

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
JUNE 15, 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**) (Pages 2 – 6)
 - Regular Meeting Minutes – May 18, 2025
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. FY27 PROMOTIONAL PLAN PRESENTATION CULTURAL COUNCIL – Jeff Potts (Page 7)
8. FY27 PROMOTIONAL PLAN PRESENTATION FROM THE VCB – Susan Phillips (Page 8)
9. SJC CHAMBER OF COMMERCE CONTRACT RENEWAL– Isabelle Renault (Pages 9 – 25)
10. FY27 TOURISM BUDGET DISCUSSION – Jesse Dunn (Pages 26 – 31)
11. MONTHLY REPORTS (Pages 32 – 72)
 - VCB Summer/Fall Campaign Update
12. MEMBER COMMENTS
13. NEXT MEETING DATE – July 20, 2026
14. ADJOURN

TDC Regular Meeting – June 15, 2026

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

- Regular Meeting – May 18, 2026
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
May 18, 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
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Michael Gordon, District 4

Absent: Sarah Arnold, BCC Representative
Beth Sweeny, Mayor, St. Augustine Beach City Commission, Seat 2
Michael Wicks, District 4

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

Blevins requested that Regular Agenda Item 12 be heard as Regular Agenda Item 9B.

Motion by Cox, seconded by Sikes-Kline, carried 6/0, with Arnold, Sweeny, and Wicks absent, to approve the Agenda, as amended.

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

5. APPROVAL OF MINUTES

Motion by Cox, seconded by Kass, carried 6/0, with Arnold, Sweeny, and Wicks absent, to approve the minutes for the April 20, 2026, meeting, as submitted.

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

6. PUBLIC COMMENT

There was none.

7. FISCAL YEAR 2027 SPORTS TOURISM GRANT POLICY

Robert McFarland, Sports Tourism Development Specialist, presented the details of the grant policy. Discussion ensued on proposed revisions, including event names and policy language updates.

Motion by Wicks, seconded by Sikes-Kline, carried 6/0, with Arnold, Sweeny, and Wicks absent, to approve the Fiscal Year 2027 Sports Tourism Grant Policy.

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

Public Comment: There was none.

8. VISITOR AND CONVENTION BUREAU DATA DASHBOARD LIVE DEMONSTRATION

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beach Visitors Convention Bureau, provided an outlook on what to expect in the future. She introduced David Rivera, Flagler College of Hospitality and Tourism, who provided an overview of the Florida Historic Coast, and Craig Schoninger, Director of Tourism Promotion and Strategic Alliances, who presented details on the Tourist Development Tax data. Discussion ensued on tourism marketing, economic development impacts, data metrics, and the long-term benefits of tourism initiatives. Phillips also presented a promotional video featuring St. Augustine on Wheel of Fortune.

9. TOURIST DEVELOPMENT COUNCIL BOARD MEMBER VACANCY

Dena Masters, Senior Tourist Development Council Administrator, presented the details of the vacancy and noted that Regina Phillips' term was set to expire in July. Masters stated that applications were currently being accepted and that Phillips was eligible to reapply.

Motion by Gordon, seconded by Cox, carried 6/0, to recommend to the Board of County Commissioners, to nominate William Ackland for the vacancy on the Tourist Development Council.

Yea: Gordon, Cox, Blevins, Sikes-Kline, Phillips, Kass

Nay: None

Absent: Arnold, Sweeny, Wicks

9B. ST. JOHNS COUNTY YEAR-ROUND CULTURAL PLATFORM DISCUSSION

Formerly Regular Agenda Item 12.

Irving Kass presented the details on the year-round cultural platform. Discussion ensued on potential funding sources, revenue trends, program structure, implementation approach, and evaluation of impacts on existing tourism and cultural programs. The Council raised concerns about budget timing, financial risk, and ensuring continued support for nonprofits and cultural organizations, and expressed its position on the request.

10. INITIAL DISCUSSION OF FISCAL YEAR TOURISM BUDGET

Jesse Dunn, Deputy County Administrator, presented the details of the Fiscal Year Tourism budget process. Discussion ensued on revenue trends, budget assumptions, prior-year variables, economic conditions, and the impact of the convention center debt payoff.

*Blevins requested Council consensus on a 3 percent recommendation for alternative Tourist Development Tax revenue projects, to be further reviewed with staff and returned with a formal proposal. **Consensus was given.***

A. REVIEW OF CATEGORY 5 COASTAL MANAGEMENT PROGRAMS/PROJECTS

Joe Giammanco, Emergency Management Director, presented the details of the coastal management project. Discussion ensued on trolley systems, visitor-focused transportation priorities, Municipal Service Taxing Unit funding in Ponte Vedra, state funding allocations, potential revaluation of beach parking areas, and the separate identification of Category 5 encumbered funds with the Office of Management and Budget.

11. CITY OF ST. AUGUSTINE NIGHTS OF LIGHTS FUNDING REQUEST

David Birchim, City of St. Augustine, presented the details of the funding request and displayed the City of St. Augustine Nights of Lights Financial Detail report (Exhibit A). Discussion ensued on parking garage revenues, visitor versus resident usage during peak events, projected revenue

growth compared to the prior year, and the possibility of temporarily using Francis Field for parking to generate additional revenue, pending City approval. Birchim explained that garage revenue was allocated to debt service and operating costs, with the remaining funds supporting future parking facilities.

12. ST. JOHNS COUNTY YEAR-ROUND CULTURAL PLATFORM DISCUSSION

Regular Agenda Item 12 was heard as Regular Agenda Item 9B.

13. MONTHLY REPORTS PROVIDED IN PACKETS

The monthly reports were provided in the agenda packet.

14. MEMBER COMMENTS

Gail Phillips reported that the Cultural Council, in conjunction with other partners, received the Florida Trust for Historic Preservation's Preserving Places Award for the St. Johns County Black Heritage Trail.

15. NEXT MEETING DATE

The next meeting was scheduled for June 15, 2026.

16. ADJOURN

With no further business to come before the Council, the meeting adjourned at 3:54 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 – June 15, 2026

Agenda Item 7 – St. Johns Cultural Council FY27 Promotion Plan Presentation

In accordance with the agreement between the County and the Cultural Council, the agency is required to develop and present its Fiscal Year 2027 Annual Promotion Plan at the June TDC meeting.

The plan can be viewed using the SharePoint link below:

[UPDATED SJCC FY27 Promo Plan.pdf](#)

A printed copy will be available for board members at the meeting.

At this meeting, the Board will have the opportunity to review and discuss the plan and, if necessary, recommend revisions. The finalized version of the plan will be presented for approval at the July meeting, as part of the Fiscal Year 2027 recommended budget package.

TDC Regular Meeting – June 15, 2025

Agenda Item 8– St. Johns Visitors and Convention Bureau FY27 Promotion Plan Presentation

In accordance with the agreement between the County and the Visitors and Convention Bureau, the agency is required to develop and present its Fiscal Year 2027 Annual Promotion Plan at the June TDC meeting.

The plan can be viewed using the SharePoint Link below:

[FY2027 Marketing Plan.pdf](#)

A printed copy will be available for board members at the meeting.

At this meeting, the Board will have the opportunity to review and discuss the plan and, if necessary, recommend revisions. The finalized version of the plan will be presented for approval at the July meeting, as part of the Fiscal Year 2027 recommended budget package.

TDC Regular Meeting – June 15, 2026

Agenda Item 9 – SJC Chamber Contract Renewal Proposal

The St. Johns County Chamber is submitting a proposal to renew its three (3) year contract for Visitor Information (VIC) Operations, Destination Architect services, and support of the Certified Autism Destination Initiatives.



2026–2029

Contract Renewal Proposal to the Tourist Development Council

I. Executive Summary

The St. Johns County Chamber of Commerce **submits this proposal to renew its three-year contract with the Tourist Development Council (TDC)** for Destination Architect services, Visitor Information Center (VIC) operations, and support of the Certified Autism Destination initiative for the 2026–2029 term.

The proposal builds on more than twelve years of Chamber partnership with the TDC in visitor services and nearly ten years of destination development work for Ponte Vedra and Ponte Vedra Beach. It reflects prior contract performance, visitor engagement data, and input from TDC members, tourism partners, and community stakeholders. **The Chamber’s role under this contract complements the destination marketing work led by the Visitors and Convention Bureau by focusing on visitor services, in-market engagement, curated visitor tools, partner coordination, and destination product development.**

This renewal advances a modernized visitor engagement model by eliminating the traditional brick-and-mortar Visitor Information Center entirely and transitioning fully to a mobile Visitor Information Center concept. This shift, aligned with TDC board requests, allows us to reach visitors directly at high-traffic locations while supporting digital follow-up and curated visitor tools. The current location has contributed to low visibility, while Mobile VIC activations in 2025 and 2026 have demonstrated increased direct visitor engagement compared to the fixed-location model. The mobile strategy also provides greater flexibility to reach visitors at high-traffic locations, including events, partner sites, beaches, and other points of activity. A destination-branded Mobile VIC vehicle could further strengthen this model by increasing visibility, mobility, and consistency during field deployment; however, the vehicle is not included in the annual service contract and may be considered separately by the TDC as a one-time capital investment. **The proposed model reduces reliance on traditional facility-based costs while expanding services to include mobile deployment, digital follow-up, curated visitor experiences, Certified Autism Destination support, and measurable reporting.**

Over the 2026–2029 contract period, the Chamber proposes a three-part strategy:

- First, the Chamber will expand Mobile VIC deployment as a field-based visitor service model supported by branded presence, visitor materials, QR-enabled follow-up, and digital tools.

- Second, the Chamber will continue destination product development through ExperiencePonteVedra.com and related visitor-facing content. This work builds on prior efforts around Nature, Wellness, and Culture & Heritage by activating existing destination assets through practical visitor-use content, including ongoing site curation, curated micro-itineraries, culinary experience content, *Experience Ponte Vedra Like a Local* visitor resource, and short-form video travelogues designed to help visitors discover and use Ponte Vedra and Ponte Vedra Beach experiences before and during their stay.
- Third, the Chamber will continue to support St. Johns County’s Certified Autism Destination initiative, with emphasis on certification maintenance, recertification retention, business outreach, in-market visitor-facing visibility, and integration of certified, accessible experiences into Chamber visitor engagement platforms.

Together, these initiatives connect in-person visitor contact, digital trip-planning tools, and curated destination experiences with **the goal of improving visitor engagement, supporting partner visibility, strengthening the visitor experience, and providing measurable outcomes for the TDC.**

The Chamber also recognizes the need for a **targeted Ponte Vedra and Ponte Vedra Beach visitation baseline study**, as suggested through TDC board member feedback. This study would help establish current area-specific visitor data to support measurement of the new three-year plan **and may be considered separately from the annual service contract.**

The Chamber requests an annual service contract of \$215,000 per year for the 2026–2029 term. In comparison, the prior contract provided \$120,000 for Visitor Information Center operations, \$36,000 for Destination Architect work, and up to \$75,000 for Certified Autism Destination business grants, totaling \$231,000 annually. The proposed annual **contract is therefore approximately \$16,000 less per year than the prior agreement** while supporting a more flexible mobile visitor service model, enhanced destination product development, and continued Certified Autism Destination support. **This reflects careful stewardship and a more cost-efficient approach while advancing visitor engagement and destination readiness.**

The financial request is structured to support consistent annual service delivery and includes the Certified Autism Destination business certification grant allocation, inclusive of administration. Separate funding considerations include the Mobile VIC vehicle as a potential one-time capital investment and the proposed Ponte Vedra and Ponte Vedra Beach visitation baseline study as a separate research investment.

II. Background & Introduction

Since 2014, the St. Johns County Chamber of Commerce has partnered with the Tourist Development Council to operate the Ponte Vedra Visitor Information Center. Since 2017, the Chamber has also served as the Tourism Destination Architect for Ponte Vedra and Ponte Vedra Beach.

The Destination Architect role was shaped by the 2017 strategic study conducted by the University of Florida and Nichols Tourism Group, which identified three product development pillars for the Ponte Vedra area: Nature, Wellness, and Culture & Heritage. The Chamber advanced this work through pillar-specific Product Development Working Groups and related destination development efforts.

This work led to the development of ExperiencePonteVedra.com, a visitor-facing platform that organizes experiences in Ponte Vedra and Ponte Vedra Beach in one place. **The proposed 2026–2029 contract builds on that platform through curated itineraries, culinary experiences, video content, Mobile VIC integration, and digital visitor tools.**

The Chamber also led the effort to secure the Certified Autism Destination designation for St. Johns County. With support from the TDC’s matching grant program, 20 local attractions, accommodations, and landmarks have earned Certified Autism Center Designation through the International Board of Credentialing and Continuing Education Standards (IBCCES).

The proposed 2026–2029 plan builds on these prior investments and shifts the work from planning and development to implementation through visitor engagement, destination activation, and measurable service delivery. The plan focuses on expanding Mobile VIC presence, enhanced digital tools, curated destination products, and continued support for the Certified Autism Destination initiative.

III. 2026–2029 Initiatives

This proposal is designed to complement, not duplicate, the destination marketing role led by the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau. The Chamber’s role under this contract is focused on visitor services, in-market engagement, curated visitor tools, partner coordination, Certified Autism Destination support, and destination product development for Ponte Vedra and Ponte Vedra Beach.

The 2026–2029 plan was developed based on prior contract performance, visitor engagement data, TDC board member feedback, tourism partner input, and stakeholder discussions.

The Chamber actively sought feedback from TDC members, hospitality partners, and community stakeholders at every stage. First, the Chamber reviewed input and outcomes from the three pillar-related Product Development Working Groups. In February 2026, the Chamber presented the 2023-2026 Destination Architect accomplishments to the Tourist Development Council and gathered feedback. In March 2026, the Chamber participated in Tourism Advisory Workshops held by the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau and the St. Johns County Cultural Council to gather participant feedback and ensure alignment with tourism stakeholders. **The Chamber reviewed all inputs with its tourism consultant and identified priorities with the strongest potential to improve visitor engagement, strengthen destination products, and support measurable outcomes.**

The proposed initiatives reflect a shift from maintaining a fixed-location visitor service model to delivering a more active mobile, digital, and product-development program. **The plan focuses on three areas: expanded Mobile VIC presence, curated visitor experience development, and support for the Certified Autism Destination initiative.**

A Three-Part Strategy

The 2026–2029 plan is organized around three core service areas:

1. **Mobile Visitor Information Center Strategy**

Expands visitor service from a fixed-location model to a mobile deployment model that reaches

visitors at events, beaches, partner sites, and other high-traffic locations, supporting greater awareness, longer stays, increased spending, and repeat visitation.

2. Destination Architect Product Development

Builds on ExperiencePonteVedra.com through curated itineraries, culinary experience development, short-form video content, QR-enabled visitor tools, and other visitor-facing resources.

3. Certified Autism Destination Support

Supports certification maintenance, business outreach, program coordination, and integration of Certified Autism Center experiences into visitor-facing platforms, strengthening St. Johns County’s identity as a welcoming destination for families with diverse needs.

Together, these initiatives define what the TDC is funding under the proposed annual service contract: a more active visitor engagement model supported by mobile deployment, digital tools, curated destination products, partner coordination, and measurable reporting.

Service Area	Annual Deliverables
Mobile VIC	Annual activation schedule, quarterly activations/reporting, visitor contact tracking, QR-code engagement tracking
Destination Product Development	New or updated ExperiencePonteVedra.com content, <i>Experience Ponte Vedra Like a Local</i> Guide production/distribution, short-form travelogues, curated itineraries
Certified Autism Destination	Business certification grant support, recertification outreach & retention, certified business integration into visitor tools, partner coordination, and in-market visitor-facing promotion
Reporting	Quarterly reports and an annual summary of outcomes

1. Mobile Visitor Information Center (VIC) Strategy

The Chamber has operated the brick-and-mortar Ponte Vedra Visitor Information Center on behalf of the Tourist Development Council (TDC) since 2014. **The proposed 2026–2029 contract represents a full transition from a location-dependent VIC model to a mobile-first visitor engagement model designed to reach travelers where they are already spending time.**

TDC members have emphasized the importance of visibility and visitation numbers to the VIC. This model shift responds directly to TDC priorities around visibility, visitation, and in-market engagement. The Mobile VIC strategy is designed to build greater awareness of Ponte Vedra and Ponte Vedra Beach, increase visitor engagement, encourage longer stays, support greater visitor spending, and strengthen the potential for repeat visitation.

The opportunity is significant. According to the Downs & St. Germain 2025 visitation study presented to the TDC in April 2026, **approximately 90% of visitors do not currently experience Ponte Vedra as part of their beach visit, and only 8% choose Ponte Vedra for overnight accommodations.** These findings reinforce the need to bring Ponte Vedra information, itineraries, partner experiences, and trip-planning tools directly into the field while visitors are already deciding where to go, what to do, and whether to extend their stay or return in the future.

Visitor behavior further supports a mobile-first approach. The same Downs & St. Germain study found that 80% of visitors drove to the destination; 46% traveled as a family, 35% as a couple, and 38% traveled with children. The study also showed that visitors move across multiple activity centers, including dining, beaches, historical sites, and shopping. **These patterns suggest that visitors are not confined to one location, and visitor services should not be either.**

The Chamber’s operating data supports this transition. **The current Mobile VIC model, which uses staff-led activations with branded materials and digital tools, has become the strongest driver of direct visitor service and field engagement.** From December 2025 through March 2026, Mobile VIC activations accounted for approximately 50% to 80% of total monthly visitors, demonstrating the ability of a mobile model to reach visitors more effectively than relying solely on a fixed location. Overall engagement increased from 469 contacts in 2023–24 to 1,977 in 2024–25, with more than 1,000 contacts already recorded from October 2025 to May 2026.

1.1- Enhanced Mobile VIC Activation

The 2026–2029 plan builds on this success by expanding Mobile VIC's presence throughout Ponte Vedra and Ponte Vedra Beach. Under the annual service contract, the Chamber will provide enhanced staff-led Mobile VIC activations, visitor materials, QR-enabled digital follow-up, partner information, itinerary promotion, and visitor inquiry tracking. **The model will focus on high-traffic visitor locations, including events, beaches, partner sites, dining and shopping areas, and other strategic points of visitor activity.**

If the TDC desires a higher-visibility Mobile VIC presence in the future, **the Chamber recommends considering a destination-branded Mobile VIC vehicle as a separate capital investment.** The concept would be to create a dedicated, field-based visitor service platform that improves visibility, mobility, consistency, and efficiency during activations while also increasing awareness of Ponte Vedra, Ponte Vedra Beach, and St. Johns County. The purchase and outfitting of a vehicle are not included in the annual service contract and would be pursued only if the TDC separately approves and funds that one-time investment.

If separate vehicle funding is not approved, the Chamber will continue its successful Mobile VIC services through staff-led activations, enhanced branded materials, display elements, partner sites, QR-enabled tools, and digital visitor resources.

The Mobile VIC will support:

- Wayfinding and in-market trip guidance
- Promotion of curated itineraries and visitor experiences
- Event-based visitor engagement

- QR-enabled digital follow-up
- Family travel support
- Increased visitor-facing visibility for Ponte Vedra, Ponte Vedra Beach, and St. Johns County
- Tracking of visitor questions, service needs, and engagement trends.

The proposed annual contract focuses primarily on Mobile VIC activations in Ponte Vedra and Ponte Vedra Beach, **with a target of at least 70% of activations occurring in the Ponte Vedra area. Up to 30% of activations may occur at strategic locations elsewhere in St. Johns County where the Chamber can promote Ponte Vedra experiences to visitors already in-market and showcase what Ponte Vedra and Ponte Vedra Beach have to offer. This will also support broader visitor dispersal across the county by encouraging travelers to explore beyond St. Augustine as the primary tourism hub.** If the TDC wishes to expand the Mobile VIC presence beyond that level outside the Ponte Vedra area, the Chamber would be open to discussing an expanded scope, including staffing, schedule, deployment locations, and funding.

Proposed Mobile VIC Service Expectations

Under the proposed contract, the Chamber will establish an annual Mobile VIC schedule focused on high-traffic visitor locations, such as events, partner sites, beaches, and other strategic points of visitor activity within Ponte Vedra and Ponte Vedra Beach. **The Chamber anticipates a phase-in schedule of approximately 111 Mobile VIC activations over the three-year contract term.** This phased approach allows the Chamber to build host-site relationships, evaluate deployment locations, refine staffing and materials, and scale the program based on measurable visitor engagement. Activation volume may vary based on partner participation, host-site availability, visitor activity, event schedules, weather, staffing, and location performance.

For the purposes of this proposal, a **Mobile VIC activation refers to a fully supported field-based visitor service deployment.** Each activation may include pre-event planning, coordination with host sites or partners, staff preparation, travel, setup and breakdown, branded visitor materials, itinerary and partner promotion, QR-enabled digital follow-up, visitor inquiry tracking, and post-activation reporting. **The Mobile VIC budget also supports enhancements to the staff-led, vehicle-less Mobile VIC model so the visitor experience is more visible, welcoming, and professional than a standard table or trade show booth.**

Mobile VIC performance will be tracked through:

- Number of activations
- Deployment locations
- Visitor contacts
- Visitor inquiries and service trends
- QR code scans and digital follow-up
- Partner participation

These measures will be included in quarterly reporting to the TDC.

2. Destination Architect - Visitor Experience Activation & Product Development

As Destination Architect, the Chamber will continue building the tools that help travelers discover what Ponte Vedra and Ponte Vedra Beach have to offer and find a reason to stay longer. **The Chamber's role is to support in-market visitor engagement, partner visibility, local orientation, and visitor service by turning existing destination assets into practical, visitor-facing resources.**

This next phase of Destination Architect work builds directly on prior efforts around the three product development pillars identified for Ponte Vedra: Nature, Wellness, and Culture & Heritage. Over the past several years, the Chamber and its partners have identified many of the experiences, stories, places, and visitor interests that define Ponte Vedra and Ponte Vedra Beach. **The opportunity now is to further activate those elements in a way that speaks to what today's visitors increasingly seek: a more authentic, local, and meaningful experience of the destination.**

In response to stakeholder interest in culinary experience development, the Chamber evaluated whether a formal culinary trail would be the most effective approach for St. Johns County. **The Chamber recommends a flexible, immediately actionable strategy that advances visitor engagement and allows the culinary concept to develop in a practical, phased way. This approach elevates culinary experiences through Mobile VIC engagement, ExperiencePonteVedra.com content, QR-enabled resources, and visitor-use materials, while preserving the option to pursue a formal, extensive culinary trail once demand, partner readiness, staffing, and funding are defined.** The Chamber recommended strategy focuses on developing stories, images, itineraries, videos, experience pairings, field cards, and digital visitor tools that add depth and context to the experiences already highlighted through Experience Ponte Vedra. **Businesses and community partners may provide insights, recommendations, and story ideas, and the Chamber will lead the development and activation of the materials, limiting the burden on individual businesses while still giving visitors a richer understanding of the destination.**

This approach also allows Ponte Vedra and Ponte Vedra Beach to serve as a focused pilot area for visitor experience development. Because many of the core assets have already been identified through prior Destination Architect work, the Chamber can move efficiently from planning to implementation. As successful materials, itineraries, and engagement tools are developed and tested in this defined area, they may provide a model that can later be expanded to other parts of St. Johns County.

The elements below are practical, locally sourced visitor resources designed for a traveler who has already arrived and is deciding what to do next. **Together, they are intended to help visitors experience Ponte Vedra more like a local, deepen their connection to the area, increase partner visibility, and support a broader St. Johns County visitor experience. This work is organized around three initiatives:**

- Ongoing curation of ExperiencePonteVedra.com, including multimedia content, videos, photo galleries, and a web-based app format optimized for travelers on the go, including itineraries, experience pairings, wayfinding support, and a Coastal Nature and Wildlife Field Card.
- Experience Ponte Vedra Like a Local is a concierge-level print and digital resource that surfaces the experiences most visitors never find on their own.

- First-person experience travelogues, short videos showing visitors what to expect at selected Ponte Vedra and Ponte Vedra Beach experiences.

These initiatives will be phased over the three-year contract term based on priorities, partner readiness, visitor needs, and implementation timing.

2.1 - Ongoing Curation of ExperiencePonteVedra.com and Visitor-Use Content for Mobile VIC

Under this contract, the **Chamber will continue enhancing the destination offering** by adding new content, including videos, photo galleries, visitor stories, experience-based resources, and curated itineraries, and will optimize the experience for travelers on the go through a web-based app format. This includes continuously evaluating how experiences are organized, closing coverage gaps, updating outdated information, adding partner businesses and attractions, and preparing content for use across Mobile VIC activations, visitor materials, and partner communications.

This approach builds on the Nature, Wellness, and Culture & Heritage pillars by turning previously identified assets into practical visitor-use content, including itineraries, stories, videos, experience pairings, and locally informed recommendations. The goal is to help visitors see Ponte Vedra as more than a single beach stop and to connect them with a deeper, more authentic St. Johns County experience.

Culinary content will be incorporated where appropriate, including dining experiences, chef-led or locally distinctive concepts, wellness-oriented food options, family-friendly dining, and food-related experiences that support visitor trip planning.

We will also capitalize on the strong and consistent interest in natural experiences. The Naturally section has been one of the most popular areas of the Chamber's digital presence, and we will develop new resources to serve that audience. That includes physical media that can be distributed at Mobile VIC activations, such as a **Coastal Nature and Wildlife Field Card** to accompany information about experiencing the Guana Tolomato Matanzas National Estuarine Research Reserve, one of the most ecologically rich coastal corridors in the Southeast.

QR codes will connect physical touchpoints to digital content. Codes will be distributed to community partners for on-site display and included on physical collateral distributed through the Mobile VIC, giving visitors an immediate path from a printed piece or posted sign to the relevant page on ExperiencePonteVedra.com. Regular content updates also carry a Search Engine Optimization (SEO) benefit, increasing the site's visibility in search results over time.

Progress will be measured through content updates, revised experience groupings, partner participation, website engagement, and QR code activity. First-person travelogue content, described in Section 2.3, will further strengthen the site's depth and reach.

2.2 –Experience Ponte Vedra Like a Local: Concierge-Level Visitor Resource

Experience Ponte Vedra Like a Local is a carefully curated print and digital visitor resource that goes beyond a brochure, rack card, or tourism directory. **The guide is designed to identify experiences and resources that do not surface at the top of search engine or AI-generated results, but can meaningfully shape a visitor's experience once they are in-market.** Those experiences will be identified by working directly with community partners and gathering feedback from longtime residents and business owners who know the area best.

The guide will build on the Chamber’s prior Destination Architect work by drawing from the Nature, Wellness, and Culture & Heritage pillars, as well as insights from community partners, longtime residents, business owners, hospitality professionals, and visitor-facing organizations. The intent is to help travelers experience Ponte Vedra and Ponte Vedra Beach with greater context and authenticity through local insight.

The guide will focus on Ponte Vedra and Ponte Vedra Beach and will include local recommendations, nature-based activities, wellness experiences, cultural assets, visitor tips, and practical area information. It may also include suggested experience pairings that help visitors connect multiple activities into a richer day or multi-day itinerary. It will be produced in print and digital formats and distributed through hotel concierge desks, Mobile VIC activations, lodging properties, vacation rental management companies, and partner locations.

This approach allows the Chamber to develop a high-quality, locally informed visitor resource without placing a heavy operational burden on participating businesses. Businesses may contribute recommendations, stories, and insights, but the Chamber will manage the guide's development, organization, production, and distribution. This makes the initiative more practical to implement while still giving visitors a more authentic and locally grounded experience.

The research supports this approach. Visa Analytics Platform's analysis of affluent traveler behavior identifies authenticity as one of five defining strategies for attracting and retaining high-value visitors, with that group consistently seeking genuine local experiences over curated marketing content ([Visa Business and Economic Insights, 2024](#)). Skift's research on the experience economy shows that authentic, locally immersive experiences are a direct driver of trip extension, keeping visitors in market longer and increasing spending across accommodation, dining, and recreation ([Skift Research, 2025](#)). A traveler who finds three things they did not know existed is a traveler who considers staying another night.

2.3 – First-Person Visitor Experience Travelogues

The Chamber will produce a series of short, first-person videos that show visitors what to expect at selected experiences in Ponte Vedra and Ponte Vedra Beach. **These videos will be informational rather than promotional, helping visitors feel more confident choosing experiences they may not have otherwise considered during a short stay.** Depending on the experience, each video may highlight arrival, parking, entry points, setting, accessibility considerations, on-site tips, family considerations, nearby pairings, or other details most useful to a first-time visitor.

Topics may include nature-based activities, beach access, wellness, arts and culture, golf, family-friendly outings, dining experiences, and Certified Autism Center-based experiences. **The purpose is to reduce uncertainty and make visitor decision-making easier by helping travelers understand what an experience looks like, how to access it, and how it can fit into their day.**

This format supports the Chamber’s broader strategy by making existing destination assets more visible and usable for visitors, while creating a practical foundation for a future culinary trail program if visitor engagement and partner readiness support it. Many of these experiences have already been identified through prior Destination Architect work, and the travelogues allow the Chamber to add depth, context, and visitor usability through storytelling, images, video, and practical guidance.

The format is [research-supported](#). TikTok's research found that 35% of users visited a location after watching a short video about it. [Research](#) also confirms that authenticity is a key characteristic of effective tourism short videos, with authentic content shown to have a significant positive impact on viewers' willingness and attitude to travel.

Annual Deliverables and Reporting

The Chamber will report progress on Destination Architect - Visitor Experience Activation & Product Development as part of quarterly updates to the TDC. Reporting may include:

- New or updated content on ExperiencePonteVedra.com, including stories, videos, photo galleries, and curated itineraries
- Experience Ponte Vedra Like a Local development status and distribution across visitor touchpoints
- First-person travelogues produced, published, and distributed
- Visitor-use media development and distribution
- Partner businesses and experiences included in visitor-facing content
- Statistics on QR code scans, website activity, and digital engagement
- Visitor questions or usage trends that inform future content priorities

This reporting structure will allow the TDC to evaluate how the Chamber is moving prior Destination Architect work from planning and asset identification into direct visitor activation. It will also help identify which tools, stories, itineraries, and content formats are most effective in deepening the visitor experience and may have potential application in other areas of St. Johns County.

3. Certified Autism Destination – Family Travel & Destination Readiness

The Certified Autism Destination initiative strengthens St. Johns County's position as a destination intentionally prepared to serve neurodiverse individuals and their families. **At its core, this work is about helping St. Johns County be seen as a leader in welcoming families with a diverse range of needs, whether they are residents, day visitors, or overnight travelers.** For many families, the ability to identify certified businesses, attractions, lodging, restaurants, and experiences is a major factor in destination choice and travel confidence. **Autism-friendly travel is an emerging segment within inclusive tourism.** One market research by *Growth Market Reports* estimates **the global autism-friendly travel market at approximately \$1.42 billion in 2024 and projects it to reach approximately \$4.12 billion by 2033, reflecting growing demand for inclusive and accessible travel experiences.**

St. Johns County has already made meaningful progress in demonstrating leadership in accommodating autistic visitors and their families. According to IBCCES tracking, local certification efforts have generated approximately \$2.5 million in earned media value over the past two years, reaching an estimated 273 million people through 95 online media mentions. Through the TDC-supported certification grant program, 20 local attractions, accommodations, and landmarks have earned designation as Certified Autism Centers through the International Board of Credentialing and Continuing Education Standards (IBCCES).

The next phase of this work is intended to further strengthen that identity by making certified experiences more visible, easier to understand, and more directly connected to the visitor experience. **As many other destinations recognize the importance of taking a leadership role in inclusive travel, this initiative allows the visitor industry to help reinforce St. Johns County’s brand as a destination that is welcoming to all.**

The proposed annual contract will support the next phase of the Certified Autism Destination initiative by addressing two related but distinct needs: business certification grant funding and Chamber-led program support. Together, these components are intended to sustain certification participation, support recertification, encourage new business enrollment, and make certified experiences more visible and useful to visitors.

Under the prior contract, St. Johns County TDC made business certification grant funding available to help local tourism businesses offset the cost of becoming Certified Autism Centers. Although the prior contract allowed up to \$75,000 annually for this purpose, the Chamber, through actual program activity and careful stewardship, supported 20 certified businesses over the past three years, with grant utilization averaging approximately \$20,000 per year. **The proposed \$25,000 annual grant allocation reflects demonstrated participation levels while providing modest additional capacity for continued enrollment, recertification, and increased interest anticipated from the upcoming full destination certification designation.**

Based on that experience, the Chamber recommends that the Certified Autism Destination line item include \$42,000 annually: \$25,000 for business certification grants, inclusive of grant administration, and \$17,000 for Chamber-led program enrollment promotion and support. The grant funding would help eligible tourism businesses pursue certification or recertification and reduce the financial barrier that may otherwise limit participation. The program support funding would allow the Chamber to promote the opportunity for businesses to enroll, recruit new businesses, encourage recertification, maintain partner engagement, and integrate certified experiences into visitor-facing platforms.

The Chamber will continue to engage currently certified businesses and recruit additional tourism and hospitality businesses that could strengthen the destination’s overall accessibility and appeal, with a focus on lodging, attractions, restaurants, entertainment venues, and other visitor-facing businesses. **The Chamber will also work with the VCB and other partners to increase visibility and awareness of Certified Autism Centers in St. Johns County.**

Certified businesses and experiences will be integrated into the Chamber’s visitor engagement channels, including ExperiencePonteVedra.com, Mobile VIC interactions, curated itineraries, QR-enabled tools, and partner communications. This approach is intended to make the certification useful to visitors before arrival and during their stay, rather than functioning only as a credential. By making certified experiences easier to find and use, the Chamber can help translate the County’s accessibility efforts into stronger family travel confidence, broader visitor appeal, and a more inclusive destination experience.

Progress may be measured through:

- Number of businesses supported through recertification outreach
- Businesses supported through certification or recertification grant funding
- Certified businesses and experiences integrated into visitor-facing platforms

- Website engagement with certified experience content
- Partner participation and promotional activity

IV. Financial Request and Service Delivery Model

The Chamber’s proposed annual contract amount is structured to support consistent service delivery over the 2026–2029 contract term. The annual request funds Mobile Visitor Information Center operations, destination product development, digital visitor tools, Certified Autism Destination Program Enrollment Promotion & Support, business certification grants, inclusive of administration, and program management.

This request reflects a broader scope of work than the prior fixed-location VIC model. The proposed Mobile VIC approach reduces reliance on traditional facility-based costs, and the annual contract also supports expanded visitor-facing services, including Mobile VIC activations, QR-enabled digital follow-up, curated visitor experiences, partner coordination, Certified Autism Destination support, business certification grant funding, and measurable reporting. The annual contract is intended to fund recurring service delivery and core program components necessary to sustain implementation over the three-year term.

The proposed budget separates ongoing service costs from one-time or optional funding considerations. The annual contract does not include acquiring and outfitting a Mobile VIC vehicle or the cost of a Ponte Vedra and Ponte Vedra Beach visitation baseline study. Those items may be considered separately by the TDC as capital or research investments.

This structure allows the TDC to consider the annual service contract separately from additional investments to support or expand the work and provides a consistent annual funding framework while allowing the TDC to evaluate capital and research needs.

The Chamber’s role under this contract is focused on visitor engagement, destination product development, partner coordination, Certified Autism Destination program support, grant administration, and program reporting. This work is designed to complement the destination marketing role led by partner organizations by focusing on visitor services, in-market engagement, and destination product development for Ponte Vedra and Ponte Vedra Beach, while supporting countywide Certified Autism Destination participation, visibility, and visitor-facing integration.

Certified Autism Destination Funding Structure

The Certified Autism Destination line item is proposed as an included component of the annual service contract. The Chamber recommends an annual allocation of \$42,000 for this initiative, consisting of \$17,000 for Chamber-led promotion, outreach, enrollment support, recertification engagement, partner coordination, visitor-facing integration, and program support, plus \$25,000 for business certification grants, inclusive of grant administration.

The business certification grant component is important to sustaining the program because it helps reduce the financial barrier for local tourism businesses pursuing certification or recertification. Under the prior contract, the autism certification grant program allowed for up to \$75,000 annually. Through actual program activity and careful stewardship, the Chamber helped support 20 certified businesses over the past three years, with grant utilization averaging

approximately \$20,000 per year. The proposed \$25,000 annual grant allocation reflects demonstrated participation levels while providing modest additional capacity for continued enrollment, recertification, and increased interest anticipated from the upcoming full destination certification designation.

The \$25,000 business certification grant allocation includes both direct grant support for eligible businesses and grant administration. Consistent with the prior contract structure, the Chamber may apply an administrative fee equal to 25% of awarded grant amounts for managing the certification grant process; however, that fee would be paid from within the \$25,000 allocation and would not be an additional cost beyond the annual contract amount.

Including the business certification grant allocation in the annual contract provides greater program stability. If grant funding is treated as separate or optional, the Chamber’s ability to enroll new businesses and support recertification may be limited, particularly if businesses are required to pay the full certification cost. By including both program support and business grant funding in the annual contract, the TDC can help sustain the Certified Autism Destination initiative as an active, visible, and growing part of the County’s visitor experience.

Additional Program Considerations

The proposed budget separates ongoing service costs from these one-time or optional funding considerations:

Mobile VIC Capital Investment

The purchase and outfitting of a Mobile VIC vehicle is not included in the annual service contract. This proposal does not require the Chamber to purchase a vehicle using annual service contract funds, Chamber funds, or other unrestricted Chamber resources. A Mobile VIC vehicle would be purchased and outfitted only if the Tourist Development Council separately approves and funds it as a one-time capital investment. If that separate capital funding is not approved, the Chamber will not purchase the vehicle and will continue to provide Mobile VIC services through enhanced non-vehicle-based methods, including staff-led activations, branded materials, partner sites, events, QR-enabled tools, and digital visitor resources.

Ponte Vedra Area Visitation Study

The proposed annual service contract does not include the cost of commissioning a targeted visitor study for Ponte Vedra and Ponte Vedra Beach. This research need was identified by TDC board members during the February 2026 TDC meeting, following the Chamber’s presentation on the conclusion of the prior three-year plan.

Given the lack of up-to-date visitation data for Ponte Vedra and Ponte Vedra Beach, a baseline study would help establish visitor patterns, traveler profiles, trip motivations, length of stay, spending behavior, visitor satisfaction, and destination awareness.

The recommended approach would be to conduct a baseline study at the beginning of the contract term and a comparable follow-up study near the end of the three-year term. This would allow the TDC to evaluate changes in visitation patterns, visitor engagement, destination awareness, and other outcomes associated with the work performed during the contract period.

Summary of Funding Request and Separate Considerations

Funding Item	Included in Annual Contract?	Amount
Annual service contract	Yes	\$215,000/year

Supplemental Funding for TDC to consider	Included in Annual Contract?	Amount
Mobile VIC vehicle purchase and outfitting	No	Approx. \$80,000 one-time
Ponte Vedra / Ponte Vedra Beach visitation baseline study	No	To be scoped and priced separately

V. Proposed Budget

The following budget reflects the proposed annual service contract and does not include separately considered capital or research funding items. The Certified Autism Destination Business Certification Grant is included as part of the annual contract request.

Category	Annual Amount
Mobile VIC Operations, Enhancement & Activations*	\$78,000
Destination Product Development & Content **	\$46,000
Digital Platform & Visitor Tools***	\$15,000
Certified Autism Destination – Program Enrollment Promotion & Support ****	\$17,000
Certified Autism Destination Business Certification Grant, Inclusive of Administration	\$25,000
Program Management & Administration *****	\$34,000
TOTAL:	\$215,000

* The allocation for Mobile VIC Operations, Enhancement & Activations reflects the cost of recurring **operations, deployment/activation, visitor engagement, physical materials, coordination, tracking, and ongoing service delivery. It does not include the purchase or outfitting of a Mobile VIC vehicle.** The Chamber will not acquire or outfit a Mobile VIC vehicle unless the Tourist Development Council separately approves and funds that one-time capital investment. If separate vehicle funding is not

approved, Mobile VIC services will be delivered through existing and enhanced methods, including staff-led activations, branded materials, partner sites, events, QR-enabled tools, and digital visitor resources.

**The allocation for Destination Product Development & Content does not include the commissioning of a targeted visitor baseline study for Ponte Vedra and Ponte Vedra Beach. This study was mentioned by Tourist Development Council board members during the February 2026 TDC meeting following the Chamber’s presentation on the conclusion of the prior three-year plan. Given the lack of current area-specific visitation data, the study may be considered separately to establish a baseline for implementation, measurement, and refinement of the new three-year plan.

*** Digital Platform & Visitor Tools covers both digital solutions we will develop (such as the web-based app format) and any visitor-use tools, whether digital or physical, that will be distributed at the center and through outreach with local businesses and mobile VIC partner hosts.

**** The allocation for the Certified Autism Destination Program Enrollment Promotion & Support reflects the cost of promotion, outreach for enrollment, coordination, and program support. **Certified Autism Destination Business Certification Grant, inclusive of the grant administration fee, is included in the budget in the following line item.**

***** This line item supports the management and administrative functions required to implement the proposed annual service contract. Eligible activities include coordination with County staff, tourism partners, vendors, and community stakeholders; preparation for and participation in meetings; project oversight; contract administration; budget tracking; reporting; documentation of deliverables; and ongoing communication necessary to ensure that the program is executed effectively and in alignment with TDC and County objectives.

VI. Performance Measures and Reporting

The Chamber will provide quarterly written reporting to the Tourist Development Council on contract deliverables, visitor engagement, digital performance, destination product development, and Certified Autism Destination progress and support.

Reporting will focus on measurable activity and outcomes tied to the annual service contract. Performance measures may include:

- Mobile VIC activations, deployment locations, and visitor count and contacts
- Visitor inquiries and service trends
- QR code scans and digital follow-up activity
- ExperiencePonteVedra.com traffic, engagement, and content updates
- Creation, distribution, and update of curated itineraries
- Milestones in the development of culinary experiences
- Production and distribution of short-form video content
- Partner businesses and experiences included in visitor-facing content
- Certified Autism Destination outreach, recertification support, and new certification engagement
- Integration and promotion of Certified Autism Center businesses and experiences into in-market visitor-facing platforms and collateral

- Partner participation and promotional activity.

The Chamber will also provide a brief narrative summary with each quarterly report identifying completed work, visitor trends, partner engagement, challenges, and recommended adjustments for the next reporting period.

At the end of each contract year, the Chamber will provide an annual summary of outcomes, including progress toward planned deliverables and recommendations for the following year. This reporting structure will allow the TDC to evaluate performance, track use of funds, and make informed decisions about future service priorities.

TDC Regular Meeting – June 15, 2026

Agenda Item 10 – FY27 Tourism Budget Discussion

Category 1 - Destination Marketing Recommended Budget

Line Item Description	EXPENSE BUDGET LINE	FY26 BUDGET	FY27 PROPOSED BUDGET	% +/- PY
INCOMING TDT REVENUE		\$ 7,259,483	\$ 7,477,267	3.0%
AVAILABLE RESERVE		\$ 2,420,593	\$ 845,688	
TOTAL AVAILABLE TO BUDGET		\$ 9,680,076	\$ 8,322,955	
CONTRACTUAL SERVICES	53120	\$ 7,754,000	\$ 7,212,643	-7%
	VCB Core Services	\$ 3,254,000	\$ 3,091,300	-5%
	VCB Marketing	\$ 4,500,000	\$ 4,121,343	-8%
INDIRECT ADMIN COSTS	53401	\$ 52,388	\$ 52,388	0%
AIDE TO PRIVATE ORGS SJC Cultural Events	58200	\$ 1,028,000	\$ 1,057,924	3%
TOTAL EXPENSES		\$ 8,834,388	\$ 8,322,955	
RESERVE	59920	\$ 845,688	\$ -	

REVENUE vs EXPENSES		\$ (1,574,905)	\$ (845,688)	
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Category 2 - Arts, Cultural & Heritage Budget

Line Item Description	EXPENSE BUDGET LINE	FY26 APPROVED	FY27 PROPOSED BUDGET	% +/- PY
INCOMING TDT REVENUE		\$ 2,718,104	\$ 2,799,647	3.0%
AVAILABLE RESERVE		\$ 661,046	\$ 296,252	
TOTAL AVAILABLE TO BUDGET		\$ 3,379,150	\$ 3,095,899	
CONTRACTUAL SERVICES				
Cultural Council Contract	53120	\$ 1,402,168	\$ 1,355,230	-3%
INDIRECT ADMIN COSTS	53401	\$ 19,645	\$ 19,645	0%
ACH GRANTS PROGRAM*	53728	\$ 633,085	\$ 633,100	0%
AIDE TO PRIVATE ORG	54801 - 59100	\$ 1,028,000	\$ 1,087,924	6%
	SJC Johns Cultural Events	\$ 1,028,000	\$ 1,057,924	3%
	Historical Statues		\$ 30,000	100%
	SOL and Program Support	\$ -	\$ -	
TOTAL EXPENSES		\$ 3,082,898	\$ 3,095,899	
RESERVES	59920	\$ 296,252	\$ -	

REVENUE vs EXPENSES		\$ (364,794)	\$ (296,252)	
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Category 3 Parks and Recreation Budget

Line Item Description	EXPENSE BUDGET LINE	FY26 BUDGET	FY27 PROPOSED BUDGET	% +/- PY
INCOMING TDT REVENUE		\$ 2,718,104	\$ 2,799,647	3%
AVAILABLE RESERVE		\$ 730,538	\$ 794,729	
TOTAL AVAILABLE TO BUDGET		\$ 3,448,642	\$ 3,566,598	
SALARIES & BENEFITS	51200 - 52400	\$ 128,449	\$ 130,044	1%
CONTRACTUAL SVCS	53120	\$ 17,583	\$ 18,502	5%
	Pressure Wash Vilano	\$ 9,212	\$ 9,212	
	Huddle Up App	\$ 6,076	\$ 6,995	
	Self Guided Tour	\$ 2,295	\$ 2,295	
SOFTWARE/COMPUTER SUBSCRIPTIONS	53130	\$ 10,000	\$ 53	
INDIRECT ADMIN COST	53401	\$ 19,646	\$ 19,646	0%
Travel and Per Diem	54000	\$ -	\$ 5,000	100%
COMMUNICATIONS (Cell Phone)	54100	\$ 600	\$ 600	0%
INSURANCE (Vehicle/FACT)	54500	\$ 225	\$ 225	0%
VEHICLE MAINTENANCE	54602	\$ 750	\$ 750	0%
OTHER MAINTENANCE (Artificial Reef Maintenance)	54603	\$ 50,000	\$ 50,000	0%
ATHLETIC FIELD MAINTENANCE (Tournament Ballfields)	54626	\$ 250,000	\$ 250,000	0%
WATERWAY ACCESS MAINTENANCE	54628	\$ 275,000	\$ 275,000	0%
SPORTS MARKETING GRANT PROGRAM	54802	\$ 325,000	\$ 350,000	8%
ADVERTISING	54814	\$ 31,800	\$ 31,800	0%
OPERATING SUPPLIES	55200	\$ 5,000	\$ 25,000	400%
	Sportsplex Operating		\$ 20,000	
	Golf Operating		\$ 5,000	
GAS	55201	970	\$ 2,400	147%
TRAINING	55401	15,000	\$ 10,000	-33%
IMPROVEMENTS O/T BUILDING	56301	\$ 600,000	\$ 2,447,951	308%
	Artificial Reef	\$ 100,000	\$ -	
	CIP Projects		\$ -	
	Rivertown Park	\$ 500,000	\$ 600,000	
	Schoolhouse		\$ 275,000	
	Waldron Park		\$ 1,572,951	
EQUIPMENT	56400	\$ 48,890	\$ 77,187	58%
	Fairway Mower		\$ 77,187	
AIDE TO GOVT AGENCIES	58100	\$ 125,000	\$ -	
TRANSFER TO FUNDS (2024A Spec OBL Bond)	59102	\$ 750,000	\$ 750,000	0%
CASH DOWN TO PARK PROJECTS	59923	\$ -		
TOTAL EXPENSES		\$ 2,653,913	\$ 4,444,158	
RESERVE	59920	\$ 794,729	\$ -	
REVENUE v. EXPENSES		\$ 64,191	\$ (1,644,511)	

Category 4 - Admin and Special Uses Budget

Line Item Description	EXPENSE BUDGET LINE	FY26 APPROVED	FY27 PROPOSED BUDGET	% +/- PY
INCOMING TDT REVENUE		\$ 3,624,139	\$ 3,732,864	3.0%
AVAILABLE RESERVE		\$ 1,370,142	\$ 585,060	
TOTAL AVAILABLE TO BUDGET		\$ 4,994,281	\$ 4,317,924	
SALARIES & BENEFITS	51200 - 52400	\$ 628,158	\$ 668,342	6%
TEMP STAFFING *	51302	\$ 65,000	\$ -	-100%
PROFESSIONAL FEES	53100	\$ 121,000	\$ 83,760	-31%
	Autism Certification	\$ 75,000	\$ 35,000	-53%
	Placer Data	\$ 46,000	\$ 48,760	6%
CONTRACTUAL SVCS	53120	\$215,000	\$200,165	-7%
	COSA Shuttle (Festivals)	\$ 100,000	\$ 100,000	0%
	COSA Circulation Shuttle	\$ 100,000	\$ 100,000	0%
	Off-Site File Storage	\$ -	\$ 165	
	TDC Office IT Services	\$ 15,000	\$ -	-100%
SOFTWARE/SUBSCRIPTIONS	53130	\$ 858	\$ 2,746	220%
INDIRECT ADMIN COST	53401	\$ 26,194	\$ 26,194	0%
TRAVEL & PER DIEM	54000	\$ 1,000	\$ 1,000	0%
COMMUNICATIONS	54100	\$ 6,000	\$ 5,068	-16%
	TDC Staff Ph/Internet		\$ 4,000	
	*Internet SJC Pier/VIC		\$ 1,032	
	Cisco IP Phone Svc		\$ 36	
POSTAGE	54200	\$ 100	\$ 100	0%
EQUIPMENT LEASE	54400	\$ 2,340	\$ 2,340	0%
INSURANCE	54500	\$ 14,704	\$ 14,877	1%
VEHICLE MAINTENANCE	54602	\$ 173	\$ 500	189%
SPECIAL EVENTS	54801	\$95,000	\$145,000	53%
	COSA July 4th Fireworks	\$ 60,000	\$ 60,000	0%
	SA Beach New Years	\$ 35,000	\$ 35,000	0%
	Vilano New Years Fireworks		\$ 50,000	100%
NIGHTS OF LIGHTS	54803	\$920,000	\$863,900	-6%
	COSA NOL	\$ 850,000	\$ 798,900	-6%
	SA Beach NOL	\$ 50,000	\$ 50,000	0%
	Chamber NOL Expansion	\$ 20,000	\$ 15,000	-25%
VISITOR INFOSERVICES	54807	\$ 556,000	\$ 580,000	4%
	COSA VIC	\$ 400,000	\$ 400,000	0%
	PV VIC - Chamber Svcs	\$ 156,000	\$ 180,000	15%
ADVERTISING	54814	\$ -	\$ 700	
	Mtg Advertising	\$ -	\$ 700	
OPERATING SUPPLIES	55200	\$ 3,950	\$ 3,950	0%
GAS, OIL AND LUBRICANTS	55201	\$ 194	\$ 255	31%
DUES/MEMBERSHIP	55405	\$ 800	\$ 800	0%
AIDE TO PRIVATE ORGANIZATIONS	58200	\$1,722,367	\$1,771,683	3%
	PGA/The Players Championship	\$325,000	\$325,000	0%
	St. Johns Cultural Events	\$ 1,397,367	\$ 1,446,683	4%
TRANS TO FUNDS (AMP DEBT)	59100	\$ 30,383	\$399,153	1214%
TOTAL EXPENSES		\$4,409,221	\$4,770,533	
RESERVE	59920	\$ 585,060	\$ -	
REVENUE vs EXPENSES		\$ (785,082)	\$ (1,037,670)	

Category 5 -Beach Assets Budget

Line Item Description	EXPENSE BUDGET LINE	FY26 ADOPTED BUDGET	FY27 PROPOSED BUDGET
TOTAL AVAILABLE TO BUDGET		\$ 10,318,160	\$ 12,783,623
CONSULTING SERVICES	53150	\$ 525,000	
	Sea Oats Program	\$ 25,000	
	Summer Haven Inlet	\$ 500,000	
ENGINEERING SERVICES	53180		\$ 500,000
INDIRECT ADMIN COSTS	53401	\$ 45,840	\$ 45,840
IMPROVEMENTS O/T BLDG	56301	\$ -	\$ 4,064,480
	Beach Trolley		\$ 3,500,000
	Butler Beach Walkover		\$ 230,400
	Crescent Beach Walkover		\$ 195,840
	F Street Walkover		\$ 138,240
AIDE TO GOVT AGENCIES (CoSAB)	58200	\$ 31,226	\$ 31,226
TRANSFER TO FUNDS	59100	\$ 3,656,022	\$ 3,624,190
	Beach Services Subsidy	\$ 1,999,976	\$ 2,038,704
	Beach Ren Fund SPP	\$ 475,000	\$ 475,000
	SPV State Dune Project	\$ 411,200	\$ -
	SPV Debt Service	\$ 69,846	\$ 400,000
	CSRM Accumulation	\$ 394,041	\$ -
	CSRM Debt Service	\$ 305,959	\$ 710,486
TOTAL EXPENSES		\$ 4,258,088	\$ 8,265,736
RESERVE	59920	\$ 5,393,072	\$ 4,517,887
CONTINGENCY RESERVE (PV Project)	59923	\$ 667,000	\$ -

TDC Regular Meeting – June 15, 2026

Agenda Item Monthly Reports

- Bed Tax Report – April Occupancy
- VCB Monthly Report

FY2026 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
April	\$ 2,286,506	3.7%
FYTD	\$ 14,190,368	2.32%
% OF BUDGET		58.3%
% OF FY		60.4%

BUDGETED \$ \$ 23,503,220

April 26 Collection Accounts

Description	Count
RV/MH Park or Campground	25
Hotel or Motel	92
Condo / COOP	2366
Apartment / House / Mobile Home	2364
Bed & Breakfast	33
Management Co.	1
Other	11
Total	4892

Collection by Municipality

City of St. Augustine	\$ 555,327
Ponte Vedra Beach	\$ 522,387
City of St. Augustine Beach	\$ 367,199

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2026

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	\$29,287,405.71	6.1%	\$37,297,247.14	5.1%	\$48,691,057.90	3.0%	\$35,303,204.12	-8.1%
EXEMPT RECEIPTS	-\$1,215,706.71	2.9%	-\$940,725.34	-28.8%	-\$1,231,116.70	-14.1%	-\$1,426,938.12	19.4%
TAXABLE RECEIPTS	\$ 28,071,699.00	6.3%	\$ 36,356,521.80	6.4%	\$ 47,459,941.20	3.5%	\$ 33,876,266.00	-8.9%
TOTAL TAX COLLECTED	\$ 1,403,584.95	6.3%	\$ 1,817,826.09	6.4%	\$ 2,372,997.06	3.5%	\$ 1,693,813.30	-8.9%
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,403,584.95	6.3%	\$ 1,817,826.09	6.4%	\$ 2,372,997.06	3.5%	\$ 1,693,813.30	-8.9%
LESS COLLECTION ALLOWANCE	-\$11,457.89		-\$14,459.31		-\$17,992.94		-\$13,653.96	
PLUS PENALTY	\$11,689.91		\$19,288.17		\$25,246.30		\$11,131.09	
PLUS INTEREST	\$409.29		\$1,008.05		\$705.95		\$431.09	
TOTAL AMOUNT REMITTED	\$ 1,404,226.26	6.4%	\$ 1,823,663.00	6.3%	\$ 2,380,956.37	3.9%	\$ 1,691,721.52	-9.2%
LESS TAX COLLECTOR & CLERK	\$ (28,084.53)	6.4%	\$ (36,473.26)	6.3%	\$ (47,619.13)	3.9%	\$ (33,834.43)	-9.2%
NET TO TDC	\$ 1,376,141.73	6.4%	\$ 1,787,189.74	6.3%	\$ 2,333,337.24	3.9%	\$ 1,657,887.09	-9.2%

	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%		
EXEMPT RECEIPTS	-\$1,433,531.94	-43.6%	-\$1,328,036.65	0.0%	-\$1,458,641.99	19.9%		
TAXABLE RECEIPTS	\$ 39,448,246.00	3.3%	\$ 57,428,461.00	2.0%	\$ 46,794,489.20	4.9%		
TOTAL TAX COLLECTED	\$ 1,972,412.30	3.3%	\$ 2,871,423.05	2.0%	\$ 2,339,724.46	4.9%		
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,972,412.30	3.3%	\$ 2,871,423.05	2.0%	\$ 2,339,724.46	4.9%		
LESS COLLECTION ALLOWANCE	-\$16,662.92		-\$22,882.53		-\$19,429.64			
PLUS PENALTY	\$ 17,880.85		\$20,750.59		\$12,571.33			
PLUS INTEREST	\$ 1,948.79		\$1,360.20		\$303.44			
TOTAL AMOUNT REMITTED	\$ 1,975,579.02	3.6%	\$ 2,870,651.31	2.4%	\$ 2,333,169.59	3.7%		
LESS TAX COLLECTOR & CLERK	\$ (39,511.58)	3.6%	\$ (57,413.03)	2.4%	\$ (46,663.40)	3.7%		
NET TO TDC	\$ 1,936,067.44	3.6%	\$ 2,813,238.28	2.4%	\$ 2,286,506.19	3.7%		

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS									\$298,470,321.65
EXEMPT RECEIPTS									-\$9,034,697.45
TAXABLE RECEIPTS									\$289,435,624.20
TOTAL TAX COLLECTED									\$14,471,781.21
ADJUSTMENTS									
TOTAL TAX DUE									\$14,471,781.21
LESS COLLECTION ALLOWANCE									
PLUS PENALTY									
PLUS INTEREST									
TOTAL AMOUNT REMITTED									\$14,479,967.07
LESS TAX COLLECTOR & CLERK									-\$289,599.35
NET TO TDC									\$14,190,367.72

FY 2026 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	% of Ttl	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									
June									
July									
August									
September									
TOTAL	\$ 8,518,059.01			\$ 1,845,853.56			\$ 3,231,059.66		

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							\$ -
June							\$ -
July							\$ -
August							\$ -
September							\$ -
TOTAL	\$ 416,646.97			\$ 468,357.97			\$ 14,479,977.17

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												
JUN												
JUL												
AUG												
SEP												
FY YTD \$	4,581,102			\$ 2,699,970			\$ 6,126,023			\$ 184,006		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
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											
JUN											
JUL											
AUG											
SEP											
FY YTD \$	705,475			\$ 120,020			\$ 63,371				\$14,479,967.17

VCB Report to the Tourist Development Council June 15, 2026



ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®



Protect Summer & Early Fall (Sep.) Media Campaign Presentation

June 15, 2026



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

FloridasHistoricCoast.com



Summer & Fall (Sep.) Campaign Objectives

- Stay top-of-mind in key “drive-market” feeder markets with an increased awareness spend
- Break through the competitive clutter



ST. AUGUSTINE
PONTE VEDRA
& THE BEACHES



Summer & Fall (Sep.) Strategic Approach

Market to an upscale audience of A35-64 \$135K+ that can afford the average daily rates

- Family/Multigenerational Families – Summer campaign
- Couples/Romance – Late Summer/Early Fall (Sep.)

Lean into highly engaged “Drive Market” focus to sustain Summer & Fall (Sep.) Travel

- Create an “Own the City- Lite” campaign in Orlando
- TV, Radio & OOH will be layered in to complement an evergreen digital schedule
- Highlight lifestyle segmentation and improve retargeting conversions



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PONTE VEDRA
& THE BEACHES



Paid Advertising

Target Markets

Key Drive Markets:

- Atlanta, GA
- Jacksonville, FL
- Miami, FL
- Orlando, FL
- New York, NY



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PONTE VEDRA
& THE BEACHES



SJC Summer + Early Fall (Sep.) Incremental Budgeting Worksheet

	<u>Description</u>	<u>Net \$\$ (NEW)</u>	<u>Estimated Impressions</u>	<u>Net CPM</u>
NY Spot TV (Summer Campaign)	Adds + 11 weeks (July-September)	\$59,256.94	4,792,920	\$14.28
<u>Atlanta Spot TV (Summer Campaign)</u>	<u>Increase spot load + 8 wks. in July-September</u>	<u>\$12,774.71</u>	<u>1,227,849</u>	<u>\$9.95</u>
Sub-Total		\$72,031.65	6,020,769	\$11.96
<u>Sep. Romance/Music</u>	<u>Description</u>	<u>Net \$\$ (NEW)</u>	<u>Estimated Impressions</u>	<u>Net CPM</u>
Atlanta Spot TV	6 wks. = 20-25 spots/wk. (50%/50% :30s/15s)	\$19,468.40	5,602,852	\$9.95
Jacksonville Spot TV	6 wks. = 20-25 spots/wk. (50%/50% :30s/15s)	\$7,300.65	2,565,513	\$8.15
Miami - Spot TV	6 wks. = 20-25 spots/wk. (50%/50% :30s/15s)	\$25,308.92	4,782,079	\$15.15
Orlando - Spot TV	6 wks. = 20-25 spots/wk. (50%/50% :30s/15s)	\$24,822.21	3,872,639	\$18.35
<u>NY - Spot TV</u>	<u>6 wks. = 20-25 spots/wk. (50%/50% :30s/15s)</u>	<u>\$51,104.55</u>	<u>10,249,287</u>	<u>\$14.28</u>
Sub-Total		\$128,004.73	27,072,370	\$4.73
Grand Total Additional Spot TV	N/A	\$200,036.38	33,093,138	\$6.04





THANK YOU

Questions?

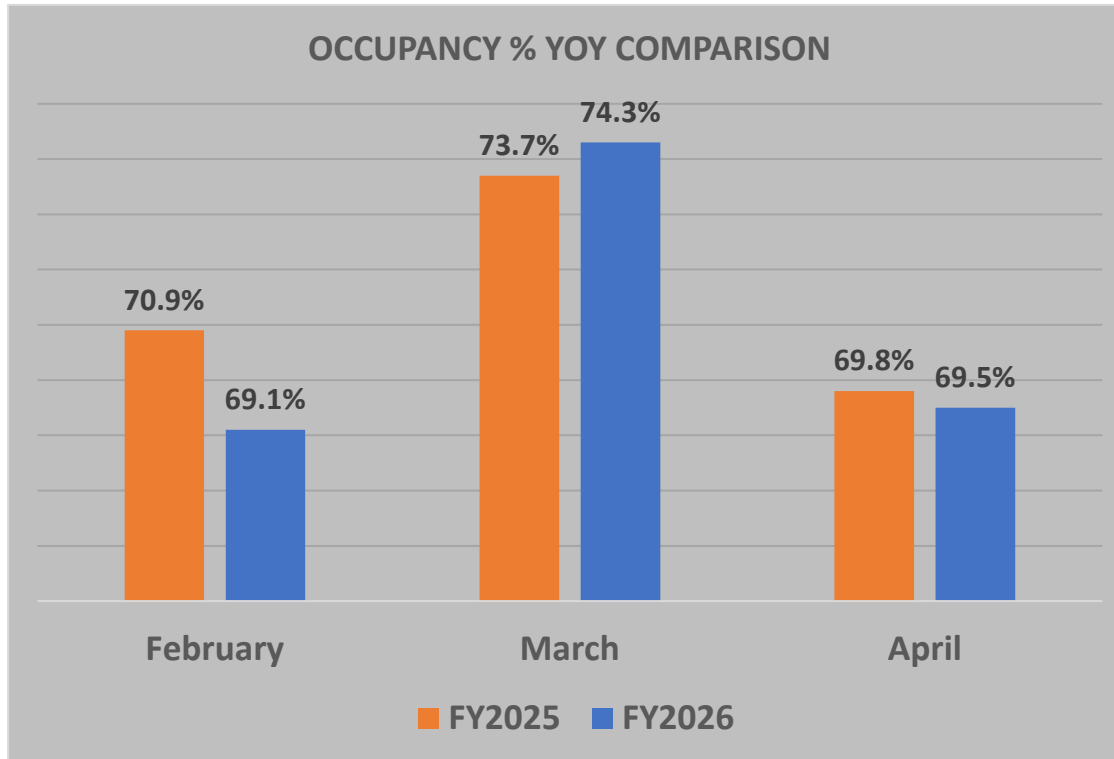


ST. AUGUSTINE
PONTE VEDRA
& THE BEACHES

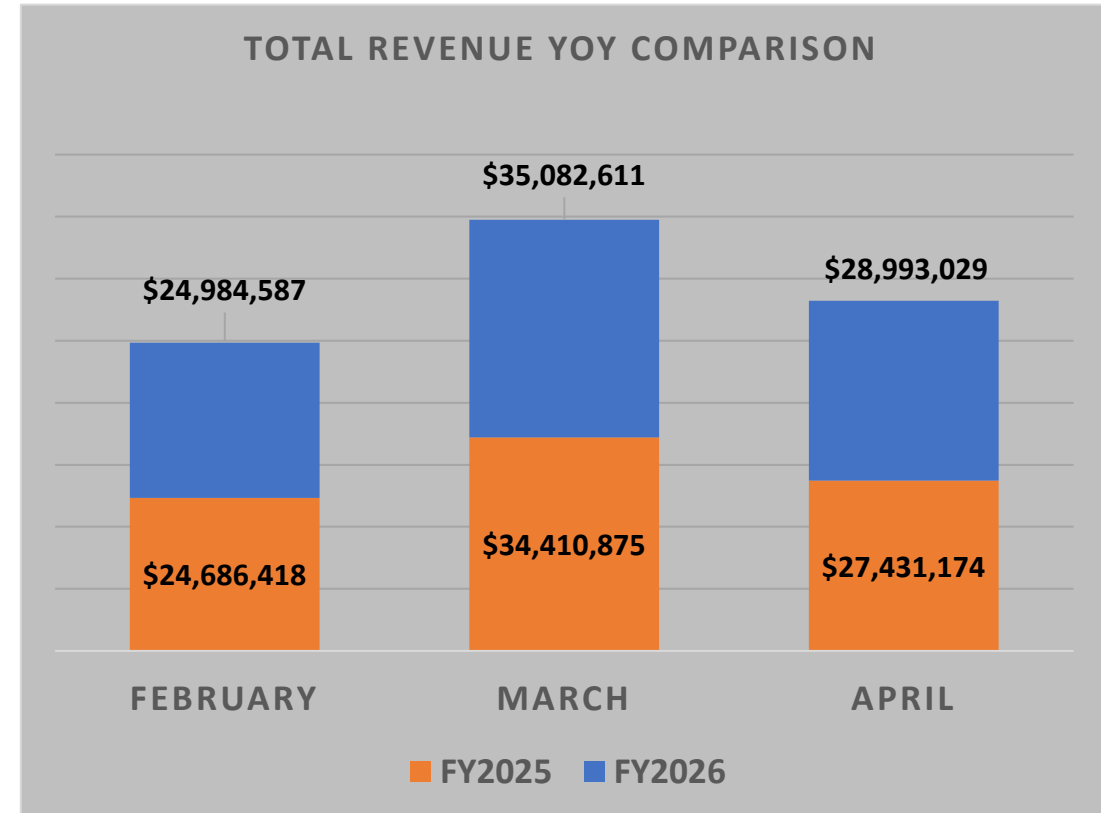
Smith Travel Research April 2026

Occupancy % April 2026

- **Occupancy % declined -0.4% YOY**



TOTAL REVENUE YOY COMPARISON



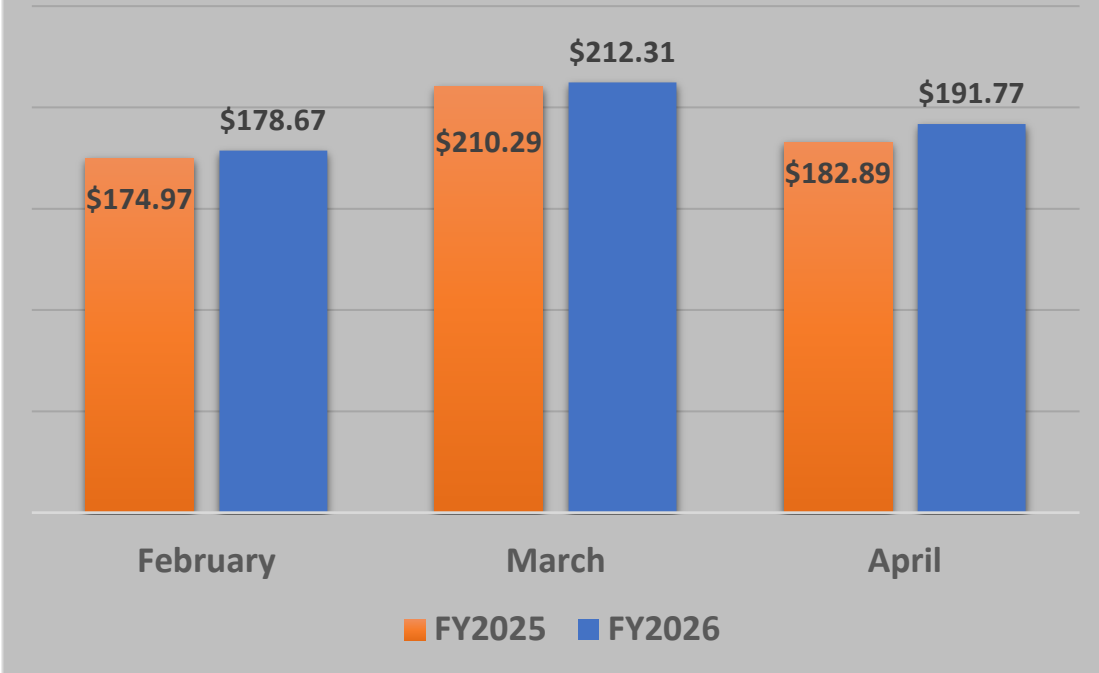
Total Revenue April 2026

- **Total Revenue increased +5.7% YOY**

Smith Travel Research

April 2026

ADR YOY COMPARISON



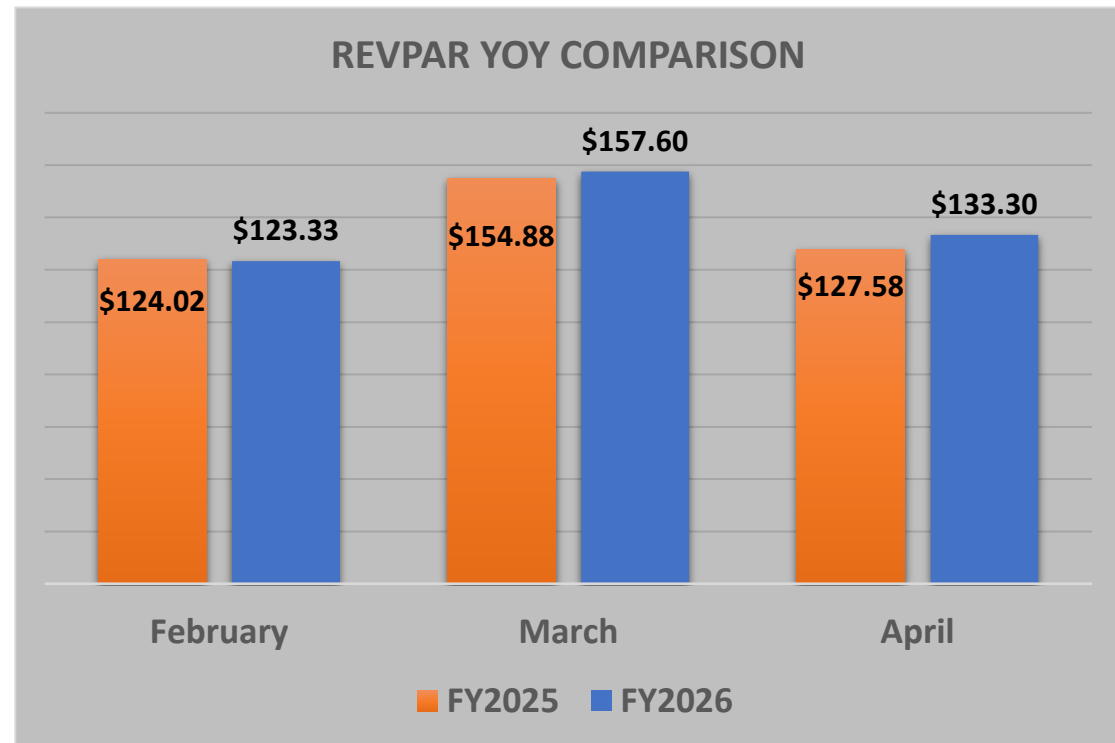
ADR April 2026

- ADR increased **+4.9% YOY**

RevPAR April 2026

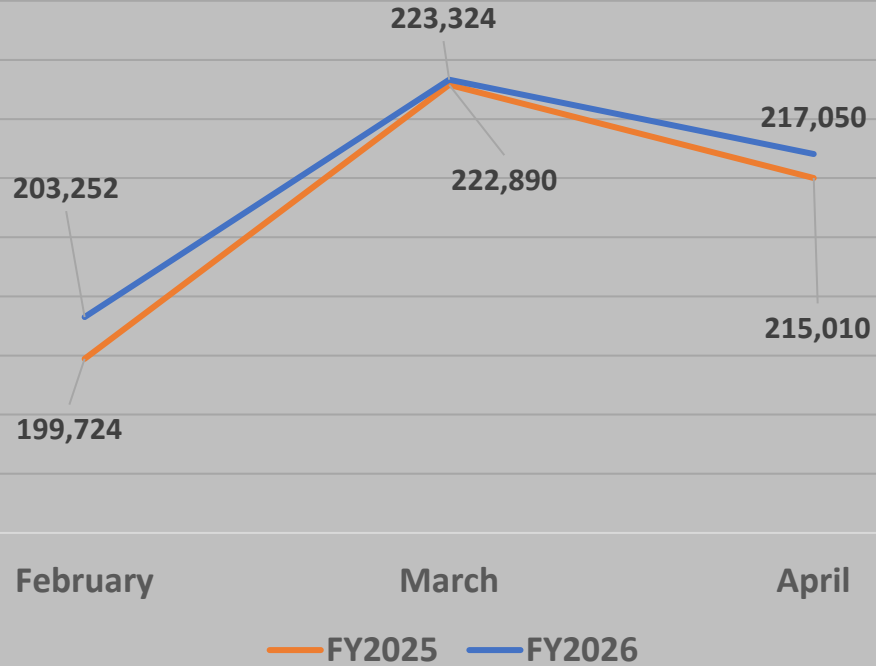
- RevPAR increased **+4.5% YOY**

REVPAR YOY COMPARISON



Smith Travel Research April 2026

SUPPLY YOY COMPARISON



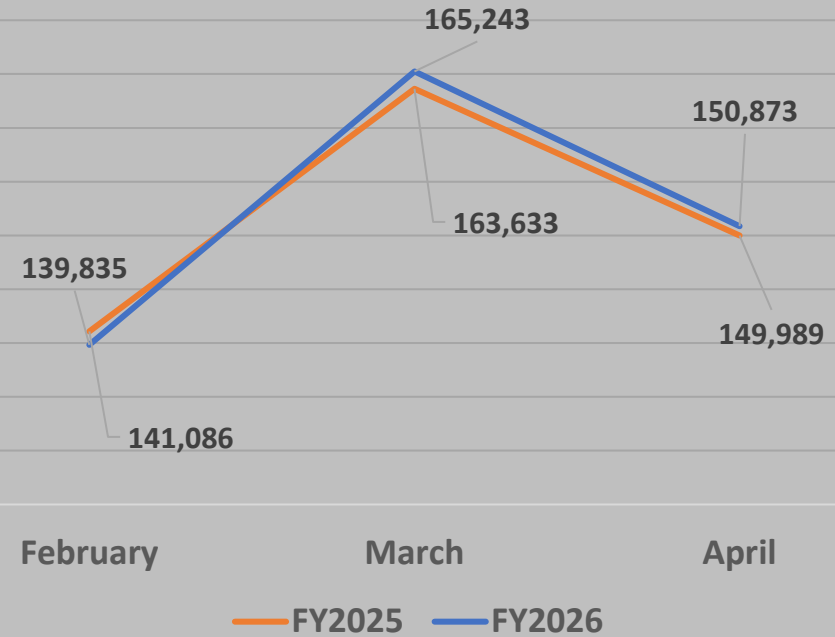
Supply April 2026

- **Supply increased +0.9% YOY**

Demand April 2026

- **Demand increased +0.6% YOY**

DEMAND YOY COMPARISON



April 2026 vs. April 2025 Comp Set

	Current Month April 2026 vs April 2025					
	Occ %	ADR	Percent Change from April 2025			
	2026	2026	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	80.1	200.74	5.6	1.6	7.4	6.9
Nassau County, FL	77.1	349.20	3.0	5.3	8.4	5.8
Pinellas County, FL	78.9	239.99	4.9	0.2	5.1	7.8
St Johns County, FL	69.5	191.77	-0.4	4.9	4.5	5.5
Charleston, SC	82.5	219.38	1.5	3.7	5.3	6.6
Jacksonville, FL	71.0	155.55	1.1	1.6	2.7	5.8
Myrtle Beach, SC	60.8	129.53	1.2	-0.1	1.1	-1.4
Orlando, FL	77.3	235.01	5.8	4.8	10.9	10.5
Sarasota, FL	72.9	258.93	2.2	5.0	7.4	7.2
Savannah, GA	73.5	170.19	-3.1	1.2	-1.9	1.8
Fort Walton Beach, FL	68.9	188.98	3.2	3.7	7.0	8.6
Daytona Beach, FL	61.1	162.56	0.1	0.2	0.3	1.1
Zip Code 32084+	72.7	169.06	0.5	1.6	2.1	6.0
Zip Code 32080+	69.4	180.96	-1.4	4.6	3.1	3.2
Zip Code 32092+	59.7	102.75	-6.2	-6.8	-12.6	-16.9
Ponte Vedra+	75.6	348.08	3.9	9.6	13.9	13.9

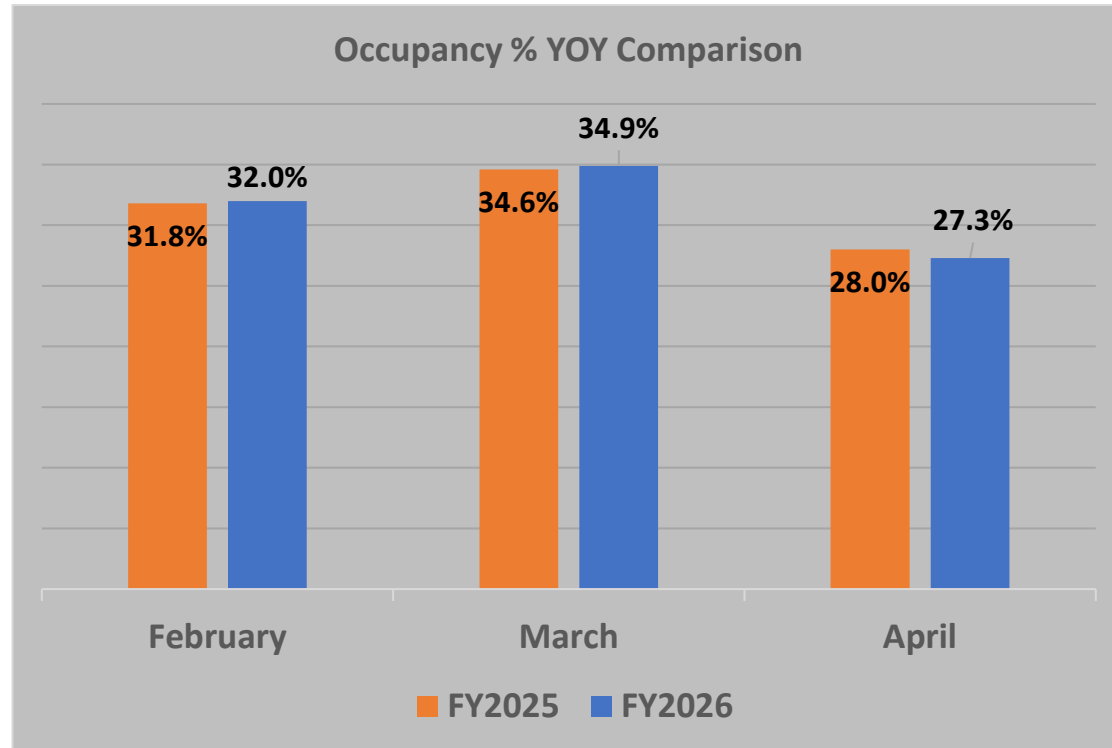
Glossary of Terms

- 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

April 2026



Paid Occupancy % April 2026

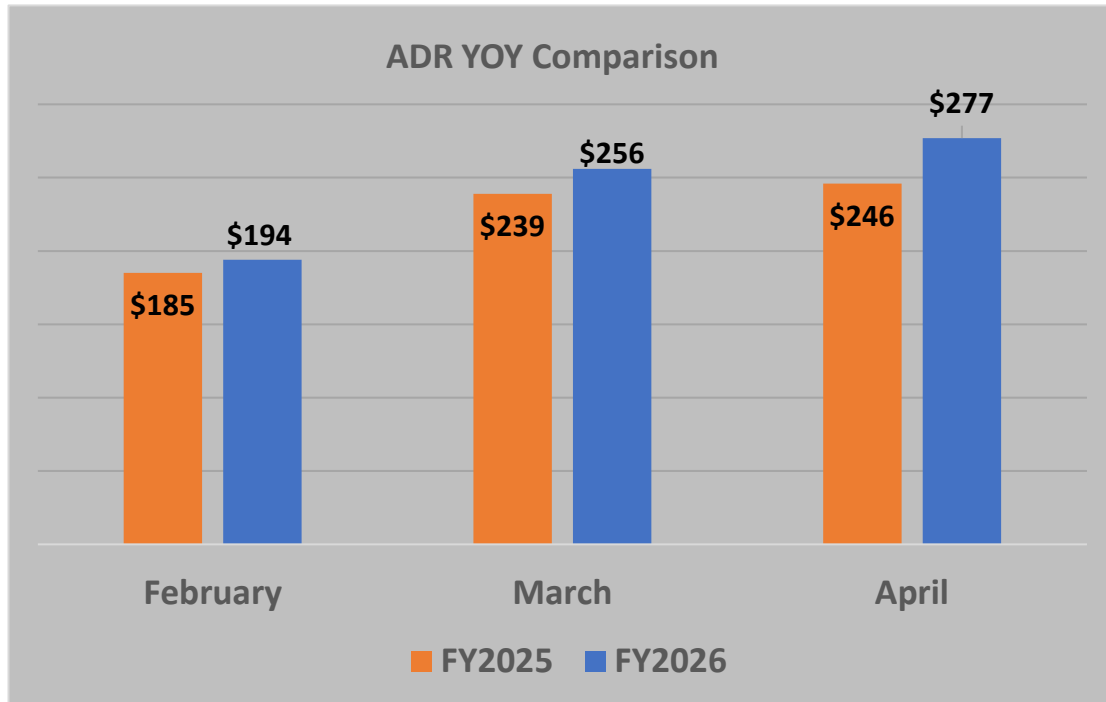
- **Paid Occupancy % decreased -2.5% YOY**

Vacation Rental Analytics

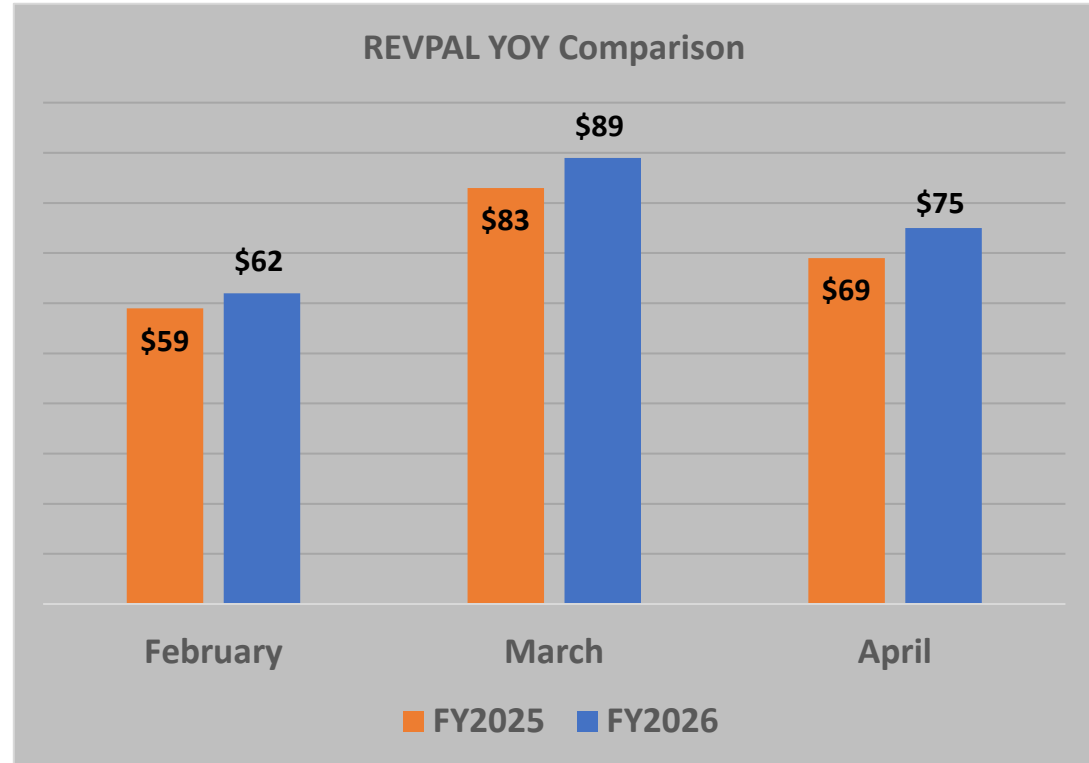
April 2026

ADR April 2026

- ADR increased **+12.6% YOY**



REVPAL YOY Comparison



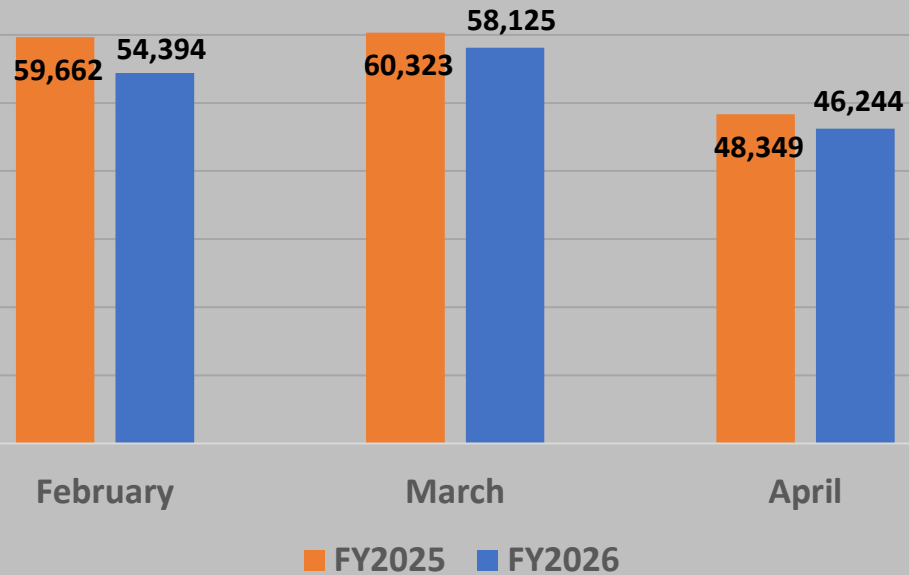
RevPAL April 2026

- RevPAL increased **+8.7% YOY**

Vacation Rental Analytics

April 2026

Supply YOY Comparison



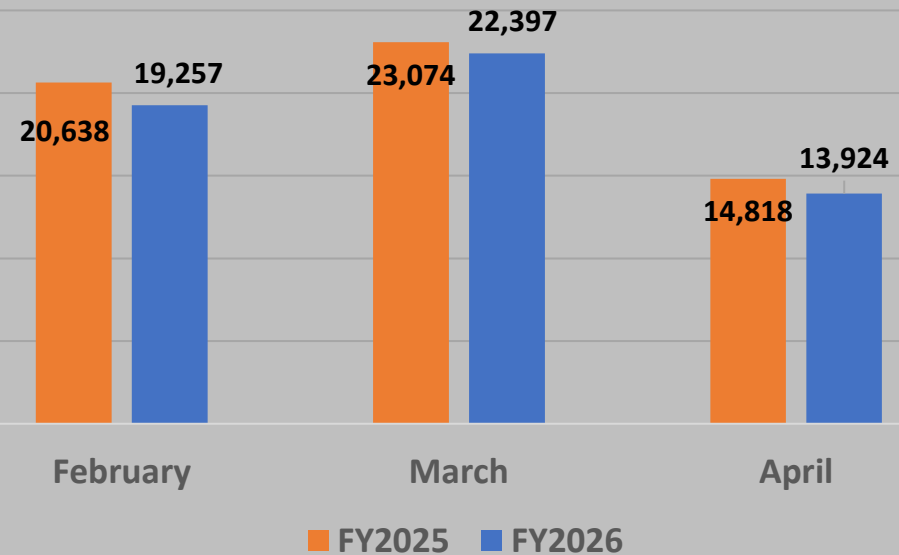
Supply April 2026

- **Supply** declined **-4.4% YOY**

Demand April 2026

- **Demand** declined **-6.0% YOY**

Demand YOY Comparison

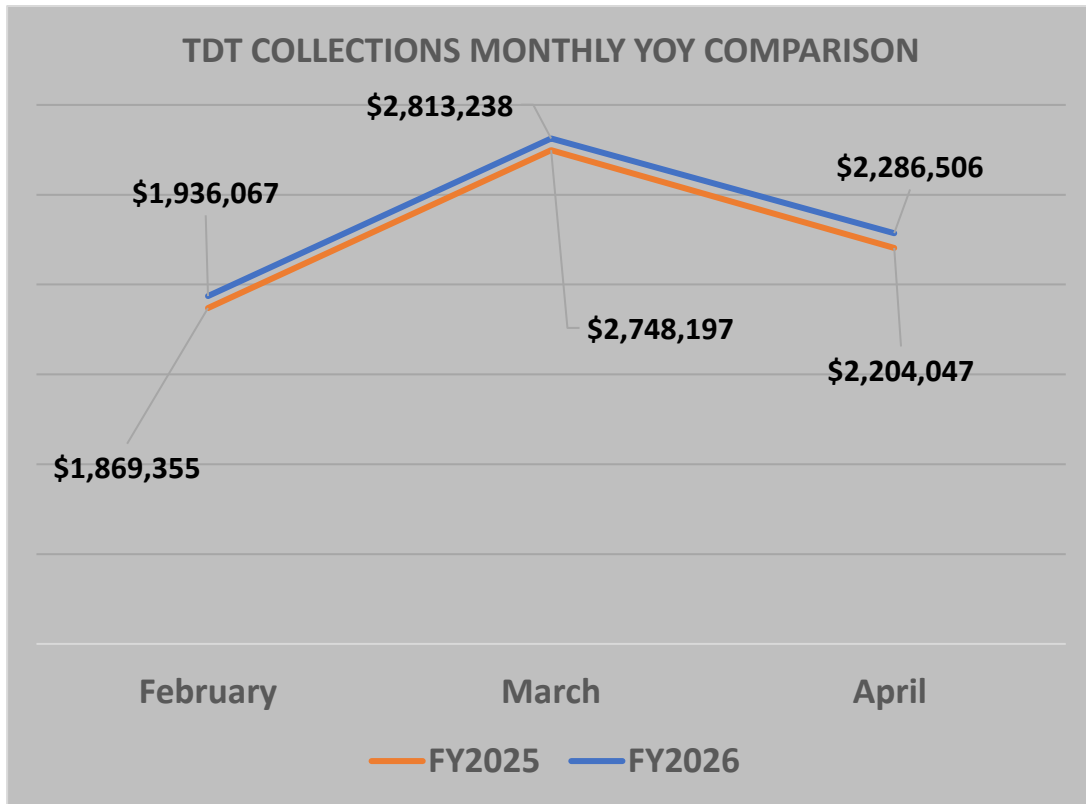


Tourist Development Tax Collections

April 2026

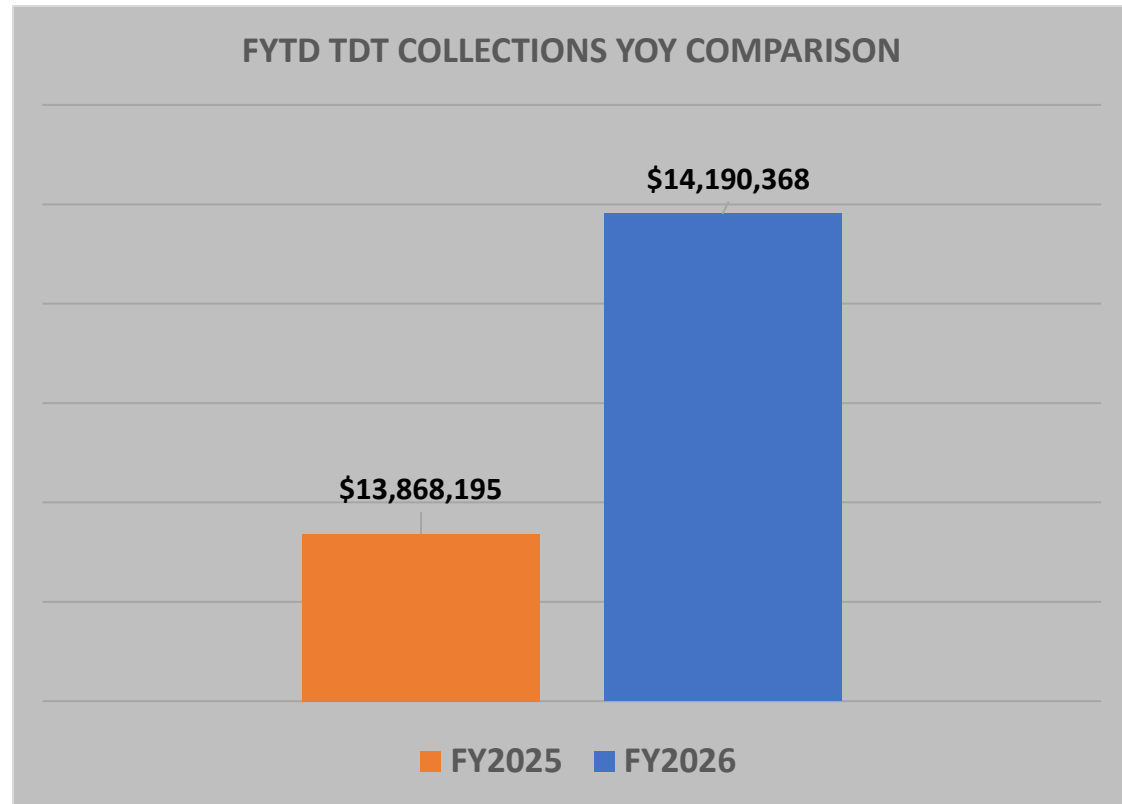
TDT Collections April 2026

- TDT Collections increased +3.7% YOY



FYTD TDT Collections April 2026

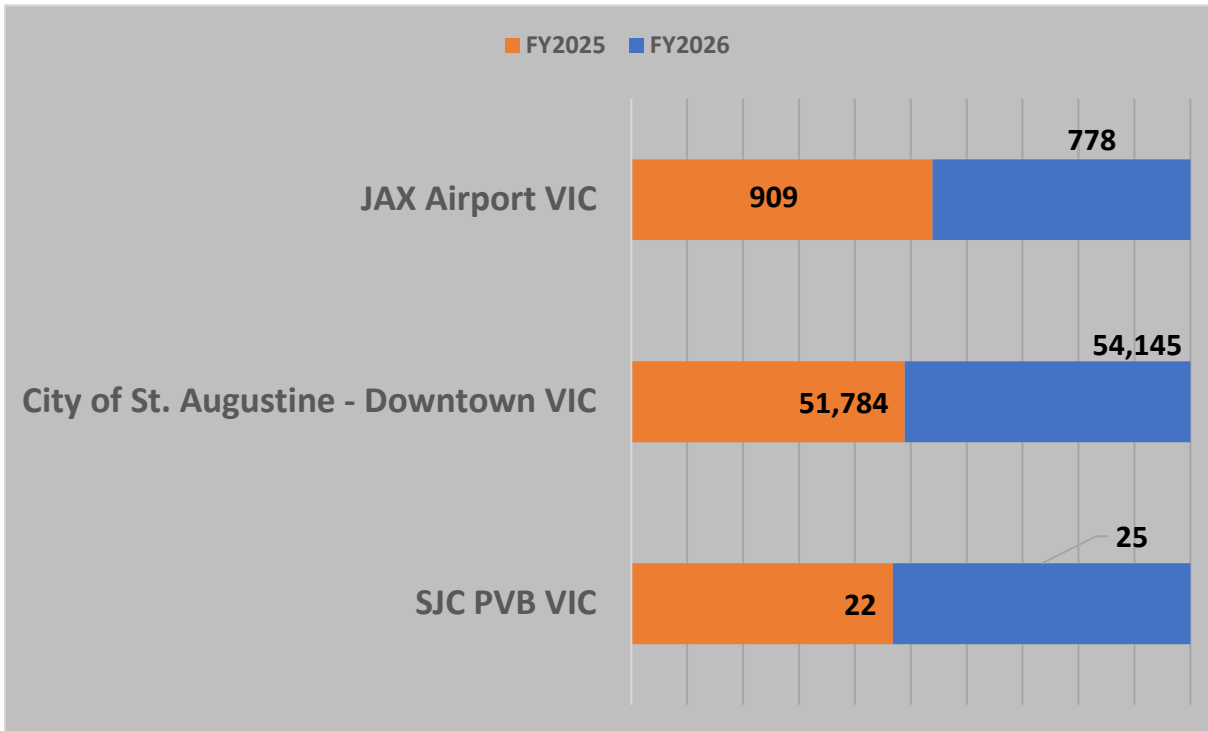
- FYTD TDT Collections increased +2.3% YOY



Visitor Information Centers Visitation

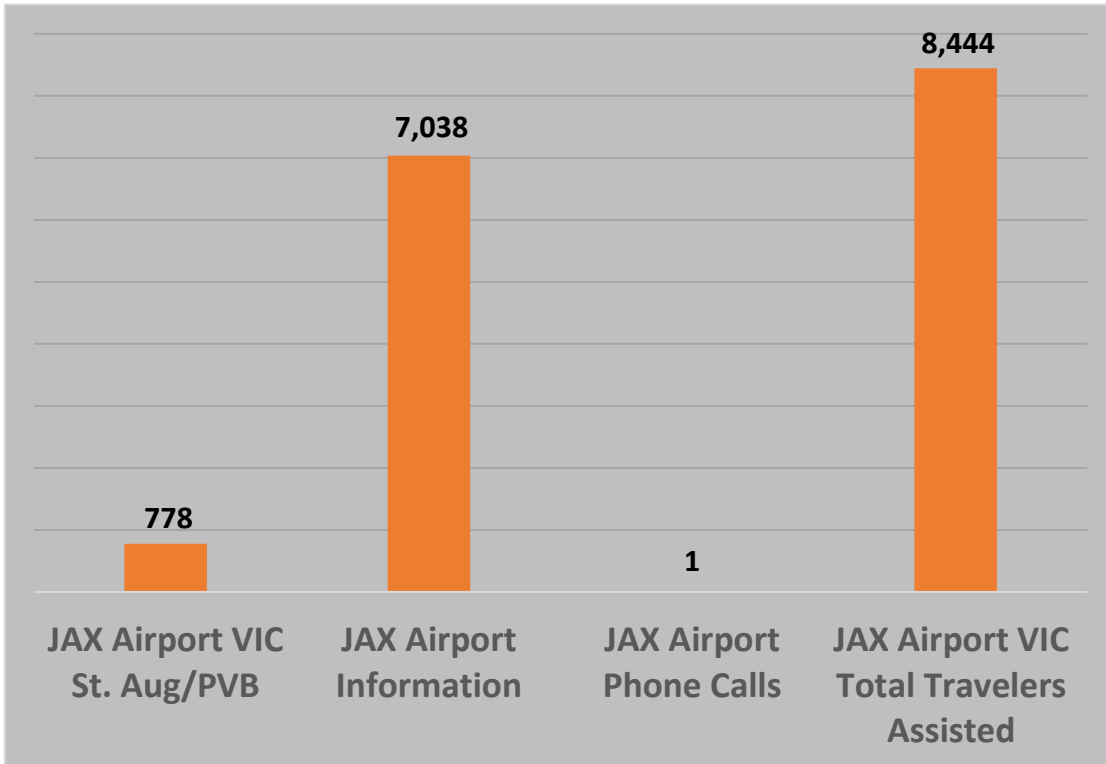
VIC Visitation May 2026

VIC Visitation – May 2026



- Visitation to the **Jacksonville Airport Visitor Information Center** declined **-14.4% YOY**.
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+4.6% YOY**
- **SJC PVB Visitor Information Center** increased by **+13.6%**
- **The St. Augustine Beach VIC did not report**

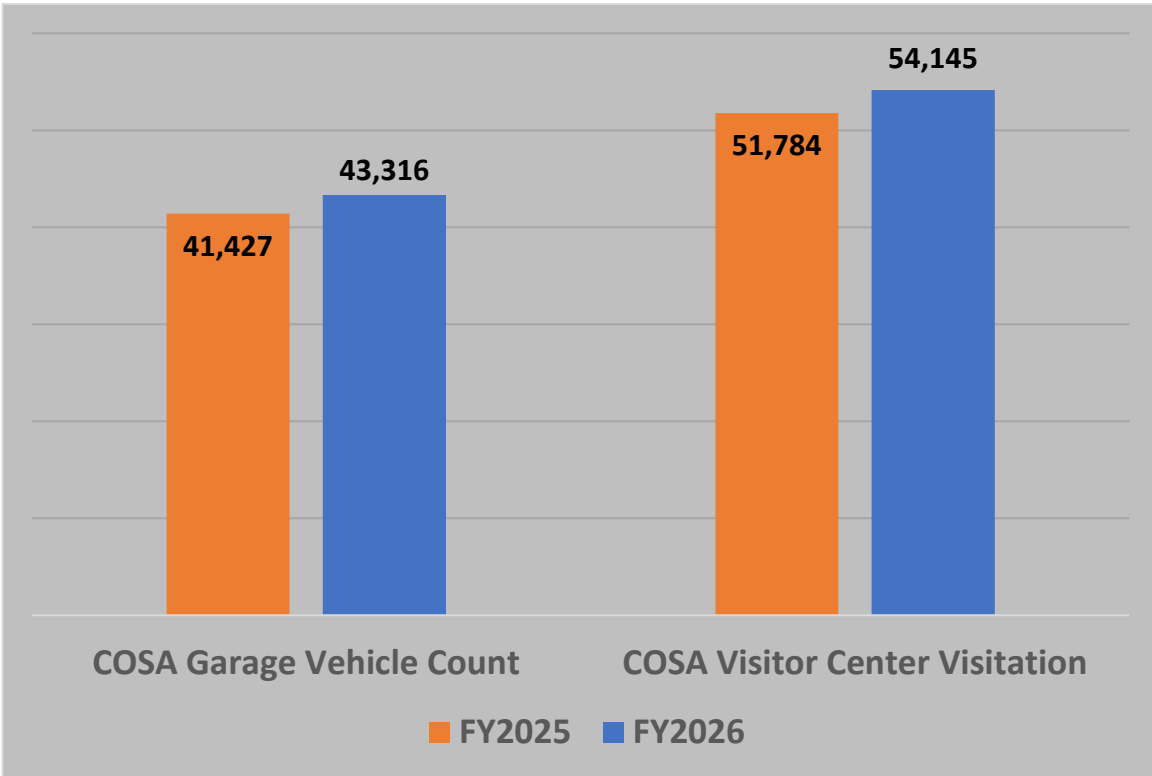
Jacksonville Airport VIC Visitation May 2026



Jacksonville Airport VIC Visitation – May 2026

- Jacksonville Airport VIC St. Aug & PV 778
- Jacksonville Airport VIC Airport Information 7,038
- Jacksonville Airport VIC Phone Calls 1
- Jacksonville Airport VIC Visitor In-Person 2026 8,444

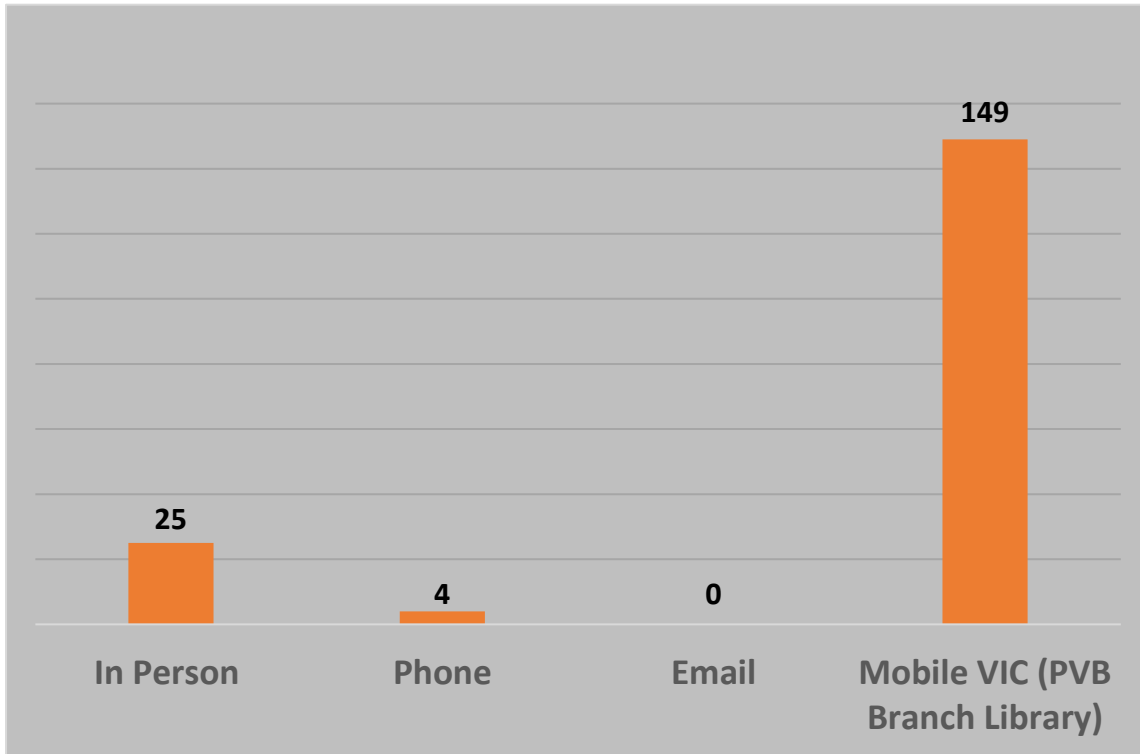
City of St Augustine Downtown VIC Visitation May 2026



City of St Augustine Downtown VIC Visitation – May 2026

- Visitor Information Center Vehicle Count 2025 41,427
- Visitor Information Center Vehicle Count 2026 43,316
- Visitor Information Center In-Person 2025 51,784
- Visitor Information Center In-Person 2026 54,145

Ponte Vedra VIC Visitation May 2026

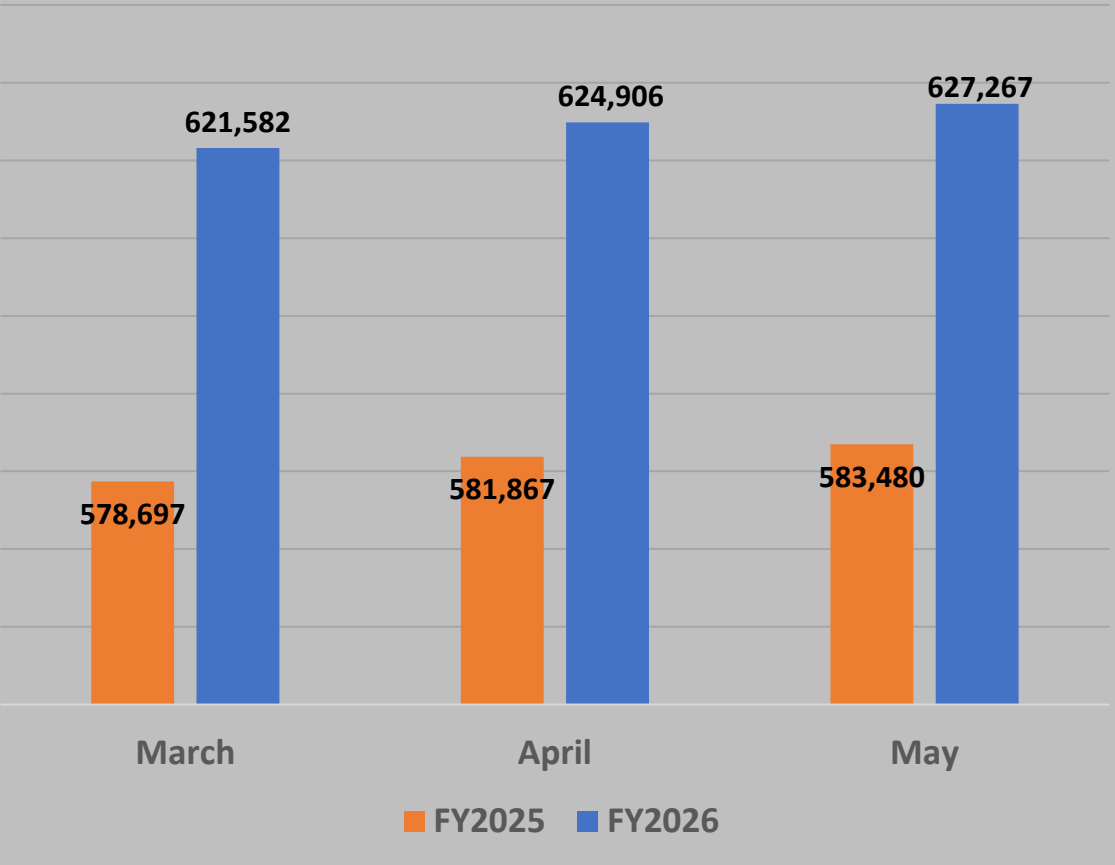


Ponte Vedra VIC Visitation May 2026

- **Visitors Served In-Person** 25
- **# Phone Calls** 4
- **# Emails** 0
- **Mobile VIC (PVB Library)** 149

Social Media May 2026

Facebook Followers YOY Comparison

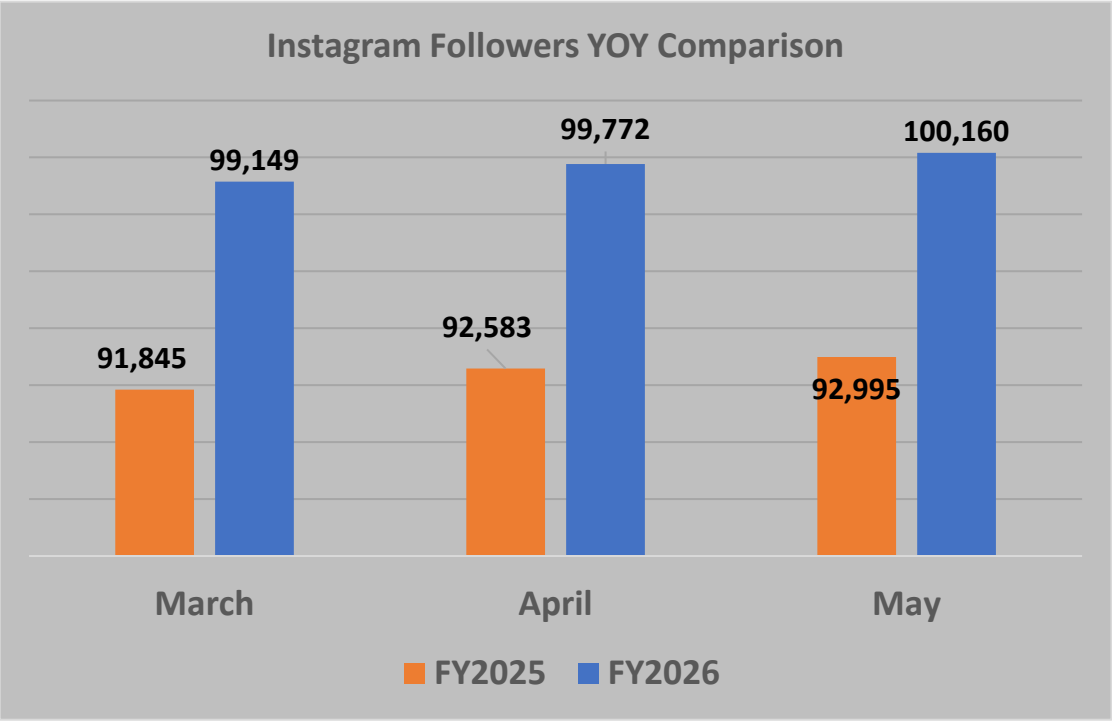


Facebook Followers May 2026

- Facebook Followers increased +7.5% YOY

Social Media May 2026

Instagram Followers YOY Comparison



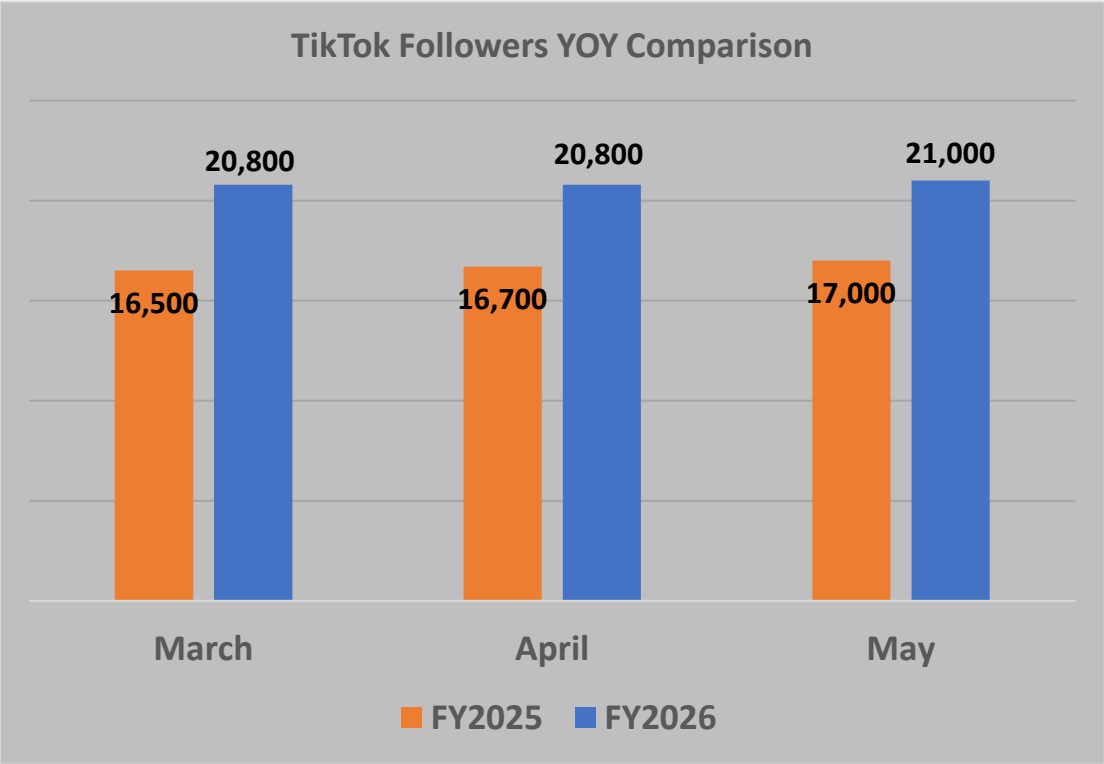
Instagram Followers May 2026

- **Instagram** increased **+7.7% YOY**

TikTok Followers May 2026

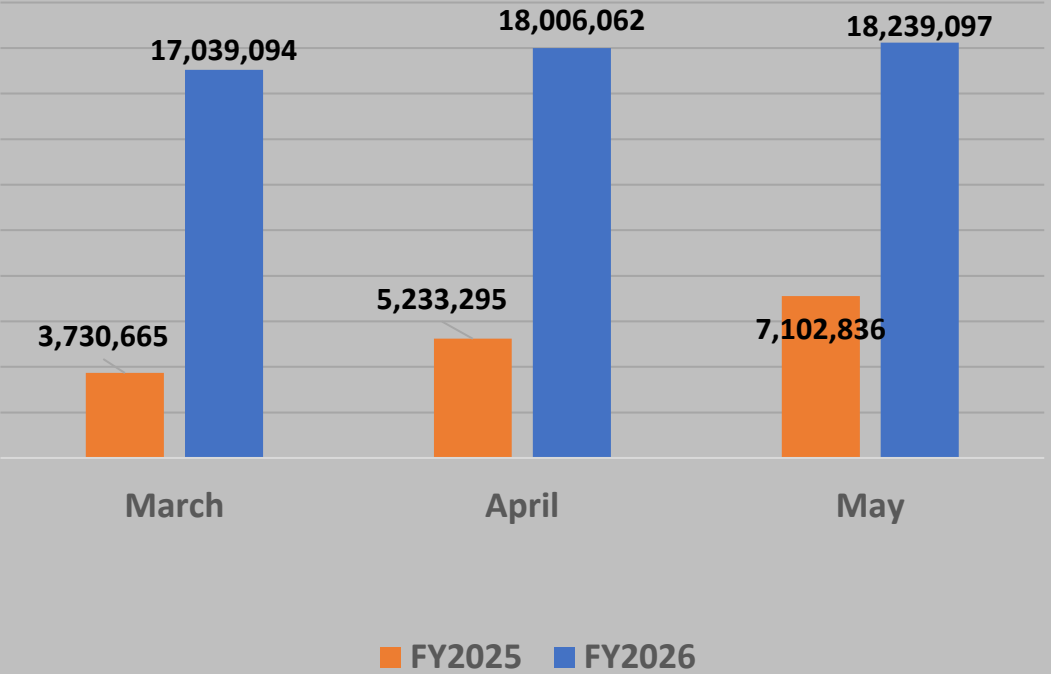
TikTok Followers May 2026

- **TikTok** increased **+23.5% YOY**



Social Media May 2026

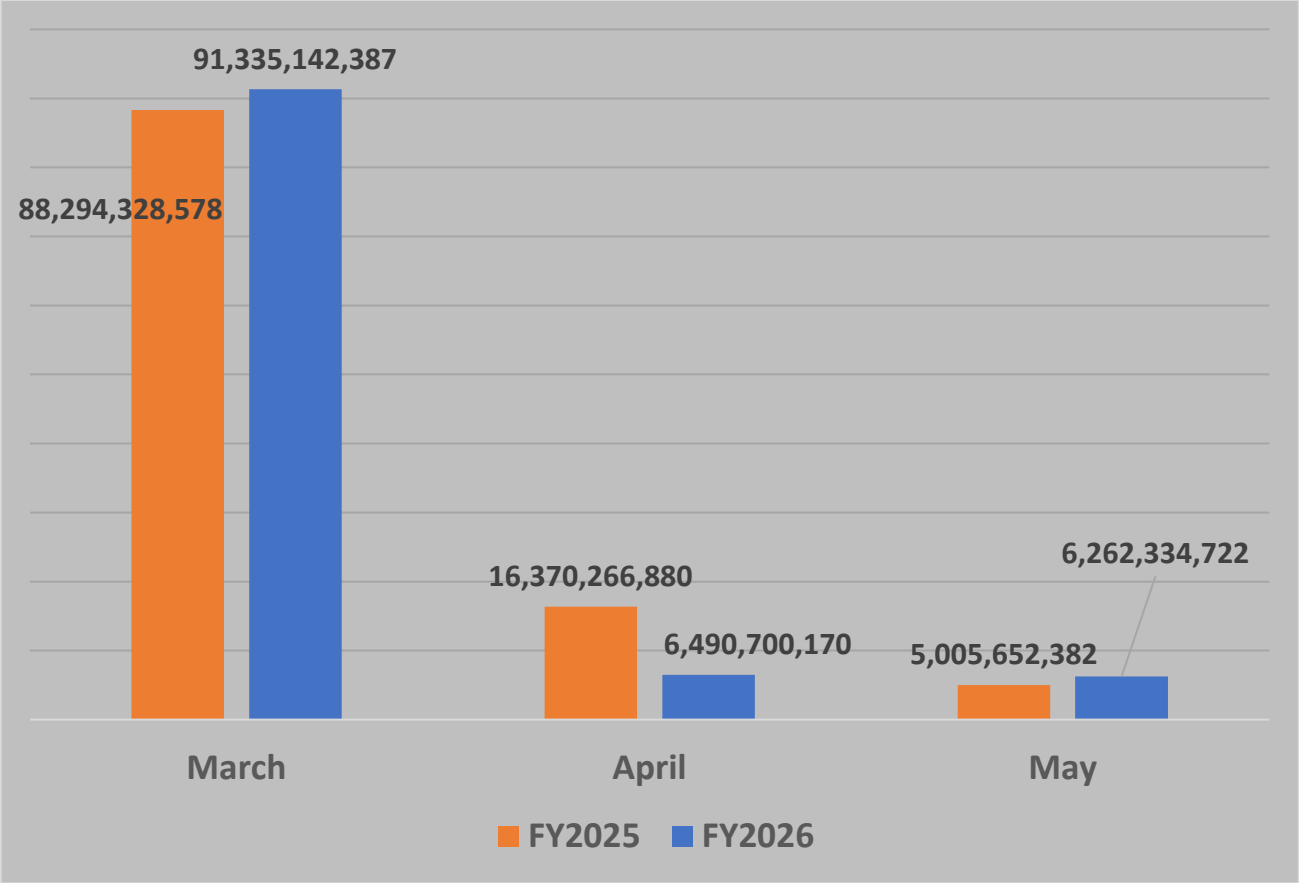
YouTube Views YOY Comparison



YouTube Views May 2026

- YouTube Views increased **+156.8% YOY**

Media Impressions – May 2026



Media Impressions – May 2026

- **Media Impressions increased +25.1% YOY**

Top National Stories – May 2026

- MSN.com - [St. Augustine Motel Recognized Again as One of USA TODAY's Best Roadside Motels in America](#)



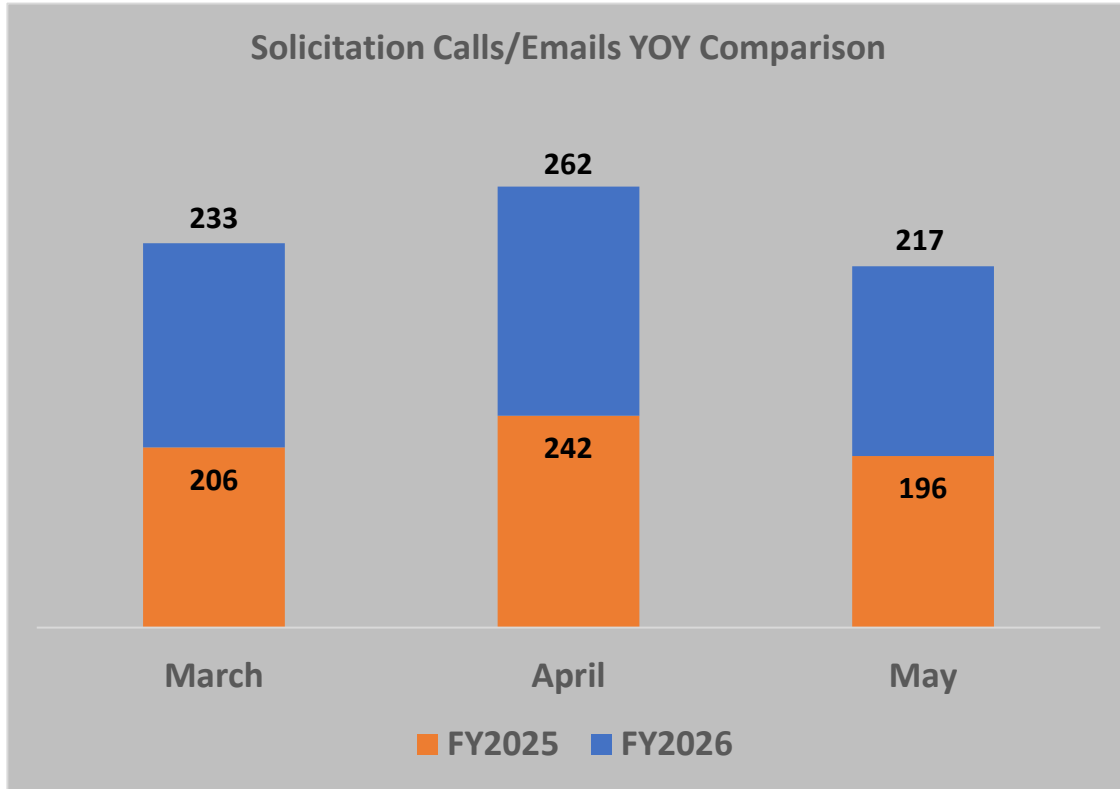
86.5M Media Impressions

- Benzinga News Syndication – [Celebrate Father's Day with an Adventure on Florida's Historic Coast](#)



2.1M Media Impressions

Sales Measurement Summary

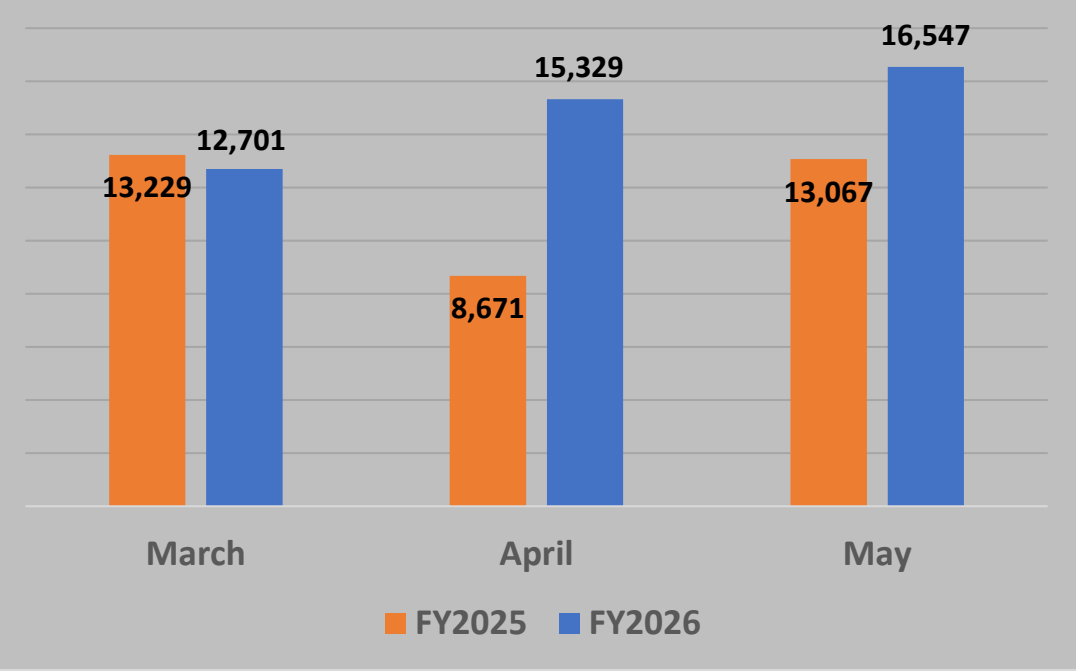


Solicitations May 2026

- Solicitations increased **+10.7% YOY**

Sales Report May 2026

Lead Room Nights YOY Comparison

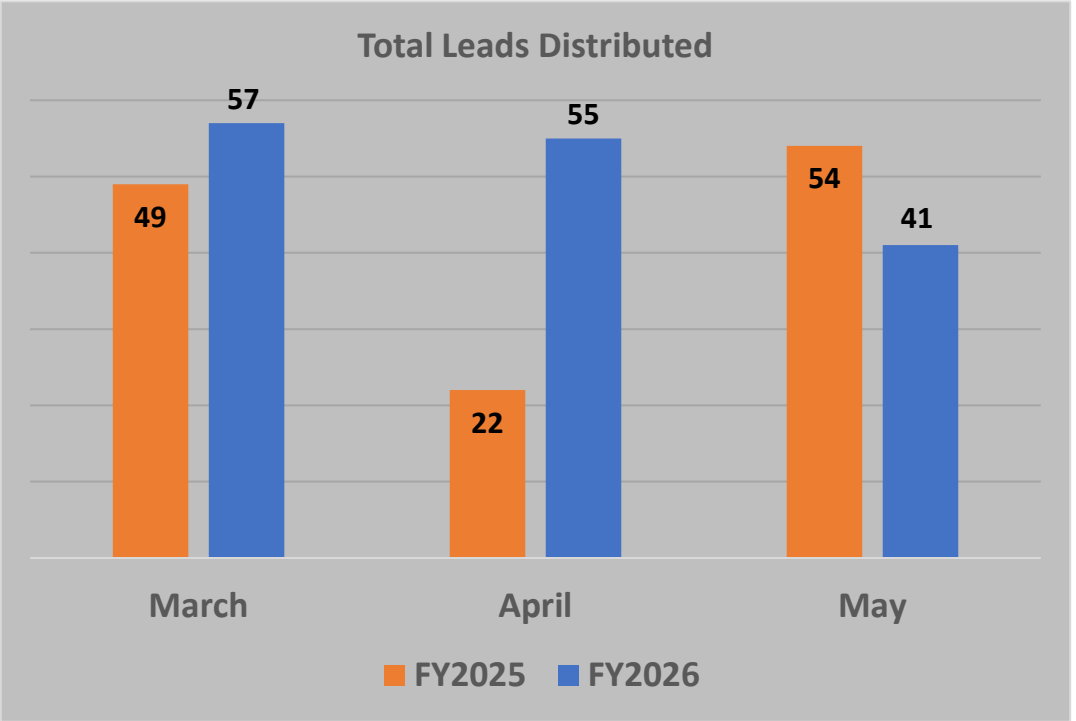


Lead Room Nights May 2026

- Lead Room Nights increased **+26.6% YOY**

Lead Distribution May 2026

- Lead Distribution declined **-24.1% YOY**



CEO's Comments

- April 2026 Traditional Lodging Stats: Occupancy 69.5% (-0.4%), ADR \$191.77 (+4.9%), RevPAR \$133.30 (+4.5%), Demand is +0.6%, Revenue is +5.5%, Supply is +0.9%.
- April 2026 Vacation Rental Stats: Paid Occupancy 27.3% (-2.5%), ADR \$277 (+12.6%), RevPAL \$75 (+8.7%), Demand -6.0%; Supply -4.4%
- April 2026 TDT Collections were +3.7% YOY
- May visitation year-over-year: CoSA VIC was +4.6%; Ponte Vedra Beach VIC was +13.6%; Jax Airport VIC was -14.4%; St. Augustine Beach VIC did not report
- May Social Media YOY for Facebook/Meta was +7.5%, Instagram was +7.7%, TikTok was +23.5%, and YouTube was +156.8%
- May Media impressions increased +25.1% YOY.
- May Sales team solicitations are +10.7% YOY; lead room nights are +26.6% YOY; lead distributions are -24.1% YOY.

Thank You!