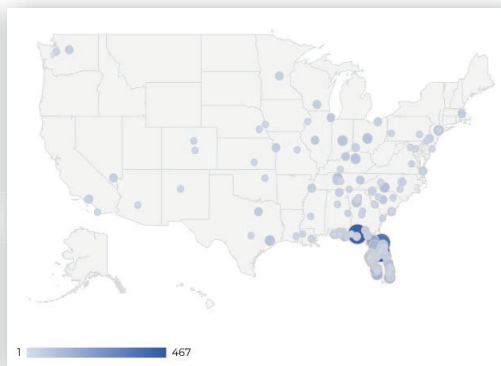
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Paid Search: Google AdWords - B2B

- The B2B Google Paid Search campaign generated 22,056 impressions and 2,112 clicks from 6/1-6/30/2026, yielding a 9.58% CTR; which is slightly under benchmarks. Please note, while we are under benchmarks, we are still seeing healthy CTRs as high as +20% within specific keywords. This month the CPC came in at \$1.50 which is 22% below CPC benchmarks.
 - This is a result of our optimizations to the B2B search campaign to reflect National and Regional copy; refining keywords to include “Weddings” & “Reunions”.
 - The campaign includes ad groups against Meetings: Events, Meetings: Retreats, and Tour: Group Travel Ad Group.

B2B Site Links, Callouts, Structured Snippets & Call Assets

Things to Do How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Get a Free Visitor Guide How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Hot Deals How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event
Doing How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Where to Stay How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Events & Festivals How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event
Sign Up for a Newsletter How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Things to Do For Free How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Maps & Getting Around How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event
Discover Local Sites How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Things to Do For Free How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Maps & Getting Around How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event
Calculus How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Flourish Design How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	The Northwest Coast of FL How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event
Parking Made Easy How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	A History Gateway How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Plenty of Places to Stay How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event
Structural elements How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Flourish Design How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Florida Historic Coast How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event
Call assets How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Flourish Design How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event	Florida Historic Coast How to Find a Local Event How to Find a Local Event How to Find a Local Event How to Find a Local Event



Top 10 Keywords (ranked by Clicks and CTR)

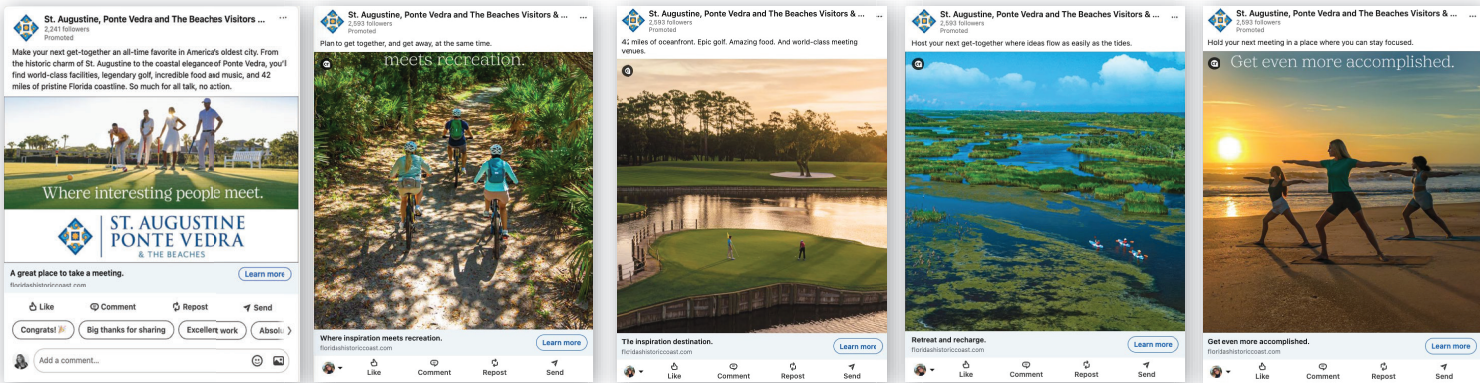
Keyword	Impressions	Clicks	CTR
at augustine historic district	5,682	1,138	20.03%
outdoor wedding venues	13,148	977	7.43%
florida wedding venues	3,991	331	8.29%
st augustine events	393	82	20.87%
best wedding venues	1,100	77	7.00%
things to do in downtown st augustine	346	72	20.81%
st augustine things to do this weekend	279	51	18.28%
things to do in st augustine this weekend	219	36	16.44%
st augustine cathedral	182	30	16.48%
downtown St Augustine	174	26	14.94%
st augustine marina hotel	169	21	12.43%
cheap wedding venues	306	19	6.21%
best wedding venues in florida	105	10	9.52%
augustine downtown	83	8	9.64%
st augustine calendar of events	13	7	53.85%
st augustine fort	34	6	17.65%
events in st augustine	63	6	9.52%
music festival florida	74	6	8.11%
st augustine mall	46	5	10.87%
st augustine this weekend	47	4	8.51%

Travel Industry Benchmarks – Google CTR: 10.16%; CPC = \$1.92

Tinsley

Paid Social: LinkedIn - B2B

- The B2B LinkedIn delivered 60,139 impressions and 2,565 clicks from 6/1-6/30/2026; yielding a 4.27% CTR, which exceeds Travel “Sponsored Messaging” benchmarks +33%.
 - Please note, we have shifted to the Travel Industry benchmark of “Sponsored Messaging” CTRs (vs. standard Static benchmarks), effective June.
- We are continuing to run the newly introduced B2B “Welcome to The New World” in-feed static creative with the following variations; including “Biking”, “Golf”, “Kayak”, “Yoga”, etc.



Travel Industry Benchmarks LinkedIn Sponsored Messaging CTR: 3.2%

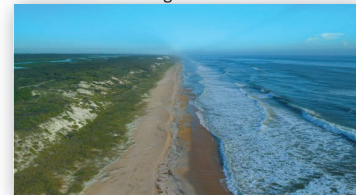
Tinsley

Programmatic Display - B2B

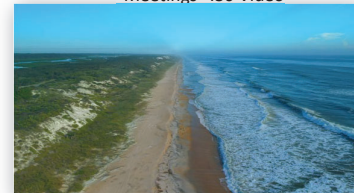
- B2B Programmatic Display delivered 298,401 impressions and 424 clicks from 6/1-6/30/2026; yielding a 0.14% CTR; which exceed benchmarks by 2.8x times.
 - Programmatic Display is running across brand-safe sites purchased on **The Trade Desk**.
- We have integrated Pre-Roll Video back in November and continue to see improved performance. New “Meetings” videos launched in March and are continuing to run in June.
 - This portion yielded 20,500 impressions and generated a 0.10% CTR.
- We are continuing to run the newly introduced B2B “Welcome to The New World” creative messaging with the following variations; including, “Biking”, “Golf”, “Kayak”, “Yoga”, etc.



“Meetings” :15 Video



“Meetings” :30 Video



Tinsley

Recommend: June Issue - B2B Print

Recommend offers National exposure; targeting Travel Advisors in the U.S & Canada.

Placement

- A Two-Page Spread ran in the June issue within Destination Weddings, Honeymoon & Romance Travel editorial focus.

Audience

- 15,000 print copies are distributed and reach a total readership of 42,000 Travel Advisors.
- The Digital edition is sent out to 35,746 Travel Advisors reaching 64,343 total



Tinsley

Co-Op

Tinsley

CTV (MNTN): Summer Co-Op Video

New in FY2026; we have extended Co-Op opportunities with CTV Video, featuring :30 Video Ads and the Summer CTV campaign spans May 11th – June 7th

- The Summer 2026 CTV Co-Op campaign has concluded its June portion running from June 1st-June 7th.
- Overall, the campaign reflects a total of four partners; outlined below:
 - Beacher’s Lodge Oceanfront Suites
 - Lincolnville Museum & Cultural Center
 - St. Augustine Sailing
 - Whiskey, Wine & Wildlife
- Each partner is scheduled to receive a minimum of 20,000 impressions across the duration of the campaign (5/11-6/7/2026).
- Campaign Parameters:
 - Target Audience: Adults 25-54
 - Markets include; Atlanta, Charleston, Charlotte, Chicago, Dallas, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, New York, Orlando, Raleigh-Durham, Savannah, Tampa-St. Petersburg, Washington DC

Travel Industry Benchmarks – Social CTR: 2.20%

Tinsley

CTV (MNTN): Summer Co-Op Video

Summer Co-Op CTV - Beachers Lodge: 6/1-6/7/2026

DMA	Impressions	TV Commercials Aired	Total Verified Visits	Visit Rate	Households Reached	Total Conversions
Atlanta, GA	689	689	0	0.00%	605	0
Charleston, SC	105	105	0	0.00%	93	0
Charlotte, NC	453	453	0	0.00%	373	0
Chicago, IL	587	587	0	0.00%	525	0
Dallas-Ft. Worth, TX	573	573	0	0.00%	491	0
Gainesville, FL	46	46	0	0.00%	43	0
Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	259	259	0	0.00%	224	0
Jacksonville, FL	335	335	5	1.85%	271	0
Miami-Ft. Lauderdale, FL	228	228	1	0.50%	200	0
New York, NY	830	830	1	0.13%	741	0
Orlando-Daytona Beach-Melbourne, FL	388	388	0	0.00%	338	0
Raleigh-Durham (Fayetteville), NC	330	330	0	0.00%	289	0
Savannah, GA	150	150	0	0.00%	129	1
Tampa-St. Petersburg (Sarasota), FL	504	504	0	0.00%	398	0
Washington, DC (Hagerstown, MD)	523	523	0	0.00%	422	0
Sub-Total Beachers Lodge - Summer CTV (6/1-6/7)	6,000	6,000	7	0.17%	5,142	1
Sub-Total Beachers Lodge - Summer CTV (5/11-5/31)	17,903	17,903	8	0.92%	15,704	2
Grand Total Beachers Lodge (5/11-6/7)	23,903	23,903	15	0.55%	20,846	3

Each partner is scheduled to receive a minimum of 20,000 impressions across the duration of the campaign, and this partner exceeded by 1.2x.



Tinsley

CTV (MNTN): Summer Co-Op Video

Summer Co-Op CTV – Lincolnvile Museum & Cultural Center: 6/1-6/7/2026

DMA	Impressions	TV Commercials Aired	Total Verified Visits	Visit Rate	Households Reached	Total Conversions
Atlanta, GA	739	739	0	0.00%	641	0
Charleston, SC	75	75	0	0.00%	67	0
Charlotte, NC	501	501	0	0.00%	418	0
Chicago, IL	604	604	0	0.00%	543	0
Dallas-Ft. Worth, TX	564	564	0	0.00%	482	0
Gainesville, FL	53	53	0	0.00%	48	0
Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	287	287	0	0.00%	235	0
Jacksonville, FL	290	290	0	0.00%	244	0
Miami-Ft. Lauderdale, FL	220	220	0	0.00%	198	0
New York, NY	830	830	0	0.00%	731	0
Orlando-Daytona Beach-Melbourne, FL	422	422	0	0.00%	358	0
Raleigh-Durham (Fayetteville), NC	368	368	0	0.00%	333	0
Savannah, GA	129	129	0	0.00%	118	0
Tampa-St. Petersburg (Sarasota), FL	418	418	0	0.00%	364	0
Washington, DC (Hagerstown, MD)	523	523	0	0.00%	463	0
Sub-Total Lincolnvile Museum - Summer CTV (6/1-6/7)	6,023	6,023	0	0.00%	5,243	0
Sub-Total Lincolnvile Museum - Summer CTV (5/11-5/31)	17,945	17,945	12	0.09%	15,751	1
Grand Total Lincolnvile Museum - Summer CTV (5/11-6/7)	23,968	23,968	12	0.05%	20,994	1

Each partner is scheduled to receive a minimum of 20,000 impressions across the duration of the campaign, and this partner exceeded by 1.2x.



Tinsley

CTV (MNTN): Summer Co-Op Video

Summer Co-Op CTV – St. Augustine Sailing: 6/1-6/7/2026

DMA	Impressions	TV Commercials Aired	Total Verified Visits	Visit Rate	Households Reached	Total Conversions
Atlanta, GA	681	681	0	0.00%	602	0
Charleston, SC	71	71	0	0.00%	63	0
Charlotte, NC	442	442	0	0.00%	365	0
Chicago, IL	578	578	4	0.79%	504	0
Dallas-Ft. Worth, TX	519	519	0	0.00%	448	0
Gainesville, FL	40	40	1	3.03%	33	0
Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	266	266	0	0.00%	218	0
Jacksonville, FL	381	381	5	2.11%	237	2
Miami-Ft. Lauderdale, FL	265	265	0	0.00%	229	0
New York, NY	861	861	0	0.00%	737	0
Orlando-Daytona Beach-Melbourne, FL	415	415	0	0.00%	355	0
Raleigh-Durham (Fayetteville), NC	290	290	0	0.00%	254	0
Savannah, GA	162	162	1	0.76%	132	0
Tampa-St. Petersburg (Sarasota), FL	468	468	0	0.00%	408	0
Washington, DC (Hagerstown, MD)	524	524	1	0.24%	423	0
Sub-Total St. Augustine Sailing - Summer CTV (6/1-6/7)	5,963	5,963	12	0.46%	5,008	2
Sub-Total St. Augustine Sailing - Summer CTV (5/11-5/31)	17,960	17,960	9	0.07%	15,620	2
Grand Total St. Augustine Sailing - Summer CTV (5/11-6/7)	23,923	23,923	21	0.27%	20,628	4

Each partner is scheduled to receive a minimum of 20,000 impressions across the duration of the campaign, and this partner exceeded by 1.2x.



Tinsley

CTV (MNTN): Summer Co-Op Video

Summer Co-Op CTV – Whiskey, Wine & Wildlife: 6/1-6/7/2026

DMA	TV Commercials		Total Verified		Households		Total
	Impressions	Aired	Visits	Visit Rate	Reached	Conversions	
Allanta, GA	666	666	0	0.00%	585	0	
Charleston, SC	80	80	3	4.29%	70	0	
Charlotte, NC	470	470	0	0.00%	357	0	
Chicago, IL	582	582	0	0.00%	524	0	
Dallas-Ft. Worth, TX	578	578	0	0.00%	514	0	
Gainesville, FL	47	47	0	0.00%	38	0	
Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	243	243	0	0.00%	210	0	
Jacksonville, FL	293	293	0	0.00%	256	0	
Miami-Ft. Lauderdale, FL	269	269	0	0.00%	233	0	
New York, NY	837	837	0	0.00%	752	0	
Orlando-Daytona Beach-Melbourne, FL	370	370	1	0.30%	334	0	
Raleigh-Durham (Fayetteville), NC	413	413	0	0.00%	358	0	
Savannah, GA	160	160	0	0.00%	140	0	
Tampa-St. Petersburg (Sarasota), FL	455	455	0	0.00%	392	0	
Washington, DC (Hagerstown, MD)	517	517	0	0.00%	439	0	
Sub-Total Whiskey Wine & Wildlife - Summer CTV (6/1-6/7)	5,980	5,980	4	0.31%	5,202	0	
Sub-Total Whiskey Wine & Wildlife - Summer CTV (5/11-5/31)	17,932	17,932	7	0.92%	15,771	2	
Grand Total Whiskey Wine & Wildlife - Summer CTV (5/11-6/7)	23,912	23,912	11	0.62%	20,973	2	

Each partner is scheduled to receive a minimum of 20,000 impressions across the duration of the campaign, and this partner exceeded by 1.2x.



Tinsley

Paid Social: Meta (Facebook/Instagram) – Niche Segmentation Campaigns (Culinary, Luxury & Historic) Co-Op

- For the month of June, we are continuing with three Co-Op Social Niche Segmentation campaigns, that are scheduled to run from May 11th – June 14th, across Facebook/Instagram.
 - This report reflects June activity spanning 6/1-6/14/2026:

Placements

Luxury Traveler
 • May 11 – June 14, 2026

Culinary Enthusiast
 • May 11 – June 14, 2026

Historic Aficionado
 • May 11 – June 14, 2026

Audience + Geography

Target: Adults 25-64, Affluent Traveler
 • Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg

Target: Adults 25-64, Culinary Adventurer
 • Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg

Target: Adults 25-64, Cultural and Heritage Traveler
 • Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg

Partners:

- St. Augustine Distillery
- St. Augustine Art Association
- Beacher's Lodge Oceanfront Suites
- St. Augustine Sailing
- Whiskey, Wine & Wildlife

Partners:

- City Gates Spirits
- St. Augustine Distillery
- St. Augustine Sailing
- SA Food + Wine Festival
- Whiskey, Wine & Wildlife

Partners:

- Whiskey Wine & Wildlife

- Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign (5/11-6/14).

Tinsley

Paid Social: Meta (Facebook/Instagram) – Luxury Travelers Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Albany, GA	CD - St John's County - FBIG - Luxury - Beachers Lodge	2	0	0.00%
Atlanta	CD - St John's County - FBIG - Luxury - Beachers Lodge	13,250	11	0.08%
Augusta-Aiken	CD - St John's County - FBIG - Luxury - Beachers Lodge	4	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Luxury - Beachers Lodge	2,394	2	0.08%
Charlotte	CD - St John's County - FBIG - Luxury - Beachers Lodge	9,513	11	0.12%
Chattanooga	CD - St John's County - FBIG - Luxury - Beachers Lodge	20	0	0.00%
Columbia, SC	CD - St John's County - FBIG - Luxury - Beachers Lodge	7	0	0.00%
Columbus, GA (Opelika, AI)	CD - St John's County - FBIG - Luxury - Beachers Lodge	6	0	0.00%
El Paso (Las Cruces)	CD - St John's County - FBIG - Luxury - Beachers Lodge	1	0	0.00%
Ft. Myers-Naples	CD - St John's County - FBIG - Luxury - Beachers Lodge	13	0	0.00%
Gainesville	CD - St John's County - FBIG - Luxury - Beachers Lodge	897	2	0.22%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Luxury - Beachers Lodge	20	0	0.00%
Greenville-N.Bern-Washingtn	CD - St John's County - FBIG - Luxury - Beachers Lodge	19	0	0.00%
Greenville-Spart-Ashevil-And	CD - St John's County - FBIG - Luxury - Beachers Lodge	8,141	8	0.10%
Jacksonville	CD - St John's County - FBIG - Luxury - Beachers Lodge	5,070	13	0.26%
Knoxville	CD - St John's County - FBIG - Luxury - Beachers Lodge	2	0	0.00%
Macon	CD - St John's County - FBIG - Luxury - Beachers Lodge	9	0	0.00%
Miami-Ft. Lauderdale	CD - St John's County - FBIG - Luxury - Beachers Lodge	5,647	8	0.14%
Myrtle Beach-Florence	CD - St John's County - FBIG - Luxury - Beachers Lodge	4	0	0.00%
Norfolk-Portsmth-Newpt Nws	CD - St John's County - FBIG - Luxury - Beachers Lodge	6	0	0.00%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Luxury - Beachers Lodge	8,602	14	0.16%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Luxury - Beachers Lodge	8,056	15	0.19%
Richmond-Petersburg	CD - St John's County - FBIG - Luxury - Beachers Lodge	15	0	0.00%
Savannah	CD - St John's County - FBIG - Luxury - Beachers Lodge	2,687	5	0.19%
Tallahassee-Thomasville	CD - St John's County - FBIG - Luxury - Beachers Lodge	21	0	0.00%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Luxury - Beachers Lodge	9,605	20	0.21%
Tri-Cities, TN-VA	CD - St John's County - FBIG - Luxury - Beachers Lodge	6	0	0.00%
Unknown	CD - St John's County - FBIG - Luxury - Beachers Lodge	2	0	0.00%
Wilmington	CD - St John's County - FBIG - Luxury - Beachers Lodge	17	0	0.00%
Sub-Total Luxury Beachers Lodge (6/1-6/14)		74,036	109	0.15%
Sub-Total Luxury Beachers Lodge (5/11-5/31)		91,879	131	0.14%
Grand Total Luxury Beachers Lodge (5/11-6/14)		165,915	240	0.14%

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 3.3x.

Travel Industry Benchmarks – Social CTR: 2.20%

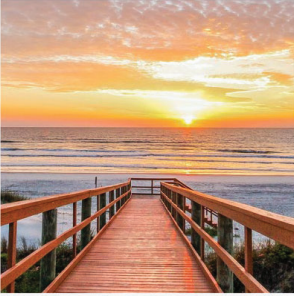


Beacher's Lodge

Oceanfront Suites and St. Augustine, Florida

Ad · 🌐

Give your summer plans an upgrade with a trip to St. Augustine, Ponte Vedra & The Beaches. Where leisure meets luxury.



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The Perfect Weekend Plan

Learn more

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Paid Social: Meta (Facebook/Instagram) – Luxury Travelers Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Albany, GA	CD - St John's County - FBIG - Luxury - Art Association	1	0	0.00%
Atlanta	CD - St John's County - FBIG - Luxury - Art Association	12,481	29	0.23%
Augusta-Aiken	CD - St John's County - FBIG - Luxury - Art Association	7	0	0.00%
Birmingham (Ann And Tusc)	CD - St John's County - FBIG - Luxury - Art Association	2	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Luxury - Art Association	2,269	6	0.26%
Charlotte	CD - St John's County - FBIG - Luxury - Art Association	7,939	13	0.16%
Chattanooga	CD - St John's County - FBIG - Luxury - Art Association	19	0	0.00%
Columbia, SC	CD - St John's County - FBIG - Luxury - Art Association	7	0	0.00%
Columbus, GA (Opelika, AI)	CD - St John's County - FBIG - Luxury - Art Association	2	0	0.00%
El Paso (Las Cruces)	CD - St John's County - FBIG - Luxury - Art Association	1	0	0.00%
Ft. Myers-Naples	CD - St John's County - FBIG - Luxury - Art Association	19	0	0.00%
Gainesville	CD - St John's County - FBIG - Luxury - Art Association	1,029	2	0.19%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Luxury - Art Association	18	0	0.00%
Greenville-N.Bern-Washingtn	CD - St John's County - FBIG - Luxury - Art Association	9	0	0.00%
Greenville-Spart-Ashevil-And	CD - St John's County - FBIG - Luxury - Art Association	6,984	18	0.26%
Jacksonville	CD - St John's County - FBIG - Luxury - Art Association	6,010	24	0.40%
Knoxville	CD - St John's County - FBIG - Luxury - Art Association	1	0	0.00%
Macon	CD - St John's County - FBIG - Luxury - Art Association	15	0	0.00%
Miami-Ft. Lauderdale	CD - St John's County - FBIG - Luxury - Art Association	5,100	21	0.41%
Montgomery-Selma	CD - St John's County - FBIG - Luxury - Art Association	1	0	0.00%
Myrtle Beach-Florence	CD - St John's County - FBIG - Luxury - Art Association	4	0	0.00%
Norfolk-Portsmth-Newpt Nws	CD - St John's County - FBIG - Luxury - Art Association	6	0	0.00%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Luxury - Art Association	10,232	25	0.24%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Luxury - Art Association	6,610	16	0.24%
Richmond-Petersburg	CD - St John's County - FBIG - Luxury - Art Association	7	0	0.00%
Roanoke-Lynchburg	CD - St John's County - FBIG - Luxury - Art Association	1	0	0.00%
Savannah	CD - St John's County - FBIG - Luxury - Art Association	2,339	3	0.13%
Tallahassee-Thomasville	CD - St John's County - FBIG - Luxury - Art Association	21	1	4.76%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Luxury - Art Association	11,599	37	0.32%
Tri-Cities, TN-VA	CD - St John's County - FBIG - Luxury - Art Association	2	0	0.00%
Unknown	CD - St John's County - FBIG - Luxury - Art Association	3	0	0.00%
Wilmington	CD - St John's County - FBIG - Luxury - Art Association	6	0	0.00%
Sub-Total Luxury Art Association (6/1-6/14)		72,744	195	0.27%
Sub-Total Luxury Art Association (5/11-5/31)		105,962	224	0.21%
Grand Total Luxury Art Association (5/11-6/14)		178,706	419	0.23%

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 3.5x.

Travel Industry Benchmarks – Social CTR: 2.20%



St Augustine Art Association and St. Augustine, Florida

Ad · 🌐

Give your summer plans an upgrade with a trip to St. Augustine, Ponte Vedra & The Beaches. Where leisure meets luxury.



staaa.org

Where Art Meets History

Learn more

👍 Like

💬 Comment

➦ Share

Tinsley

Paid Social: Meta (Facebook/Instagram) – Luxury Travelers Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Atlanta	CD - St John's County - FBIG - Luxury - St Augustine Distillery	11,428	12	0.11%
Augusta-Aiken	CD - St John's County - FBIG - Luxury - St Augustine Distillery	10	0	0.00%
Birmingham (Ann And Tusc)	CD - St John's County - FBIG - Luxury - St Augustine Distillery	1	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Luxury - St Augustine Distillery	2,430	4	0.16%
Charlotte	CD - St John's County - FBIG - Luxury - St Augustine Distillery	8,671	22	0.25%
Chattanooga	CD - St John's County - FBIG - Luxury - St Augustine Distillery	16	0	0.00%
Columbia, SC	CD - St John's County - FBIG - Luxury - St Augustine Distillery	4	0	0.00%
Columbus, GA (Opelika, AI)	CD - St John's County - FBIG - Luxury - St Augustine Distillery	12	0	0.00%
Fl. Myers-Naples	CD - St John's County - FBIG - Luxury - St Augustine Distillery	16	0	0.00%
Gainesville	CD - St John's County - FBIG - Luxury - St Augustine Distillery	1,077	5	0.46%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Luxury - St Augustine Distillery	33	0	0.00%
Greenville-N.Bern-Washingtn	CD - St John's County - FBIG - Luxury - St Augustine Distillery	3	0	0.00%
Greenvil-Spart-Ashevil-And	CD - St John's County - FBIG - Luxury - St Augustine Distillery	8,220	17	0.21%
Jacksonville	CD - St John's County - FBIG - Luxury - St Augustine Distillery	6,053	21	0.35%
Knoxville	CD - St John's County - FBIG - Luxury - St Augustine Distillery	11	0	0.00%
Macon	CD - St John's County - FBIG - Luxury - St Augustine Distillery	12	0	0.00%
Miami-Fl. Lauderdale	CD - St John's County - FBIG - Luxury - St Augustine Distillery	4,319	7	0.16%
Myrtle Beach-Florence	CD - St John's County - FBIG - Luxury - St Augustine Distillery	8	0	0.00%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Luxury - St Augustine Distillery	9,230	20	0.22%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Luxury - St Augustine Distillery	6,794	9	0.13%
Richmond-Petersburg	CD - St John's County - FBIG - Luxury - St Augustine Distillery	12	0	0.00%
Roanoke-Lynchburg	CD - St John's County - FBIG - Luxury - St Augustine Distillery	1	0	0.00%
Savannah	CD - St John's County - FBIG - Luxury - St Augustine Distillery	2,748	3	0.11%
Tallahassee-Thomasville	CD - St John's County - FBIG - Luxury - St Augustine Distillery	21	0	0.00%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Luxury - St Augustine Distillery	9,936	23	0.23%
Tri-Cities, TN-VA	CD - St John's County - FBIG - Luxury - St Augustine Distillery	5	0	0.00%
Wilmington	CD - St John's County - FBIG - Luxury - St Augustine Distillery	10	0	0.00%
Sub-Total Luxury St Augustine Distillery (6/1-6/14)		71,081	143	0.20%
Sub-Total Luxury St Augustine Distillery (5/11-5/31)		104,802	179	0.17%
Grand Total Luxury St Augustine Distillery (5/11-6/14)		175,883	322	0.18%



St. Augustine Distillery
 Company and St. Augustine, Florida

Ad · 🌐

Give your summer plans an upgrade with a trip to St. Augustine, Ponte Vedra & The Beaches. Where leisure meets luxury.



staugustinedistillery.com
St. Augustine Distillery
 Florida's bourbon destin...

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Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 3.5x.

Travel Industry Benchmarks – Social CTR: 2.20%

Tinsley

Paid Social: Meta (Facebook/Instagram) – Luxury Travelers Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Albany, GA	CD - St John's County - FBIG - Luxury - St Augustine Sailing	3	0	0.00%
Atlanta	CD - St John's County - FBIG - Luxury - St Augustine Sailing	15,086	21	0.14%
Augusta-Aiken	CD - St John's County - FBIG - Luxury - St Augustine Sailing	7	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Luxury - St Augustine Sailing	2,965	6	0.20%
Charlotte	CD - St John's County - FBIG - Luxury - St Augustine Sailing	9,715	13	0.13%
Chattanooga	CD - St John's County - FBIG - Luxury - St Augustine Sailing	31	0	0.00%
Columbia, SC	CD - St John's County - FBIG - Luxury - St Augustine Sailing	7	0	0.00%
Columbus, GA (Opelika, AI)	CD - St John's County - FBIG - Luxury - St Augustine Sailing	12	0	0.00%
Fl. Myers-Naples	CD - St John's County - FBIG - Luxury - St Augustine Sailing	26	0	0.00%
Gainesville	CD - St John's County - FBIG - Luxury - St Augustine Sailing	1,121	3	0.27%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Luxury - St Augustine Sailing	37	0	0.00%
Greenville-N.Bern-Washingtn	CD - St John's County - FBIG - Luxury - St Augustine Sailing	21	0	0.00%
Greenvil-Spart-Ashevil-And	CD - St John's County - FBIG - Luxury - St Augustine Sailing	9,288	14	0.15%
Jacksonville	CD - St John's County - FBIG - Luxury - St Augustine Sailing	6,299	12	0.19%
Knoxville	CD - St John's County - FBIG - Luxury - St Augustine Sailing	6	0	0.00%
Macon	CD - St John's County - FBIG - Luxury - St Augustine Sailing	20	0	0.00%
Miami-Fl. Lauderdale	CD - St John's County - FBIG - Luxury - St Augustine Sailing	5,628	8	0.14%
Montgomery-Selma	CD - St John's County - FBIG - Luxury - St Augustine Sailing	1	0	0.00%
Myrtle Beach-Florence	CD - St John's County - FBIG - Luxury - St Augustine Sailing	11	0	0.00%
Norfolk-Portsmouth-Newpt Nws	CD - St John's County - FBIG - Luxury - St Augustine Sailing	5	0	0.00%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Luxury - St Augustine Sailing	10,487	18	0.17%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Luxury - St Augustine Sailing	8,356	14	0.17%
Richmond-Petersburg	CD - St John's County - FBIG - Luxury - St Augustine Sailing	13	0	0.00%
Roanoke-Lynchburg	CD - St John's County - FBIG - Luxury - St Augustine Sailing	1	0	0.00%
Savannah	CD - St John's County - FBIG - Luxury - St Augustine Sailing	3,583	5	0.14%
Tallahassee-Thomasville	CD - St John's County - FBIG - Luxury - St Augustine Sailing	42	0	0.00%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Luxury - St Augustine Sailing	10,655	12	0.11%
Tri-Cities, TN-VA	CD - St John's County - FBIG - Luxury - St Augustine Sailing	5	0	0.00%
Unknown	CD - St John's County - FBIG - Luxury - St Augustine Sailing	3	0	0.00%
Wilmington	CD - St John's County - FBIG - Luxury - St Augustine Sailing	12	0	0.00%
Sub-Total Luxury St Augustine Sailing (6/1-6/14)		83,446	126	0.15%
Sub-Total Luxury St Augustine Sailing (5/11-5/31)		93,013	99	0.11%
Grand Total Luxury St Augustine Sailing (5/11-6/14)		176,459	225	0.13%



St Augustine Sailing and St. Augustine, Florida

Ad · 🌐

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sta-sail.com
St. Augustine Sailing
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Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 3.5x.

Travel Industry Benchmarks – Social CTR: 2.20%

Tinsley

Paid Social: Meta (Facebook/Instagram) – Luxury Travelers Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Albany, GA	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	2	0	0.00%
Atlanta	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	12,937	22	0.17%
Augusta-Aiken	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	7	0	0.00%
Birmingham (Ann And Tusc)	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	1	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	2,381	6	0.25%
Charlotte	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	9,594	15	0.16%
Chattanooga	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	19	0	0.00%
Columbia, SC	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	17	0	0.00%
Columbus, GA (Opelika, AI)	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	12	0	0.00%
Ft. Myers-Naples	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	6	0	0.00%
Gainesville	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	911	1	0.11%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	21	0	0.00%
Greenville-N.Bern-Washngtn	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	20	0	0.00%
Greenville-Spart-Ashevil-And	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	8,449	10	0.12%
Jacksonville	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	4,797	8	0.17%
Knoxville	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	5	0	0.00%
Macon	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	7	0	0.00%
Miami-Fl. Lauderdale	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	4,964	10	0.20%
Myrtle Beach-Florence	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	8	0	0.00%
Norfolk-Portsmth-Newpt Nws	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	4	0	0.00%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	7,953	10	0.13%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	7,779	6	0.08%
Richmond-Petersburg	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	14	0	0.00%
Savannah	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	2,806	6	0.21%
Tallahassee-Thomasville	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	14	0	0.00%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	8,827	14	0.16%
Tri-Cities, TN-VA	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	5	0	0.00%
Unknown	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	1	0	0.00%
Wilmington	CD - St John's County - FBIG - Luxury - Whiskey, Wine & Wildlife	20	0	0.00%
Sub-Total Luxury Whiskey, Wine & Wildlife (6/1-6/14)		71,581	108	0.15%
Sub-Total Luxury Whiskey, Wine & Wildlife (5/11-5/31)		94,764	121	0.23%
Grand Total Luxury Whiskey, Wine & Wildlife (5/11-6/14)		166,345	229	0.14%

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 3.3x.

Travel Industry Benchmarks – Social CTR: 2.20%


Whiskey Wine & Wildlife
 and St. Augustine, Florida

Give your summer plans an upgrade with a trip to St. Augustine, Ponte Vedra & The Beaches. Where leisure meets luxury.



whiskeywineandwildlife.com
Whiskey, Wine & Wildlife
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2

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Tinsley

Paid Social: Meta (Facebook/Instagram) – Culinary Enthusiasts Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Atlanta	CD - St John's County - FBIG - Culinary - City Gate Spirits	10,295	16	0.16%
Augusta-Aiken	CD - St John's County - FBIG - Culinary - City Gate Spirits	8	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Culinary - City Gate Spirits	1,813	4	0.22%
Charlotte	CD - St John's County - FBIG - Culinary - City Gate Spirits	7,080	15	0.21%
Chattanooga	CD - St John's County - FBIG - Culinary - City Gate Spirits	14	0	0.00%
Columbia, SC	CD - St John's County - FBIG - Culinary - City Gate Spirits	6	0	0.00%
Columbus, GA (Opelika, AI)	CD - St John's County - FBIG - Culinary - City Gate Spirits	11	0	0.00%
Ft. Myers-Naples	CD - St John's County - FBIG - Culinary - City Gate Spirits	6	0	0.00%
Gainesville	CD - St John's County - FBIG - Culinary - City Gate Spirits	698	1	0.14%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Culinary - City Gate Spirits	18	0	0.00%
Greenville-N.Bern-Washngtn	CD - St John's County - FBIG - Culinary - City Gate Spirits	14	0	0.00%
Greenville-Spart-Ashevil-And	CD - St John's County - FBIG - Culinary - City Gate Spirits	6,311	5	0.08%
Jacksonville	CD - St John's County - FBIG - Culinary - City Gate Spirits	3,688	8	0.22%
Knoxville	CD - St John's County - FBIG - Culinary - City Gate Spirits	7	0	0.00%
Macon	CD - St John's County - FBIG - Culinary - City Gate Spirits	12	0	0.00%
Miami-Fl. Lauderdale	CD - St John's County - FBIG - Culinary - City Gate Spirits	3,846	7	0.18%
Myrtle Beach-Florence	CD - St John's County - FBIG - Culinary - City Gate Spirits	6	0	0.00%
Norfolk-Portsmth-Newpt Nws	CD - St John's County - FBIG - Culinary - City Gate Spirits	3	0	0.00%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Culinary - City Gate Spirits	6,617	14	0.21%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Culinary - City Gate Spirits	5,802	6	0.10%
Richmond-Petersburg	CD - St John's County - FBIG - Culinary - City Gate Spirits	13	0	0.00%
Roanoke-Lynchburg	CD - St John's County - FBIG - Culinary - City Gate Spirits	1	0	0.00%
Savannah	CD - St John's County - FBIG - Culinary - City Gate Spirits	2,033	4	0.20%
Tallahassee-Thomasville	CD - St John's County - FBIG - Culinary - City Gate Spirits	20	0	0.00%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Culinary - City Gate Spirits	7,469	14	0.19%
Tri-Cities, TN-VA	CD - St John's County - FBIG - Culinary - City Gate Spirits	1	0	0.00%
Unknown	CD - St John's County - FBIG - Culinary - City Gate Spirits	2	0	0.00%
Wilmington	CD - St John's County - FBIG - Culinary - City Gate Spirits	14	0	0.00%
Sub-Total Culinary City Gate Spirits (6/1-6/14)		55,808	94	0.17%
Sub-Total Culinary City Gate Spirits (5/11-5/31)		60,498	85	0.14%
Grand Total Culinary City Gate Spirits (5/11-6/14)		116,306	179	0.15%

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 2.3x.

Travel Industry Benchmarks – Social CTR: 2.20%


City Gate Spirits and St. Augustine, Florida

Experience world-class cuisine with local and international flavors, here in Florida's Historic Coast.



citygatespirits.com
City Gate Spirits
 Whiskey, moonshine & ...
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Tinsley

Paid Social: Meta (Facebook/Instagram) – Culinary Enthusiasts Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Atlanta	CD - St John's County - FBIG - Culinary - SA Distillery	7,296	20	0.27%
Augusta-Aiken	CD - St John's County - FBIG - Culinary - SA Distillery	5	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Culinary - SA Distillery	1,898	8	0.42%
Charlotte	CD - St John's County - FBIG - Culinary - SA Distillery	5,095	7	0.14%
Chattanooga	CD - St John's County - FBIG - Culinary - SA Distillery	4	0	0.00%
Columbia, SC	CD - St John's County - FBIG - Culinary - SA Distillery	3	0	0.00%
Columbus, GA (Opelika, Al)	CD - St John's County - FBIG - Culinary - SA Distillery	6	0	0.00%
Ft. Myers-Naples	CD - St John's County - FBIG - Culinary - SA Distillery	14	0	0.00%
Gainesville	CD - St John's County - FBIG - Culinary - SA Distillery	666	2	0.30%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Culinary - SA Distillery	17	0	0.00%
Greenville-N.Bern-Washngtn	CD - St John's County - FBIG - Culinary - SA Distillery	2	0	0.00%
Greenville-Spart-Ashevil-And	CD - St John's County - FBIG - Culinary - SA Distillery	4,242	11	0.26%
Jacksonville	CD - St John's County - FBIG - Culinary - SA Distillery	4,316	16	0.37%
Knoxville	CD - St John's County - FBIG - Culinary - SA Distillery	5	0	0.00%
Macon	CD - St John's County - FBIG - Culinary - SA Distillery	14	0	0.00%
Miami-FL Lauderdale	CD - St John's County - FBIG - Culinary - SA Distillery	3,403	12	0.35%
Montgomery-Selma	CD - St John's County - FBIG - Culinary - SA Distillery	1	0	0.00%
Myrtle Beach-Florence	CD - St John's County - FBIG - Culinary - SA Distillery	5	0	0.00%
Norfolk-Portsmouth-Newpt Nws	CD - St John's County - FBIG - Culinary - SA Distillery	1	0	0.00%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Culinary - SA Distillery	7,062	23	0.33%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Culinary - SA Distillery	4,084	13	0.32%
Richmond-Petersburg	CD - St John's County - FBIG - Culinary - SA Distillery	8	0	0.00%
Roanoke-Lynchburg	CD - St John's County - FBIG - Culinary - SA Distillery	3	0	0.00%
Savannah	CD - St John's County - FBIG - Culinary - SA Distillery	1,870	4	0.21%
Tallahassee-Thomasville	CD - St John's County - FBIG - Culinary - SA Distillery	8	0	0.00%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Culinary - SA Distillery	7,553	14	0.19%
Tri-Cities, TN-VA	CD - St John's County - FBIG - Culinary - SA Distillery	1	0	0.00%
Unknown	CD - St John's County - FBIG - Culinary - SA Distillery	1	0	0.00%
Wilmington	CD - St John's County - FBIG - Culinary - SA Distillery	5	0	0.00%
Sub-Total Culinary SA Distillery (6/1-6/14)		47,588	130	0.27%
Sub-Total Culinary SA Distillery (5/11-5/31)		62,140	178	0.29%
Sub-Total Culinary SA Distillery (5/11-6/14)		109,728	308	0.28%



St. Augustine Distillery
Company and St. Augustine,...
Florida

Ad · 🌐

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St. Augustine Distillery
Award-winning Florida b...

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👤 Rich Diaz and 2 others

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Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 2.2x.

Travel Industry Benchmarks – Social CTR: 2.20%

Tinsley

Paid Social: Meta (Facebook/Instagram) – Culinary Enthusiasts Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Atlanta	CD - St John's County - FBIG - Culinary - SA Food + Wine	9,028	49	0.54%
Augusta-Aiken	CD - St John's County - FBIG - Culinary - SA Food + Wine	6	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Culinary - SA Food + Wine	1,848	5	0.27%
Charlotte	CD - St John's County - FBIG - Culinary - SA Food + Wine	5,432	17	0.31%
Chattanooga	CD - St John's County - FBIG - Culinary - SA Food + Wine	9	0	0.00%
Columbia, SC	CD - St John's County - FBIG - Culinary - SA Food + Wine	6	0	0.00%
Columbus, GA (Opelika, Al)	CD - St John's County - FBIG - Culinary - SA Food + Wine	2	0	0.00%
Ft. Myers-Naples	CD - St John's County - FBIG - Culinary - SA Food + Wine	26	0	0.00%
Gainesville	CD - St John's County - FBIG - Culinary - SA Food + Wine	720	12	1.67%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Culinary - SA Food + Wine	9	0	0.00%
Greenville-N.Bern-Washngtn	CD - St John's County - FBIG - Culinary - SA Food + Wine	2	0	0.00%
Greenville-Spart-Ashevil-And	CD - St John's County - FBIG - Culinary - SA Food + Wine	4,058	13	0.32%
Jacksonville	CD - St John's County - FBIG - Culinary - SA Food + Wine	4,846	53	1.09%
Knoxville	CD - St John's County - FBIG - Culinary - SA Food + Wine	3	0	0.00%
Macon	CD - St John's County - FBIG - Culinary - SA Food + Wine	8	0	0.00%
Miami-FL Lauderdale	CD - St John's County - FBIG - Culinary - SA Food + Wine	3,057	20	0.65%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Culinary - SA Food + Wine	8,146	67	0.82%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Culinary - SA Food + Wine	4,376	19	0.43%
Richmond-Petersburg	CD - St John's County - FBIG - Culinary - SA Food + Wine	9	0	0.00%
Roanoke-Lynchburg	CD - St John's County - FBIG - Culinary - SA Food + Wine	1	0	0.00%
Savannah	CD - St John's County - FBIG - Culinary - SA Food + Wine	1,822	17	0.93%
Tallahassee-Thomasville	CD - St John's County - FBIG - Culinary - SA Food + Wine	16	1	6.25%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Culinary - SA Food + Wine	8,964	55	0.61%
Tri-Cities, TN-VA	CD - St John's County - FBIG - Culinary - SA Food + Wine	1	0	0.00%
Unknown	CD - St John's County - FBIG - Culinary - SA Food + Wine	3	2	66.67%
Wilmington	CD - St John's County - FBIG - Culinary - SA Food + Wine	4	0	0.00%
Sub-Total Culinary SA Food + Wine (6/1-6/14)		52,402	330	0.63%
Sub-Total Culinary SA Food + Wine (5/11/5/31)		72,540	314	0.43%
Sub-Total Culinary SA Food + Wine (5/11-6/14)		124,942	644	0.52%



St. Augustine Food + Wine Festival and St. Augustine, ...
Florida

Ad · 🌐

Experience world-class cuisine with local and international flavors, here in Florida's Historic Coast.



staugustinefoodandwinefes...
St. Augustine's Best Week of Food + Drink

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👤 Joe M. Barquero and 1... 5 comments

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Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 2.4x.

Travel Industry Benchmarks – Social CTR: 2.20%

Tinsley

Paid Social: Meta (Facebook/Instagram) – Culinary Enthusiasts Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Atlanta	CD - St John's County - FBIG - Culinary - St Augustine Sailing	8,695	12	0.14%
Augusta-Aiken	CD - St John's County - FBIG - Culinary - St Augustine Sailing	3	0	0.00%
Birmingham (Ann And Tusc)	CD - St John's County - FBIG - Culinary - St Augustine Sailing	1	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Culinary - St Augustine Sailing	1,705	2	0.12%
Charlotte	CD - St John's County - FBIG - Culinary - St Augustine Sailing	5,705	11	0.19%
Chattanooga	CD - St John's County - FBIG - Culinary - St Augustine Sailing	24	0	0.00%
Columbia, SC	CD - St John's County - FBIG - Culinary - St Augustine Sailing	11	0	0.00%
Columbus, GA (Opelika, AI)	CD - St John's County - FBIG - Culinary - St Augustine Sailing	5	0	0.00%
Ft. Myers-Naples	CD - St John's County - FBIG - Culinary - St Augustine Sailing	11	0	0.00%
Gainesville	CD - St John's County - FBIG - Culinary - St Augustine Sailing	647	1	0.15%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Culinary - St Augustine Sailing	15	0	0.00%
Greenville-N.Bern-Washngtn	CD - St John's County - FBIG - Culinary - St Augustine Sailing	8	0	0.00%
Greenville-Spart-Ashevl-And	CD - St John's County - FBIG - Culinary - St Augustine Sailing	5,414	3	0.06%
Jacksonville	CD - St John's County - FBIG - Culinary - St Augustine Sailing	3,801	10	0.26%
Macon	CD - St John's County - FBIG - Culinary - St Augustine Sailing	10	0	0.00%
Miami-Ft. Lauderdale	CD - St John's County - FBIG - Culinary - St Augustine Sailing	3,429	9	0.26%
Montgomery-Selma	CD - St John's County - FBIG - Culinary - St Augustine Sailing	1	0	0.00%
Myrtle Beach-Florence	CD - St John's County - FBIG - Culinary - St Augustine Sailing	3	0	0.00%
Norfolk-Portsmouth-Newpt Nws	CD - St John's County - FBIG - Culinary - St Augustine Sailing	2	0	0.00%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Culinary - St Augustine Sailing	6,469	14	0.22%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Culinary - St Augustine Sailing	4,922	6	0.12%
Richmond-Petersburg	CD - St John's County - FBIG - Culinary - St Augustine Sailing	11	0	0.00%
Savannah	CD - St John's County - FBIG - Culinary - St Augustine Sailing	2,009	3	0.15%
Tallahassee-Thomasville	CD - St John's County - FBIG - Culinary - St Augustine Sailing	13	0	0.00%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Culinary - St Augustine Sailing	6,444	7	0.11%
Tri-Cities, TN-VA	CD - St John's County - FBIG - Culinary - St Augustine Sailing	2	0	0.00%
Unknown	CD - St John's County - FBIG - Culinary - St Augustine Sailing	8	0	0.00%
Wilmington	CD - St John's County - FBIG - Culinary - St Augustine Sailing	6	0	0.00%
Sub-Total Culinary - St Augustine Sailing (6/1-6/14)		49,374	78	0.16%
Sub-Total Culinary - St Augustine Sailing (5/11-5/31)		75,291	80	0.11%
Grand Total Culinary - St Augustine Sailing (5/11-6/14)		124,665	158	0.13%

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 2.5x.

Travel Industry Benchmarks – Social CTR: 2.20%



St Augustine Sailing and St. Augustine, Florida

Ad · 🇺🇸

Experience world-class cuisine with local and international flavors, here in Florida's Historic Coast.



sta-sail.com
St. Augustine Sailing
 Sunset Dinner

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Paid Social: Meta (Facebook/Instagram) – Culinary Enthusiasts Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Atlanta	CD - St John's County - FBIG - Culinary - WW&W	5,554	12	0.22%
Augusta-Aiken	CD - St John's County - FBIG - Culinary - WW&W	7	0	0.00%
Birmingham (Ann And Tusc)	CD - St John's County - FBIG - Culinary - WW&W	1	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Culinary - WW&W	1,415	1	0.07%
Charlotte	CD - St John's County - FBIG - Culinary - WW&W	4,676	6	0.13%
Chattanooga	CD - St John's County - FBIG - Culinary - WW&W	15	0	0.00%
Columbia, SC	CD - St John's County - FBIG - Culinary - WW&W	4	0	0.00%
Columbus, GA (Opelika, AI)	CD - St John's County - FBIG - Culinary - WW&W	5	0	0.00%
Ft. Myers-Naples	CD - St John's County - FBIG - Culinary - WW&W	5	0	0.00%
Gainesville	CD - St John's County - FBIG - Culinary - WW&W	513	3	0.58%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Culinary - WW&W	9	0	0.00%
Greenville-N.Bern-Washngtn	CD - St John's County - FBIG - Culinary - WW&W	12	0	0.00%
Greenvil-Spart-Ashevl-And	CD - St John's County - FBIG - Culinary - WW&W	4,487	11	0.25%
Jacksonville	CD - St John's County - FBIG - Culinary - WW&W	2,501	8	0.32%
Macon	CD - St John's County - FBIG - Culinary - WW&W	9	0	0.00%
Miami-Ft. Lauderdale	CD - St John's County - FBIG - Culinary - WW&W	1,691	5	0.30%
Myrtle Beach-Florence	CD - St John's County - FBIG - Culinary - WW&W	2	0	0.00%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Culinary - WW&W	4,277	9	0.21%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Culinary - WW&W	4,024	4	0.10%
Richmond-Petersburg	CD - St John's County - FBIG - Culinary - WW&W	9	0	0.00%
Savannah	CD - St John's County - FBIG - Culinary - WW&W	1,566	3	0.19%
Tallahassee-Thomasville	CD - St John's County - FBIG - Culinary - WW&W	12	0	0.00%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Culinary - WW&W	4,706	7	0.15%
Tri-Cities, TN-VA	CD - St John's County - FBIG - Culinary - WW&W	4	0	0.00%
Unknown	CD - St John's County - FBIG - Culinary - WW&W	2	0	0.00%
Wilmington	CD - St John's County - FBIG - Culinary - WW&W	5	0	0.00%
Sub-Total Culinary Whiskey, Wine & Wildlife (6/1-6/14)		35,511	69	0.19%
Sub-Total Culinary Whiskey, Wine & Wildlife (5/11-5/31)		62,407	68	0.11%
Grand Total Culinary Whiskey, Wine & Wildlife (5/11-6/14)		97,918	137	0.14%

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 1.9x.

Travel Industry Benchmarks – Social CTR: 2.20%



Whiskey Wine & Wildlife

Ad · 🇺🇸

Experience world-class cuisine with local and international flavors, here in Florida's Historic Coast.



whiskeywineandwildlife.com
Whiskey, Wine & Wildlife

[Learn more](#)

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Paid Social: Meta (Facebook/Instagram) – Historic Aficionado Co-Op

Geo Region	Ad Group	Impressions	Clicks	CTR
Atlanta	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	10,702	31	0.29%
Augusta-Aiken	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	5	0	0.00%
Charleston, SC	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	2,019	6	0.30%
Charlotte	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	7,682	24	0.31%
Chattanooga	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	20	1	5.00%
Columbia, SC	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	6	0	0.00%
Columbus, GA (Opelika, AI)	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	6	0	0.00%
El Paso (Las Cruces)	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	1	0	0.00%
Ft. Myers-Naples	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	18	0	0.00%
Gainesville	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	916	4	0.44%
Greensboro-H.Point-W.Salem	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	19	0	0.00%
Greenville-N.Bern-Washngtn	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	9	0	0.00%
Greenvil-Spart-Ashevil-And	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	5,934	17	0.29%
Jacksonville	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	5,428	25	0.46%
Knoxville	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	3	0	0.00%
Macon	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	5	0	0.00%
Miami-Ft. Lauderdale	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	4,668	7	0.15%
Montgomery-Seima	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	1	0	0.00%
Myrtle Beach-Florence	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	1	0	0.00%
Norfolk-Portsmouth-Newpt Nws	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	2	0	0.00%
Orlando-Daytona Bch-Melbrn	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	9,428	31	0.33%
Raleigh-Durham (Fayetteville)	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	6,079	23	0.38%
Richmond-Petersburg	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	9	0	0.00%
Roanoke-Lynchburg	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	1	0	0.00%
Savannah	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	2,241	9	0.40%
Tallahassee-Thomasville	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	13	0	0.00%
Tampa-St. Pete (Sarasota)	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	10,230	36	0.35%
Unknown	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	4	0	0.00%
Wilmington	CD - St John's County - FBIG - Historic - Whiskey, Wine & Wildlife	9	0	0.00%
Sub-Total Historic Aficionado Whiskey, Wine & Wildlife (6/1-6/14)		65,459	214	0.33%
Sub-Total Historic Aficionado Whiskey, Wine & Wildlife (5/11-5/31)		95,721	312	0.33%
Grand Total Historic Aficionado Whiskey, Wine & Wildlife (5/11-6/14)		161,180	526	0.33%

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign, and this partner has exceeded minimum thresholds by 3.2x.

Travel Industry Benchmarks – Social CTR: 2.20%



Whiskey Wine & Wildlife
and St. Augustine, Florida

Come immerse yourself in unrivaled history, culture and so much more. Explore Florida's Historic Coast on your next trip.



whiskeywineandwildlife.com
Whiskey, Wine & Wildlife

[Learn more](#)

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Tinsley

Co-Op Print: Flamingo Magazine

FLAMINGO
MAGAZINE

Flamingo is an award-winning Florida-based lifestyle magazine targeting natives, newcomers, part-timers, and tourists who are passionately pursuing Florida's good life.

Placement

- A Two-Page Spread ran in the 2026 Summer Travel Edition (June-August).

Audience

- Affluent, educated, and curious Florida lovers
- Distributed directly as well as at newsstands, prominent supermarkets, bookstores and in major Florida airports.
- 20,000 circulation



Welcome to The New World.™





With more than 450 years of history, 42 miles of Atlantic oceanfront, and an endless array of restaurants, resorts, entertainment and attractions, a visit to Florida's Historic Coast will be part of your family story for generations to come.

FloridaHistoricCoast.com

Tinsley

Co-Op Print: Local Palate - Summer Road-Trips/Travel South Issue



Placement

- FP4C
- Summer Road-Trips/Travel South Issue (Visit Florida Section)
- 144,000 circulation

Audience

- Engaged, affluent adults around the Southeast United States looking for new exciting experiences
- The average reader takes 4+ trips per year
- HHI \$180k+



Tinsley

Co-Op Print: Our State June Issue



Placement

- FP4C
- 2026 Annual Coastal Issue (June)
- 120,000 circulation

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.

The Audience

- 69% Plan to Vacation/Travel in next 12 months
- Average Household Income: \$188,683



Tinsley

Co-Op Print: Our State E-Newsletters



Placements

- St. Augustine Art Association within the following E-Newsletters
 - 6/3 Arts E-Newsletter
 - 6/4 Travel E-Newsletter
 - 6/11 Travel E-Newsletter
- Sent to 28,000+ 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.

The Audience

- 69% Plan to Vacation/Travel in next 12 months
- Average Household Income: \$188,683

6/3 Arts & Culture E-newsletter:

- Sent to 28,210 recipients
 - 53.7% Open Rate
 - 5.2% Click Rate
- 70 Clicks on Co-Op Ad



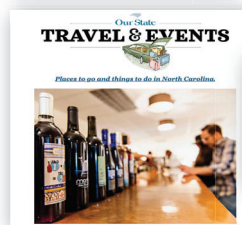
6/4 Travel E-newsletter:

- Sent to 36,257 recipients
 - 40.7% Open Rate
 - 3.6% Click Rate
- 60 Clicks on Co-Op Ad



6/11 Travel E-newsletter:

- Sent to 36,107 recipients
 - 39.9% Open Rate
 - 4.0% Click Rate
- 101 Clicks on Co-Op Ad



Tinsley