

ST. JOHNS COUNTY  
TOURIST DEVELOPMENT COUNCIL MEETING  
**OCTOBER 19, 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 – August 17, 2026
  - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. ST. JOHNS CULTURAL COUNCIL PROGRAM UPDATES – Jeff Potts (Pages 7 – 10)
8. DISCUSSION - PROPOSED CHANGES TO FY28 ARTS, CULTURE & HERITAGE GRANT GUIDELINES SCORING CRITERIA (PAGES 11 – 18)
9. MONTHLY REPORTS PROVIDED IN PACKETS (Pages 19 – 51)
10. MEMBER COMMENTS
11. NEXT MEETING DATE - TBD
12. ADJOURN

## **TDC Regular Meeting – October 19, 2026**

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – August 17, 2026
- Public Comment



**Minutes of Meeting  
Tourist Development Council  
St. Johns County, Florida  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
August 17, 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  
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative  
Beth Sweeny, Mayor, St. Augustine Beach City Commission, Seat 1  
William Ackland, District 4

**Absent:** Irving Kass, District 2  
Sarah Arnold, BCC Representative  
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**

**Motion by Sweeny, seconded by Cox, carried 6/0, with Arnold, Kass, and Wicks absent, to approve the Agenda, as submitted.**

**Yea: Sweeny, Cox, Blevins, Phillips, Sikes-Kline, Ackland**

**Nay: None**

**Absent: Arnold, Kass, Wicks**

5. APPROVAL OF MINUTES

**Motion by Sweeny, seconded by Sikes-Kline, carried 6/0, with Arnold, Kass, and Wicks absent, to approve the minutes for the July 20, 2026, meeting, as submitted.**

**Yea: Sweeny, Sikes-Kline, Blevins, Cox, Phillips, Ackland**

**Nay: None**

**Absent: Arnold, Kass, Wicks**

6. PUBLIC COMMENT

There was none.

7. TOURIST DEVELOPMENT COUNCIL BOARD MEMBER RECOMMENDATION

Taylor presented the details of the vacancy and the nomination process. Discussion ensued on Phillips' eligibility for reappointment to the Tourist Development Council.

**Motion by Sikes-Kline, seconded by Cox, carried 6/0, with Arnold, Kass, and Wicks absent, to recommend the Board of County Commissioners to approve Regina Phillips for another term on the Tourist Development Council.**

**Yea: Sikes-Kline, Cox, Sweeny, Blevins, Phillips, Ackland**

**Nay: None**

**Absent: Arnold, Kass, Wicks**

8. FISCAL YEAR 2027 ARTS, CULTURE, AND HERITAGE (ACH) TOURISM GRANT FUNDING RECOMMENDATION

Brenda Swann, St. Johns County Cultural Council Interim Executive Director, presented the details of the ACH tourism grant funding recommendation. Discussion ensued regarding any outstanding funding and the newly submitted application.

Phillips and Sweeny recused themselves from voting on this item, noting that their salary was not tied to TDC funds.

**Motion by Sikes-Kline, seconded by Cox, carried 4/0, with Arnold, Kass, and Wicks absent and Phillips and Sweeny recused, to approve the funding list as presented.**

**Yea: Sikes-Kline, Cox, Blevins, Ackland**

**Nay: None**

**Recused: Phillips, Sweeny**

**Absent: Arnold, Kass, Wicks**

## 9. FISCAL YEAR 2027 SPORTS TOURISM GRANT FUNDING RECOMMENDATION

Robert McFarland, Sports Tourism Development Specialist, presented the details of the sports tourism grant funding recommendation. Discussion ensued regarding the triathlon, including clarification that it was separate from the previous year's event and expressed support for the Women's Senior Amateur Championship and the St Augustine Amateur Championship.

Public Comment: There was none.

**Motion by Cox, seconded by Sikes-Kline, carried 6/0, with Arnold, Kass, and Wicks absent, to approve the funding as presented.**

**Yea: Cox, Sikes-Kline, Sweeny, Blevins, Phillips, Ackland**

**Nay: None**

**Absent: Arnold, Kass, Wicks**

## 10. FISCAL YEAR 2027 TOURIST DEVELOPMENT TAX BUDGET OVERVIEW

Jesse Dunn, Deputy County Administrator, provided an overview of the fiscal year 2027 tourist development tax budget. Discussion ensued on the projected averages, category transfers, proposed Tourist Development Council budget, including contract funding, potential duplication of services, reserves, and the use of Professional Golfers' Association (PGA) funds.

Public Comment: There was none.

**Motion by Sweeny, seconded by Ackland, carried 6/0, with Arnold, Kass, and Wicks absent, to recommend to the Board of County Commissioners, to approve the budget with recommendation, including reducing the PGA funding to \$275,000, eliminating extra tickets, reviewing potential duplication of Placer Data, and coordinating Chamber and VCB efforts.**

**Yea: Sweeny, Ackland, Blevins, Cox, Phillips, Sikes-Kline**

**Nay: None**

**Absent: Arnold, Kass, Wicks**

**The Council reached consensus** *that any funds reduced from the budget would be placed into the reserves.*

## 11. MONTHLY REPORTS PROVIDED IN PACKETS

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

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beach Visitors Convention Bureau, provided an update on tourism trends, reporting increases in hotel occupancy and revenue for July and the first week of August, and the impact of ongoing hotel renovations and construction.

## 12. MEMBER COMMENTS

Sikes-Kline congratulated Gail on her reappointment and expressed appreciation to the ACH Grant Evaluation Panel and Recreation Advisory Board for their volunteer service and work.

Phillips thanked the Board for her reappointment and commended the Arts, Culture, and Heritage Grant Panel for its thorough and fair review of grant applications.

Blevins congratulated Gail on her reappointment and addressed recent public statements regarding TDC grants, stating that he sought to clarify what he believed were inaccurate claims.

## 13. NEXT MEETING DATE

The next meeting was scheduled for October 19, 2026.

## 14. ADJOURN

With no further business to come before the Council, the meeting adjourned at 2:31 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 – October 19, 2026**

Agenda Item 7 – St. Johns Cultural Council Updates – Jeff Potts

# St. Johns Cultural Council Updates

Public Art Plan AND County Cultural Plan Drafts



TABLE OF CONTENTS

**DRAFT- NOT FOR CIRCULATION**

|                                        |          |
|----------------------------------------|----------|
| <b>SHAPING THE CULTURAL PLAN .....</b> | <b>1</b> |
| PLANNING PROCESS .....                 | 6        |
| COMMUNITY FEEDBACK .....               | 7        |
| COMMUNITY MEETINGS .....               | 8        |
| PLAN FEEDBACK SESSIONS .....           | 11       |



TABLE OF CONTENTS

**DRAFT- NOT FOR CIRCULATION**

|                              |          |
|------------------------------|----------|
| <b>INTRODUCTION .....</b>    | <b>4</b> |
| THE CURRENT COLLECTION ..... | 7        |
| COLLECTION THEMES .....      | 10       |
| PUBLIC ART TYPOLOGIES .....  | 13       |
| COMMUNITY DESIRES .....      | 16       |

# SJCC Public Art Projects

Spring 2027



## Mural Project

### St. Augustine Beach City Hall Mural

**Budget:** \$25,000

**Eligibility:** Restricted to Florida-based artists

**Target Installation:** March 2027

## Vinyl Art Installation

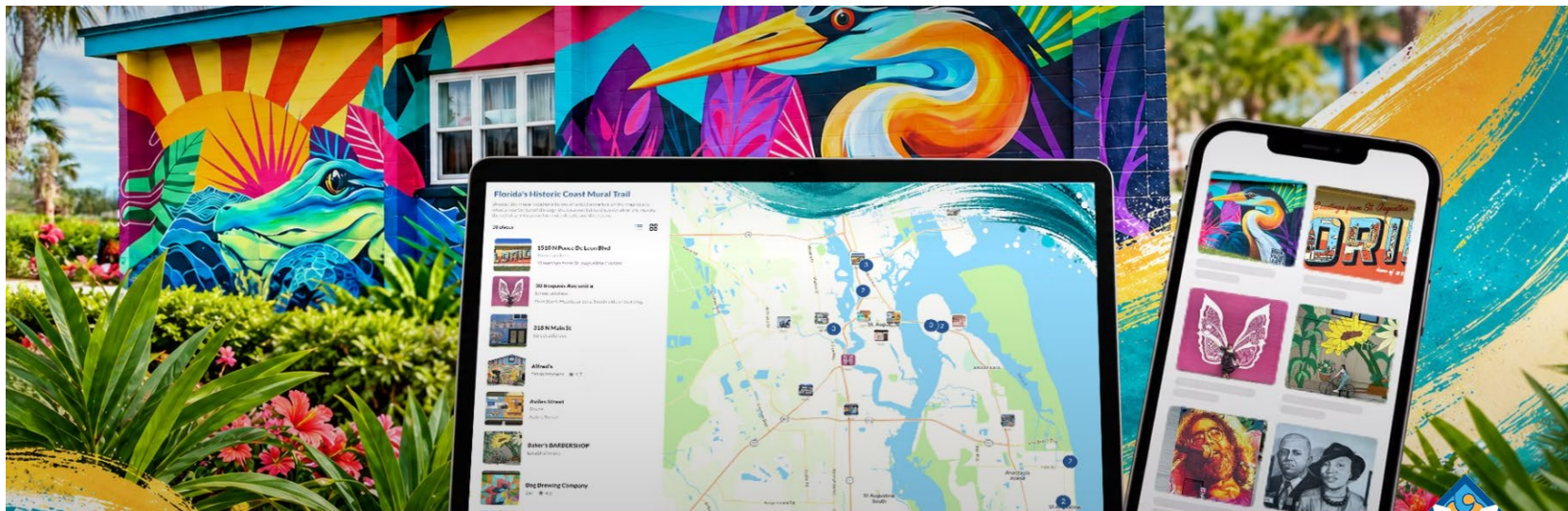
### Noblewins Benches Vinyl Art

**Artist Fee:** \$5,000 fee per artist (three artists selected)

**Eligibility:** Open to Florida artists (NE Florida priority)

**Target Installation:** March 2027

# VCB – Historic Coast Mural Trail



[Home](#) > [Things to Do & Attractions](#) > [Arts & Culture](#) > [Florida's Historic Coast Mural Trail](#)



## Florida's Historic Coast Mural Trail

Ask me  
about Florida's  
Historic Coast

## **TDC Regular Meeting – October 19, 2026**

Agenda Item 8 - Discussion of Proposed Changes to FY28 ACH Grant Guidelines  
Scoring Criteria



# FY2028 PROPOSED CHANGES TO ACH GRANT GUIDELINES

---

New changes to scoring section of the Guidelines:

- a. Increase emphasis on the impact of the activity in terms of tourism.
- b. Understand the importance or need of the grant funding to the organization's event/project/program.

## **CRITERIA AND SCORING**

### **SECTION 1. ATTENDANCE (UP TO 30 TOTAL POINTS)**

- a. Attendance Ratio Score (see calculation below) (10 points)
- b. Detailed explanation of how attendance estimates were determined and documentation of attendance over the previous two years with description of how attendance is tracked and verified based on ticket sales, research, surveys, etc. Previously held events and programs must include attendance numbers from the previously completed event. **Include specific information about attendance by out-of-area visitors, including estimated room nights generated** (10 points)
- c. Explanation of how attendance would be impacted as a result of grant funding (10 points)

#### Attendance Ratio Score

A significant percentage of the score for each grant application will be based on the Attendance Ratio. The Attendance Ratio is calculated by dividing the funding request by estimated event or program attendance. Points awarded per ratio score are as follows:

| Ratio Score   | Points |
|---------------|--------|
| 9.9 and below | 10     |
| 10 – 14.9     | 7      |
| 15 and higher | 3      |

Example: An event requesting \$40,000 in funding for attendance of 2,000 would have a Ratio Score of 20 and would receive 3 points.

### **SECTION 2: IMPACT OF GRANT FUNDING (UP TO 15 POINTS)**

Description of the positive impact the grant funding will have on the quality and duration of the proposed activity.

### **SECTION 3: CULTURAL SIGNIFICANCE, QUALITY AND COMMUNITY SUPPORT (30 TOTAL POINTS)**

#### **1. Organization Overview (up to 5 points):**

Provide a history of your organization and its contribution to the cultural development of St. Johns County. Describe current community support, grants, collaborations and in-kind contributions.

#### **2. Describe your program or event and address the following (up to 20 points):**

##### Program Details

If you are requesting a grant for a special event, provide dates and times. If you are an organization that provides an annual calendar of programs applying for Marketing Support Only, provide the number of days and hours you are open to the public or presenting

performances with a description of permanent exhibitions, special events and performances supported by this grant. If you are an organization that provides an annual calendar of programs applying for Program and Marketing Support, be specific about how this grant is funding new or significantly improved exhibitions, programs, performances or events.

#### Artistic Excellence

The significance of the culture/heritage or quality of the artists/performers and other key individuals, creative process, works of art, museum collections, organizations, education providers, artistic partners, and services involved in the project and their relevance to the audience or communities of St. Johns County. You must provide a percentage of paid versus nonpaid performers.

#### Artistic Merit

- The value and appropriateness of the project to the organization's mission, artistic/cultural/historical field, artists, audience, community, and constituency.
- The ability to carry out the project based on such factors as the appropriateness of the budget, clarity of the project activities, resources involved, and the qualifications of the project's personnel and partnerships.
- Clearly defined goals and proposed outcomes and an appropriate plan to determine if those goals and outcomes are met. This includes, where relevant, measures to assess audience enjoyment and engagement.
- Evidence of direct compensation to artists or program providers that bring visitors to St. Johns County. See eligibility requirements for specific information about participation of paid artists and performers.

#### 3. Relevance to St. Johns County (up to 5 points)

How your program or event directly relates to St. Johns County's unique arts, culture, and heritage and why it is important to have it in St. Johns County. Explain how the artists, performers, or exhibitions presented will attract audiences from outside the area. The program or event should be something that St. Johns County wants to showcase, and that people will travel a long way to attend.

#### SECTION 4: MARKETING PLAN (UP TO 25 TOTAL POINTS)

1. Describe your marketing plan including out-of-area marketing and address the following (10 points):
  - How your event or program will be promoted to tourists.
  - How this grant will allow you to expand your audience.Note: Marketing plan must include listing events and programs on [historiccoastculture.com](http://historiccoastculture.com).
2. Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists.
3. Provide supporting documents such as examples of past print or digital advertising, social media posts and analytics, radio or television spots, etc. to illustrate the quality of your marketing efforts.

4. Documented Collaborations (up to 10 points)

- Events - Lodging listed on webpage: 2 points for listing and linking at least one hotel/accommodation.
- Formal package agreements with other venues/events or accommodations. Examples include: historic sites and museums creating a joint ticketing/tour package or weekend event; weekend packages that include lodging, dinner, and a theater show; special events with packages to visit other locations in St. Johns County after the event; formal agreements with accommodations for lodging discounts to attendees or visitors.
- Applicants may receive up to 10 points total for this section. ***With an accommodation link***, an applicant can get up to 8 points for formal package agreements.

SECTION 5: OPTIONAL POINTS FOR EXCEPTIONAL FREE AND FIRST-TIME EVENTS (5 AND 10 TOTAL POINTS, RESPECTIVELY)

Because a new event will not have previous attendance data or examples of past marketing efforts available, nor data on attendance, reviewers may award up to ten additional points for first-time events that provide exceptional value to visitors.

Because measuring attendance for free events is generally more difficult than paid events, reviewers may award up to five additional points to first-time and free events that provide exceptional value to visitors. ***Total points for the application may not exceed 100.***

SECTION 6: MANDATORY DEDUCTION FOR EVENTS OCCURRING IN PEAK PERIODS (5 POINT DEDUCTION)

Special events that occur during peak periods as determined by TDC staff will receive an automatic 5-point deduction. This also applies to event series (i.e. more than one event throughout the year) in which more than 50% of dates occur during a peak period. The deduction will not apply to nonprofit organizations that provide year-round programming. Additionally, events that include programming on Thursday and/or Monday will not be subject to the 5-point deduction.

## CRITERIA AND SCORING

### SECTION 1. ATTENDANCE (~~25~~UP TO 30 TOTAL POINTS)

- a. Attendance Ratio Score (see calculation below) (1~~0~~5 points)
- b. Detailed explanation of how attendance estimates were determined and documentation of attendance over the previous two years with description of how attendance is tracked and verified based on ticket sales, research, surveys, etc. Previously held events and programs must include attendance numbers from the previously completed event. **Include specific information about attendance by out-of-area visitors, including estimated room nights generated** (10 points)
- ~~b.c.~~ Explanation of how attendance would be impacted as a result of grant funding (10 points)

#### Attendance Ratio Score

A significant percentage of the score for each grant application will be based on the Attendance Ratio. The Attendance Ratio is calculated by dividing the funding request by estimated event or program attendance. Points awarded per ratio score are as follows:

Ratio Score ————— Points

9.9 and below ————— 15

10 – 14.9 ————— 10

15 and higher ————— 5

Ratio Score ————— Points

9.9 and below ————— 10

10 – 14.9 ————— 7

15 and higher ————— 3

Example: An event requesting \$40,000 in funding for attendance of 2,000 would have a Ratio Score of 20 and would receive ~~35~~ points.

### SECTION 2: IMPACT OF GRANT FUNDING (UP TO 15 POINTS)

Description of the positive impact the grant funding will have on the quality and duration of the proposed activity.

### SECTION ~~23~~: CULTURAL SIGNIFICANCE, QUALITY AND COMMUNITY SUPPORT (~~35-30~~ TOTAL POINTS)

#### 1. Organization Overview (up to 5 points):

Provide a history of your organization ~~and~~ and its contribution to the cultural development of St. Johns County. (~~5 points~~) Describe current community support, grants, collaborations and in-kind contributions.

1:

2. Describe your program or event and address the following (~~30~~ up to 20 points):

#### Program Details

If you are requesting a grant for a special event, provide dates and times. If you are an organization that provides an annual calendar of programs applying for Marketing Support Only, provide the number of days and hours you are open to the public or presenting performances with a description of permanent exhibitions, special events and performances supported by this grant. If you are an organization that provides an annual calendar of programs applying for Program and Marketing Support, be specific about how this grant is funding new or significantly improved exhibitions, programs, performances or events.

#### Artistic Excellence

The significance of the culture/heritage or quality of the artists/performers and other key individuals, creative process, works of art, museum collections, organizations, education providers, artistic partners, and services involved in the project and their relevance to the audience or communities of St. Johns County. You must provide a percentage of paid versus nonpaid performers.

#### Artistic Merit

- The value and appropriateness of the project to the organization's mission, artistic/cultural/historical field, artists, audience, community, and constituency.
- The ability to carry out the project based on such factors as the appropriateness of the budget, clarity of the project activities, resources involved, and the qualifications of the project's personnel and partnerships.
- Clearly defined goals and proposed outcomes and an appropriate plan to determine if those goals and outcomes are met. This includes, where relevant, measures to assess audience enjoyment and engagement.
- Evidence of direct compensation to artists or program providers that bring visitors to St. Johns County. See eligibility requirements for specific information about participation of paid artists and performers.

#### 3. Relationship Relevance to St. Johns County (up to 5 points)

How your program or event directly relates to St. Johns County's unique arts, culture, and heritage and why it is important to have it in St. Johns County. Explain ~~and~~ how the artists, performers, or exhibitions presented will attract audiences from outside the area. The program or event should be something that St. Johns County wants to showcase, and that people will travel a long way to attend.

~~3.—Community support, grants, collaborations and in-kind contributions: help us understand the level of support your program receives from the community by providing information about grants, volunteer support, collaboration with other organizations, and in-kind contributions:~~

SECTION 34: MARKETING PLAN (~~30~~ UP TO 25 TOTAL POINTS)

1. Describe your marketing plan including out-of-area marketing and address the following (10 points):
  - How your event or program will be promoted to tourists.
  - How this grant will allow you to expand your audience.

Note: Marketing plan must include listing events and programs on [historiccoastculture.com](http://historiccoastculture.com).
2. Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists.
3. Provide supporting documents such as examples of past print or digital advertising, social media posts and analytics, radio or television spots, etc. to illustrate the quality of your marketing efforts.
4. Documented Collaborations (up to 10 points)
  - Events - Lodging listed on webpage: 2 points for listing and linking at least one hotel/accommodation.
  - Formal package agreements with other venues/events or accommodations. Examples include: historic sites and museums creating a joint ticketing/tour package or weekend event; weekend packages that include lodging, dinner, and a theater show; special events with packages to visit other locations in St. Johns County after the event; formal agreements with accommodations for lodging discounts to attendees or visitors.
  - Applicants may receive up to 10 points total for this section. ***With an accommodation link***, an applicant can get up to 8 points for formal package agreements.

SECTION 5: OPTIONAL POINTS FOR EXCEPTIONAL FREE AND FIRST-TIME EVENTS (5 AND 10 TOTAL POINTS, RESPECTIVELY)

Because a new event will not have previous attendance data or examples of past marketing efforts available, nor data on attendance, reviewers may award up to ten additional points for first-time events that provide exceptional value to visitors.

Because measuring attendance for free events is generally more difficult than paid events, reviewers may award up to five additional points to first-time and free events that provide exceptional value to visitors. ***Total points for the application may not exceed 100.***

SECTION 6: MANDATORY DEDUCTION FOR EVENTS OCCURRING IN PEAK PERIODS (5 POINT DEDUCTION)

Special events that occur during peak periods as determined by TDC staff will receive an automatic 5-point deduction. This also applies to event series (i.e. more than one event throughout the year) in which more than 50% of dates occur during a peak period. The deduction will not apply to nonprofit organizations that provide year-round programming. Additionally, events that include programming on Thursday and/or Monday will not be subject to the 5-point deduction.

## **TDC Regular Meeting – October 19, 2026**

### **Agenda Item – Monthly Reports**

- August Bed Tax Collection Reports
- VCB Monthly Report

## FY2026 MONTHLY LOTDT DASHBOARD

| Occupancy Month | Net to TDC    | +/- PY |
|-----------------|---------------|--------|
| August          | \$ 2,183,200  | -1.2%  |
| FYTD            | \$ 22,248,276 | 1.95%  |
| % OF BUDGET     |               | 91.7%  |
| % OF FY         |               | 93.3%  |

BUDGETED \$ \$ 23,843,020

### August 26 Collection Accounts

| Description                     | Count |
|---------------------------------|-------|
| RV/MH Park or Campground        | 26    |
| Hotel or Motel                  | 89    |
| Condo / COOP                    | 2309  |
| Apartment / House / Mobile Home | 2325  |
| Bed & Breakfast                 | 34    |
| Management Co.                  | 1     |
| Other                           | 8     |
| Total                           | 4792  |

### Collection by Municipality

|                             |            |
|-----------------------------|------------|
| City of St. Augustine       | \$ 329,827 |
| Ponte Vedra Beach           | \$ 238,895 |
| City of St. Augustine Beach | \$ 264,930 |

## 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%        |
| <b>TOTAL TAX COLLECTED</b>   | <b>\$ 1,403,584.95</b> | <b>6.3%</b> | <b>\$ 1,817,826.09</b> | <b>6.4%</b> | <b>\$ 2,372,997.06</b> | <b>3.5%</b> | <b>\$ 1,693,813.30</b> | <b>-8.9%</b> |
| 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               |              |
| <b>TOTAL AMOUNT REMITTED</b> | <b>\$ 1,404,226.26</b> | <b>6.4%</b> | <b>\$ 1,823,663.00</b> | <b>6.3%</b> | <b>\$ 2,380,956.37</b> | <b>3.9%</b> | <b>\$ 1,691,721.52</b> | <b>-9.2%</b> |
| LESS TAX COLLECTOR & CLERK   | \$ (28,084.53)         | 6.4%        | \$ (36,473.26)         | 6.3%        | \$ (47,619.13)         | 3.9%        | \$ (33,834.43)         | -9.2%        |
| <b>NET TO TDC</b>            | <b>\$ 1,376,141.73</b> | <b>6.4%</b> | <b>\$ 1,787,189.74</b> | <b>6.3%</b> | <b>\$ 2,333,337.24</b> | <b>3.9%</b> | <b>\$ 1,657,887.09</b> | <b>-9.2%</b> |

|                              | 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%        |
| <b>TOTAL TAX COLLECTED</b>   | <b>\$ 1,972,412.30</b> | <b>3.3%</b> | <b>\$ 2,871,423.05</b> | <b>2.0%</b> | <b>\$ 2,339,724.46</b> | <b>4.9%</b> | <b>\$ 2,048,650.08</b> | <b>-0.1%</b> |
| 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               |              |
| <b>TOTAL AMOUNT REMITTED</b> | <b>\$ 1,975,579.02</b> | <b>3.6%</b> | <b>\$ 2,870,651.31</b> | <b>2.4%</b> | <b>\$ 2,333,169.59</b> | <b>3.7%</b> | <b>\$ 2,040,817.94</b> | <b>-0.6%</b> |
| LESS TAX COLLECTOR & CLERK   | \$ (39,511.58)         | 3.6%        | \$ (57,413.03)         | 2.4%        | \$ (46,663.40)         | 3.7%        | \$ (40,816.36)         | -0.6%        |
| <b>NET TO TDC</b>            | <b>\$ 1,936,067.44</b> | <b>3.6%</b> | <b>\$ 2,813,238.28</b> | <b>2.4%</b> | <b>\$ 2,286,506.19</b> | <b>3.7%</b> | <b>\$ 2,000,001.58</b> | <b>-0.6%</b> |

|                              | JUNE                   | % PY         | JULY                   | % PY        | AUG                    | % PY         | SEP | % PY | YTD                     |
|------------------------------|------------------------|--------------|------------------------|-------------|------------------------|--------------|-----|------|-------------------------|
| GROSS RECEIPTS               | \$ 46,143,435.38       | 0.3%         | \$ 50,297,937.20       | 7.7%        | \$ 31,981,971.19       | -0.4%        |     |      | <b>\$468,858,706.49</b> |
| EXEMPT RECEIPTS              | \$ (1,369,599.38)      | 18.3%        | -\$1,563,323.20        | 65.1%       | -\$1,253,151.79        | 26.4%        |     |      | <b>-\$14,212,811.29</b> |
| TAXABLE RECEIPTS             | \$ 44,773,836.00       | -0.2%        | \$ 48,734,614.00       | 6.5%        | \$ 30,728,819.40       | -1.3%        |     |      | <b>\$454,645,895.20</b> |
| <b>TOTAL TAX COLLECTED</b>   | <b>\$ 2,238,691.80</b> | <b>-0.2%</b> | <b>\$ 2,436,730.70</b> | <b>6.5%</b> | <b>\$ 1,536,440.97</b> | <b>-1.3%</b> |     |      | <b>\$22,732,294.76</b>  |
| ADJUSTMENTS                  |                        |              |                        |             |                        |              |     |      |                         |
| TOTAL TAX DUE                | \$ 2,238,691.80        | -0.2%        | \$ 2,436,730.70        | 6.5%        | \$ 1,536,440.97        | -1.3%        |     |      | <b>\$22,732,294.76</b>  |
| LESS COLLECTION ALLOWANCE    | \$ (23,802.88)         |              | -\$24,405.15           |             | -\$16,128.47           |              |     |      |                         |
| PLUS PENALTY                 | \$ 12,466.48           |              | \$ 8,327.09            |             | \$ 11,998.90           |              |     |      |                         |
| PLUS INTEREST                | \$ 399.45              |              | \$ 260.09              |             | \$ 558.12              |              |     |      |                         |
| <b>TOTAL AMOUNT REMITTED</b> | <b>\$ 2,227,754.85</b> | <b>-0.6%</b> | <b>\$ 2,420,912.73</b> | <b>6.5%</b> | <b>\$ 1,532,869.52</b> | <b>-1.2%</b> |     |      | <b>\$22,702,322.11</b>  |
| LESS TAX COLLECTOR & CLERK   | \$ (44,555.10)         | -0.6%        | \$ (48,418.25)         | 6.5%        | -\$30,657.40           | -1.2%        |     |      | <b>-\$454,046.46</b>    |
| <b>NET TO TDC</b>            | <b>\$ 2,183,199.75</b> | <b>-0.6%</b> | <b>\$ 2,372,494.48</b> | <b>6.5%</b> | <b>\$ 1,502,212.12</b> | <b>-1.2%</b> |     |      | <b>\$22,248,275.65</b>  |

Budgeted \$ 23,843,020  
 % of Budget 91.7%  
 % of FY 93.3%

# 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%  |
| <b>2026 January</b> | \$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                | \$1,005,976.79          | 45.2%    | -0.1%  | \$445,231.95           | 20.0%    | -17.6% | \$697,989.34            | 31.3%    | 18.6%  |
| July                | \$1,097,668.23          | 45.3%    | 5.4%   | \$530,633.22           | 21.9%    | -5.8%  | \$709,299.96            | 29.3%    | 20.4%  |
| August              | \$736,658.73            | 48.1%    | -5.9%  | \$283,957.02           | 18.5%    | 12.1%  | \$451,053.29            | 29.4%    | 2.9%   |
| September           |                         |          |        |                        |          |        |                         |          |        |
| <b>TOTAL</b>        | <b>\$ 12,511,868.56</b> |          |        | <b>\$ 3,388,769.81</b> |          |        | <b>\$ 5,601,514.20</b>  |          |        |
| 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          |          |        |
| <b>2026 January</b> | \$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                | \$44,772.52             | 2.0%     | -21.4% | \$33,784.25            | 1.5%     | -30.9% | \$ 2,227,754.85         |          |        |
| July                | \$43,918.43             | 1.8%     | 0.6%   | \$39,392.89            | 1.6%     | 9.5%   | \$ 2,420,912.73         |          |        |
| August              | \$26,361.08             | 1.7%     | -23.3% | \$34,839.40            | 2.3%     | -17.2% | \$ 1,532,869.52         |          |        |
| September           |                         |          |        |                        |          |        | \$ -                    |          |        |
| <b>TOTAL</b>        | <b>\$ 577,084.99</b>    |          |        | <b>\$ 623,094.65</b>   |          |        | <b>\$ 22,702,332.21</b> |          |        |

**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              | \$980,429.46   | 44.0%  | -5.2% | \$412,068.14      | 18.5% | 18.3%  | \$727,012.99                 | 32.6% | -1.4%  | \$18,548.05      | 0.8%  | -30.0% |
| JUL              | \$1,084,871.84 | 44.8%  | 1.4%  | \$423,732.65      | 17.5% | 20.6%  | \$794,915.22                 | 32.8% | 11.7%  | \$16,533.86      | 0.7%  | -19.2% |
| AUG              | \$660,758.61   | 43.1%  | 10.3% | \$240,491.48      | 15.7% | -17.4% | \$539,047.27                 | 35.2% | -3.8%  | \$12,466.09      | 0.8%  | -35.9% |
| SEP              |                |        |       |                   |       |        |                              |       |        |                  |       |        |
| FY YTD           | \$ 8,047,860   |        |       | \$ 4,207,960      |       |        | \$ 8,925,265                 |       |        | \$ 255,682       |       |        |

| 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               | \$66,412.32  | 3.0%   | -9.4%  | \$14,456.95         | 0.6%  | 28.2%  | 3.6%  | \$8,826.94  | 0.4%  | -14.5% | \$2,227,754.85  |
| JUL               | \$79,198.27  | 3.3%   | -19.0% | \$13,212.91         | 0.5%  | -2.4%  | 3.8%  | \$8,447.98  | 0.3%  | -3.8%  | \$2,420,912.73  |
| AUG               | \$64,473.73  | 4.2%   | -3.6%  | \$9,310.06          | 0.6%  | 15.5%  | 4.8%  | \$6,322.28  | 0.4%  | 5.9%   | \$1,532,869.52  |
| SEP               |              |        |        |                     |       |        |       |             |       |        |                 |
| FY YTD            | \$ 1,000,312 |        |        | \$ 169,498          |       |        |       | \$ 95,745   |       |        | \$22,702,322.21 |

# VCB Report to the Tourist Development Council

October 19, 2026



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

[FloridasHistoricCoast.com](http://FloridasHistoricCoast.com)



## Smith Travel Research



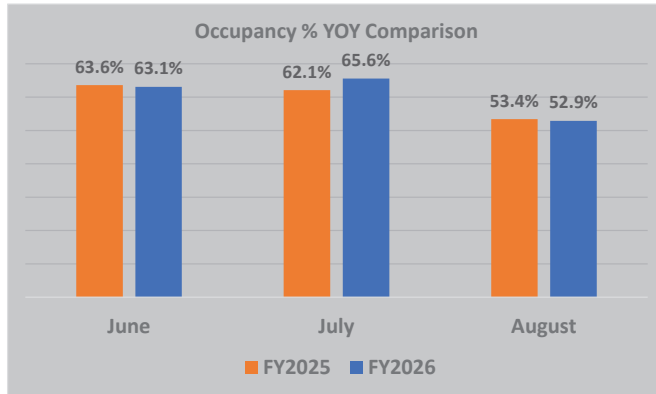
ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Smith Travel Research

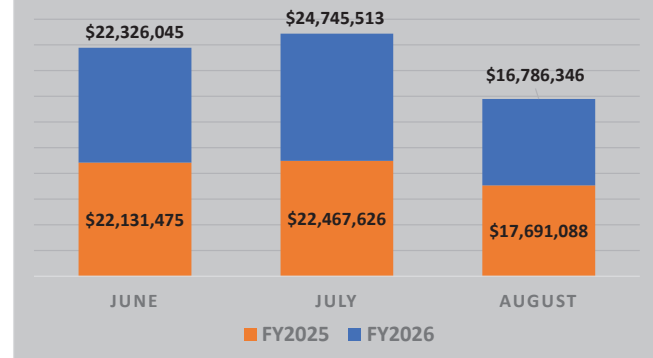
August 2026

## Occupancy % August 2026

- **Occupancy % decreased -0.9% YOY**



## TOTAL REVENUE YOY COMPARISON



## Total Revenue August 2026

- **Total Revenue decreased -5.1% YOY**

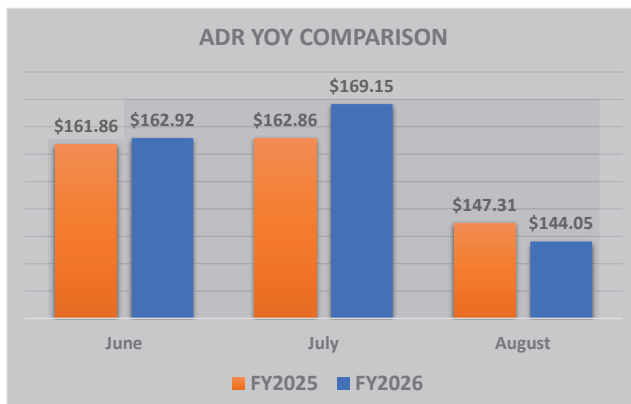


ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Smith Travel Research

August 2026

## ADR YOY COMPARISON

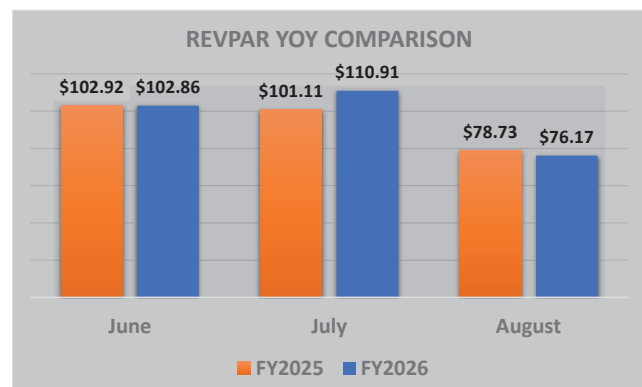


## ADR August 2026

- **ADR decreased -2.2% YOY**

## RevPAR August 2026

- **RevPAR decreased -3.3% YOY**

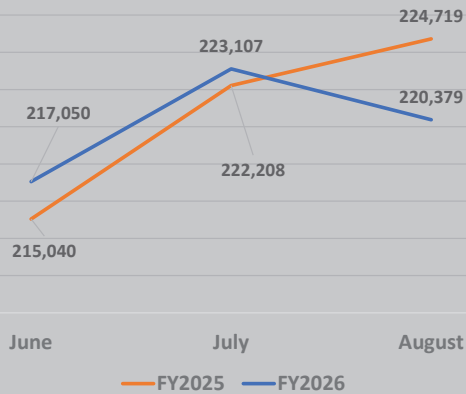


ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Smith Travel Research

August 2026

SUPPLY YOY COMPARISON



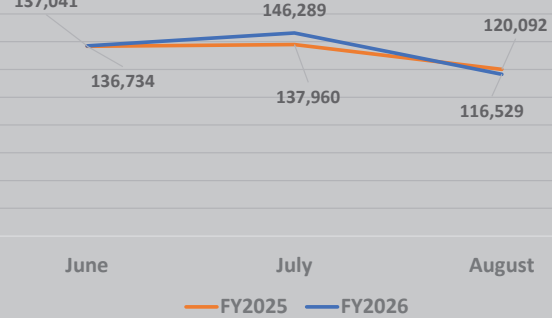
Supply August 2026

- Supply decreased -1.9% YOY

Demand August 2026

- Demand decreased -3.0% YOY

DEMAND YOY COMPARISON



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

## August 2026 vs. August 2025 Comp Set

| Current Month August 2026 vs August 2025 |       |        |                                 |      |        |  |          |
|------------------------------------------|-------|--------|---------------------------------|------|--------|--|----------|
|                                          | Occ % | ADR    | Percent Change from August 2025 |      |        |  | Room Rev |
|                                          | 2026  | 2026   | Occ                             | ADR  | RevPAR |  |          |
| Hillsborough County, FL                  | 67.8  | 142.47 | 4.0                             | 2.6  | 6.7    |  | 4.0      |
| Nassau County, FL                        | 56.9  | 266.05 | -7.6                            | 1.6  | -6.2   |  | -8.4     |
| Pinellas County, FL                      | 60.2  | 160.18 | -1.7                            | -3.1 | -4.8   |  | -1.6     |
| St Johns County, FL                      | 52.9  | 144.05 | -1.1                            | -2.2 | -3.2   |  | -5.1     |
| Charleston, SC                           | 67.5  | 166.51 | 1.3                             | 3.2  | 4.5    |  | 6.4      |
| Jacksonville, FL                         | 61.1  | 125.87 | 0.1                             | -1.3 | -1.2   |  | 0.6      |
| Myrtle Beach, SC                         | 60.2  | 155.02 | -5.2                            | -5.0 | -9.9   |  | -11.3    |
| Orlando, FL                              | 60.3  | 162.70 | -5.6                            | -1.6 | -7.0   |  | -7.2     |
| Sarasota, FL                             | 56.0  | 167.31 | -7.0                            | 3.5  | -3.8   |  | -1.9     |
| Savannah, GA                             | 54.7  | 119.40 | -7.9                            | -5.7 | -13.1  |  | -10.7    |
| Fort Walton Beach, FL                    | 62.0  | 174.52 | 1.0                             | -3.9 | -2.9   |  | 2.0      |
| Daytona Beach, FL                        | 52.5  | 133.22 | -0.5                            | -5.1 | -5.5   |  | -4.1     |
| Zip Code 32084+                          | 55.1  | 131.56 | -2.6                            | -5.6 | -8.0   |  | -4.5     |
| Zip Code 32080+                          | 57.9  | 144.75 | 1.2                             | 0.2  | 1.5    |  | 0.4      |
| Zip Code 32092+                          | 43.4  | 88.51  | -9.2                            | -9.2 | -17.5  |  | -27.3    |
| Ponte Vedra+                             | 51.2  | 244.46 | 1.4                             | 4.9  | 6.3    |  | -4.1     |



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# 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



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

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



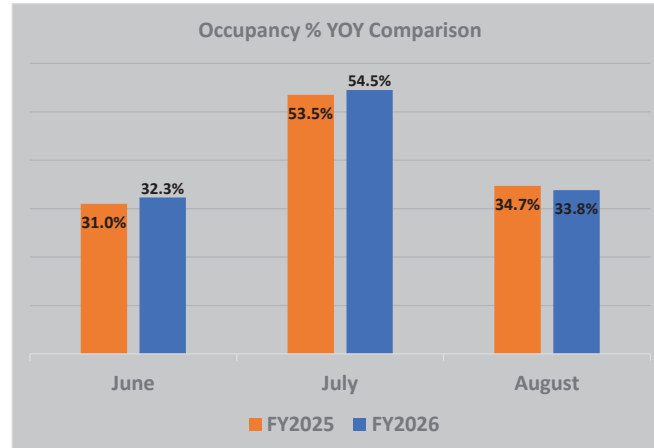
ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Vacation Rental Analytics

August 2026

## Paid Occupancy % August 2026

- Paid Occupancy % decreased -2.6% YOY



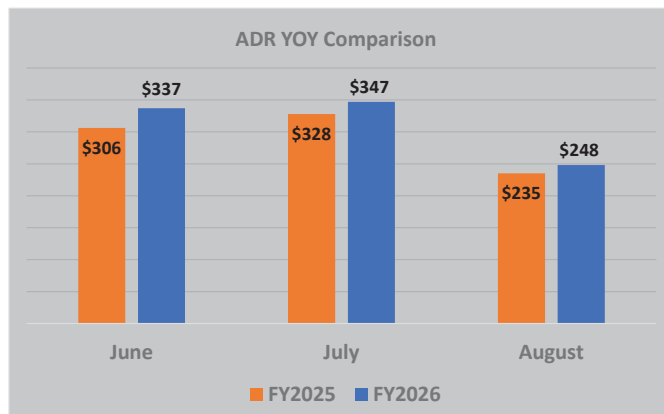
ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Vacation Rental Analytics

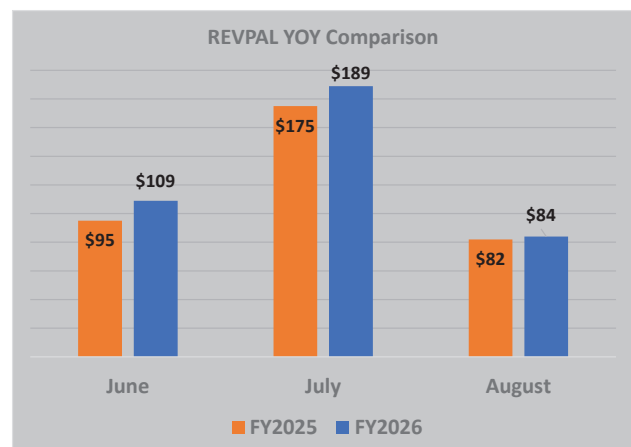
August 2026

## ADR August 2026

- ADR increased +5.5% YOY



## RevPAL YOY Comparison



## RevPAL August 2026

- RevPAL increased +2.4% YOY

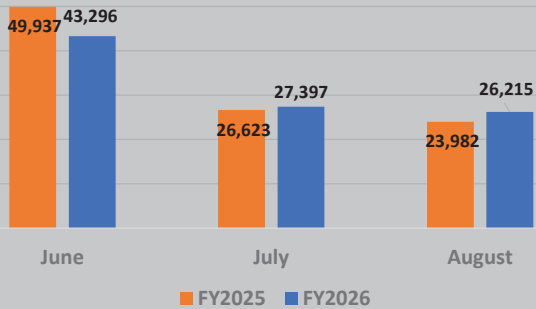


ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Vacation Rental Analytics

August 2026

Supply YOY Comparison



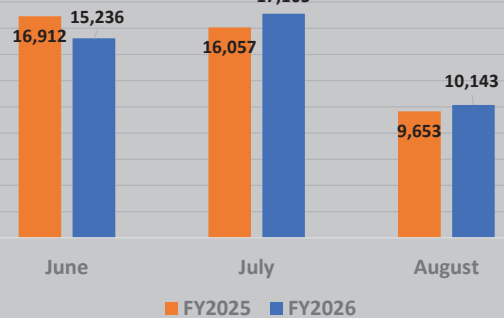
Supply August 2026

- Supply increased +9.3% YOY

Demand August 2026

- Demand increased +5.1% YOY

Demand YOY Comparison



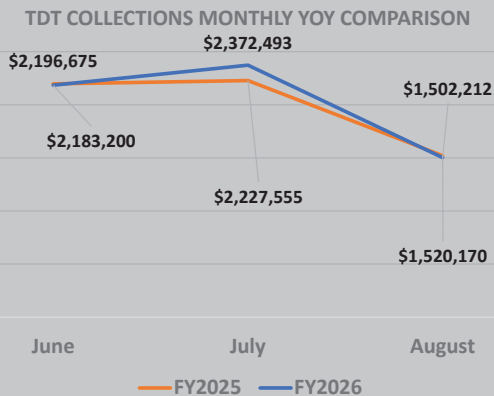
ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Tourist Development Tax Collections

August 2026

TDT Collections August 2026

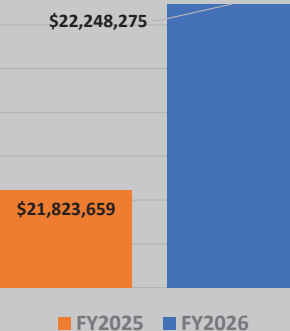
- TDT Collections declined -1.2% YOY



FYTD TDT Collections August 2026

- FYTD TDT Collections increased +1.9% YOY

FYTD TDT Collections YOY Comparison



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Visitor Information Centers Visitation

## VIC Visitation

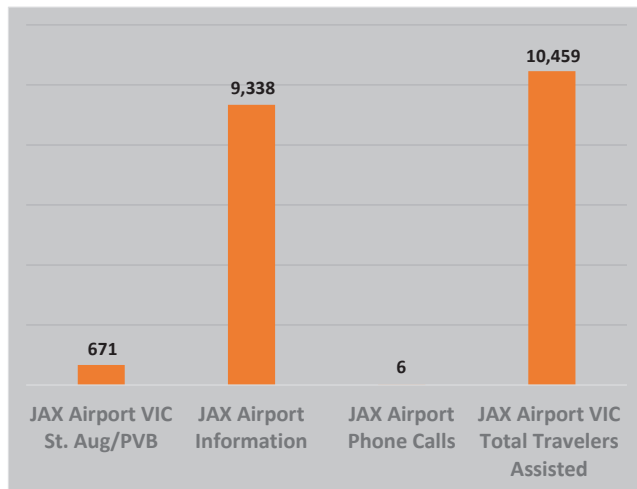
September 2026

### VIC Visitation – September 2026

- Visitation to the **Jacksonville Airport Visitor Information Center** increased **+50.1% YOY**.
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+19.4% YOY**
- **SJC PVB Visitor Information Center** declined by **-45.5% YOY**

# Jacksonville Airport VIC Visitation

September 2026



## Jacksonville Airport VIC Visitation – September 2026

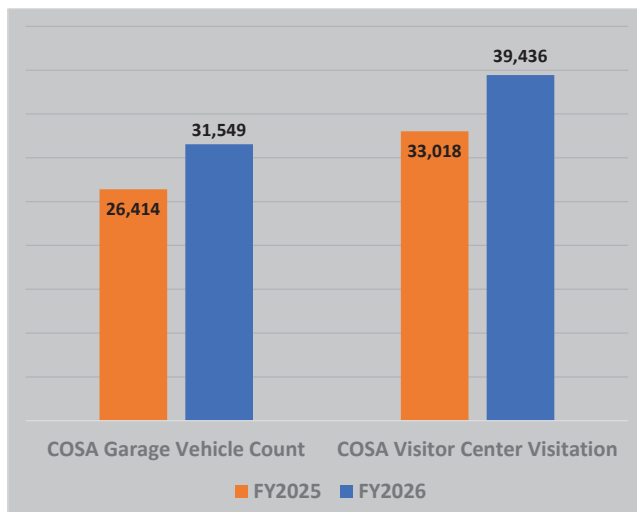
- Jacksonville Airport VIC St. Aug & PV 671
- Jacksonville Airport VIC Airport Information 9,338
- Jacksonville Airport VIC Phone Calls 6
- Jacksonville Airport VIC Visitor In-Person 2026 10,459



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# City of St. Augustine Downtown VIC Visitation

September 2026



## City of St. Augustine Downtown VIC Visitation – September

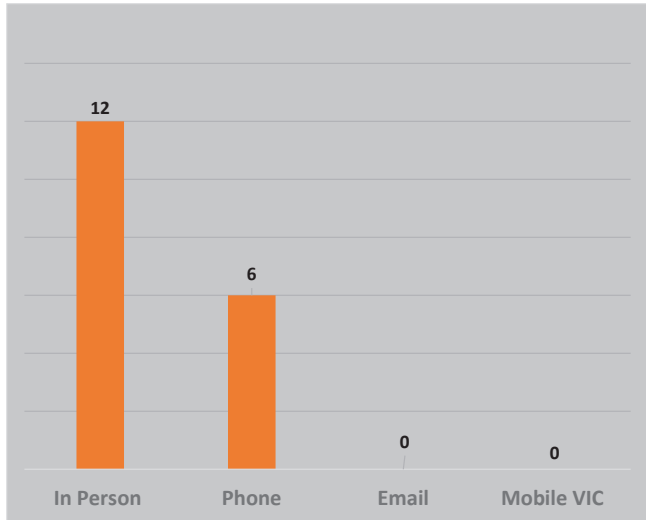
- Visitor Information Center Vehicle Count 2025 26,414
- Visitor Information Center Vehicle Count 2026 31,549
- Visitor Information Center In-Person 2025 33,018
- Visitor Information Center In-Person 2026 39,436



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Ponte Vedra Beach VIC Visitation

September 2026



## Ponte Vedra Beach Visitation September 2026

|                             |    |
|-----------------------------|----|
| • Visitors Served In-Person | 12 |
| • PVB VIC Phone Calls       | 6  |
| • PVB VIC Emails            | 0  |
| • Mobile VIC (PVB Library)  | 0  |



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Social Media



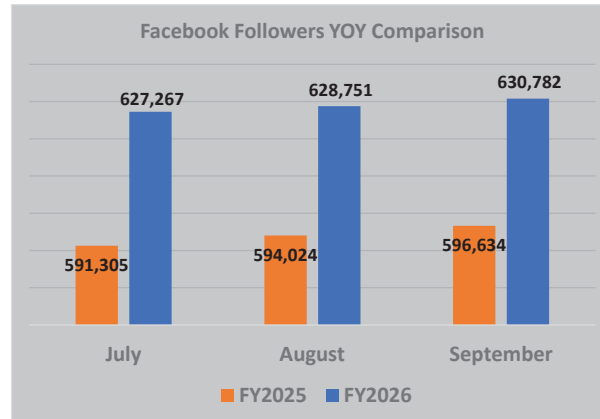
ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Social Media

September 2026

## Facebook Followers September 2026

- Facebook Followers increased +6.6% YOY

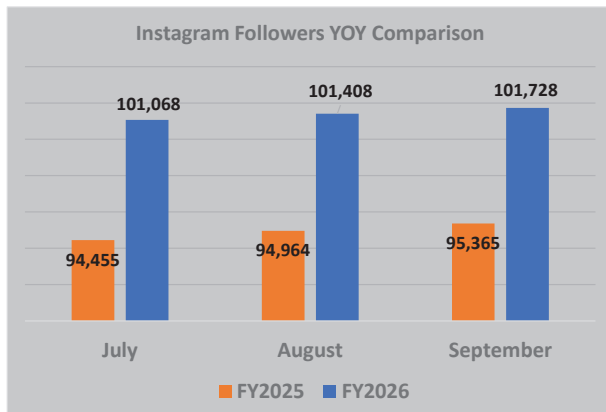


ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Social Media

September 2026

## Instagram Followers YOY Comparison

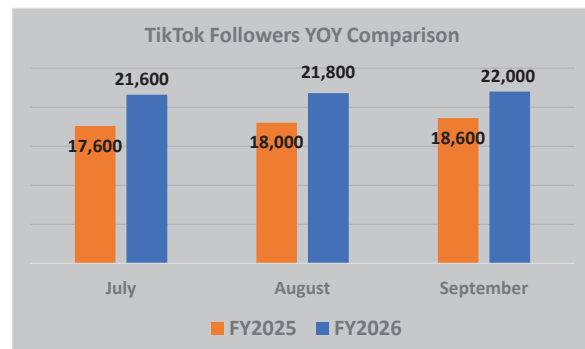


## Instagram Followers September 2026

- Instagram increased +6.7% YOY

## TikTok Followers September 2026

- TikTok increased +18.3% YOY



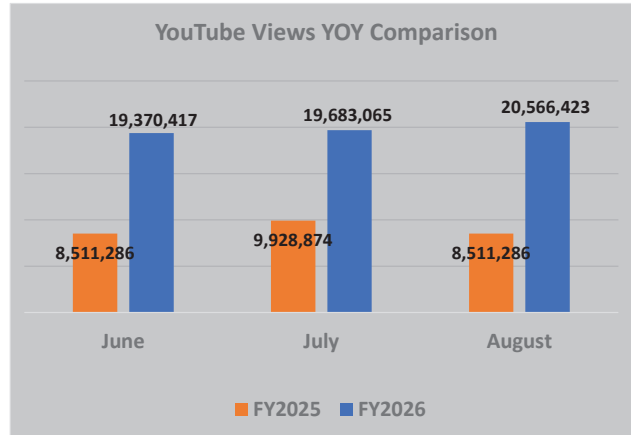
ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Social Media

September 2026

## YouTube Views September 2026

- YouTube Views increased **+141.6% YOY**



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

## Media Relations



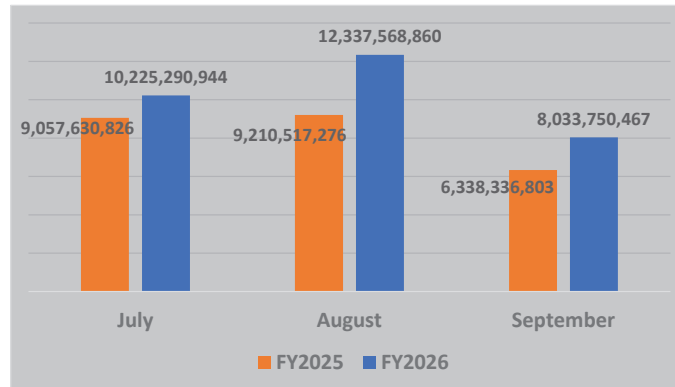
ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Media Impressions

September 2026

## Media Impressions – September 2026

- Media Impressions increased **+26.7% YOY**



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

# Top National Stories

September 2026

- Southern Living + YahooNews.com - [I'm A Native Floridian – And This Hidden Atlantic Beach Is 1 Of The Last Places You Can Escape The Crowds](#)



50.2M Media Impressions

- Michelin Guide - [The Best Waterfront Restaurants in Florida](#)



4.7M Media Impressions



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

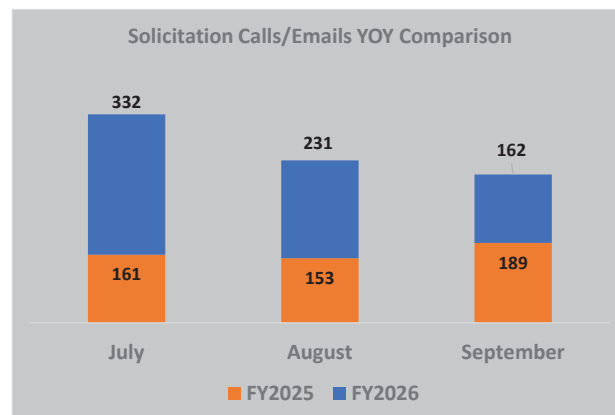
# Sales

## Sales Measurement Summary

September 2026

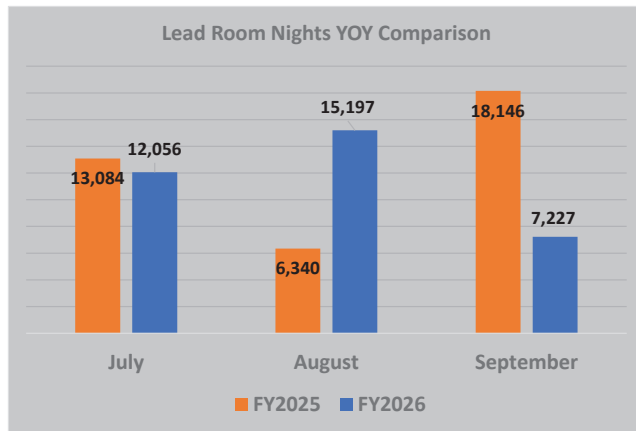
### Solicitations September 2026

- Solicitations decreased **-14.3% YOY**



# Sales Report

September 2026

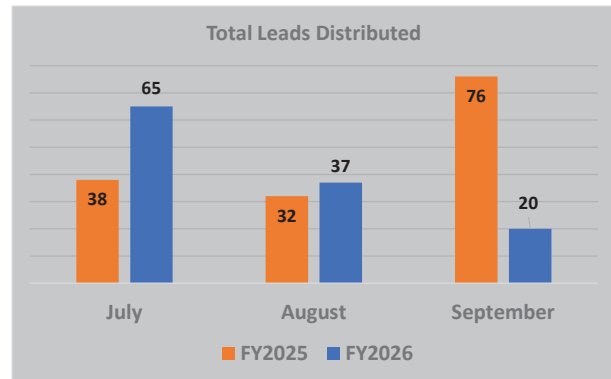


## Lead Room Nights September 2026

- Lead Room Nights decreased -60.2% YOY

## Lead Distribution September 2026

- Lead Distribution decreased -73.7% YOY



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

## CEO's Comments

- August 2026 Traditional Lodging Stats: Occupancy 52.9% (-1.1%), ADR \$144.05 (-2.2%), RevPAR \$76.16 (-3.2%), Demand is -3.0%, Revenue is -5.1%, Supply is -1.9%
- August 2026 Vacation Rental Stats: Paid Occupancy 33.8% (-2.6%), ADR \$248 (+5.5%), RevPAL \$84 (+2.4%), Demand +5.1%; Supply +9.3%
- August 2026 TDT Collections were +1.9% YOY; FYTD collections were up +1.9% through August 2026
- September visitation year-over-year: Jax Airport VIC increased +50.1%; CoSA VIC increased +19.4%; Ponte Vedra Beach VIC declined -45.5%
- September Social Media YOY for Facebook/Meta was +6.6%, Instagram was +6.7%, TikTok was +18.3%, and YouTube was +2,450.3%
- September Media impressions increased +26.7% YOY
- September Sales team solicitations are -14.3% YOY; lead room nights are -60.2% YOY; lead distributions are -73.7% YOY



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES



# THANK YOU

*Questions?*



ST. AUGUSTINE  
PONTE VEDRA  
& THE BEACHES

## SEPTEMBER BOARD REPORT FY2026



ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST™



*Tinsley*

# TABLE OF CONTENTS

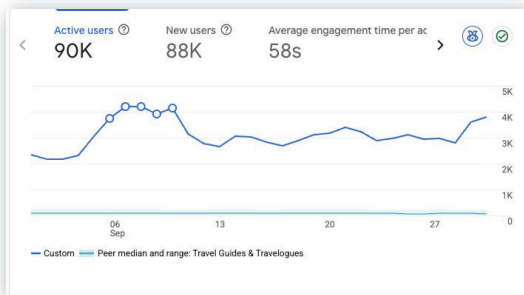
- Summary
- SJC Site Traffic/Performance Metrics
- Leisure Campaign Summaries
- B2B Campaign Summaries
- Co-Op Summaries

## SUMMARY

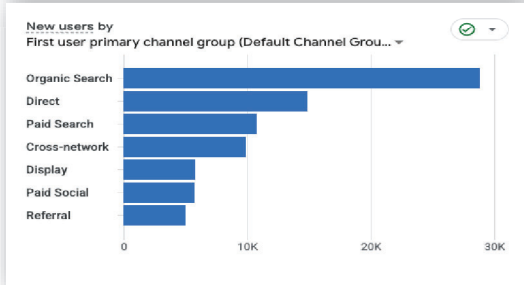
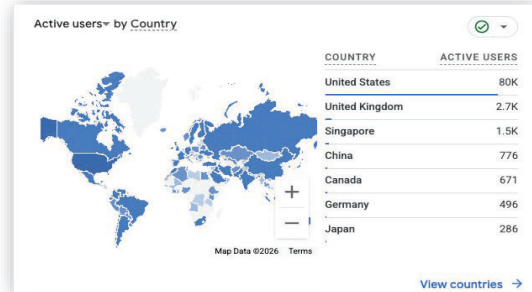
- For the month of September 2026, “Bring Your Family Closer” Summer campaign has winded-down and we introduced “Romance + Couples” creative to run across the following media channels/tactics which continued highlighting the new brand messaging launch of “Welcome to The New World™”.
  - Paid Search (Branded/Non-Branded)
  - Paid Social Media (FB/IG) & FB Lead Ads
  - YouTube
  - Programmatic Display & CTV Video
  - Out-of-Home Digital Billboards
  - Programmatic Display with OTA Partners (Expedia)
- During the month of September, Tinsley continued to run various Brand & Co-Op campaigns within Meta and Print
- The B2B campaigns continued in the month of September across Search, Social & Display
- Grand Total September Impressions = 4,036,630

# FloridasHistoricCoast.com Site Traffic

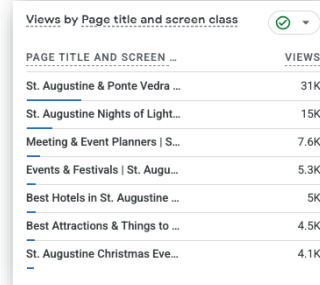
- Overall, September generated a total of 90k total Active Users of which 88k were new, which represents a double-digit improvement month-over-month (+23%). We are continuing to filter out bot-related traffic from China & Singapore; which reduces visitation by approximately 2.3k, to a grand total of 87.7K.
- Average engagement time per active user came in at 58 secs duration; which has slightly which is relatively flat MoM (at 59 sec last month).
- United States accounted for the lion share of Active Users (80k), followed by The United Kingdom (2.7K), Singapore (1.5K) and China (776), followed by Canada (671) and Germany (496); of which Singapore and China is being filtered out.



- We will be filtering out 2.3K 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, Paid Search, Cross-Network (which is a consolidation of of traffic across all Google Networks), Paid Social and Referral.



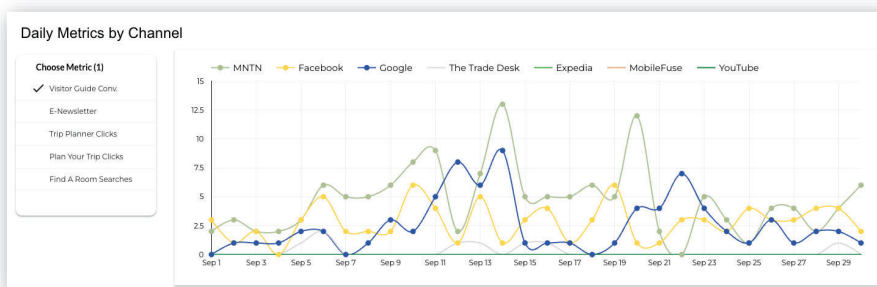
- Top Views by Page were St Augustine & Ponte Vedra, St. Augustine Nights of Lights, followed by Meeting & Event Planners, Best Hotels in St. Augustine & Best Attractions & Things To Do, rounding out with St. Augustine Christmas Eve

©2022 Tinsley

## Floridashistoriccoast.com Analytics Dashboard

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

- 310 Visitor Guide Conversions; primarily driven by MNTN (CTV), Google and Social (Meta: FB/IG).
- 129 E-Newsletter Subscriptions; primarily driven by Social (Meta: FB/IG), Google & CTV (MNTN)
- 812 Facebook Lead Ads, which yields a .08% decrease MOM.



Total  
September  
Lead Ads =  
812

©2022 Tinsley

# 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 = 2,389 actions. This represents a +1% increase MoM.



*trip planner*

## Plan Your Trip

Find A Room

The campaign generated 153 Trip Planner clicks:

- Paid Search generated 104
- Paid Social generated 45
  - Display generated 3
  - YouTube generated 1

The campaign generated 106 Plan Your Trip clicks:

- Paid Search generated 77
- Paid Social generated 25
  - Display generated 4

The campaign generated 2,130 Find A Room clicks:

- Search generated 1,278
- Paid Social generated 788\*
  - Display generated 57
  - YouTube generated 7

\*(Includes 2 for Beacher's Lodge HHM Co-Op)

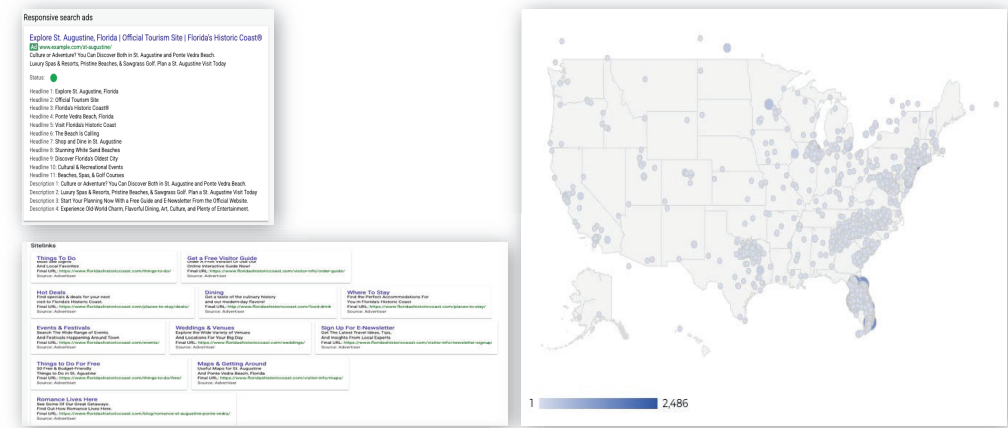
©2022 *Tinsley*

Leisure

*Tinsley*

# Paid Search: Google AdWords - Leisure

- Google Paid Search is an evergreen schedule and delivered 83,973 impressions and 11,422 clicks from 9/1-9/30/2026; yielding a 13.6% CTR; which is over-delivering vs. benchmarks by +34%. And we see CTRs as high as 55% 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.



Top 20 Keywords (ranked by Clicks and CTR)

| Keyword                              | Impressions | Clicks | CTR | CPC    |
|--------------------------------------|-------------|--------|-----|--------|
| st augustine fl                      | 6,497       | 1,289  | 20% | \$1.26 |
| st augustine florida                 | 4,459       | 878    | 20% | \$1.16 |
| saint augustine                      | 3,862       | 558    | 14% | \$1.52 |
| st augustine historic district       | 2,751       | 504    | 18% | \$1.26 |
| resorts for family reunions          | 1,195       | 256    | 21% | \$0.96 |
| st augustine tourism                 | 710         | 165    | 23% | \$1.05 |
| st augustine trips                   | 1,118       | 163    | 15% | \$1.44 |
| st augustine events                  | 946         | 160    | 17% | \$0.86 |
| st augustine beach florida           | 698         | 159    | 23% | \$1.51 |
| things to do in st augustine         | 804         | 156    | 19% | \$0.78 |
| st augustine christmas               | 1,041       | 126    | 12% | \$1.98 |
| what to do in st augustine fl        | 759         | 114    | 15% | \$0.99 |
| st augustine florida hotels          | 826         | 95     | 12% | \$2.94 |
| st augustine christmas lights        | 1,076       | 83     | 8%  | \$1.95 |
| st augustine district                | 540         | 81     | 15% | \$1.31 |
| visit st augustine                   | 239         | 72     | 30% | \$1.20 |
| things to do in st augustine florida | 358         | 71     | 20% | \$0.78 |
| weekend getaway in fl                | 644         | 66     | 10% | \$1.18 |
| st augustine sightseeing             | 309         | 56     | 18% | \$1.21 |
| vacations in florida for couples     | 434         | 53     | 12% | \$1.12 |

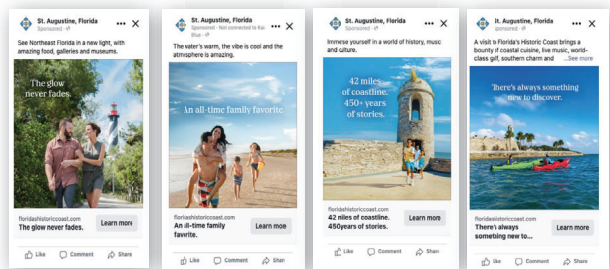
Travel Industry Benchmarks – Google CTR: 10.16%; CPC = \$1.92

Tinsley

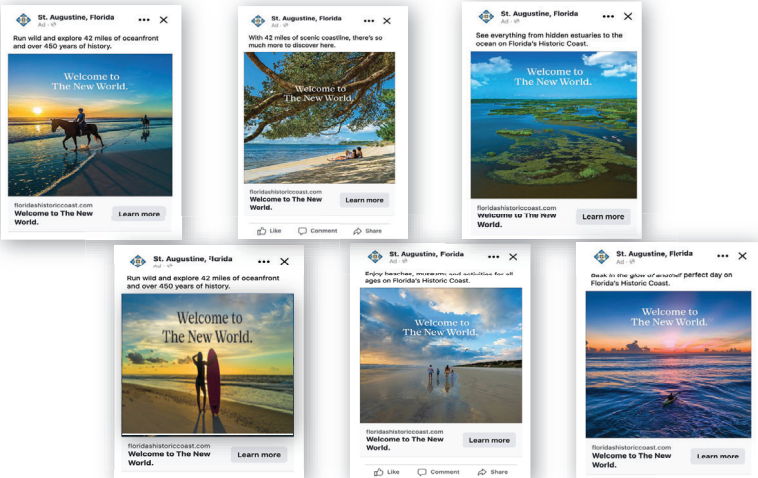
# Paid Social: Facebook/Instagram - Leisure

- Facebook/Instagram delivered 775,401 impressions and 19,861 clicks from 9/1-9/30/2026; yielding a 2.56% CTR; which is coming in slightly above Travel benchmarks of 2.20%, by +5%.
  - The campaign incorporates in-feed static units and Lead Ads, and a total of 812 Lead Ads were generated.
- For the month of September 2026, 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”.
- An additional Client-direct campaign “Turn Game Day Into a Florida Getaway” was active for approximately two weeks and delivered 34,550 Impressions and 1,412 clicks; yielding a 4.09% CTR.

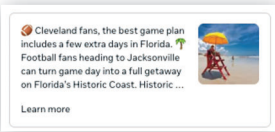
“Evergreen Branding” – Display Creative



“Welcome to The New World” - Display Creative



Promotional “Turn Game Day Into a Florida Getaway” Display Creative



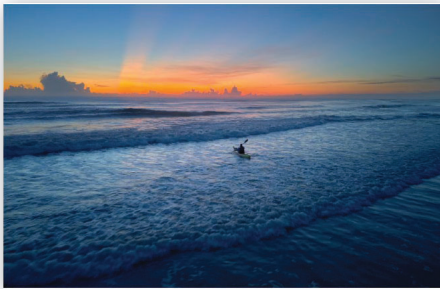
Travel Industry Benchmarks – Social CTR: 2.20%

Tinsley

# YouTube - Leisure

- YouTube delivered 836,349 impressions and 10,947 clicks from 9/1-9/30/2026; yielding a 1.31% CTR and a \$0.05 CPV rate. The CPV rate exceeds Travel benchmarks by +39%.
  - YouTube generated Completed Video Views, generating a 41.00% Video Completed Rate; which exceeds View Rate benchmarks by +68%.
- For the month of September, we are continuing with the “Welcome to The New World” creatives: “Age of Discovery”, “Quiet Places” and “Celebration of Arts” messaging.

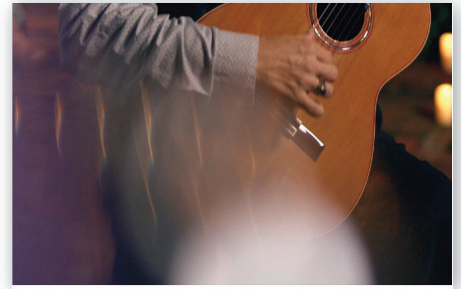
“Age of Discovery” :30 Commercial



“Quiet Places” :30 Commercial



“Celebration of Arts” :30 Commercial



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

*Tinsley*

# Programmatic Display - Leisure

- Programmatic Display delivered 476,472 impressions and 577 clicks from 9/1-9/30/2026; yielding a 0.74% CTR; which exceeds benchmarks (0.04%-.08%) by 2.4x.
  - Programmatic Display is running across brand-safe sites purchased on **The Trade Desk**, as well as with site direct partners including **Expedia**.
- For the month of September, 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”, “Couples Beach”, “Family Beach”, “Kayakers”, “Kayak Surf” and “Romance/Couples” new execution.

“Evergreen Branding” Display Creative



“Welcome to The New World” Display Creative



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

*Tinsley*

# Site Direct Display Expedia - Leisure

- The Expedia campaign launched in November 2025 and will continue through the month of September 2026.
- For the month of September, the following impressions and clicks were delivered:
  - Expedia Display delivered 149,021 impressions and 0 Clicks/94 Page View Conversions.
  - Additional insights are provided from the site and will be featured in Quarterly Recaps.

“Evergreen Branding”



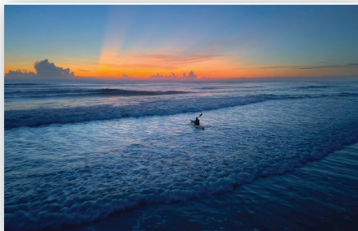
Travel Industry Benchmarks – Display CTR: 0.04%-.08%

*Tinsley*

# Programmatic Video (CTV) - Leisure

- Programmatic Video/CTV delivered impressions 307,419 impressions from 9/1-9/30/2026; and has generated an 85.11% Video Completion Rate, which exceeds benchmarks by +85%.
  - Programmatic CTV Video is running across brand-safe sites purchased through **The Trade Desk** on a platform called **MNTN**.
- For the month of September, we continued with the “Welcome to The New World” creatives: “Age of Discovery”, “Quiet Places” and “Celebration of Arts” and continued with “Couples” commercials.

“Age of Discovery” :30 Commercial



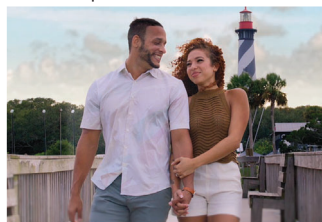
“Quiet Places” :30 Commercial



“Celebration of Arts” :30 Commercial



“Couples” :30 Commercial



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

theTradeDesk

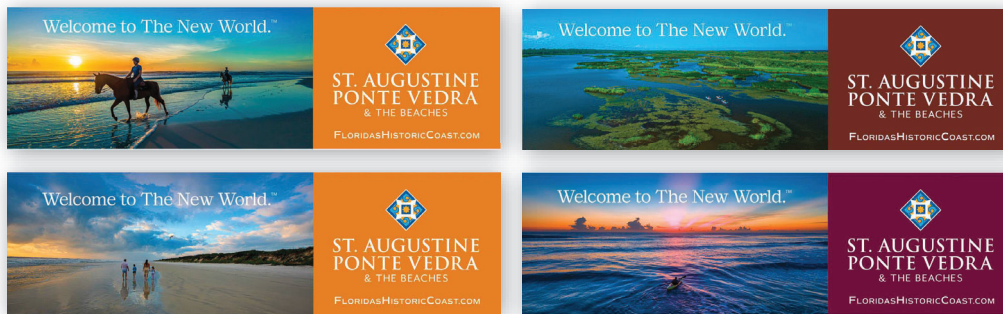
mntn

*Tinsley*

# Out-of-Home: Annual Digital Billboards - Leisure

- The annual Digital Billboard program continues within both Charleston, SC and Savannah, GA for the month of September 2026.
  - 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 September location being at: Hwy 17A .7Mi N/O I-26 East/Facing
  - The Charleston digital board delivered approximately 480,00 impressions.

OOH Creative

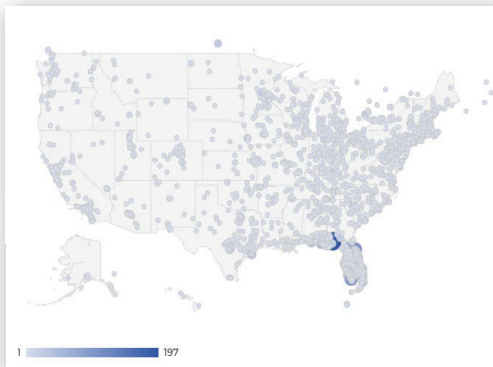


©2022 *Tinsley*

B2B

*Tinsley*

- The B2B Google Paid Search campaign generated 9,455 impressions and 1,754 clicks from 9/1-9/30/2026, yielding an 18.55% CTR; which exceeding CTR benchmarks by +83%. This month the CPC came in at \$1.78, which is -7% 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.

[illegible]

| Keyword                              | Impressions | Clicks | CTR | Cost   |
|--------------------------------------|-------------|--------|-----|--------|
| st augustine fl                      | 6,497       | 1,289  | 20% | \$1.26 |
| st augustine florida                 | 4,459       | 878    | 20% | \$1.16 |
| saint augustine                      | 3,862       | 558    | 14% | \$1.52 |
| st augustine historic district       | 2,751       | 504    | 18% | \$1.26 |
| resorts for family reunions          | 1,195       | 256    | 21% | \$0.95 |
| st augustine tourism                 | 710         | 165    | 23% | \$1.06 |
| st augustine trips                   | 1,118       | 163    | 15% | \$1.44 |
| st augustine events                  | 946         | 160    | 17% | \$0.86 |
| st augustine beach florida           | 698         | 159    | 23% | \$1.51 |
| things to do in st augustine         | 804         | 156    | 19% | \$0.78 |
| st augustine christmas               | 1,041       | 126    | 12% | \$1.98 |
| what to do in st augustine fl        | 759         | 114    | 15% | \$0.95 |
| st augustine florida hotels          | 826         | 95     | 12% | \$2.94 |
| st augustine christmas lights        | 1,076       | 83     | 8%  | \$1.95 |
| st augustine district                | 540         | 81     | 15% | \$1.31 |
| visit st augustine                   | 239         | 72     | 30% | \$1.20 |
| things to do in st augustine florida | 358         | 71     | 20% | \$0.78 |
| weekend getaway in fl                | 644         | 66     | 10% | \$1.16 |
| st augustine sightseeing             | 309         | 56     | 18% | \$1.12 |
| vacations in florida for couples     | 434         | 53     | 12% | \$1.21 |

*Tinsley*

- The B2B LinkedIn delivered 57,384 impressions and 3,008 clicks from 9/1-9/30/2026; yielding a 5.24% CTR, which exceeds Travel “Sponsored Messaging” benchmarks +64%.
  - *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”, “Kavak”, “Yoga”, etc.



Travel Industry Benchmarks LinkedIn Sponsored Messaging CTR: 3.2%

# Programmatic Display - B2B

- B2B Programmatic Display delivered 297,523 impressions and 387 clicks from 9/1-9/30/2026; yielding a 0.13% CTR; which exceed benchmarks by 2.6x 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 September.
  - This portion yielded 19,623 impressions and generated a 0.18% CTR.
- We are continuing to run the B2B “Welcome to The New World” creative messaging with the following variations; including, “Biking”, “Golf”, “Kayak”, “Yoga”, etc.



*Tinsley*

# Recommend Travel – August - B2B



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

## Placement

- September 2026: 2-Page Spread 4C within the Family & Multi-Generational Travel issue.

## 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.

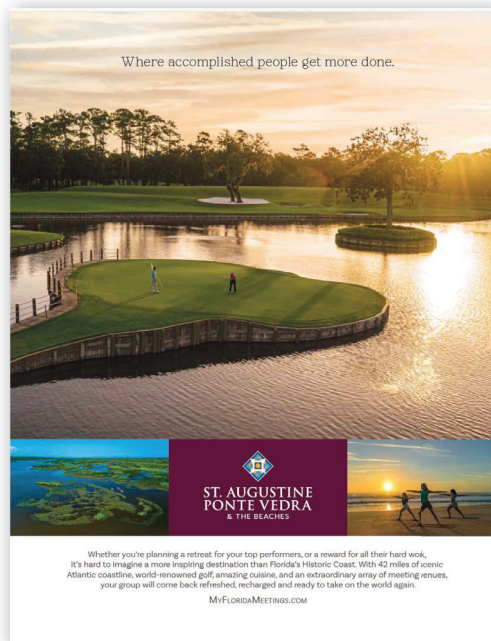


*Tinsley*

# FSAE – September/October Issue - B2B



- FSAE is a B2B publication targeting 1,100 association executives and meeting planners in Florida.
- A FP4C unit ran in the Sept/Oct 2026 issue: Meetings in North Florida/Resorts & Spa's Issue.



*Tinsley*

Co-Op

*Tinsley*

# Co-Op Print: Orlando Magazine September Issue



## Placement

- Page 4C Fall Getaways Issue - September 2026.
- Added value reflected a FP4C Advertorial in Fall issues plus inclusion in sponsored article.

## Audience

- 84% report HHI above \$75K
- 70% are college graduates
- 68% are planning to take a trip in the next 12 months
- 31,200 Circulation

### FALL GETAWAYS

#### Discover the Many Gems of Florida's Historic Coast

Planning a trip can be challenging when you're trying to keep everyone happy. Luckily, St. Augustine, Ponte Vedra & The Beaches makes it easy. Home to more than 60 historic sites and attractions ranging from pristine to 42 miles of pristine beaches, finding something to do won't be a problem, deciding what to do just might be.

Filled with charm and elegance, Florida's Historic Coast provides a timeless, picturesque backdrop for your family getaway, creating memories that will last a lifetime. Situated a world away from a traditional family beach vacation, you'll experience everything from old-world charm to new-world cuisine and perfect beach days filled with warm sun and just the right amount of adventure.

So, whether you're a history or architecture buff, an outdoor adventure seeker, a golf enthusiast, a shopping maven or a foodie with a big appetite, St. Augustine, Ponte Vedra & The Beaches is a one-of-a-kind destination.

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

### Welcome to The New World.™

For more than 450 years, explorers and dreamers have found inspiration along this extraordinary 42-mile Atlantic coastline. Discover artistry in centuries-old architecture, ocean-fresh cuisine, live music, and historic brick-paved streets. Enjoy championship golf, rejuvenating spas, and unforgettable accommodations that will stay with you forever.

[FloridaHistoricCoast.com](http://FloridaHistoricCoast.com)

#### CITY GATE SPIRITS

Raise from the historic gates of St. Augustine, City Gate Spirits is home to moonshine, whiskey, and flavored spirits. Crafted for good times and great memories.

[www.citygatespirits.com](http://www.citygatespirits.com)  
904-434-8206  
15 St. George Street

#### BEACHES LODGE OCEANFRONT SUITES

Escape to Oceanfront Beach, one of St. Augustine's best kept secrets. Beaches' Lodge offers unique amenities, an oceanfront pool, and direct beach access for a classic Florida's Historic Coast getaway.

[www.beacheslodge.com](http://www.beacheslodge.com)  
904-471-8845  
6770 AIA Street

#### LINCOLNVILLE MUSEUM AND CULTURAL CENTER

Explore 150+ years of Black history and the evolution of civil rights in the renovated Lincolnville. A versatile space suited for performances, corporate gatherings, and more.

[www.lincolnmuseum.org](http://www.lincolnmuseum.org)  
904-824-7791  
1022 N. 1st Avenue

#### ST. AUGUSTINE DISTILLERY

Florida's award-winning New World Distillery. Just a short trip from Orlando, explore true American distillery experiences that bring back the way to life.

[www.staugustinedistillery.com](http://www.staugustinedistillery.com)  
904-820-4962  
100 Duane Street

Tinsley

# Co-Op Print: Villages Magazine - September Newcomers Annual Issue



The Villages is a monthly publication edited for residents of one of the fastest-growing metro areas, The Villages is a trusted source for its primarily retiree readers.

## Placement

- A FP4C ran in the annual September 2026 Newcomers "Travel" Issue.

## The Audience

- Mature Purpose Pursuers – active retirees
- 123,000 residents – one of Florida's fastest growing cities.

### Welcome to The New World.™

#### Discover the Many Gems of Florida's Historic Coast

For more than 450 years, explorers and dreamers have found inspiration along this extraordinary 42-mile Atlantic coastline. Discover artistry in centuries-old architecture, ocean-fresh cuisine, live music, and historic brick-paved streets. Enjoy championship golf, rejuvenating spas, and unforgettable accommodations that will stay with you forever.

[FloridaHistoricCoast.com](http://FloridaHistoricCoast.com)

#### VILLA ZORAYDA MUSEUM

Explore the Villa Zorayda Museum, built in 1943 by architect Pauline M. Smith. The museum features architectural masterpieces and a collection of historic artifacts.

[www.villazoraydamuseum.com](http://www.villazoraydamuseum.com)  
904-820-4962  
100 Duane Street

#### BEACHES LODGE OCEANFRONT SUITES

Escape to Oceanfront Beach, one of St. Augustine's best kept secrets. Beaches' Lodge offers unique amenities, an oceanfront pool, and direct beach access for a classic Florida's Historic Coast getaway.

[www.beacheslodge.com](http://www.beacheslodge.com)  
904-471-8845  
6770 AIA Street

#### THE ST. AUGUSTINE ART ASSOCIATION

The St. Augustine Art Association provides monthly exhibitions for gallery and home décor enthusiasts. The gallery is located in the historic district of the city, and offers a unique shopping experience.

[www.saa.org](http://www.saa.org)  
904-824-2300  
100 Duane Street

#### WHISKEY, WINE & WILDLIFE

Whiskey, wine, and wildlife, take a trip to the St. Augustine Distillery. Just a short trip from Orlando, explore true American distillery experiences that bring back the way to life.

[www.staugustinedistillery.com](http://www.staugustinedistillery.com)  
904-820-4962  
100 Duane Street

Tinsley

# Paid Social: Meta (Facebook/Instagram) – Hispanic Heritage Co-Op

- For the month of September 2026, we have concluded the last event-based Co-Op for Hispanic Heritage Month.
- This campaign was scheduled to run from August 24<sup>th</sup> – September 20<sup>th</sup>, across Facebook/Instagram.
  - This report reflects September activity only spanning 9/1/26-9/20/26:

**Placement**  
Hispanic Heritage Month  
• Aug 24th – Sep 20th, 2026

**Audience + Geography**  
Target: Adults 25-64, Spanish-Speaking Cultural/Heritage Traveler  
• Miami-Fort Lauderdale, Orlando-Daytona Beach, Tampa-St. Petersburg

- Partners:**
- Beacher’s Lodge Oceanfront Suites
  - Whiskey, Wine & Wildlife

- Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign (8/24/26-9/20/26).

Tinsley

# Paid Social: Meta (Facebook/Instagram) – Hispanic Heritage Co-Op

Hispanic Heritage Month Co-Op: (8/24/26-9/20/26); however this report reflects 9/1/26-9/20/26:

| Markets                                                                      | Partner                                             | Net Media | Impressions | Clicks | CTR   | CPC    |
|------------------------------------------------------------------------------|-----------------------------------------------------|-----------|-------------|--------|-------|--------|
| Ft. Myers-Cape Coral, FL                                                     | CD - St John's County - FBIG - HHM - Beachers Lodge | \$0.00    | 1           | 0      | 0.00% | N/A    |
| Jacksonville, FL                                                             | CD - St John's County - FBIG - HHM - Beachers Lodge | \$0.00    | 1           | 0      | 0.00% | N/A    |
| Miami, FL                                                                    | CD - St John's County - FBIG - HHM - Beachers Lodge | \$47.19   | 18,534      | 25     | 0.13% | \$1.89 |
| Orlando, FL                                                                  | CD - St John's County - FBIG - HHM - Beachers Lodge | \$42.81   | 15,755      | 25     | 0.16% | \$1.71 |
| Tampa-St. Petersburg, FL                                                     | CD - St John's County - FBIG - HHM - Beachers Lodge | \$48.65   | 18,167      | 30     | 0.17% | \$1.62 |
| Unknown                                                                      | CD - St John's County - FBIG - HHM - Beachers Lodge | \$2.07    | 739         | 2      | 0.27% | \$1.04 |
| Sub Total HHM - Beacher's Lodge (9/1/26-9/20/26)                             |                                                     | \$140.73  | 53,197      | 82     | 0.15% | \$1.72 |
| Grand Total Hispanic Heritage Month - Beachers Lodge Co-Op (8/24/26-9/20/26) |                                                     | \$255.70  | 98,570      | 157    | 0.16% | \$1.63 |

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



Beacher's Lodge Oceanfront Suites and St. Augustine, Florida

Ad · 🌐

Celebrate the stories that helped shape the soul and spirit of St. Augustine, Ponte Vedra & The Beaches this Hispanic Heritage Month.



Fun, Sun and Family Time!

See details

👍 1

👍 Like

💬 Comment

➦ Share

Tinsley

# Paid Social: Meta (Facebook/Instagram) – Hispanic Heritage Co-Op

Hispanic Heritage Month Co-Op: (8/24/26-9/20/26); however this report reflects 9/1/26-9/20/26:

| Markets                                             | Partner                                   | Net Media | Impressions | Clicks | CTR   | CPC    |
|-----------------------------------------------------|-------------------------------------------|-----------|-------------|--------|-------|--------|
| Ft. Myers-Cape Coral, FL                            | CD - St John's County - FBIG - HHM - WW&W | \$0.01    | 2           | 0      | 0.00% | N/A    |
| Gainesville, FL                                     | CD - St John's County - FBIG - HHM - WW&W | \$0.00    | 1           | 0      | 0.00% | N/A    |
| Jacksonville, FL                                    | CD - St John's County - FBIG - HHM - WW&W | \$0.00    | 2           | 0      | 0.00% | N/A    |
| Miami, FL                                           | CD - St John's County - FBIG - HHM - WW&W | \$40.82   | 16,530      | 47     | 0.28% | \$0.87 |
| Orlando, FL                                         | CD - St John's County - FBIG - HHM - WW&W | \$45.88   | 17,115      | 30     | 0.18% | \$1.53 |
| Tampa-St. Petersburg, FL                            | CD - St John's County - FBIG - HHM - WW&W | \$51.32   | 19,006      | 33     | 0.17% | \$1.56 |
| Unknown                                             | CD - St John's County - FBIG - HHM - WW&W | \$2.52    | 849         | 1      | 0.12% | \$2.52 |
| West Palm Beach-Port St. L                          | CD - St John's County - FBIG - HHM - WW&W | \$0.00    | 1           | 0      | 0.00% | N/A    |
| Sub-Total Whiskey, Wine + Wildlife (9/1/26-9/20/26) |                                           | \$140.56  | 53,506      | 111    | 0.21% | \$1.27 |

|                                                                   |          |         |     |       |        |
|-------------------------------------------------------------------|----------|---------|-----|-------|--------|
| Grand Total Hispanic Heritage Month - WWW Co-Op (8/24/26-9/20/26) | \$261.56 | 102,595 | 193 | 0.19% | \$1.36 |
|-------------------------------------------------------------------|----------|---------|-----|-------|--------|

Each partner is scheduled to receive a minimum of 50,000 impressions across the duration of the campaign and this partner has received 2.1x higher impressions delivery.

Whiskey Wine & Wildlife and St. Augustine, Florida

Ad · 🌐

Celebrate the stories that helped shape the soul and spirit of St. Augustine, Ponte Vedra & The Beaches this Hispanic Heritage Month.



Whiskey, Wine & Wildlife [Learn more](#)

👍 2

👍 Like

💬 Comment

➦ Share