

**VCB Board of Directors Meeting
Meeting Packet
2:30 p.m. January 20, 2011
Hilton St. Augustine Historic Bayfront
32 Avenida Menendez
St. Augustine, FL**

An updated printed copy of this packet, including the VCB December 2010 financial statement, will be provided to all Board members at the meeting on January 20, 2011.

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St. Augustine, Ponte Vedra & The Beaches
Visitors and Convention Bureau Board of Directors Meeting
2:30 p.m., Thursday, January 20, 2011
Hilton St. Augustine Historic Bayfront
32 Avenida Menendez, St. Augustine

AGENDA

Call to Order – John Fraser

Roll Call – Barbara Golden

Approval of October 21, 2010 and December 20, 2010 Meeting Minutes

Treasurer’s Report – David Mariotti

Executive Committee Report – John Fraser

- VCB Partner Approvals and Drops
- Update on Reconnecting Castillo with Bayfront project
- Board Meeting Dates Review

Executive Director’s Report – Richard Goldman

- Department Reports
- Website Advisory Task Force Status

Other Business

Public Comments

Adjournment

St. Augustine, Ponte Vedra & The Beaches
 Visitors and Convention Bureau Board of Directors Meeting
 2:30 p.m., Thursday, October 21, 2010
 Holiday Inn Express
 3200 S.R. 16, St. Augustine

MINUTES

The Meeting was called to order at 2:40 p.m. by former Chairman of the Board, Charles Cox. Charles Cox officially passed the Gavel to John Fraser, 2011 Chairman of the Board.

Present: Irving Kass, Charles Cox, Bob O'Neill, John Fraser, David Mariotti, Tina Klinkenberg, Andrea Samuels.

Not Present: Virginia Whetstone, Mark Schwantner, Kathy Fleming, Errol Jones, and Cindy Stevenson.

Staff Present: Richard Goldman, Rick Hensler, Jay Humphreys, Kristi Hansman, and Barbara Golden

Others Present: Dan Heine, Paul Williamson, Bill Leary.

Presentation by political Candidates: Presentations to the Board were made by Don Heine, running for City of St. Augustine Commission Seat 3 /Mayor and Bill Leary candidate for City of St. Augustine Commission Seat 4. In addition, statements submitted by S. Gary Snodgrass, Candidate for City of St. Augustine Beach Commission Seat 5 and Hester Longstreet, Candidate for St. Augustine Beach Commission Seat 3 were read by Jay Humphreys.

Approval of Minutes: Bob O'Neill made a motion to approve the minutes from the August 2010 Board Meeting. The motion was seconded by Tina Klinkenberg.
Approved Unanimously

Election of Board of Directors Executive Officers: John Fraser presented a ballot of executive committee officers for a vote. Immediate Past Chair, Charles Cox and Chairman, John Fraser were not included on the ballot since their seats were already determined. The Ballot included Vice Chairman: Bob O'Neill; Treasurer: David Mariotti; and Secretary: Tina Klinkenberg. Blanks for write-in candidates were also available on the ballot for each position. The silent vote was tallied by staff and the slate, as presented, passed unanimously.

Immediate Past Chair, Charles Cox

Chairman, John Fraser

Vice Chairman, Bob O'Neill (Chair Elect 2012)

Treasurer, David Mariotti

Secretary, Tina Klinkenberg

Treasurer's Report - Bob O'Neill reported that the VCB had no liabilities with the county as this was the end of the fiscal year. He also reported that as of September 30, the VCB had a \$139,000 balance owed by the county on invoices from FY 2010. The current VCB account budget is \$43,786.97, up over previous years because of increase in partnership fees. Bob reported that the St. Johns County Bed Tax collections for August 2010 were up 37% over last year, and actually 2.8% up when the additional penny is not included.

Executive Committee Report

John Fraser announced that he is working to arrange a presentation by the Halback Design Group to VCB partners regarding proposed plans for Avenida de Menendez and the surrounding area traffic flow and landscape. The presentation may be scheduled sometime between November 29 and December 3. The VCB will provide notice to partners when the dates are confirmed.

Approval of New Partners – Irving Kass made a motion to accept Gaufre's & Goods, a Greek and Polish Café' on Aviles Street as a new Partner. Bob O'Neill seconded the motion. **Approved Unanimously**

Executive Director's Report – Richard Goldman presented updates on TDC collections, VCB initiatives and tourism reporting updates for August and September 2010.

He reported that the Gross Bed Tax collections for August 2010 were \$456,517, 37.1% higher than 2009, and 2.8% without the additional penny that began being collected in April 2010.

The September 2010 STR Report indicates that while St. Johns County Occupancy is 8th and ADR is 4th among our competitive set of destinations, a full review of the STR Report showed that the destination has experienced a 19% increase in occupancy, a 21% increase in rooms sold and a 20% increase in room revenue. Those increases were second only to Amelia Island for September.

Richard provided a full report on www.FloridasHistoricCoast.com website including information about indications that website visits for August and September were up substantially. He also reported that Miles Media and YPartnership have met to devise processes so that all advertising programs are monitored properly and develop more strategies to reduce the "bounce rate". He also reported that year-to-date site visits to the site were more than 358,000, up 83% over last year, and that 44% of the visits to the site in September were driven by the advertising campaign.

Richard also reported on the VCB micro sites: VCB Beach Report, HistoricCoastFlavors.com and StAugustineScapes.com. He reported on the trends in traffic to each site.

While reviewing the VCB Visitor Inquiry reports, Richard made note that the report indicates a small change in planning time for visitors, in that our report indicates some visitors are planning further out. He also reported that in discussion with other CVB leaders at the FACVB Conference, state-wide there seems to be just the opposite. In fact, Travelocity's regional manager reported that 26% of their hotel bookings are coming within 48 hours prior to arrival.

Kristi Hansman reported on the Sales Department activities for August and September, informing the Board about the quality and quantity of meeting groups that are booking through the VCB. She also reported that corporate groups are booking with shorter notice than previously experienced. Kristi also reported on recent and upcoming leisure sales activities.

Jay Humphreys reported on the Communications Department's recent coverage which included a story coming out in the Toronto Star, upcoming publicity opportunities related to promoting St. Augustine's 450th commemoration and the success of the media coverage for the Flavors promotion.

Rick Hensler reported on the Mich-Ultra promotion, the success of the Flavors promotion, the 4th quarter media promotion plan, an upcoming Scenic A1A program, and the UNF alliance.

Richard informed the Board that Errol Jones was one of three speakers at the dedication and changing over of the state-owned city managed properties to the University of Florida. Of those speakers, Vice-Mayor Jones was the only person to mention the importance of the management of those properties to the tourism industry. Richard thanked vice-mayor Jones for speaking up for tourism.

John Fraser announced that the City of St. Augustine was recently recognized by Smart Money Magazine as a Great Place to Retire.

Other Business

Charles Cox announced that Board member Mark Schwantner was leaving the Renaissance Resort at World Golf Village to work at another property in South Carolina. He requested that the Board replace Mark with another individual (Jeffrey Oliasami, the incoming GM for the Renaissance) as the I-95 Corridor representative on the Board.

Tina Klinkenberg made a motion to have the new Renaissance Resort General Manager, Jeffrey Oliasami, replace Mark Schwantner as the I-95 corridor accommodations representative on the Board of Directors. The motion was seconded by Bob O'Neill. Approved Unanimously

Richard Goldman presented Charles Cox with a plaque thanking him for his leadership as the Chairman of the Board of Directors for the past two years.

David Mariotti invited the Board to attend the Gatorbowl SEC luncheon on October 26 at the World Golf Village.

John Fraser adjourned the meeting at 4:35 p.m.

**Respectfully submitted on behalf of
Board secretary, Tina Klinkenberg,**

Barbara Golden

St. Augustine, Ponte Vedra & The Beaches
 Visitors and Convention Bureau Board of Directors Meeting
 2:30 p.m., Monday, December 20, 2010
 Lodge & Club at Ponte Vedra Beach, 607 Ponte Vedra Boulevard
 Ponte Vedra Beach, FL

Minutes

Call to Order – John Fraser called the meeting to order at 2:45 p.m.

Present: John Fraser, Tina Klinkenberg, Irving Kass, and County Commissioner Jay Morris. NO QUORUM.

Not Present: Charles Cox (excused), Bob O’Neil, David Mariotti (excused), Kathy Fleming (excused), Jeff Oliasami (excused), Virginia Whetstone, Commissioner Andrea Samuels (excused), Kirk Wendland (excused) and Commissioner Errol Jones (excused).

Staff Present: Richard Goldman, Barbara Golden, Evelyn Vazquez, Rick Hensler

Others Present: None

John Fraser introduced and welcomed County Commissioner Jay Morris as the newest Board member and representative to the County Commission. Commissioner Morris stated that he looks forward to serving on the Board and learning about the work of the VCB. He also announced that there is a conflict of schedule with usual VCB dates/times and other committees on which he serves.

Approval of October 21, 2010 Meeting Minutes – Approval of Minutes is deferred to next meeting.

Treasurer’s Report – Richard Goldman reported that the VCB is currently solvent. There was a deposit by the County to the bank to cover all liabilities. The county deposits 1/6 of the annual budget early in the year to cover initial operating expenses. As of October 30, FY 2011 total funds requested were \$324,873. In addition, the November report demonstrates the public and private sector accounts are funded. Approval of the Treasurer’s Report was postponed until the next regular Board of Directors Meeting.

Executive Committee Report :

John Fraser reported that although the Executive Committee lacked a quorum there was a need to approve new partner applications. These include University of Florida and St. Augustine Historical Society, representing a new category of partners at the VCB. Additional partner applications included the Lynx Tall Ship, South-a-Philly Restaurant, and Legacies and Memories. Because there was no

quorum, approval of new partners will need to be electronically submitted to Board members for approval.

Mr. Fraser also reported that on December 3, there was a VCB hosted meeting in St. Augustine to provide updates on the Reconnecting Castillo with Bayfront project. Jeremy Marquis from the Halback Group updated those in attendance with plans and the options of design for the potential configuration of traffic patterns and crosswalks. Everyone was encouraged to visit the website for the project and to give their input or comments to help select the most appropriate design. In addition, the VCB has provided dates of additional meetings and forums where the public can provide input. A handout was provided that listed the website addresses and contact information for Jeremy Marquis. It was explained that input by VCB members is requested so that industry comments are taken into consideration in the design plans. It was further noted that the project is part of a federally-funded transportation in Parks Grant Program. The project will affect downtown traffic and how it connects to the beaches area, the Bridge of Lions traffic flow and how it all relates to the Castillo de San Marcos.

Executive Director's Report – Richard Goldman

Richard Goldman reported that St. Johns County Bed Tax Collections show that October had a 44% increase with the additional penny collections. Without the additional penny, collections for October were still up 8% over last year. The contributions by zip code showed that Anastasia Island contributed the highest percentage of bed tax collection, while the Ponte Vedra area accommodations collected 25%, and St. Augustine and Vilano collected 28%. He clarified that the tax is actually paid by visitors and collected by accommodations providers.

STR data shows that St. Johns County's November occupancy was up 13.7%-- up 5.4% above a year ago. Occupancy for the state of Florida is only up 1%. For the first time in over two years the average daily room rate, along with other metrics was up, meaning that the demand has allowed hoteliers to comfortably raise their rates. Revenue per available room is up 16% from last year. Demand is up 13% for the year, that is 80,000 more room nights sold over last year. There was an additional \$1.2 million in revenue in November. Looking at our destination competitive set, occupancy of St. Johns County hotels ranks 6th, but showed the 2nd highest occupancy increase of all 12 competitors. Among our competitive set of hotel rate increases we were ranked third. All of this information indicates that our destination is strongly competing with other destinations.

Website performance reports indicate that the time on site by visitors has increased 50 seconds per visit; Bounce rates, site visitors that come in and leave in less than 30 seconds are down 5 points from October. We have been working on improving website visit relevance in advertising and promotion campaigns. Baselines and performance improvements were further explained.

Visitation to the site has improved but future improvements are anticipated. Guide orders from the site were up. It was also reported that during September and October the decline in website visitation was attributed to reduced advertising, due to end of budget constraints and seasonal low travel planning. In addition, the URL was changed in the September and October period which our developers warned would temporarily reduce search engines ability to find the site. (That's why the change was planned for September/October.)

In the near future, there will be a research proposal for data collection. In the meantime, measurement of success is garnered from the fulfillment report form Phase V. We are now 146% up in inquiries from last year. Richard further reported on the positive trends apparent in the November 2010 Inquiry Report. The Board was asked to refer to the Inquiry report in the Board packet to further review details.

Richard also reported that due to our concentrated markeign efforts in core markets, inquiries have increased from Florida, Georgia, California, New York and Pennsylvania source markets. Texas and Illinois have dropped out of the top five source states.

Richard reported that the Sales Department reports are in the packet. October was slow but November activities were very productive.

Evelyn Vazquez reported that in January there will be a post-Florida Huddle tour operator FAM and attendees will be coming to tour our destination. Florida Huddle will be taking place in Daytona. She also reported that there has been an increase in AAA travel professionals coming here for site inspections. This is a result of the VCB outreach and visits to AAA offices. She also reported that RSAA (Receptive Services of America Conference) will be attended by VCB staff in January. There are also openings for partners to participate in Destination Showcase in DC. The sales team is also working on updates of all meetings and groups collateral materials and websites.

Richard reported a 10% increase in media impressions as a result of the communications work and monitoring. The increase is due to the focus of internet exposure, where viewers have increased, but monetary values have decreased. Impressions and values calculations were explained. VCB produced 16 stories YTD, up 33% from last year.

Barbara Golden reported that there was a journalist in town working on a story for Elks Magazine. The magazine has a very large circulation and the story will appear in the March 2011 issue. There was also a recent journalist visiting here developing a story about our Civil Rights History for the Los Angeles Times which will appear in the January 23 issue. She also reported that the VCB is hosting a Media Tour for editors from Meetings publications. So far five have confirmed and there may be more. The tour will be based in Ponte Vedra and will

include site visits to World Golf Village and St. Augustine. She further reported that the 2011 Travel Planner is at the printer. The Planner is produced in-house as the primary fulfillment piece for the destination and is distributed to inquiries, at trade and consumer shows and at Visitor Centers.

Barbara also reported that the Communications team has developed and has begun to implement a social media outreach plan that includes Facebook, YouTube and Twitter. It was reported that the VCB Facebook page currently has more than 29,000 friends. The State of Florida has less than 24,000. The team is also creating an Application for iPad. A Visit Florida is funding much of the project.

And finally, she reported that Peter Greenberg's December 20th news letter, which has a distribution of over 1 million daily, featured a slide show of Holiday lights from around the world that included St. Augustine's Nights of Lights as the opening slide in the presentation.

Rick Hensler reported on the VCB Promotions and Strategic Partnerships activities. Rick explained that the work of the promotions department is to negotiate and partner with media and companies to leverage our advertising and PR efforts. Between April and October, the Promotions Department's efforts have resulted in more than \$367,000 in media exposure that cost us nothing. Rick reported that the department recently partnered with Cox Radio, Michelob Ultra and Florida's First Coast of Golf to create a golf promotion that focused on golf on Florida's Historic Coast. The program produced \$57,000 worth of exposure and created a point of sale for golf packages through Cox Radio website. The total results of the campaign will be made available in the near future.

In November, the VCB finished up fall event promotions that included Red Couch experiences at various events around the state that spun off the VCB advertising campaign. These events helped to increase the VCB data base by more than 4,000 new contacts. Rick also reported that the promotions department had coordinated and leveraged a program for Winter Wonderland with Radio Disney that provided a great of radio exposure for Winter Wonderland in exchange for exposure for Radio Disney at the event. And finally, Rick reported the Promotions Department had developed an alliance with the students in University of North Florida Marketing, PR, Advertising and Special Events classes. The students' course work was working on the VCB 2011 Marketing Plan challenges.

Rick presented the San Sebastian Wine hanger program. This program is a consumer incentive with an offer hanging from the neck of San Sebastian Wines Free Night, directing San Sebastian consumers to visit a special website where they can find offers to stay here and take advantage of one, two, three or more nights and stay one night free. The bottle tags, paid for by San Sebastian and distributed throughout the state at retail outlets will launch in January.

In December, the Website Advisory Task Force met with Miles Media to discuss the changes needed on the VCB website. Priorities were reviewed and the first priority is to mobilize the site. Other changes will be made and discussed further with the Board in the near future.

Richard also reported that Florida's First Coast of Golf reported 2046 room night bookings and 4800 rounds for October and estimated that November will be up about 1% from last year.

Projections for the year end will close 6% down for golf rounds. Not bad since other destinations are feeling a double digit loss.

With no other business to come before the Board, John Fraser adjourned the meeting at 3:50 p.m.

Respectfully submitted on behalf of
Tina Klinkenberg, Board Secretary

Barbara Golden

December-10

All Balances are reported as of month end

Checking Account Balance:	\$	286,829.02
Less Outstanding checks:	\$	207,075.23
Plus Deposits in transit		

BOCC Funds Liability:		\$	529,084.00
LESS BOCC Funds Incoming	20-Dec	\$	186,290.20

Other Liability:

TOTAL Liabilities:	\$	342,793.80
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VCB Fund Balance:	\$	87,187.74
Note: Cash available		

VCB:			
Income for Month		\$	8,910.93
Expenses for Month:		\$	10,427.90
Net VCB Monthly Activity		\$	(1,516.97)

Net BED TAX Income:		\$	421,645.75
	9-Oct	\$	376,275.34
	9-Nov		
	9-Dec		
	10-Jan		
	10-Feb		
	10-Mar		
	10-Apr		
	10-May		
	10-Jun		
	10-Jul		
	10-Aug		
	10-Sep		

This amount is divided between Admin, Cat 1, Cat 2, Cat 3 & Cat 4.

Fiscal Year 2008

MONTH OF OCCUPANCY	GROSS	% DIFFER	NET
October	\$ 381,855	9.2%	\$ 374,218
November	\$ 335,075	-0.7%	\$ 328,373
December	\$ 314,461	-3.5%	\$ 308,172
January	\$ 382,945	2.2%	\$ 375,286
February	\$ 510,093	6.9%	\$ 499,891
March	\$ 616,588	-8.1%	\$ 604,256
April	\$ 515,215	-6.4%	\$ 504,911
May	\$ 514,431	-4.3%	\$ 504,143
June	\$ 585,086	-1.5%	\$ 573,384
July	\$ 572,985	-11.9%	\$ 561,525
August	\$ 396,334	-2.7%	\$ 388,407
September	\$ 223,001	-29.7%	\$ 218,541
TOTAL	\$ 5,348,069	-9.1%	\$ 5,022,567

Fiscal Year 2009

MONTH OF OCCUPANCY	GROSS	% DIFFER	NET
October	\$ 326,166	-14.6%	\$ 319,643
November	\$ 297,629	-11.2%	\$ 291,677
December	\$ 270,001	-14.1%	\$ 264,601
January	\$ 309,435	-19.2%	\$ 303,247
February	\$ 415,350	-18.6%	\$ 407,043
March	\$ 486,037	-21.2%	\$ 476,316
April	\$ 449,794	-12.7%	\$ 440,798
May	\$ 427,844	-16.8%	\$ 419,287
June	\$ 483,848	-17.3%	\$ 474,171
July	\$ 541,334	-5.5%	\$ 530,508
August	\$ 332,989	-16.0%	\$ 326,330
September	\$ 237,374	6.4%	\$ 232,626
TOTAL	\$ 4,577,802	-14.4%	\$ 4,486,245

Fiscal Year 2010

MONTH OF OCCUPANCY	GROSS	% DIFFER	NET
October	\$ 299,131	-8.3%	\$ 293,147.98
November	\$ 260,463	-12.5%	\$ 255,254
December	\$ 269,055	-0.4%	\$ 263,674
January	\$ 293,615	-5.1%	\$ 287,742
February	\$ 374,796	-9.8%	\$ 367,300
March	\$ 516,181	6.2%	\$ 505,857
April	\$ 603,616	34.2%	\$ 591,544
May	\$ 583,218	36.3%	\$ 571,554
June	\$ 675,241	39.6%	\$ 661,737
July	\$ 854,553	57.9%	\$ 837,462
August	\$ 456,517	37.1%	\$ 447,387
September	\$ 380,266	60.2%	\$ 372,661
TOTAL	\$ 5,566,652	21.6%	\$ 5,455,319

4% tax begins

Fiscal Year 2011

MONTH OF OCCUPANCY	GROSS	COMPARED TO PREVIOUS YEARS					NET	TC & CC
		PY vs CY \$	FY2010	REAL %	FY2009	FY2008		
October	\$ 430,251	\$131,120.18	43.8%	8%	31.9%	12.7%	\$ 421,645.75	\$ 8,605
November	\$ 383,954	\$123,491.55	47.4%	11.0%	29.0%	14.6%	\$ 376,275.34	\$ 7,679
December								
January								
February								
March								
April								
May								
June								
July								
August								
September								
TOTAL	\$ 814,205	\$ 254,612	-85.4%		-82.2%	-84.8%	\$ 797,921	\$ 16,284

YTD Gross \$ 814,205.20

**St. Johns County Tourist Development Taxes
Collections by Accommodations Type**

OCC. MNTH	H/M	%	PV±	Condo	%	PV±	Apts	%	PV±	Camp	%	PV±	B&B	%	PV±	TOTAL	
2008	January '08	\$271,484.43	70.9%		\$75,076.86	19.6%		\$5,939.43	1.6%		\$12,375.30	3.2%	\$18,069.16	4.7%		\$ 382,945.18	
	February	\$351,158.46	68.8%		\$109,253.80	21.4%		\$5,579.73	1.1%		\$15,327.43	3.0%	\$28,773.74	5.6%		\$ 510,093.16	
	March	\$414,792.33	67.3%		\$145,190.54	23.5%		\$8,615.36	1.4%		\$18,147.77	2.9%	\$29,847.98	4.8%		\$ 616,593.98	
	April	\$371,401.10	72.1%		\$93,528.46	18.2%		\$9,569.25	1.9%		\$13,988.39	2.7%	\$26,728.04	5.2%		\$ 515,215.24	
	May	\$375,123.89	72.9%		\$91,320.43	17.8%		\$11,956.61	2.3%		\$11,225.67	2.2%	\$24,804.84	4.8%		\$ 514,431.44	
	June	\$355,625.39	60.8%		\$183,185.10	31.3%		\$13,462.41	2.3%		\$9,183.69	1.6%	\$23,629.52	4.0%		\$ 585,086.11	
	July	\$332,676.89	58.1%		\$189,648.18	33.1%		\$15,794.08	2.8%		\$10,982.90	1.9%	\$23,882.55	4.2%		\$ 572,984.60	
	August	\$266,831.11	67.3%		\$92,711.05	23.4%		\$11,130.02	2.8%		\$7,076.32	1.8%	\$18,585.28	4.7%		\$ 396,333.78	
	September	\$164,900.91	73.9%		\$35,779.98	16.0%		\$5,038.00	2.3%		\$4,516.90	2.0%	\$12,764.98	5.7%		\$ 223,000.77	
	October	\$256,223.93	78.6%		\$39,326.33	12.1%		\$5,192.36	1.6%		\$8,028.27	2.5%	\$17,394.99	5.3%		\$ 326,165.88	
	November	\$234,167.54	78.7%		\$31,889.67	10.7%		\$4,522.80	1.5%		\$8,385.74	2.8%	\$18,663.52	6.3%		\$ 297,629.27	
	December	\$197,646.61	73.2%		\$37,430.14	13.9%		\$5,469.43	2.0%		\$9,712.25	3.6%	\$19,742.60	7.3%		\$ 270,001.03	
2009	January '09	\$205,972.34	66.6%	-31.8%	\$68,668.52	22.2%	-9.3%	\$5,111.65	1.7%	-16.2%	\$12,564.31	4.1%	1.5%	\$17,118.60	5.5%	-5.6%	\$ 309,435.42
	February	\$264,842.44	63.8%	-32.6%	\$111,626.05	26.9%	2.1%	\$5,673.36	1.4%	1.7%	\$14,073.86	3.4%	-8.9%	\$19,133.96	4.6%	-50.4%	\$ 415,349.67
	March	\$317,504.90	65.3%	-30.6%	\$118,121.52	24.3%	-22.9%	\$6,864.44	1.4%	-25.5%	\$16,216.09	3.3%	-11.9%	\$27,330.12	5.6%	-9.2%	\$ 486,037.07
	April	\$305,212.06	67.9%	-21.7%	\$ 95,033.94	21.1%	1.6%	\$ 10,654.87	2%	10.2%	\$15,784.10	3.5%	11.4%	\$23,109.03	5.1%	-15.7%	\$ 449,794.00
	May	\$314,628.48	73.5%	-19.2%	\$71,353.30	16.7%	-28.0%	\$ 11,334.46	3%	-5.5%	\$10,042.68	2.3%	-11.8%	\$20,485.06	4.8%	-21.1%	\$ 427,843.98
	June	\$281,768.06	58.2%	-26.2%	\$153,195.05	31.7%	-19.6%	\$17,813.17	3.7%	24.4%	\$9,873.83	2.0%	7.0%	\$21,197.73	4.4%	-11.5%	\$ 483,847.84
	July	\$310,128.92	57.3%	-7.3%	\$183,917.64	34.0%	-3.1%	\$18,672.99	3.4%	15.4%	\$9,997.74	1.8%	-9.9%	\$18,616.91	3.4%	-28.3%	\$ 541,334.20
	August	\$215,226.14	64.6%	-24.0%	\$80,479.47	24.2%	-15.2%	\$12,710.08	3.8%	12.4%	\$6,833.16	2.1%	-3.6%	\$17,740.45	5.3%	-4.8%	\$ 332,989.30
	September	\$167,738.98	70.7%	1.7%	\$39,823.97	16.8%	10.2%	\$8,134.17	3.4%	38.1%	\$6,553.16	2.8%	31.1%	\$15,123.58	6.4%	15.6%	\$ 237,373.86
	October	\$228,845.10	76.5%	-12.0%	\$38,721.61	12.9%	-1.6%	\$5,854.07	2.0%	11.3%	\$7,548.84	2.5%	-6.4%	\$18,160.97	6.1%	4.2%	\$ 299,130.59
	November	\$195,603.73	75.1%	-19.7%	\$32,506.00	12.5%	1.9%	\$6,435.77	2.5%	29.7%	\$9,591.51	3.7%	12.6%	\$16,325.87	6.3%	-14.3%	\$ 260,462.88
	December	\$184,899.62	68.7%	-6.9%	\$43,698.10	16.2%	14.3%	\$7,714.89	2.9%	29.1%	\$10,050.36	3.7%	3.4%	\$22,691.63	8.4%	13.0%	\$ 269,054.60
2010	January	\$185,777.04	63.3%	-10.9%	\$73,829.03	25.1%	7.0%	\$6,679.46	2.3%	23.5%	\$11,626.81	4.0%	-8.1%	\$15,702.37	5.3%	-9.0%	\$ 293,614.71
	February	\$226,111.53	60.3%	-17.1%	\$107,771.77	28.8%	-3.6%	\$7,703.66	2.1%	26.4%	\$13,691.29	3.7%	-2.8%	\$19,518.04	5.2%	2.0%	\$ 374,796.29
	March	\$333,651.43	64.6%	4.8%	\$122,687.81	23.8%	3.7%	\$13,090.92	2.5%	47.6%	\$17,658.14	3.4%	8.2%	\$29,092.28	5.6%	6.1%	\$ 516,180.58
	April	\$434,232.48	71.9%	29.7%	\$103,132.09	17.1%	7.9%	\$15,471.93	2.6%	31.1%	\$20,665.50	3.4%	23.6%	\$30,114.11	5.0%	23.3%	\$ 603,616.11
	May	\$411,472.34	70.6%	23.5%	\$108,897.29	18.7%	34.5%	\$17,830.85	3.1%	36.4%	\$15,758.31	2.7%	36.3%	\$29,259.69	5.0%	30.0%	\$ 583,218.48
	June	\$389,147.21	57.6%	27.6%	\$214,921.99	31.8%	28.7%	\$30,059.68	4.5%	40.7%	\$14,357.57	2.1%	31.2%	\$26,754.89	4.0%	20.8%	\$ 675,241.34
	July	\$445,474.95	52.1%	30.4%	\$318,914.97	37.3%	42.3%	\$40,167.27	4.7%	53.5%	\$16,920.27	2.0%	40.9%	\$33,075.69	3.9%	43.7%	\$ 854,553.15
	August	\$292,199.41	64.0%	26.3%	\$115,429.02	25.3%	30.3%	\$19,444.28	4.3%	34.6%	\$9,791.62	2.1%	30.2%	\$19,652.54	4.3%	9.7%	\$ 456,516.87
	September	\$266,455.80	70.1%	37.0%	\$64,865.40	17.1%	38.6%	\$15,036.32	4.0%	45.9%	\$9,563.25	2.5%	31.5%	\$24,345.48	6.4%	37.9%	\$ 380,266.25
	October	\$329,046.97	76.5%	30.5%	\$52,429.44	12.2%	26.1%	\$10,835.56	2.5%	46.0%	\$11,572.94	2.7%	34.8%	\$26,365.86	6.1%	31.1%	\$ 430,250.77
	November	\$ 290,251.36	75.6%	32.6%	\$ 45,461.88	11.8%	28.5%	\$ 11,746.17	3.1%	45.2%	\$ 12,955.29	3.4%	26.0%	\$ 23,539.73	6.1%	30.6%	\$ 383,954.43

TOURIST DEVELOPMENT TAX COLLECTIONS
OCCUPANCY MONTH BY ZIP CODE

FISCAL YEAR 2009	Anastasia Isl		PVB		St. Augustine Villano/N. Bch		St. Augustine Shores/South		WGV I95/16/207 W		Palencia		OTHER	% TTL	TOTAL
	32080	% TTL	32082	% TTL	32084	% TTL	32086	% TTL	32092	% TTL	32095	% TTL			
AUG	\$ 143,477.56	36.2%	\$ 103,930.07	26.2%	\$ 102,913.29	26.0%	\$ 1,428.19	0.4%	\$ 34,633.70	8.7%	\$ 8,588.46	2.2%	\$ 1,362.51	0.3%	\$ 396,333.78
SEP	\$ 64,126.10	28.8%	\$ 55,068.05	24.7%	\$ 64,474.03	28.9%	\$ 807.21	0.4%	\$ 31,456.16	14.1%	\$ 6,062.21	2.7%	\$ 1,007.01	0.5%	\$ 223,000.77
OCT	\$ 77,335.20	23.7%	\$ 100,109.20	30.7%	\$ 97,355.37	29.8%	\$ 1,142.24	0.4%	\$ 40,152.05	12.3%	\$ 8,323.20	2.6%	\$ 1,748.60	0.5%	\$ 326,165.86
NOV	\$ 62,399.50	21.0%	\$ 93,711.01	31.5%	\$ 92,620.66	31.1%	\$ 1,139.60	0.4%	\$ 37,765.93	12.7%	\$ 8,379.69	2.8%	\$ 1,612.88	0.5%	\$ 297,629.27
DEC	\$ 68,481.09	25.4%	\$ 61,827.25	22.9%	\$ 94,437.30	35.0%	\$ 1,538.81	0.6%	\$ 35,300.09	13.1%	\$ 6,892.91	2.6%	\$ 1,523.58	0.6%	\$ 270,001.03
JAN	\$ 99,401.29	32.1%	\$ 76,989.34	24.9%	\$ 90,476.84	29.2%	\$ 1,917.66	0.6%	\$ 31,454.13	10.2%	\$ 7,860.20	2.5%	\$ 1,335.96	0.4%	\$ 309,435.42
FEB	\$ 155,462.10	37.4%	\$ 90,937.51	21.9%	\$ 107,523.04	25.9%	\$ 4,548.79	1.1%	\$ 45,341.65	10.9%	\$ 9,336.90	2.2%	\$ 2,199.68	0.5%	\$ 415,349.67
MAR	\$175,190.76	36.0%	\$115,113.17	23.7%	\$129,989.22	26.7%	\$4,457.92	0.9%	\$48,320.75	9.9%	\$10,508.42	2.2%	\$2,456.83	0.5%	\$ 486,037.07
APR	\$ 154,211.59	34.3%	\$ 107,409.00	23.9%	\$ 131,091.32	29.1%	\$ 3,531.97	0.8%	\$ 41,724.98	9.3%	\$ 9,943.72	2.2%	\$ 1,881.42	0.4%	\$ 449,794.00
MAY	\$ 121,985.32	28.5%	\$ 147,623.40	34.5%	\$ 110,720.18	25.9%	\$ 1,794.24	0.4%	\$ 35,643.35	8.3%	\$ 8,240.49	1.9%	\$ 1,837.00	0.4%	\$ 427,843.98
JUN	\$ 208,817.91	43.2%	\$ 119,374.49	24.7%	\$ 104,675.30	21.6%	\$ 4,219.71	0.9%	\$ 38,658.05	8.0%	\$ 7,003.42	1.4%	\$ 1,098.96	0.2%	\$ 483,847.84
JUL	\$ 245,156.58	45.3%	\$ 128,467.13	23.7%	\$ 117,539.20	21.7%	\$ 4,418.52	0.8%	\$ 35,749.67	6.6%	\$ 8,409.04	1.6%	\$ 1,594.06	0.3%	\$ 541,334.20
AUG	\$ 127,643.33	38.3%	\$ 76,768.88	23.1%	\$ 93,854.37	28.2%	\$ 1,780.39	0.5%	\$ 26,614.42	8.0%	\$ 4,992.97	1.5%	\$ 1,334.94	0.4%	\$ 332,989.30
SEP	\$ 77,053.51	32.5%	\$ 56,035.32	23.6%	\$ 75,209.48	31.7%	\$ 869.55	0.4%	\$ 23,479.96	9.9%	\$ 3,684.00	1.6%	\$ 1,041.58	0.4%	\$ 237,373.40
FISCAL YEAR 2010															
OCT	\$ 77,371.08	25.9%	\$ 79,096.21	26.4%	\$ 99,146.44	33.1%	\$ 1,504.97	0.5%	\$ 33,768.53	11.3%	\$ 6,885.71	2.3%	\$ 1,357.65	0.5%	\$ 299,130.59
NOV	\$ 59,957.99	23.0%	\$ 74,392.54	28.6%	\$ 88,491.93	34.0%	\$ 1,263.69	0.5%	\$ 30,116.35	11.6%	\$ 5,079.62	2.0%	\$ 1,160.76	0.4%	\$ 260,462.88
DEC	\$ 69,625.98	25.9%	\$ 54,651.93	20.3%	\$ 101,238.31	37.6%	\$ 1,388.41	0.5%	\$ 34,474.35	12.8%	\$ 6,476.70	2.4%	\$ 1,198.92	0.4%	\$ 269,054.60
JAN	\$ 98,171.51	33.4%	\$ 69,250.23	23.6%	\$ 89,551.85	30.5%	\$ 2,346.68	0.8%	\$ 26,992.98	9.2%	\$ 6,174.16	2.1%	\$ 1,127.30	0.4%	\$ 293,614.71
FEB	\$ 144,399.92	38.5%	\$ 65,556.16	17.5%	\$ 107,422.24	28.7%	\$ 5,345.94	1.4%	\$ 41,967.50	11.2%	\$ 8,448.54	2.3%	\$ 1,655.99	0.4%	\$ 374,796.29
MAR	\$ 179,148.64	34.7%	\$ 127,409.99	24.7%	\$ 141,150.36	27.3%	\$ 4,399.71	0.9%	\$ 51,645.85	10.0%	\$ 10,523.61	2.0%	\$ 1,902.42	0.4%	\$ 516,180.58
April	\$ 187,478.64	31.1%	\$ 171,910.50	28.5%	\$ 174,702.30	28.9%	\$ 2,056.88	0.3%	\$ 52,506.23	8.7%	\$ 13,053.25	2.2%	\$ 1,908.31	0.3%	\$ 603,616.11
May	\$ 175,435.00	30.1%	\$ 183,215.41	31.4%	\$ 156,313.59	26.8%	\$ 7,390.81	1.3%	\$ 48,446.34	8.3%	\$ 10,750.18	1.8%	\$ 1,667.15	0.3%	\$ 583,218.48
June	\$ 296,388.09	43.9%	\$ 164,628.90	24.4%	\$ 152,350.18	22.6%	\$ 1,404.77	0.2%	\$ 49,732.11	7.4%	\$ 8,881.29	1.3%	\$ 1,856.00	0.3%	\$ 675,241.34
July	\$ 422,108.64	49.4%	\$ 172,351.92	20.2%	\$ 190,609.44	22.3%	\$ 10,224.08	1.2%	\$ 46,176.07	5.4%	\$ 10,382.45	1.2%	\$ 2,700.55	0.3%	\$ 854,553.15
August	\$ 184,541.77	40.4%	\$ 104,890.86	23.0%	\$ 122,820.15	26.9%	\$ 1,029.10	0.2%	\$ 35,003.12	7.7%	\$ 6,641.93	1.5%	\$ 1,589.94	0.3%	\$ 456,516.87
September	\$116,955.72	30.8%	\$102,362.78	26.9%	\$ 115,165.24	30.3%	\$ 904.55	0.2%	\$ 37,294.32	9.8%	\$ 5,956.87	1.6%	\$ 1,626.77	0.4%	\$ 380,266.25
FY YTD	\$ 2,011,582.98		\$ 1,369,717.43		\$ 1,538,962.03		\$ 39,259.59		\$ 488,123.75		\$ 99,254.31		\$ 19,751.76		\$ 5,566,651.85
% OF TTL	36.1%		24.6%		27.6%		0.7%		8.8%		1.8%		0.4%		
Fiscal Year 2011															
OCT	\$106,976.99	24.9%	\$119,029.25	27.7%	\$145,167.80	33.7%	\$1,388.61	0.3%	\$45,870.87	10.7%	\$9,575.93	2.2%	\$2,241.32	0.5%	\$ 430,250.77
NOV	\$ 81,731.13	21.3%	\$ 112,506.80	29.3%	\$ 136,571.46	35.6%	\$ 1,955.64		\$ 41,431.53	10.8%	\$ 7,771.31	2.0%	\$ 1,986.56	0.5%	\$ 383,954.43
DEC															



PARTNERSHIP REPORT: December 2010
 Erin Masters, Special Events Manager/
 Partnership Coordinator

Inquiries:

- Flamingo Travel
- Yacht of Fun

Partners Applied (requires Board Action):

- Yacht of Fun (Affordable Charter Boat)
- Flamingo Travel (Full service luxury travel agency)

Partners to Drop (requires Board Action):

1. Surfside Six (renewed other business)
2. Worley Faver Pottery Studio and Gallery
3. Ancient City Tours
4. Antique Dealers Association of St. Augustine
5. Beth Hayes Photography
6. Carebear Productions
7. Comfort Suites Downtown
8. Country Inn & Suites Historic
9. Elite Hospitality
10. Florida Cracker Café
11. Hampton Inn Historic
12. Harry's Seafood Bar & Grille
13. Inn on Charlotte Bed & Breakfast (recently sold business – new owners holding off on any memberships)
14. Leigh Cort Publicity
15. May Realty & Resort Rentals
16. Miles Media, Inc.
17. Nice Vacation Rentals
18. Rembrandtz-American Craft Gallery
19. Smile High Parasail, Inc
20. Solano Cycle
21. Spanish Military Hospital
22. St. Augustine Guides for Hire
23. St. Photios Greek Orthodox National Shrine
24. Panama Hat Co., The (not renewing due to increase)
25. JP Henley's (not renewing due to increase)
26. Old City Life Magazine, Inc.
27. Vacation Rental Pros
28. AGOSA (Art Galleries of St. Augustine)
29. St. Augustine Sailing, Inc. (not renewing due to increase)
30. BIG Event, The (not renewing due to increase)
31. Budget Inn St. Augustine
32. Cruisers Grill
33. Pirate Fashions N Fotos (not renewing due to increase)
34. Penny Farthing Bed & Breakfast Inn

35. St. Augustine Pub Crawl
36. JJ's Heritage Café
37. DEA Charters, LLC
38. Vilano Beach Main Street
39. Scottish Inn
40. Casa Yallaha
41. Wedding Officiant/Notary (not in budget)
42. Adrenaline Alligator Adventures
43. The Yum Yum Shop
44. Casey Toons
45. Seaside Gallery
46. Spy sushi and Saketini Lounge (not in budget)
47. Stogies Jazz and Listening Room (not in budget)
48. SeaGrove Hall (not in budget)
49. The Gainesville Magazine
50. Sunshine Realty
51. St. Augustine Discount Card
52. Quality Inn St Augustine
53. Green Adventure Rental, Inc.
54. Sheriff's Ghost Walk Tours (not in budget)
55. Wild Dreams - Discovering Henry M. Flagler (business closed)
56. St. Augustine Baseball Center
57. Brite Real Estate Professionals (not in budget)
58. Faux Paws (not renewing due to increase)
59. Pub Life Vacation Rental (renewed other business)
60. NE Florida Marlin Association
61. Paradise Poochie
62. Holborn Gallery (business closed)
63. Sailing St. Augustine (not renewing due to increase)
64. Tours by the Sea, LLC (not in budget)
65. Brrrberry Frozen Yogurt (not in budget)
66. The Market on Granada (not in budget)
67. Couture Weddings (not in budget)
68. Randstad U.S.A.

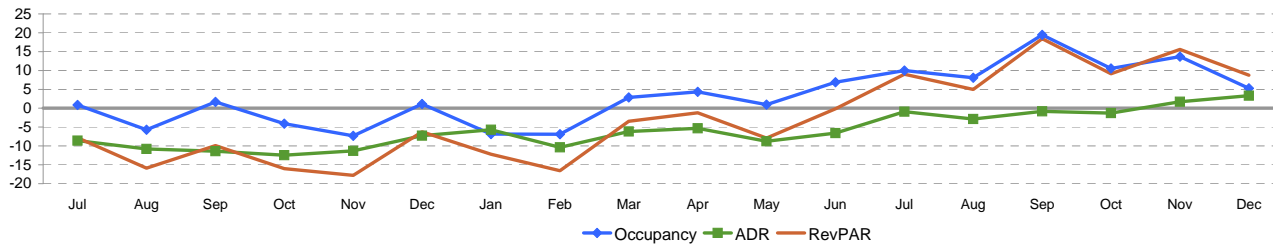
Partners Approved Previously:

- University of Florida (formerly Government House)
- South A Philly (restaurant)
- Lynx Educational Foundation (tall ship)
- St. Augustine Historical Society
- Legacies and Memories (customized books, family memoirs)

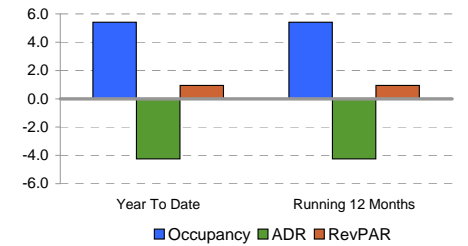
FY 2010 Partnership Recap

- Total Partners End of FY10 – 272
 - 68 dropped – 204 remaining
- Partners joined from October 2009 thru September 2010 – 72
- Partners joined from October 2010 thru November 2010 - 5
- Total partners to date – 209

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	60.1	46.9	39.1	50.4	44.8	43.7	42.7	55.8	65.5	67.8	55.6	61.3	66.1	50.6	46.7	55.7	50.9	46.0
Last Year	59.6	49.7	38.5	52.5	48.3	43.3	45.9	59.9	63.7	65.0	55.1	57.3	60.1	46.9	39.1	50.4	44.8	43.7
Percent Change	0.9	-5.7	1.7	-4.1	-7.3	1.1	-6.9	-6.9	2.9	4.3	0.9	6.9	10.0	8.1	19.4	10.6	13.7	5.3

Year To Date			
2008	2009	2010	
55.3	52.5	55.4	
62.1	55.3	52.5	
-11.0	-5.0	5.4	

Running 12 Months			
2008	2009	2010	
55.3	52.5	55.4	
62.1	55.3	52.5	
-11.0	-5.0	5.4	

ADR	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	101.61	92.57	90.94	94.73	92.60	88.31	92.23	95.27	100.57	99.14	109.70	97.02	100.70	89.91	90.18	93.51	94.17	91.24
Last Year	111.18	103.76	102.61	108.20	104.38	95.26	97.81	106.30	107.18	104.71	120.26	103.89	101.61	92.57	90.94	94.73	92.60	88.31
Percent Change	-8.6	-10.8	-11.4	-12.4	-11.3	-7.3	-5.7	-10.4	-6.2	-5.3	-8.8	-6.6	-0.9	-2.9	-0.8	-1.3	1.7	3.3

Year To Date			
2008	2009	2010	
113.18	100.92	96.64	
111.22	113.18	100.92	
1.8	-10.8	-4.2	

Running 12 Months			
2008	2009	2010	
113.18	100.92	96.64	
111.22	113.18	100.92	
1.8	-10.8	-4.2	

RevPAR	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	61.09	43.38	35.59	47.74	41.45	38.63	39.43	53.15	65.89	67.19	60.98	59.43	66.59	45.53	42.16	52.09	47.92	42.01
Last Year	66.27	51.56	39.51	56.85	50.41	41.21	44.90	63.71	68.26	68.01	66.23	59.53	61.09	43.38	35.59	47.74	41.45	38.63
Percent Change	-7.8	-15.9	-9.9	-16.0	-17.8	-6.3	-12.2	-16.6	-3.5	-1.2	-7.9	-0.2	9.0	5.0	18.4	9.1	15.6	8.8

Year To Date			
2008	2009	2010	
62.57	53.02	53.52	
69.09	62.57	53.02	
-9.4	-15.3	0.9	

Running 12 Months			
2008	2009	2010	
62.57	53.02	53.52	
69.09	62.57	53.02	
-9.4	-15.3	0.9	

Supply	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	176,359	176,359	170,670	176,359	170,670	176,359	176,359	159,348	176,421	170,730	178,963	173,190	178,715	178,715	172,950	178,715	172,950	178,715
Last Year	170,779	170,779	165,270	170,779	165,270	170,779	170,779	154,252	170,779	165,270	170,779	168,210	176,359	176,359	170,670	176,359	170,670	176,359
Percent Change	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	4.8	3.0	1.3	1.3	1.3	1.3	1.3	1.3

Year To Date			
2008	2009	2010	
2,005,205	2,046,845	2,095,771	
1,988,155	2,005,205	2,046,845	
0.9	2.1	2.4	

Running 12 Months			
2008	2009	2010	
2,005,205	2,046,845	2,095,771	
1,988,155	2,005,205	2,046,845	
0.9	2.1	2.4	

Demand	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	106,027	82,639	66,800	88,867	76,399	77,144	75,392	88,903	115,585	115,702	99,483	106,084	118,178	90,503	80,852	99,561	88,003	82,298
Last Year	101,795	84,857	63,633	89,733	79,824	73,876	78,391	92,451	108,760	107,347	94,046	96,381	106,027	82,639	66,800	88,867	76,399	77,144
Percent Change	4.2	-2.6	5.0	-1.0	-4.3	4.4	-3.8	-3.8	6.3	7.8	5.8	10.1	11.5	9.5	21.0	12.0	15.2	6.7

Year To Date			
2008	2009	2010	
1,108,587	1,075,252	1,160,544	
1,235,012	1,108,587	1,075,252	
-10.2	-3.0	7.9	

Running 12 Months			
2008	2009	2010	
1,108,587	1,075,252	1,160,544	
1,235,012	1,108,587	1,075,252	
-10.2	-3.0	7.9	

Revenue	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	10,773,485	7,649,840	6,074,579	8,418,734	7,074,341	6,812,722	6,953,130	8,469,708	11,624,008	11,470,698	10,913,745	10,292,794	11,900,055	8,137,390	7,291,150	9,309,940	8,287,295	7,508,462
Last Year	11,317,339	8,804,898	6,529,364	9,708,825	8,331,941	7,037,332	7,667,662	9,827,268	11,656,921	11,240,748	11,310,135	10,013,021	10,773,485	7,649,840	6,074,579	8,418,734	7,074,341	6,812,722
Percent Change	-4.8	-13.1	-7.0	-13.3	-15.1	-3.2	-9.3	-13.8	-0.3	2.0	-3.5	2.8	10.5	6.4	20.0	10.6	17.1	10.2

Year To Date			
2008	2009	2010	
125,470,208	108,519,456	112,158,375	
137,363,460	125,470,208	108,519,456	
-8.7	-13.5	3.4	

Running 12 Months			
2008	2009	2010	
125,470,208	108,519,456	112,158,375	
137,363,460	125,470,208	108,519,456	
-8.7	-13.5	3.4	

Census %	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	79	79	79	79	79	79	79	79	79	79	80	80	80	80	80	80	80	80
Census Rooms	5689	5689	5689	5689	5689	5689	5689	5691	5691	5691	5773	5773	5765	5765	5765	5765	5765	5765
% Rooms Participants	71.6	71.6	71.6	71.6	71.6	71.6	69.8	69.8	67.7	67.7	68.1	68.1	69.9	69.9	69.9	67.2	67.2	67.2

A blank row indicates insufficient data.

Source 2011 SMITH TRAVEL RESEARCH, Inc.

Tab 4 - Multi-Segment

Currency: USD - US Dollar

St. Augustine, Ponte Vedra & The Beaches VCB

For the month of: December 2010

	Current Month - December 2010 vs December 2009												Year to Date - December 2010 vs December 2009										Participation					
	Occ %		ADR		RevPAR		Percent Change from December 2009						Occ %		ADR		RevPAR		Percent Change from YTD 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Hillsborough County, FL	51.3	51.5	78.68	81.99	40.34	42.24	-0.5	-4.0	-4.5	-4.3	0.2	-0.3	56.8	52.7	85.85	94.08	48.77	49.57	7.8	-8.7	-1.6	0.0	1.7	9.6	170	131	21910	20267
Nassau County, FL	34.4	31.2	122.71	121.10	42.24	37.74	10.5	1.3	11.9	11.4	-0.5	9.9	50.5	46.8	146.80	150.84	74.14	70.61	7.9	-2.7	5.0	8.7	3.5	11.7	24	15	2111	1917
Pinellas County, FL	42.7	42.3	84.95	91.75	36.30	38.81	1.0	-7.4	-6.5	-5.4	1.2	2.2	55.5	53.0	101.95	107.57	56.55	57.06	4.6	-5.2	-0.9	-0.4	0.5	5.1	227	94	18360	11896
St Johns County, FL	46.0	43.7	91.24	88.31	42.01	38.63	5.3	3.3	8.8	10.2	1.3	6.7	55.4	52.5	96.64	100.92	53.52	53.02	5.4	-4.2	0.9	3.4	2.4	7.9	80	41	5765	3876
Charleston, SC	46.3	42.8	91.64	89.79	42.44	38.40	8.3	2.1	10.5	11.3	0.7	9.1	64.3	60.0	106.20	104.27	68.28	62.55	7.2	1.9	9.2	11.3	1.9	9.2	165	114	17692	13747
Jacksonville, FL	48.1	45.3	74.32	74.36	35.78	33.72	6.2	-0.1	6.1	6.7	0.6	6.8	56.2	51.9	80.18	84.33	45.03	43.76	8.2	-4.9	2.9	4.7	1.8	10.2	268	185	26858	21972
Myrtle Beach, SC	25.8	25.4	57.92	54.42	14.92	13.81	1.5	6.4	8.0	7.2	-0.8	0.7	50.2	47.2	94.92	90.92	47.67	42.93	6.4	4.4	11.0	11.4	0.3	6.7	217	56	28911	8993
Orlando, FL	65.3	58.4	96.44	87.55	63.00	51.10	11.9	10.2	23.3	24.2	0.7	12.7	63.2	59.5	91.95	93.34	58.15	55.53	6.3	-1.5	4.7	7.2	2.4	8.9	480	310	118831	79558
Sarasota-Bradenton, FL	45.8	45.3	95.04	100.48	43.56	45.54	1.1	-5.4	-4.4	-1.5	3.0	4.2	54.2	52.3	103.51	109.71	56.08	57.42	3.5	-5.7	-2.3	1.2	3.6	7.2	125	58	8806	6101
Savannah, GA	48.0	42.7	75.29	74.32	36.16	31.76	12.4	1.3	13.8	14.7	0.7	13.2	59.8	57.1	85.34	86.27	51.00	49.28	4.6	-1.1	3.5	6.5	2.9	7.6	164	122	14893	12220
Fort Walton Beach, FL	27.4	25.4	71.99	73.86	19.74	18.78	7.8	-2.5	5.1	4.6	-0.4	7.3	45.9	46.1	112.55	121.63	51.64	56.12	-0.6	-7.5	-8.0	-8.2	-0.3	-0.8	79	45	9517	6410
Daytona Beach, FL	29.2	28.2	69.79	70.83	20.35	19.94	3.6	-1.5	2.0	-0.4	-2.4	1.1	47.9	46.1	94.56	94.90	45.26	43.76	3.8	-0.4	3.4	1.2	-2.2	1.5	178	61	13588	7406

A blank row indicates insufficient data.

Source 2011 SMITH TRAVEL RESEARCH, Inc.



Measurement Dashboard December 2010

LM = vs. last month | LY = vs. last year | B = vs. baseline



Good



Not Significant

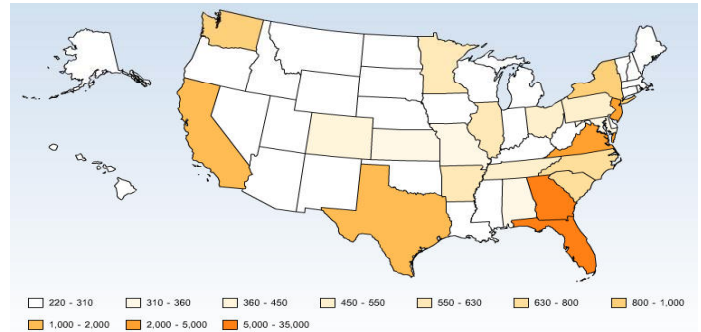


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 4.38 <i>Minutes</i>	↓	↓	6.27
Bounce Rate: 35.8% <i>of Home Page</i>	↓	↓	31%
Bounce Rate: 42.3% <i>Overall</i>	N/C	↓	41%

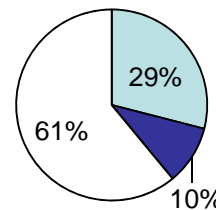
VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY	B
69,505 visits	↑ 165%	↑	118%
473,217 visits to date 2010		↑	67%
291,756 pg views	↑ 139%	↑	71%
2,239,516 pg views to date 2010		↑	36%

SOURCES OF TRAFFIC



Search Engines
 Other Sources
 Campaigns

2009 Baseline average percentages:

Search Engines: 41%
 Campaigns: 2%
 Other: 57%

MOST REQUESTED PAGES

- Nights of Lights Home: 77,258
- Home: 33,009
- Nights of Lights Events: 32,197
- Nights of Lights About: 21,922
- Nights of Lights Slideshow: 13,715
- Attractions: 8,287
- Lodging: 6,527
- History: 6,381
- Luxury & Romance: 5,929
- Events Calendar: 5,906

ONLINE CAMPAIGN RESPONSE

- Google NOL 2010: 27,004
- Google Fall 2010: 13,961
- Pandora Fall 2010: 379
- ACJ Fall 2010 Flash: 275

Total Online Campaign Responses: 42,574

CONVERSION BREAKDOWN

	LM	B
Guide Orders: 433	↑	43%
Property Profile Views: 20,725	↑	113%
Accommodations Link: 1,045	↑	98%
Attractions Link: 566	↑	230%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

7.8%

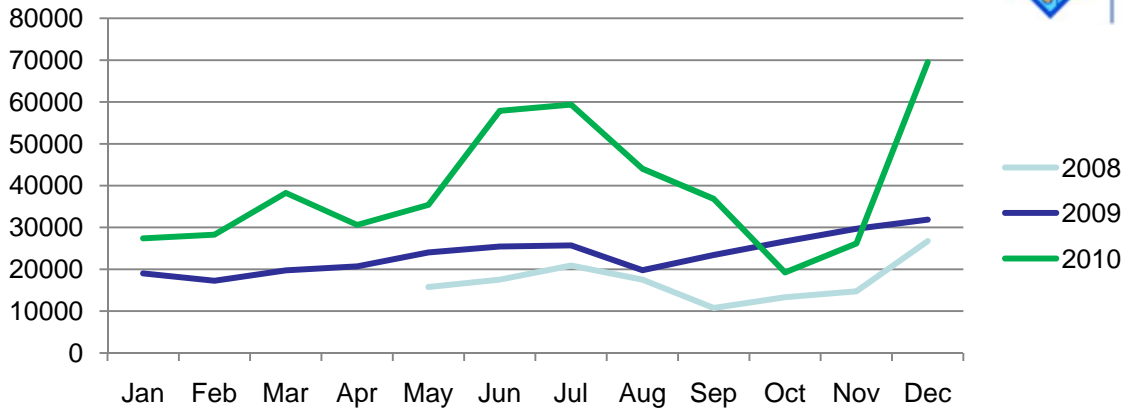
of total pg views*

22,769

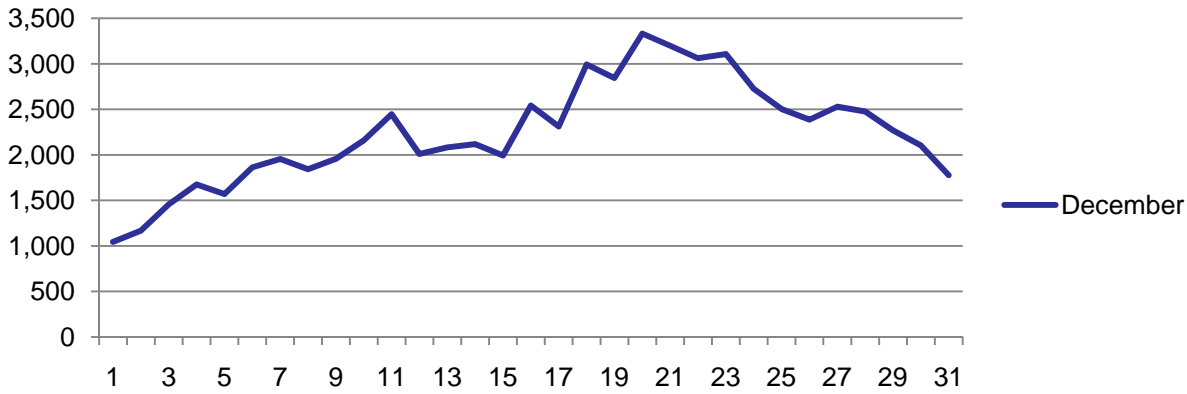
Signals of Intent to Travel

See conversion breakdown to the left.

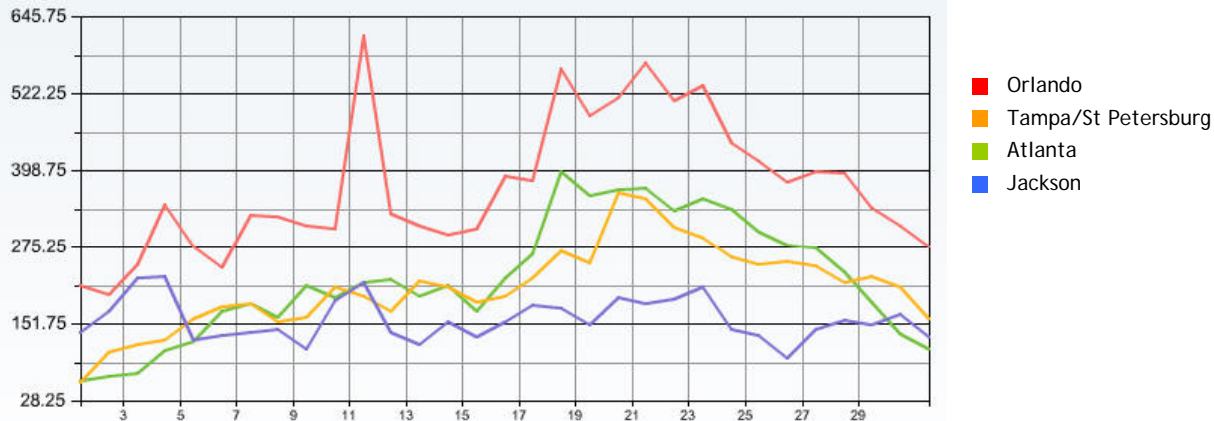
Visits by Month - 2008-2010



Visits by Day for This Month

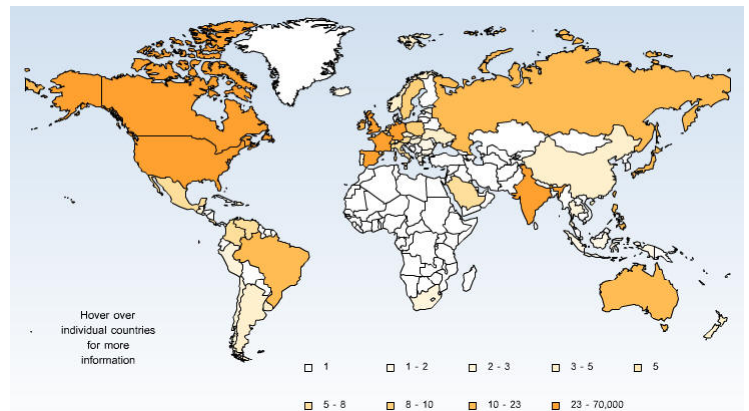


Trended Top 4 Markets for month



International

	LM	Percent Change
USA	60,498	179%
International	2,945	109%
<i>Unique visits for Month</i>		
Canada	503	49%
Germany	58	40%
UK	112	15%



**St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Monthly Inquiry Report FY 2011**

SOURCE TYPE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP		YTD 2011	FYTD 2010	FY11/FY10 Percent Change
Leisure/Directories	-	-	1											1	0	
Magazine and Newspaper Inserts	4	1,500	93											1,597	4	39825%
Consumer Magazines	996	165	5,035											6,196	338	1733%
Consumer Online	267	306	402											975	1045	-7%
Past Marketing Initiatives	2,780	1,180	415											4,375	1869	134%
Billboard	-	-	-											-	0	
Television, Out of Home, Outdoor & E-Marketing	-	-	-											-	0	
Other/Unknown	30	26	27											83	61	36%
Previous Visitor	10	17	8											35	44	-20%
VCB Referral	11	2	5											18	31	-42%
Friend/ Family	9	15	9											33	34	-3%
Weddings	-	-	-											-	29	-100%
Travel Agent	1	2												3	8	-63%
Total for FY 2011	4,108	3,213	5,995	-	-	-	-	-	-	-	-	-	-	13,316		
FY10 Totals	1,389	1,307	767	1,879	1,806	3,447	1,605	2,861	5,591	3,315	1,267	3,258				
% Change	196%	146%	682%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%				

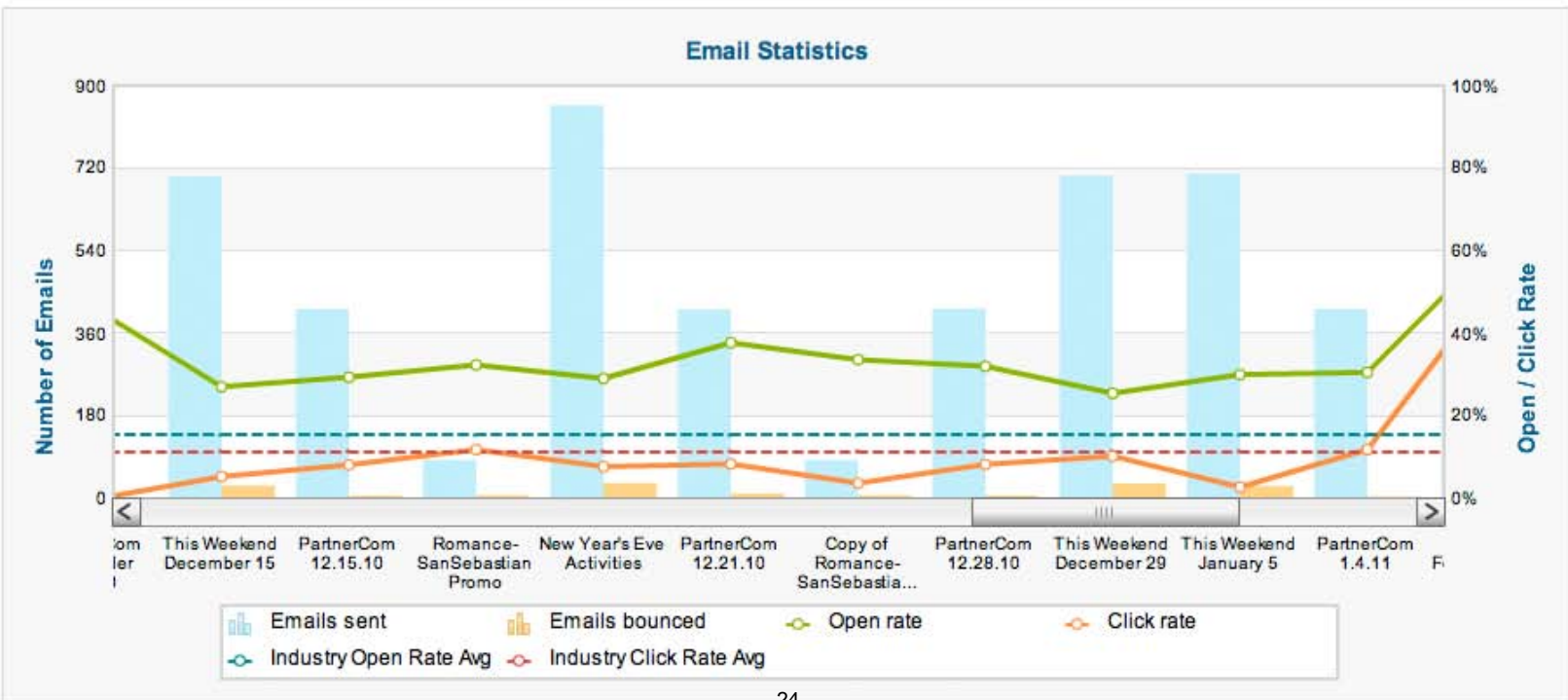
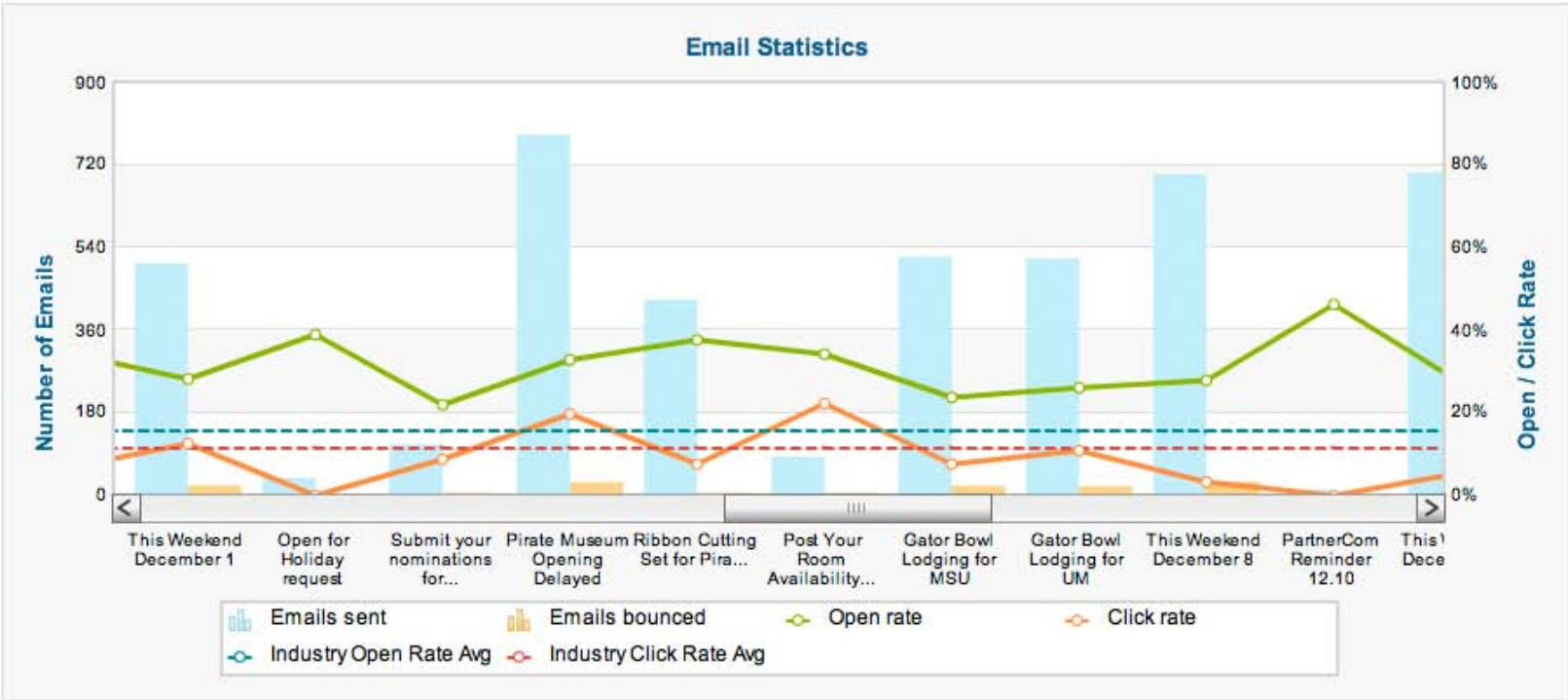
WEB REQUESTS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP		YTD 2011	FYTD 2010	FY11/FY10 Percent Change
Getaway4Florida.com	261	298	396											955	1,030	-7%
COSA.com	-		-											-	-	
Google October-November 2010	-	3	-											3	-	
Other/Unknown	6	5	6											17	15	13%
Florida Travel Life	-													-		

VISITED BEFORE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011 Total	YTD 2011	FYTD 2010	FY 10
Yes	25	25	33										83	33%	32%	28%
No	70	61	41										172	67%	68%	72%
Total No of Responses	95	86	74	0	0	0	0	0	0	0	0	0	255			

LENGTH OF STAY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011 Total	YTD 2011	FYTD 2010	FY 10
1 day	2	8	9										19	7%	8%	5%
2 days	9	20	16										45	18%	11%	10%
3 days	35	20	14										69	27%	21%	20%
1 week	25	13	18										56	22%	32%	36%
2 weeks	4	4	5										13	5%	6%	6%
3 weeks	0	2	0										2	1%	1%	2%
1 to 3 months	3	6	2										11	4%	4%	3%
Don't Know	17	13	10										40	16%	15%	19%
Total No of Responses	95	86	74	0	0	0	0	0	0	0	0	0	255			

SIZE OF PARTY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011 Total	YTD 2011	FYTD 2010	FY 10
1	3	6	4										13	5%	6%	7%
2	51	48	30										129	51%	53%	47%
3	13	10	7										30	12%	6%	8%
4+	19	14	22										55	22%	24%	27%
Unknown	9	8	11										28	11%	12%	11%
Total No of Responses	95	86	74	0	0	0	0	0	0	0	0	0	255			
ACCOMMODATIONS TYPE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011 Total	YTD 2011	FYTD 2010	FY 10
All	80	72	66										218	85%	81%	78%
B&B	3	3	2										8	3%	3%	4%
Hotel/Motel	8	9	5										22	9%	13%	13%
RV Park	0	1	1										2	1%	1%	1%
Condo	3	1	0										4	2%	1%	3%
Efficiency/Suite	0	0	0										0	0%	0%	1%
Single Family Home	1	0	0										1	0%	0%	1%
Total No of Responses	95	86	74	0	0	0	0	0	0	0	0	0	255			
PLANNING TIME	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2011 Total	YTD 2011	FYTD 2010	FY 10
Tomorrow to One Month	40	53	45										138	54%	41%	41%
One Month to Three Months	34	17	16										67	26%	30%	27%
Four Months to Eight Months	10	8	8										26	10%	16%	15%
Nine Months or More	1	4	0										5	2%	3%	7%
Unknown or Refused	10	4	5										19	7%	10%	9%
Total No of Responses	95	86	74	0	0	0	0	0	0	0	0	0	255			
Top States	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP		YTD 2011	FYTD 2010	FY 10
Florida	449	1,059	763											2,271	796	6,966
New York	240	101	362											703	134	1,213
Ohio	185	91	208											484	118	1,029
Pennsylvania	235	95	264											594	95	1,007
Georgia	307	776	233											1,316	89	2,048
Texas	172	61	410											643	82	1,464
North Carolina	101	51	251											403	81	857
California	197	74	516											787	83	672

VCB INDUSTRY EMAIL BLAST STATISTICS DECEMBER 1-31, 2010





Creative Support Report: December 2010 Stacey Sather, Creative and Advertising Manager

Creative, Advertising and Promotions

- Finalized layout and proofing of 2011 Travel Planner, uploaded to printer 12/21
- Finalized St. AugustineScapes Photography Portfolio, uploaded to printer 12/23
- Prepared Creative and Advertising Annual Report content
- Photographed downtown Nights of Lights scenes
- Monitored/Updated Facebook/Twitter pages
- Maintained weekly record/screenshot of VCB website home page
- Designed new formats of VCB/FHC logo
- YPartnership - ongoing creative review & support

Partner Communications

- Weekly production of PartnerCom eNewsletter, 4 issues plus special announcements
- Monitor and followup on all email open rates, bounce-backs and opt-outs

Projects in Progress/Upcoming

- Design of 2011 Birding and Photo Fest guide, website, email blast and collaterals
- Design of 2011 Spring Calendar of Events
- Design of FHC style guide
- Photographs for email and web promos
- Weekly PartnerCom email
- Monthly consumer email
- Ongoing research - image library updates
- Ongoing research - web software optimization
- YPartnership - ongoing creative review & support



Sales Department Report: December 2010

Evelyn Vazquez, Director of Sales
Kristi Hansman, Conference Sales Manager
Jaya Larkin, Sales Coordinator

December Highlights:

Site Visits

- Events & Meetings planner Dec 8
- Maritime Meeting planner, Dec 10
- Phase V Call Center Nov. 30-Dec. 2, 2010
- Kathy Buell, AAA Counselor Palm Harbor office Dec. 3-5, 2010
- Katia Brown, AAA Counselor Ft Pierce office Dec. 4-5, 2010
- Florida Huddle pre & post conference individual site visits

Upcoming Site Visits

- Pastor, site for a concert & service, Jan. 5, 2011
- Pre Florida Huddle Site Visit Jan. 21-23, 2011
- Post Florida Huddle Site Visit, Jan. 25-26, 2011
- Meeting Planner site inspection for Sawgrass & Renaissance-Jan. 6-7, 2011
- Conference site inspection for PVIC Jan.19-20, 2011

Upcoming Sales Initiatives

- American Bus Association, January 8-12, 2011
- Florida Huddle, January 23-25, 2011
- Receptive Services Assoc. of America Summit, Jan. 25-28, 2011
- Yulee Welcome Center January 28, 2011

Meetings

- Health Care Council Meeting Dec 2
- NFMPI Holiday Meeting Dec 14
- TSAE Holiday Lunch Dec 15

Upcoming Meetings

- NFMPI meeting, Ponte Vedra Inn & Club and Strategic Alliance Meeting-Jan. 11, 2011
- Leisure Sales Committee Meeting, Jan. 19, 2011
- Media tour focusing on Corporate Meetings, Ponte Vedra & St. Augustine Jan. 18-21
- CSCM, location TBD-Jan. 25, 2011

**St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Sales Department Report DECEMBER 2010 - FY 2011**

	MONTHLY	MONTHLY GOALS	Monthly % of Actual vs Goal	1ST QUARTER TOTALS	QUARTERLY GOALS	Quarterly % of Actual vs Goal	YEAR TO DATE	Year to date Goal	Year to date % Actual vs Goal	ANNUAL GOAL	% OF ANNUAL GOAL ACHIEVED
DECEMBER - TOTALS FOR ALL SEGMENTS											
LEADS ISSUED - ALL SEGMENTS	9	21	-57%	40	63	-37%	40	63	-37%	250	16.00%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	2,405	4,584	-48%	14,532	13,750	6%	14,532	13,750	6%	55,000	26.42%
DEFINITE ROOM NIGHTS - ALL SEGMENTS	36										
TENTATIVE ROOM NIGHTS - ALL SEGMENTS	100										
CANCELLED ROOM NIGHTS - ALL SEGMENTS	1,540										
LOST ROOM NIGHTS - ALL SEGMENTS	4,594										
NON HOTEL LEADS - ALL SEGMENTS	400										
SITE INSPECTIONS - ALL SEGMENTS	2										
TELEMARKETING CALLS - ALL SEGMENTS	134	84	60%	351	250	40%	351	250	40%	1,000	35.10%
	MONTHLY TOTAL			1ST QUARTER TOTALS			YEAR TO DATE TOTALS				
TRADE SHOWS	0			4			4				



COMMUNICATIONS DEPARTMENT REPORT: December 2010

Jay Humphreys, Communications Director, 209.4424
Barbara Golden, Communications Manager, 209.4425

December 2010 Media Results:

of print and internet news media impressions: 193,407,458

Value of equivalent advertising: \$2,301,555

Social Media Monitoring: 938 Social Media Feeds valued at \$350,317

Total VCB Initiated or Assisted Stories: 70

Publicity Value: \$17,927

Impressions: 28,704,768.

DECEMBER 2010 REPORT:

Stories Pitched:

The Pirate Museum, Rhett's and Tapas to Go to Sarah Sekula, Where magazine – Jay

Pitched attendance to Meetings Media Tour (golf destination, off-site venues, historic places, what's new): Successful Meetings, Meetings News, Meetings South, Conventions South, Convene, M & C, Smart Meetings, Small Market Meetings, Florida Trend, Georgia Trend, News Journals, Prevue, One +, Associations Now, Travel Mole, Association News, Corporate & Incentive Travel, Incentive, Miles Media Meetings Pubs, and many others –Barbara
Ft. Matanzas Living History, Arturo Sandoval Concert, and Noche de Gala to VIVA Florida -- Jay

Media Inquiries:

Angie Campbell, Greenville News, Info about Pirate & Treasure Museum & Black Raven – Barbara

Provided Freedom Trail info to Jay Jones, LA Times – Jay

Denise Fleishcer, Journal and Topics Newspapers, update of article – Jay

Fact checked Visit Florida article for Christine LaPlaca – Jay

Nights of Lights, Dave Hunter, Guide to Florida's Expressways -- Jay

Image Access:

Jim Wray – Morris Communications, Where Jacksonville visitor guide – Barbara

Robert Cortez, Where to Retire – Barbara

Robert Skrob, FACVB website rotation – Barbara

Roger Groth – Yellow Book – Barbara

Tori Sullivan – Grayline Orlando/Gator Tours – Barbara

Iris Harris- Hilton website – Barbara

Joy Benson – County Tax Department website – Barbara

Joe Berger – TravelTec Media – TravelBase-florida.com – Barbara

Miami Herald – Travel story on St. Augustine – Barbara

Group Travel Leader – Story about Ghost Tours – Barbara
 Abel Delgado – Worth International – Official Florida Industry Guide – Barbara
 VISIT FLORIDA – images for promotional purposes – Barbara
 Hola Noticias – Nights of Lights images for events listings – Barbara
 Peter Greenberg Travel News Letter – NOL Images – Barbara
 Greenville News – Pirate Museum and Black Raven – Barbara
 CoSA, Heritage Tourism, St. George Street -- Jay

News Releases:

Gator Bowl MSU – Jay
 Gator Bowl UM – Jay
 New Year's Eve on FHC – Jay
 Opening of Pirate and Treasure Museum -- Jay
 This Weekend (4) – Jay

Writers Hosted:

Patricia McNair and Philip Hartigan, ELKS magazine – Jay

Broadcast and Film:

Live radio interview on The Promise, Jacksonville, about Winter Wonderland,
 Nights of Lights and Regatta of Lights – Barbara
 Answered questions from Billboard.com regarding possibility of PBS-broadcast of
 concert from downtown St. Augustine – Jay
 Interview on blogtalkradio/military travel – Jay
 Met with Donna Carasco, WJCT-TV, regarding possible future programs – Jay
 Provided confirmation that no permit is necessary for Fly Girl shoot in WGV – Jay

Promotional Programs:

Assisted Promotions with copy and creation of partner offers for San Sebastian
 promotion – Barbara
 Uploaded and maintained Nights of Lights/Romance Lives Here advertising
 campaign Deals Landing Page – Barbara

Other:

Completed art article for ARBUS/Scene magazine – Jay
 Attended St. Augustine Attractions Association meeting – Jay
 Researched requirements of specialty license tag – Jay
 Edited Weddings copy for Orlando ad – Jay
 Attended Romanza meeting – Jay
 Arranged meeting between Elaine Fraser and Ivonne Villamoor in Aviles/Gijon
 regarding promotions in Spain – Jay
 Solicited possible participants in Rotary Club eco-tourism workshops in
 Caribbean – Jay
 Arranged accommodations for Bike Florida's Linda Crider and Herb Hiller – Jay
 Completed Society of American Travel Writers survey – Jay
 Completed final edits and re-writes for 2011 Travel Planner – Jay

Wrote text for 2010 St. AugustineScapes portfolio – Jay
Prepared January ad for MINT magazine – Jay
Reviewed scope of work for mobile site to be provided by Miles Media -- Jay
Planned itinerary and targeted media to invite for January 17 -21 Meeting Focus
Media Tour- Barbara
Edited and posted February – June 2011 events calendar – Barbara
Attended reconnecting with the Castillo/Bayfront presentation – Barbara
Assisted sales dept. with letter to operators – Barbara
Worked with Partners to get Gator Bowl Deals loaded – Barbara
Attended Pirate Museum Grand Opening – Barbara and Jay
Assisted Pirate Museum with targeting local news media for opening – Barbara

St. Augustine, Ponte Vedra & The Beaches

Communications Department Monthly Report - Executive Summary FY 2011

Media Impressions	Oct-10	Nov-10	Dec-10	Oct-09	Nov-09	Dec-09	YTD Compare to FY10/FY11 %			
							YTD FY2011	FY 2010	difference	FY 2010 Totals
National	2,582,772	502,927	27,461,734	9,073,875	14,039,786	8,996,848	30,547,433	32,110,509	-5%	209,060,748
Florida	435,615	1,017,341	1,434,219	1,567,251	3,004,495	1,112,212	2,887,175	5,683,958	-49%	29,659,298
International	385,517	-		15,000	2,207,495		385,517	2,222,495	-83%	2,630,264
Web	192,729,640	201,579,357	139,843,642	5,523,370	322,214,935	257,604,348	534,152,639	585,342,653	-9%	1,818,517,584
Broadcast			5,135,091							3,127,000
Events	228,458	1,560,625	19,532,772	2,803,560	3,549,825	1,090,147	21,321,855	7,443,532	186%	43,128,396
Total	196,362,002	204,660,250	193,407,458	18,983,056	345,016,536	268,803,555	594,429,710	632,803,147	-6%	2,106,123,290

Value of Impressions	Oct-10	Nov-10	Dec-10	Oct-09	Nov-09	Dec-09	YTD Compare to FY10/FY11 %			
							YTD 2011	FY2010	difference	FY 2010 Totals
National	\$24,194	\$ 6,040	\$ 16,380	\$129,726	\$ 152,777	\$ 156,704	\$46,614	\$439,207	-89%	\$2,707,743
Florida	\$8,296	\$ 18,083	\$ 6,310	\$28,846	\$ 38,657	\$ 20,261	\$32,689	\$87,764	-63%	\$395,420
International	\$18,460	\$ -		\$37,000	\$ 39,292		\$18,460	\$76,292	-76%	\$148,494
Broadcast			\$ 4,472				\$4,472			\$18,600
Events	\$1,081	\$ 4,322	\$ 9,267	\$17,866	\$ 18,622	\$ 8,101	\$14,670	\$44,589	-67%	\$334,826
Web stories	\$86,529	\$ 122,295	\$ 2,265,126	\$107,860	\$ 157,317	\$ 134,922	\$2,473,950	\$400,099	518%	\$1,020,537
Total	\$138,559	\$150,739	\$ 2,301,555	\$321,299	\$406,665	\$ 319,988	\$2,590,854	\$1,047,951	147%	\$4,625,621

New for FY 2011	Oct-10	Nov-10	Dec-10	Oct-09	Nov-09	Dec-09	YTD Compare to FY10/FY11 %			
							YTD FY2011	FY 2010	difference	FY 2010 Totals
Social Media Monitoring										
Number Social Media Feeds & Blogs with impact		987	900	NR	NR	NR	11,229,080	NR		NR
Promotional Value of Social Media Feeds	\$14,474	\$ 13,860	\$ 350,317	NR	NR	NR	\$14,474	NR		NR
Media Inquiries Answered:	19	9	5	13	3	6	33	22	50%	191
Media Visitors Hosted:	8	11	1	0	0	11	20	11	82%	56
Broadcast Media Hosted:	0	2	5	0	1	4	7	5	40%	40
Event News Releases Issued:	7	4	6	4	4	7	17	15	13%	88
Feature News Releases Issued:	4	1	2	5	5	3	7	13	-46%	36
Stories Pitched	11	5	22	9	3	6	38	18	111%	167
VCB supported Stories in Print	25	45	70	48	36	94	140	178	-21%	180
Image access	13	13	16	9	8	10	42	27	56%	122
Value of VCB supported stories	\$32,118.60	\$48,342.07	\$17,927	\$135,651	\$81,862	NA	\$98,388	\$217,513	-55%	880
Impressions from VCB supported stories	33,812,417	47,666,683	28,704,768	5,999,415	8,982,699	NA	110,183,868	14,982,114	635%	NR

Social Monitoring began in mid-October 2010.

FOOTNOTE: Nov 2009 there was a major AP story about Thanksgiving in St. Augustine which inflated media impressions for that time period.



December Highlights:

Michelob Ultra Golf Getaway

VCB, A-B, Cox Radio, Florida's First Coast of Golf

October 3 – Dec. 20

- Promotion completed December 20.
- Sweepstakes plus online golf getaway package sales
- Media (top 6 FL markets) featuring Florida's Historic Coast brand:
 - Michelob advertising (radio and online)
 - Michelob retail displays
 - Cox Radio promo spots on-air and online
- Total media value \$57K
- 1461 new database entries
- VCB \$ outlay: zero
- Promo to be repeated in spring 2011
- More A-B promos in development

Sports Illustrated Cover Wrap

- National distribution to "golf interested" subscribers
- Win trip to The Players
- In excess of two million households
- Yielded 22,419 qualified list
- No cost to VCB or FFCG

University of North Florida Alliance

Marketing, PR, Advertising and Special Event Curricula

- Completing UNF alliance featuring "real life" semester-long VCB-themed assignments
- Worked with marketing professor Robert Holtzman and 85 marketing students in PR, advertising and branding classes.
- First semester assignment: Maximizing visitation to SAPVB. Final presentations w/o 11/29.
- Working on tie-in with Florida's First Coast of Golf and The Players for events-oriented second semester assignment

Amphitheater Marketing Programs

- **Prairie Home Companion** ... Developed on-air promos with WCKT in support of Nov. 13 show, which was a sellout.
- **Radio Disney / Winter Wonderland** ... Introduced Amphitheater marketing team (D. Larson) to contacts at Radio Disney and Chevy. Negotiated with Radio Disney on behalf of Winter Wonderland, arranging multiple remote broadcasts with minor Chevy displays in exchange for 50 :30 second promo spots on Radio Disney in advance of each remote, promoting the entire run of Winter Wonderland throughout Central Florida.

Scenic A1A Promotional Launch ... cont'd development

- VCB created marketing plan for upcoming launch of Florida's A1A Scenic and Historic Coastal Byway cell phone recorded tour system
- Features to include way-finding signage and toll-free cell phone "tour stops."
- Under discussion with consultant representing A1A Board re: aggressive "new product" introduction and major "parade-style" launch event.
- VCB rationale: A1A is important connector uniting the VCB's three geographic interests and is an emotional and storied thoroughfare for many Americans

San Sebastian Winery *Free Night* Promotion**Jan. 20 – April 14**

- Hang tags on San Sebastian wine bottles throughout Florida
- Romance theme, flexible "free night" offer (e.g., second night free, third night free, fourth, etc.)
- All lodging partners invited; 10 participants
- Hang tag features URL; custom landing page listing participants; and a click-through for information and booking