



**ST. AUGUSTINE  
PONTE VEDRA**  
ON FLORIDA'S HISTORIC COAST

**VCB Board of Directors Meeting  
Meeting Packet  
2:30 p.m. February 17, 2011  
Renaissance Resort at World Golf Village  
St. Johns County Convention Center  
Wentworth Room, 500 S. Legacy Trail  
St. Augustine, FL**

**An updated printed copy of this packet, including will be provided to all Board members at the meeting on February 17, 2011.**

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St. Augustine, Ponte Vedra & The Beaches  
Visitors and Convention Bureau Board of Directors Meeting  
2:30 p.m., Thursday, February 17, 2011  
Renaissance Resort at World Golf Village, Wentworth Room  
500 S. Legacy Trail, St. Augustine

## **AGENDA**

**Call to Order** – John Fraser

**Roll Call** – Barbara Golden

**Approval of January 20 Meeting Minutes**

**Treasurer's Report** – David Mariotti

**Executive Committee Report** – John Fraser

**Executive Director's Report** – Richard Goldman  
- Department Reports

**Other Business**  
- Birding and Photofest Financial Controls

**Public Comments**

**Adjournment**

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

### **Minutes**

**Present:** John Fraser, David Mariotti, Tina Klinkenberg, Andrea Samuels, Virginia Whetstone, Irving Kass, Charles Cox, Kathy Fleming, Jeffrey Oliasami, Kirk Wendland, Bob O'Neil, and Errol Jones.

**Not Present:** Jay Morris.

**Others Present:** Barbara Golden, Richard Goldman, Rick Hensler, Evelyn Vazquez, John Johnson, Joe Finnegan, Lee Capitano, Conrad Matt, Michelle Reval.

**Call to Order:** Chairman John Fraser called the meeting to order at 2:35 p.m.

**Roll Call** – Barbara Golden called roll and a quorum was present.

**Approval of Minutes:** A motion was made by Charles Cox to approve the minutes from the VCB October 21, 2010 and December 20, 2010 meetings. The motion was seconded by Tina Klinkenberg. **Passed Unanimously**

**Treasurer's Report** – David Mariotti reported that for the first quarter the VCB is solvent. The VCB has a current balance of \$286,829 and outstanding payments in the amount of \$207,075. The VCB is operating off of an advance TDC balance of \$529,084. The private sector VCB monthly fund income activity for December was \$8910 and expenses totaled \$10,427, which shows a net-deficit of \$1,517 which will be recaptured as payments from partnerships come in.

David also reported that the Bed Tax collections were \$376,275 for the month of November 2010. He also referenced the collections for November 2010, shows a 47.4% increase over the same time period in 2009. Not counting the additional 4<sup>th</sup> penny, that increase is 11% which is the real increase.

**Motion for approval:** Irving Kass made a motion to approve the Treasurer's Report. The motion was seconded by Jeffrey Oliasami. **Approved Unanimously**

### **Executive Committee Report**

John Fraser reported that the Executive Committee met prior to the Board meeting and with a Board quorum, approved the following businesses as new VCB Partners:

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

He also informed the Board that the Executive Committee discussed changing the Board meeting dates to accommodate the attendance of Commissioner Morris. Currently, the Board meets the 3<sup>rd</sup> Thursday of each month. The 4<sup>th</sup> Wednesday or 4<sup>th</sup> Thursday of each month were discussed as options and it was determined that staff would conduct an email survey of Board members to determine the most feasible date to meet.

It was discussed that in the Partnership Report there was a substantial number of Partner Drops. It was noted that the deadline to renew VCB Partnership has passed. The Board was asked to approve drops so that the formal final notice of opportunity to renew, with a deadline, could be sent to all non-renewing Partners. It was asked when they are dropped from the Visitors Guide and Website. It was explained that unpaid Partners were not included in the printed Guide, and the next step is to remove the non-partner businesses from the website. Kathy Fleming made a motion to proceed with the drop process for unpaid partners. The motion was seconded by David Mariotti. **Approved Unanimously**

John Fraser also reported that the Advertising Committee was waiting for a list of potential billboards for advertising. John stated that there was a budget of approximately \$106,000 for outdoor advertising. He also stated that there would be an effort to tour the boards to assure the location was satisfactory.

He also reported that the TDC collections have exceeded the projected collections. He noted that the Executive Committee discussed having Richard pursue requesting that the TDC make those additional collected funds be used within this budget year, allowing the VCB to take advantage of marketing and advertising to a prime travel market.

John also informed the Board that there will be a meeting at the City of St. Augustine on January 24<sup>th</sup> regarding the Reconnecting the Castillo with the Bayfront project headed up by the Halback Group. There is an opportunity to make public comment regarding the alternative plans being considered for recommendation for the project. The VCB does not have an official position, but there was a workshop forum presented by the VCB to make Partners aware of the project options. Different traffic patterns and tourist visitation impacts were further discussed.

In order to make the Board aware of some of the impacts of the proposals on local businesses, Virginia Whetstone presented a letter stating several concerns about impacts the project may create.

### **Executive Director's Report**

Richard Goldman reported that the Net Bed Tax Collection was up 11% for November and 9% year to date. This comparison is before the 4<sup>th</sup> penny that

began collection in April. Based on current collection reports by zip code, World Golf Village, I-95 corridor and Ponte Vedra Beach areas are showing an increase in collections.

### **STR**

Richard presented data from the December STR report. For the 2<sup>nd</sup> consecutive month, the report indicates that there is an across-the-board growth in hotel occupancy (10<sup>th</sup> consecutive month upward trend); ADR (Average Daily Rate) first increase in 2 years; RevPar (revenue per average rate) a 9% growth, Supply - 1.3% increase, Revenue (7 months of growth) \$3.6 million more than 2009, and Demand.

Among destinations competitive set, St. Johns County ranked fifth in RevPar growth, and fifth in occupancy.

### **Website Analytics**

The website analytics show that the VCB website bounce rate has reduced drastically. Part of the rate was being driven by advertising and relevancy.

In September and October, there was decline in website traffic which was anticipated.

The change in the URL from Getaway4Florida.com to FloridasHistoricCoast.com was planned to take place at off-peak season (September/October). Since the transfer of URL traffic is up 165% year to date.

The most requested pages included the Nights of Lights pages which were included in the advertising and marketing messages in December. The report indicates that there is a 7.8% increase in website visitors that signal intent to travel.

The number of inquiries are up 17% from within the US and 109% from International inquires. Canada and the UK are the strongest set of International visitors to the website. Advertising driven information requests are up 73%, indicating that the targeting by our agency has been very effective. The report also indicates that visitors are planning trips in short time periods. The top feeder markets are Florida, California, Texas, New York and Pennsylvania.

### **Department Reports**

Richard reported that telemarketing calls are 40% ahead of goal while the total leads generated are down 37%. But the leads that are generated are quality viable leads. Overall the Department is 6% ahead of overall goal.

Evelyn Vazquez reported that the department will be participating in Florida Huddle, and there are a few pre and post tours of the destination. The

Department also hosted staff from Phase V to become more familiar with the destination. These participants were trainers for the call center.

She further reported that she recently attended American Bus Association Marketplace, where several VCB partners participated. Her next show is at Florida Huddle in Daytona. She will also be attending Receptive Services Show in New York. Other staff will be attending the Winter Festival at the I95 Welcome Center.

She also reported that staff has been updating content on the website. She requested that partners be sure to update their partner profiles on the website to assure that their information is included in the content on the Meetings and group travel website.

Richard Reported that the communications measures indicate that the impressions are down 6% from last year. Ad equivalency is up.

Barbara Golden reported that there is currently a group of editors and writers representing meeting publications touring the destination. The tour included the Renaissance Resort at World Golf Village, the resorts in Ponte Vedra Beach and a day tour in St. Augustine.

In early January there was a story in the Los Angeles Times about the Civil Rights Trail. She also reported that the Spring Events Calendar is in final layout for print and will be available in early February.

Rick Hensler reported that the Promotions Department's efforts are to supplement paid advertising. These efforts since March have doubled the media exposure of the paid advertising. He reported that the Michelob Ultra Golf Getaway just ended in December. Throughout Central Florida the promotion was to generate awareness of the Golf in our destination. The promotion produced more than 1,400 new contacts to the VCB consumer database. Michelob would like to expand the program state-wide in the future.

The Department also partnered with First Coast of Golf and participated in a wrap for Sports Illustrated. The program was to be in Florida, but the publishers liked the program to National. The magazine saw the opportunity to attract more golf interested readers.

Rick also presented some samples of ads and promotional programs that students at University of Florida students created as a class project. Next semester students will focus on event oriented projects.

The Communications Department worked with the Amphitheater to create new promotions. Most recently was a program with Radio Disney. The Amphitheater

was given a significant amount of on-air time in exchange for display and programming at Winter Wonderland.

Rick further reported that he is working with Scenic A1A to create programs. In the spring there will be a drive event and a promotion to push tours.

2011 radio promotional leverage programs are being planned at this time. Media buys are in place and promotions are being planned to time with them.

Finally Rick reported that the San Sebastian Winery hang tag program is launching in the next week. The tag promotes a one free night on for a romantic Getaway on Florida's Historic Coast. Consumers are directed to a special landing page where they can shop for one free night offers from partners.

Richard reported that the TDC has charged the VCB to work with administration and other TDC categories to come up with a research program. There was a proposal submitted by YPartnership, but it was beyond the budgetary capabilities. There are alternative programs being sought. The research conducted will be conducted with actual visitors to collect data about them.

Another research provider will be presenting some other programs for consideration in the near future. The research will be used for Cat I and Cat II programs.

Richard also reported that the Website redevelopment is underway. The agency and Miles Media conducted a task force workshop. The project is moving forward. The redeveloped site should be ready by early spring and the mobile website will be up and running in early summer. Site upgrades include video upload capabilities on partner profiles. A vendor will be made available to produce video for partners at a very reasonable rate.

The PLAYERS Championship Meeting Planner and press FAM tour is now in planning.

The VisitPonteVedr.com website is currently being updated with new content and more information about THE PLAYERS.

Also, the VCB has been working with the TOUR to create net rate tickets to include in packages. Historically, 95% of the attendance at the tournament is local and there is an effort to expand that reach to create more overnight visits during the tournament.

Richard reported that room nights and golf rounds generated by Florida's First Coast of Golf (FFCG) was off by about 6%. For 2010 calendar year, FFCG generated 21,275 room nights and golf 50,053 rounds of golf. This is a 9% decline from last year, but compared to other destinations golf packaging, this is

not so bad. Other destinations are seeing double digit declines. The response to FFCCG leads are up 87% and website visitation is up 6%.

Richard reported that the Florida's Birding and Photofest ticket marketing began on January 6. Participants in the 2010 event generated \$392,000 in direct spending.

Since January 6, there have been 1036 visits to the website and \$27,000 in ticket sales have already been generated.

The co-op advertising program offered 28 opportunities for partners to participate in. Only three were executed. The Weddings program had six participants. The Preservation Magazine had several attractions and Bed and Breakfasts participated. Arthur Frommer's Travel June issue has 5 participating partners. There was interest in the other, but not enough to pull the trigger. Other opportunities are being sought for the summer quarter.

### **Other Business**

David Mariotti distributed a flyer about the Rose Awards, an awards program presented by the Northeast Florida Hospitality Association. The awards are to recognize outstanding hospitality employees. He encouraged Board members to nominate employees.

With no other business, John Fraser called to adjourn the meeting. Tina Klinkenberg made a motion to adjourn the meeting. The motion was seconded by David Mariotti. **Passed Unanimously.**

Respectfully submitted on behalf of  
Tina Klinkenberg, Board Secretary

Barbara Golden

**St. Augustine, Ponte Vedra & The Beaches  
Visitors and Convention Bureau  
January 2011 Financial Report**

All Balances are reported as of month end

<b>Checking Account Balance:</b>		<b>\$</b>	<b>406,109.59</b>
<b>Less Outstanding checks:</b>		<b>\$</b>	<b>(65,275.29)</b>
<b>Plus Deposits in transit</b>			
BOCC Funds Liability:		\$	529,084.00
LESS BOCC Funds Incoming	31-Jan	\$	475,330.07
Other Liability:			
<b>TOTAL Liabilities:</b>		<b>\$</b>	<b>53,753.93</b>
<b>VCB Fund Balance:</b>		<b>\$</b>	<b>54,140.14</b>
Note: Cash available			
<b>VCB:</b>			
Income for Month		\$	4,620.00
Expenses for Month:		\$	43,561.31
<b>Net VCB Monthly Activity</b>		<b>\$</b>	<b>(38,941.31)</b>
Net BED TAX Income:	9-Oct	\$	421,645.75
	9-Nov	\$	376,275.34
	9-Dec	\$	374,107.16
	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
<b>TOTAL</b>	<b>\$ 5,348,069</b>	<b>-9.1%</b>	<b>\$ 5,022,567</b>

**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
<b>TOTAL</b>	<b>\$ 4,577,802</b>	<b>-14.4%</b>	<b>\$ 4,486,245</b>

**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
<b>TOTAL</b>	<b>\$ 5,566,652</b>	<b>21.6%</b>	<b>\$ 5,455,319</b>

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	\$ 381,742	\$112,687.40	41.9%	6.0%	41.4% 21.4%	\$ 374,107.16	\$ 7,635
January							
February							
March							
April							
May							
June							
July							
August							
September							
<b>TOTAL</b>	<b>\$ 1,195,947</b>	<b>\$ 367,299</b>	<b>-78.5%</b>		<b>-73.9% -77.6%</b>	<b>\$ 1,172,028</b>	<b>\$ 23,919</b>

**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	
<b>2008</b>	<b>January '08</b>	\$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
<b>2009</b>	<b>January '09</b>	\$205,972.34	66.6%	<b>-31.8%</b>	\$68,668.52	22.2%	<b>-9.3%</b>	\$5,111.65	1.7%	<b>-16.2%</b>	\$12,564.31	4.1%	<b>1.5%</b>	\$17,118.60	5.5%	<b>-5.6%</b>	\$ 309,435.42
	February	\$264,842.44	63.8%	<b>-32.6%</b>	\$111,626.05	26.9%	<b>2.1%</b>	\$5,673.36	1.4%	<b>1.7%</b>	\$14,073.86	3.4%	<b>-8.9%</b>	\$19,133.96	4.6%	<b>-50.4%</b>	\$ 415,349.67
	March	\$317,504.90	65.3%	<b>-30.6%</b>	\$118,121.52	24.3%	<b>-22.9%</b>	\$6,864.44	1.4%	<b>-25.5%</b>	\$16,216.09	3.3%	<b>-11.9%</b>	\$27,330.12	5.6%	<b>-9.2%</b>	\$ 486,037.07
	April	\$305,212.06	67.9%	<b>-21.7%</b>	\$ 95,033.94	21.1%	<b>1.6%</b>	\$ 10,654.87	2%	<b>10.2%</b>	\$15,784.10	3.5%	<b>11.4%</b>	\$23,109.03	5.1%	<b>-15.7%</b>	\$ 449,794.00
	May	\$314,628.48	73.5%	<b>-19.2%</b>	\$71,353.30	16.7%	<b>-28.0%</b>	\$ 11,334.46	3%	<b>-5.5%</b>	\$10,042.68	2.3%	<b>-11.8%</b>	\$20,485.06	4.8%	<b>-21.1%</b>	\$ 427,843.98
	June	\$281,768.06	58.2%	<b>-26.2%</b>	\$153,195.05	31.7%	<b>-19.6%</b>	\$17,813.17	3.7%	<b>24.4%</b>	\$9,873.83	2.0%	<b>7.0%</b>	\$21,197.73	4.4%	<b>-11.5%</b>	\$ 483,847.84
	July	\$310,128.92	57.3%	<b>-7.3%</b>	\$183,917.64	34.0%	<b>-3.1%</b>	\$18,672.99	3.4%	<b>15.4%</b>	\$9,997.74	1.8%	<b>-9.9%</b>	\$18,616.91	3.4%	<b>-28.3%</b>	\$ 541,334.20
	August	\$215,226.14	64.6%	<b>-24.0%</b>	\$80,479.47	24.2%	<b>-15.2%</b>	\$12,710.08	3.8%	<b>12.4%</b>	\$6,833.16	2.1%	<b>-3.6%</b>	\$17,740.45	5.3%	<b>-4.8%</b>	\$ 332,989.30
	September	\$167,738.98	70.7%	<b>1.7%</b>	\$39,823.97	16.8%	<b>10.2%</b>	\$8,134.17	3.4%	<b>38.1%</b>	\$6,553.16	2.8%	<b>31.1%</b>	\$15,123.58	6.4%	<b>15.6%</b>	\$ 237,373.86
	October	\$228,845.10	76.5%	<b>-12.0%</b>	\$38,721.61	12.9%	<b>-1.6%</b>	\$5,854.07	2.0%	<b>11.3%</b>	\$7,548.84	2.5%	<b>-6.4%</b>	\$18,160.97	6.1%	<b>4.2%</b>	\$ 299,130.59
	November	\$195,603.73	75.1%	<b>-19.7%</b>	\$32,506.00	12.5%	<b>1.9%</b>	\$6,435.77	2.5%	<b>29.7%</b>	\$9,591.51	3.7%	<b>12.6%</b>	\$16,325.87	6.3%	<b>-14.3%</b>	\$ 260,462.88
	December	\$184,899.62	68.7%	<b>-6.9%</b>	\$43,698.10	16.2%	<b>14.3%</b>	\$7,714.89	2.9%	<b>29.1%</b>	\$10,050.36	3.7%	<b>3.4%</b>	\$22,691.63	8.4%	<b>13.0%</b>	\$ 269,054.60
<b>2010</b>	<b>January</b>	\$185,777.04	63.3%	<b>-10.9%</b>	\$73,829.03	25.1%	<b>7.0%</b>	\$6,679.46	2.3%	<b>23.5%</b>	\$11,626.81	4.0%	<b>-8.1%</b>	\$15,702.37	5.3%	<b>-9.0%</b>	\$ 293,614.71
	February	\$226,111.53	60.3%	<b>-17.1%</b>	\$107,771.77	28.8%	<b>-3.6%</b>	\$7,703.66	2.1%	<b>26.4%</b>	\$13,691.29	3.7%	<b>-2.8%</b>	\$19,518.04	5.2%	<b>2.0%</b>	\$ 374,796.29
	March	\$333,651.43	64.6%	<b>4.8%</b>	\$122,687.81	23.8%	<b>3.7%</b>	\$13,090.92	2.5%	<b>47.6%</b>	\$17,658.14	3.4%	<b>8.2%</b>	\$29,092.28	5.6%	<b>6.1%</b>	\$ 516,180.58
	April	\$434,232.48	71.9%	<b>29.7%</b>	\$103,132.09	17.1%	<b>7.9%</b>	\$15,471.93	2.6%	<b>31.1%</b>	\$20,665.50	3.4%	<b>23.6%</b>	\$30,114.11	5.0%	<b>23.3%</b>	\$ 603,616.11
	May	\$411,472.34	70.6%	<b>23.5%</b>	\$108,897.29	18.7%	<b>34.5%</b>	\$17,830.85	3.1%	<b>36.4%</b>	\$15,758.31	2.7%	<b>36.3%</b>	\$29,259.69	5.0%	<b>30.0%</b>	\$ 583,218.48
	June	\$389,147.21	57.6%	<b>27.6%</b>	\$214,921.99	31.8%	<b>28.7%</b>	\$30,059.68	4.5%	<b>40.7%</b>	\$14,357.57	2.1%	<b>31.2%</b>	\$26,754.89	4.0%	<b>20.8%</b>	\$ 675,241.34
	July	\$445,474.95	52.1%	<b>30.4%</b>	\$318,914.97	37.3%	<b>42.3%</b>	\$40,167.27	4.7%	<b>53.5%</b>	\$16,920.27	2.0%	<b>40.9%</b>	\$33,075.69	3.9%	<b>43.7%</b>	\$ 854,553.15
	August	\$292,199.41	64.0%	<b>26.3%</b>	\$115,429.02	25.3%	<b>30.3%</b>	\$19,444.28	4.3%	<b>34.6%</b>	\$9,791.62	2.1%	<b>30.2%</b>	\$19,652.54	4.3%	<b>9.7%</b>	\$ 456,516.87
	September	\$266,455.80	70.1%	<b>37.0%</b>	\$64,865.40	17.1%	<b>38.6%</b>	\$15,036.32	4.0%	<b>45.9%</b>	\$9,563.25	2.5%	<b>31.5%</b>	\$24,345.48	6.4%	<b>37.9%</b>	\$ 380,266.25
	October	\$329,046.97	76.5%	<b>30.5%</b>	\$52,429.44	12.2%	<b>26.1%</b>	\$10,835.56	2.5%	<b>46.0%</b>	\$11,572.94	2.7%	<b>34.8%</b>	\$26,365.86	6.1%	<b>31.1%</b>	\$ 430,250.77
	November	\$ 290,251.36	75.6%	<b>32.6%</b>	\$ 45,461.88	11.8%	<b>28.5%</b>	\$ 11,746.17	3.1%	<b>45.2%</b>	\$ 12,955.29	3.4%	<b>26.0%</b>	\$ 23,539.73	6.1%	<b>30.6%</b>	\$ 383,954.43
	December	\$275,016.44	72.0%	<b>32.8%</b>	\$56,426.91	14.8%	<b>22.6%</b>	\$9,638.57	2.5%	<b>20.0%</b>	\$10,915.57	2.9%	<b>7.9%</b>	\$29,744.53	7.8%	<b>23.7%</b>	\$ 381,742.02

**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			
<b>AUG</b>	\$ 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
<b>SEP</b>	\$ 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
<b>OCT</b>	\$ 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
<b>NOV</b>	\$ 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
<b>DEC</b>	\$ 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
<b>JAN</b>	\$ 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
<b>FEB</b>	\$ 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
<b>MAR</b>	\$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
<b>APR</b>	\$ 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
<b>MAY</b>	\$ 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
<b>JUN</b>	\$ 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
<b>JUL</b>	\$ 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
<b>AUG</b>	\$ 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
<b>SEP</b>	\$ 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
<b>FISCAL YEAR 2010</b>															
<b>OCT</b>	\$ 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
<b>NOV</b>	\$ 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
<b>DEC</b>	\$ 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
<b>JAN</b>	\$ 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
<b>FEB</b>	\$ 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
<b>MAR</b>	\$ 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
<b>April</b>	\$ 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
<b>May</b>	\$ 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
<b>June</b>	\$ 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
<b>July</b>	\$ 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
<b>August</b>	\$ 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
<b>September</b>	\$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
<b>FY YTD</b>	\$ 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
<b>% OF TTL</b>	36.1%		24.6%		27.6%		0.7%		8.8%		1.8%		0.4%		
<b>Fiscal Year 2011</b>															
<b>OCT</b>	\$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
<b>NOV</b>	\$ 81,731.13	21.3%	\$ 112,506.80	29.3%	\$ 136,571.46	35.6%	\$ 1,955.64	0.5%	\$ 41,431.53	10.8%	\$ 7,771.31	2.0%	\$ 1,986.56	0.5%	\$ 383,954.43
<b>DEC</b>	\$88,770.23	23.3%	\$95,794.49	25.1%	\$143,615.10	37.6%	\$1,556.69	0.4%	\$42,395.47	11.1%	\$7,629.59	2.0%	\$1,980.45	0.5%	\$381,742.02



**PARTNERSHIP REPORT: January 2011**  
Erin Masters, Special Events Manager/  
Partnership Coordinator

#### Inquiries:

- Avalon Carriage Company
- Showboat Car Wash
- Tim's Wine Market
- St. Augustine Art Association
- Great Wraps Café
- Spa Laterra

#### Partners Applied (requires Board Action):

- Claude's Chocolates (Chocolate Shop)
- Tim's Wine Market (Specialty Wine Shop)
- Avalon Carriage Company (Carriage Company)
- Great Wraps Café (Dining – café)
- Showboat Car Wash

#### Partners Approved Previously:

- Yacht of Fun
- Flamingo Travel

#### FY 2011 Partnership Recap

- Total Partners End of FY10 – 272
  - 68 dropped – 204 remaining
- Partners joined from October 2010 thru January 2011 - 5
- Total partners to date – 209



## Measurement Dashboard January 2011

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



**Good**



**Not Significant**

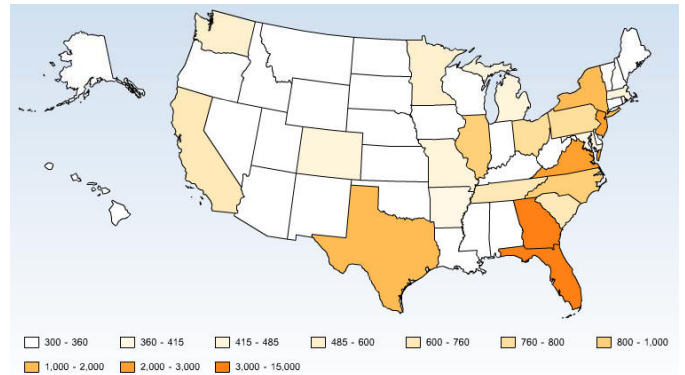


**Needs Attention**

### ENGAGEMENT

	LM	LY	B
Time on Site: <b>6.04</b> <i>Minutes</i>	↑	↓	5.23
Bounce Rate: <b>36.4%</b> <i>of Home Page</i>	↑	↑	31%
Bounce Rate: <b>41.5%</b> <i>Overall</i>	↓	↑	49.3%

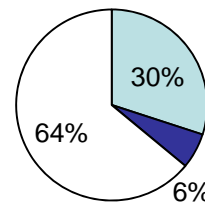
### VISITORS BY GEOGRAPHY



### ACTIVITY

	LM	LY
45,168 visits	↓ <b>35%</b>	↑ <b>65%</b>
45,168 visits to date 2011		↑ <b>65%</b>
243,192 pg views	↓ <b>17%</b>	↑ <b>51%</b>
243,192 pg views to date 2011		↑ <b>51%</b>

### SOURCES OF TRAFFIC



Legend:

- Search Engines
- Other Sources
- Campaigns

2010 Baseline average percentages:

Search Engines: 44%  
Direct Traffic: 31%  
Other Websites: 25%

### MOST REQUESTED PAGES

1. Home: 50,837
2. Attractions: 13,515
3. Lodging: 12,665
4. Nights of Lights Home: 12,130
5. History: 10,989
6. Romance Lives Here: 7,736
7. Luxury & Romance: 7,496
8. Beaches & Nature: 6,397
9. Nights of Lights Events: 6,225
10. Culture: 5,459

### ONLINE CAMPAIGN RESPONSE

1. Google Fall 2010: 25,324
2. Google Home NOL Fall 2010: 2,486
3. ACJ Fall 2010 3i: 596
4. Jacksonville.com Fall 10: 147

**Total Online Campaign Responses: 29,015**

### CONVERSION BREAKDOWN

	LM
Guide Orders: 817	↑ <b>88%</b>
Property Profile Views: 30,536	↑ <b>47%</b>
Accommodations Link: 1,812	↑ <b>73%</b>
Attractions Link: 763	↑ <b>36%</b>

### SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

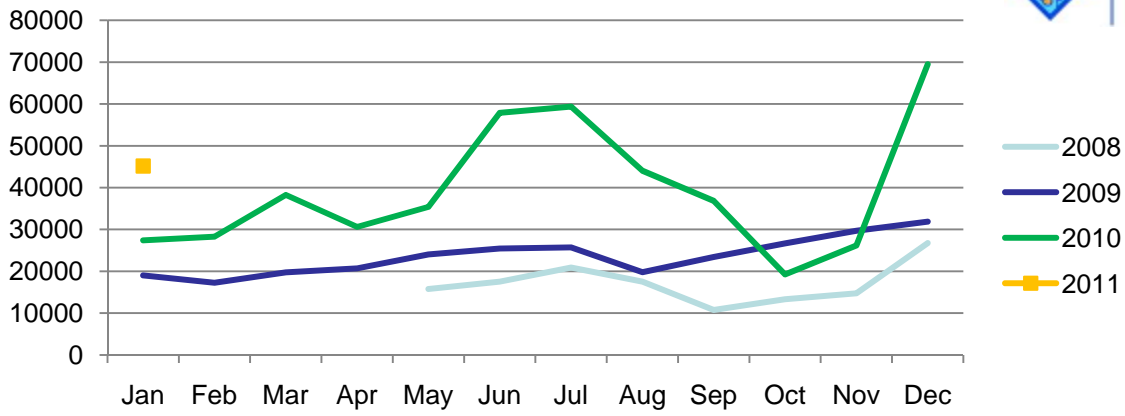
**13.9%**  
of total pg views\*

**33,934**

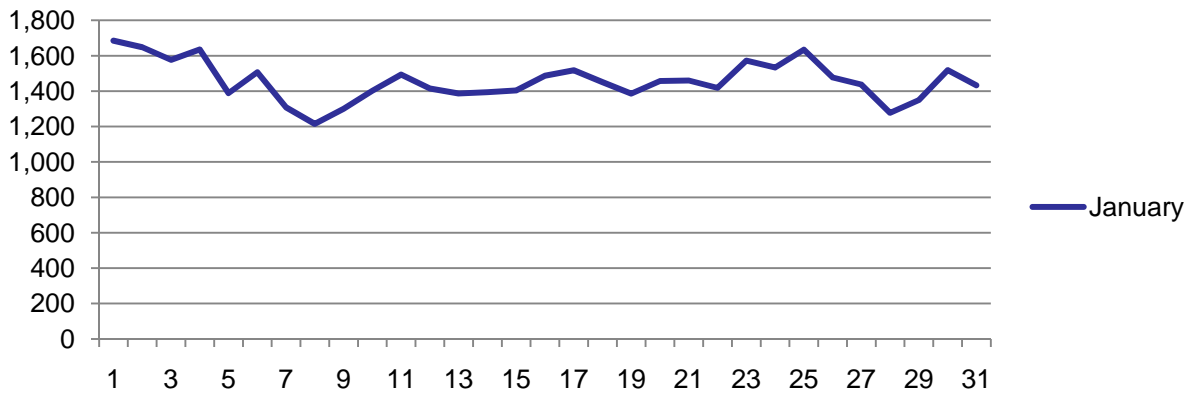
Signals of Intent to Travel

See conversion breakdown to the left.

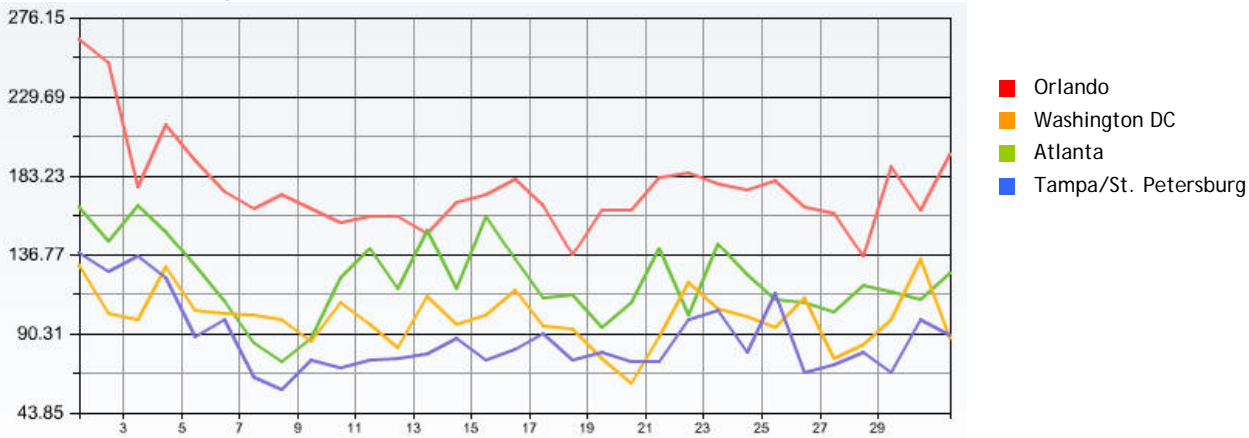
### Visits by Month - 2008-2010



### Visits by Day for This Month



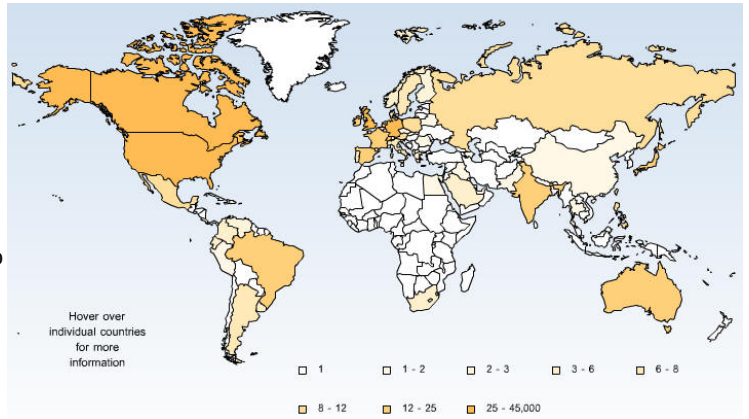
### Trended Top 4 Markets for month



### International

LM Percent Change

USA	39,190	↓	35%
International	1,817	↓	38%
<i>Unique visits for Month</i>			
Canada	482	↓	4%
Germany	118	↑	103%
UK	180	↑	63%



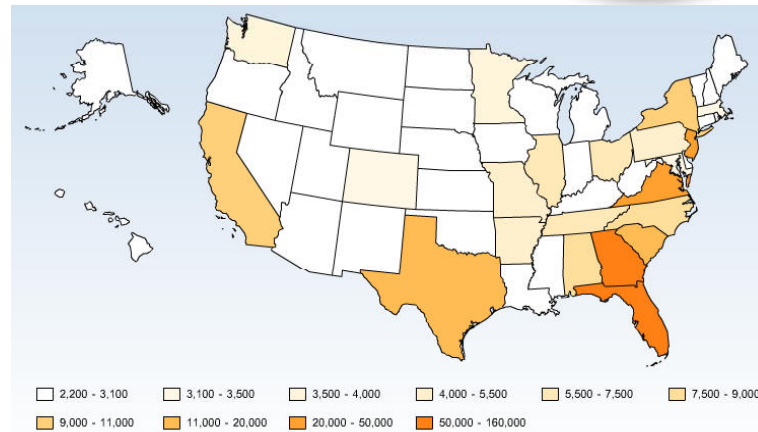
www.FloridasHistoricCoast.com  
 January, 2011  
 Sources: Omniture HBX,  
 Quantcast

# 2010 Year In Review: Website Analysis & Measurement Report

## Visitor Profile

As Reported By Quantcast\*

Green bars indicate that your DMO is attracting more than the national average of this type of online visitor



### Top DMAs

Source: Omniture HBX

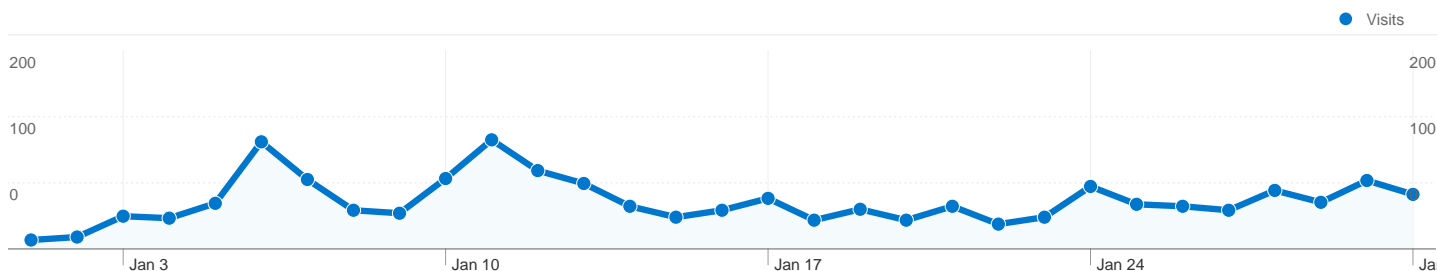
1.	Orlando/Daytona
2.	Atlanta
3.	Tampa/St. Petersburg
4.	Washington D.C
5.	Jackson



\*Quantcast is an audience measurement tool that supplements Omniture HBX and provides a profile of your site's demographic characteristics. [www.quantcast.com](http://www.quantcast.com)

# Dashboard

Comparing to: Site



## Site Usage

1,493 Visits

48.43% Bounce Rate

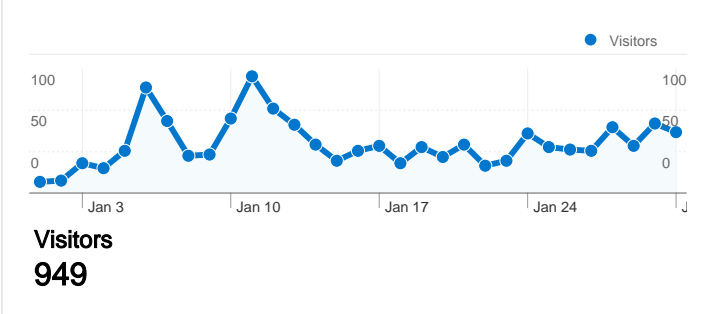
6,229 Pageviews

00:05:45 Avg. Time on Site

4.17 Pages/Visit

62.02% % New Visits

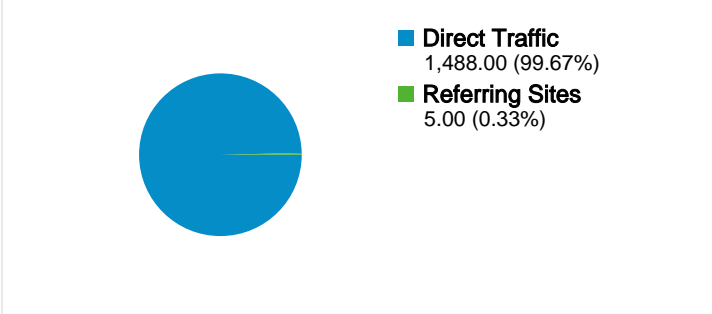
## Visitors Overview



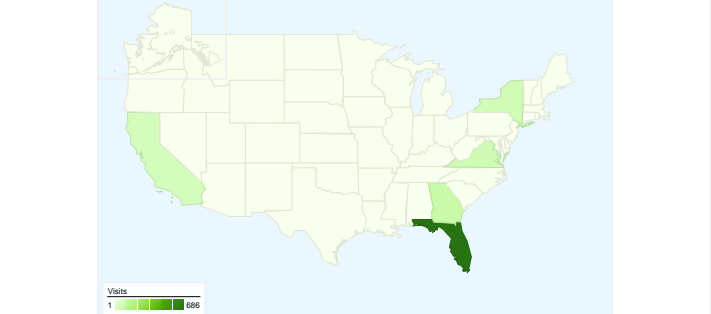
## Content Overview

Pages	Pageviews	% Pageviews
/sjcvcb/PhotoFest//Welcome_fil	1,070	17.18%
/PhotoFest//Welcome_files/wid	776	12.46%
/PhotoFest//FRIDAY_Schedule	178	2.86%
/PhotoFest//THURSDAY_Sche	168	2.70%
/PhotoFest//SATURDAY_Sche	157	2.52%

## Traffic Sources Overview



## Country/Territory Detail: United States

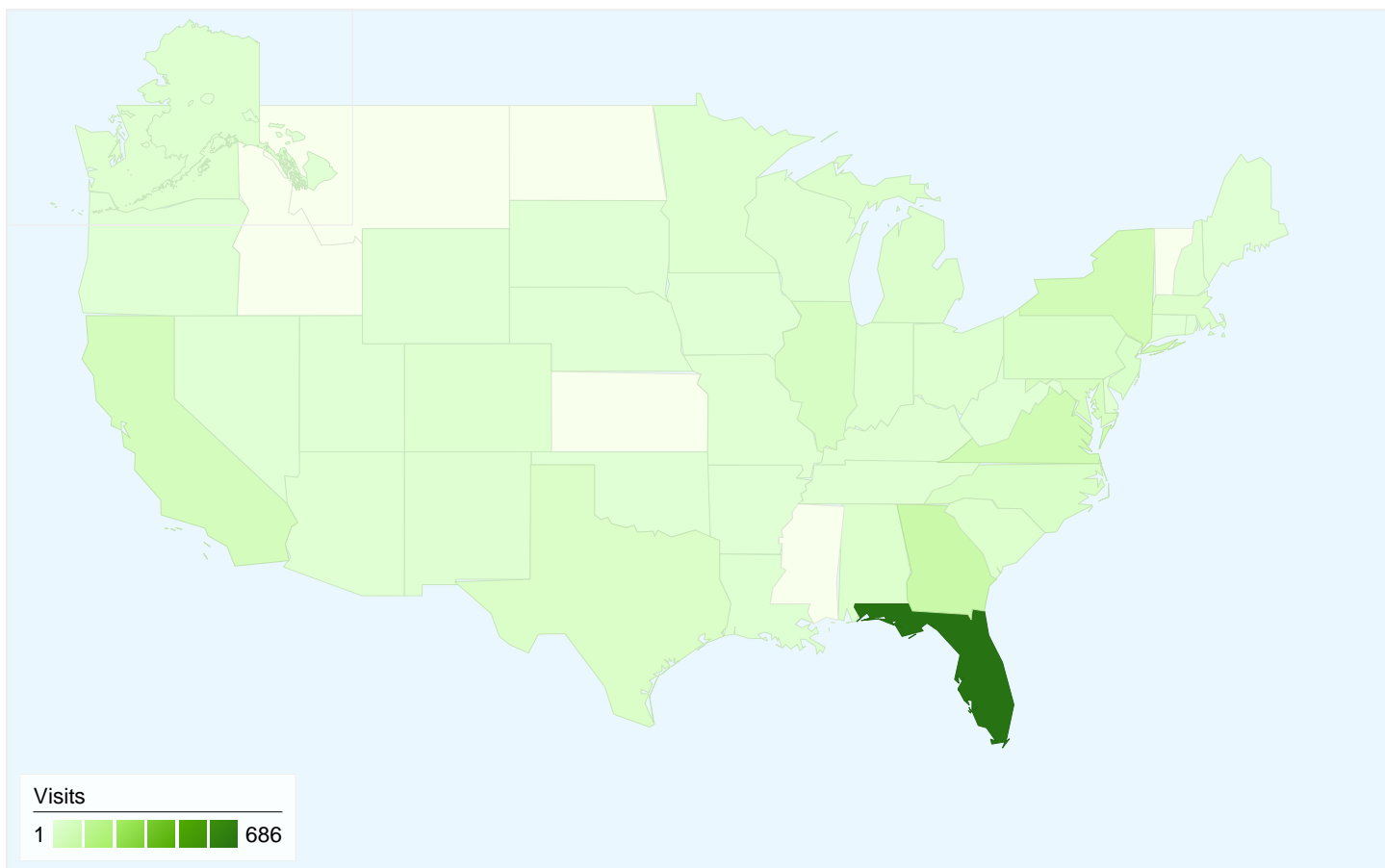


**Country/Territory Detail:**

United States

Jan 1, 2011 - Jan 31, 2011

Comparing to: Site



This country/territory sent 1,344 visits via 45 regions

## Site Usage

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>Visits</b> <b>1,344</b> % of Site Total: 90.02%	<b>Pages/Visit</b> <b>4.30</b> Site Avg: 4.17 (3.06%)	<b>Avg. Time on Site</b> <b>00:06:06</b> Site Avg: 00:05:45 (6.07%)	<b>% New Visits</b> <b>61.09%</b> Site Avg: 62.02% (-1.51%)	<b>Bounce Rate</b> <b>47.17%</b> Site Avg: 48.43% (-2.59%)	
Florida	686	4.25	00:06:01	53.64%	49.13%
Georgia	87	5.64	00:08:35	58.62%	35.63%
Virginia	67	4.81	00:08:19	68.66%	49.25%
New York	60	4.10	00:08:15	60.00%	40.00%
California	49	4.14	00:04:41	67.35%	53.06%
Maryland	39	4.33	00:10:17	43.59%	35.90%
Illinois	34	5.24	00:07:40	50.00%	29.41%
Pennsylvania	28	3.75	00:04:32	78.57%	42.86%
North Carolina	28	2.64	00:03:17	85.71%	57.14%

**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	8										9	5	
Magazine and Newspaper Inserts	4	1,500	93	-										1,597	5	31840%
Consumer Magazines	996	165	5,035	4,727										10,923	1157	844%
Consumer Online	267	306	402	822										1,797	1617	11%
Past Marketing Initiatives	2,780	1,180	415	290										4,665	2257	107%
Billboard	-	-	-	-										-	0	
Television, Out of Home, Outdoor & E-Marketing	-	-	-	-										-	0	
Other/Unknown	30	26	27	41										124	96	29%
Previous Visitor	10	17	8	23										58	57	2%
VCB Referral	11	2	5	13										31	57	-46%
Friend/ Family	9	15	9	7										40	49	-18%
Weddings	-	-	-	-										-	29	-100%
Travel Agent	1	2		9										12	14	-14%
<b>Total for FY 2011</b>	<b>4,108</b>	<b>3,213</b>	<b>5,995</b>	<b>5,940</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>19,256</b>		
<b>FY10 Totals</b>	<b>1,389</b>	<b>1,307</b>	<b>767</b>	<b>1,879</b>	<b>1,806</b>	<b>3,447</b>	<b>1,605</b>	<b>2,861</b>	<b>5,591</b>	<b>3,315</b>	<b>1,267</b>	<b>3,258</b>				
<b>% Change</b>	<b>196%</b>	<b>146%</b>	<b>682%</b>	<b>216%</b>	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>				
WEB REQUESTS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP		YTD 2011	FYTD 2010	FY11/FY10 Percent Change
FloridasHistoricCoast.com	261	298	396	808										1,763	1,594	11%
COSA.com	-		-	-										-	-	
Google October-November 2010	-	3	-	-										3	-	
Other/Unknown	6	5	6	14										31	24	29%
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	93									176	44%	29%	28%
No	70	61	41	49									221	56%	71%	72%
Total No of Responses	95	86	74	142	0	0	0	0	0	0	0	0	397			
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	5									24	6%	7%	5%
2 days	9	20	16	10									55	14%	10%	10%
3 days	35	20	14	27									96	24%	19%	20%
1 week	25	13	18	50									106	27%	37%	36%
2 weeks	4	4	5	16									29	7%	7%	6%
3 weeks	0	2	0	3									5	1%	1%	2%
1 to 3 months	3	6	2	2									13	3%	4%	3%
Don't Know	17	13	10	29									69	17%	16%	19%
Total No of Responses	95	86	74	142	0	0	0	0	0	0	0	0	397			

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	6									19	5%	5%	7%
2	51	48	30	70									199	50%	51%	47%
3	13	10	7	12									42	11%	7%	8%
4+	19	14	22	34									89	22%	25%	27%
Unknown	9	8	11	20									48	12%	11%	11%
Total No of Responses	95	86	74	142	0	0	0	0	0	0	0	0	397			
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	112									330	83%	80%	78%
B&B	3	3	2	2									10	3%	3%	4%
Hotel/Motel	8	9	5	21									43	11%	14%	13%
RV Park	0	1	1	1									3	1%	1%	1%
Condo	3	1	0	5									9	2%	1%	3%
Efficiency/Suite	0	0	0	0									0	0%	0%	1%
Single Family Home	1	0	0	1									2	1%	0%	1%
Total No of Responses	95	86	74	142	0	0	0	0	0	0	0	0	397			
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	48									186	47%	39%	41%
One Month to Three Months	34	17	16	49									116	29%	31%	27%
Four Months to Eight Months	10	8	8	27									53	13%	17%	15%
Nine Months or More	1	4	0	5									10	3%	3%	7%
Unknown or Refused	10	4	5	13									32	8%	10%	9%
Total No of Responses	95	86	74	142	0	0	0	0	0	0	0	0	397			
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	719										2,990	1,232	6,966
New York	240	101	362	283										986	277	1,213
Ohio	185	91	208	185										669	243	1,029
Pennsylvania	235	95	264	256										850	218	1,007
Georgia	307	776	233	675										1,991	230	2,048
Texas	172	61	410	265										908	163	1,464
North Carolina	101	51	251	646										1,049	170	857
California	197	74	516	190										977	140	672

**Visitor Center Inquiries  
January 2011**

**Ponte Vedra Beach Chamber of Commerce**

**Total Visitors**                      **40**

**City of St. Augustine Downtown Visitors Center**

**Total Visitors**                      Not available at time of report

**St. Augustine Beach Visitors Center**

**Total Visitors**                      **1,066**

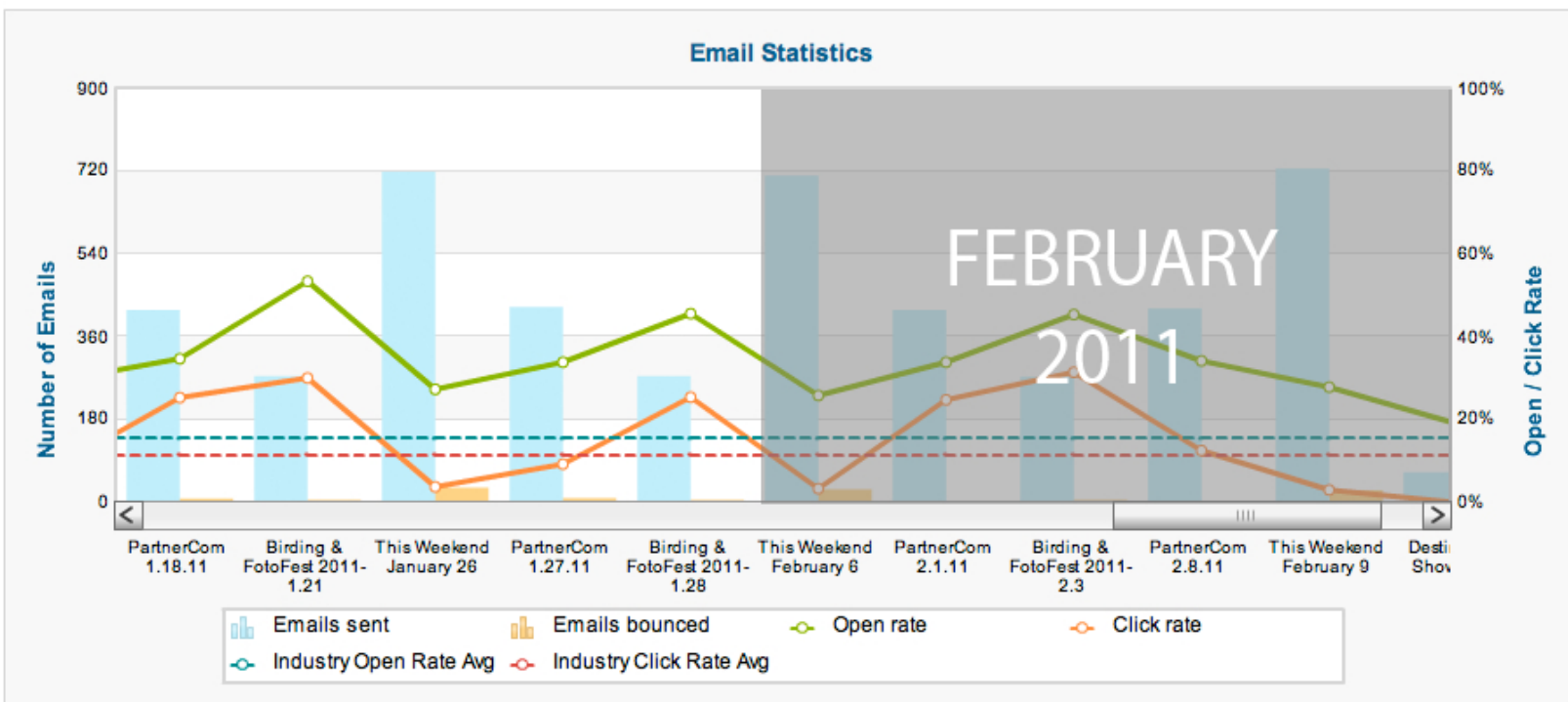
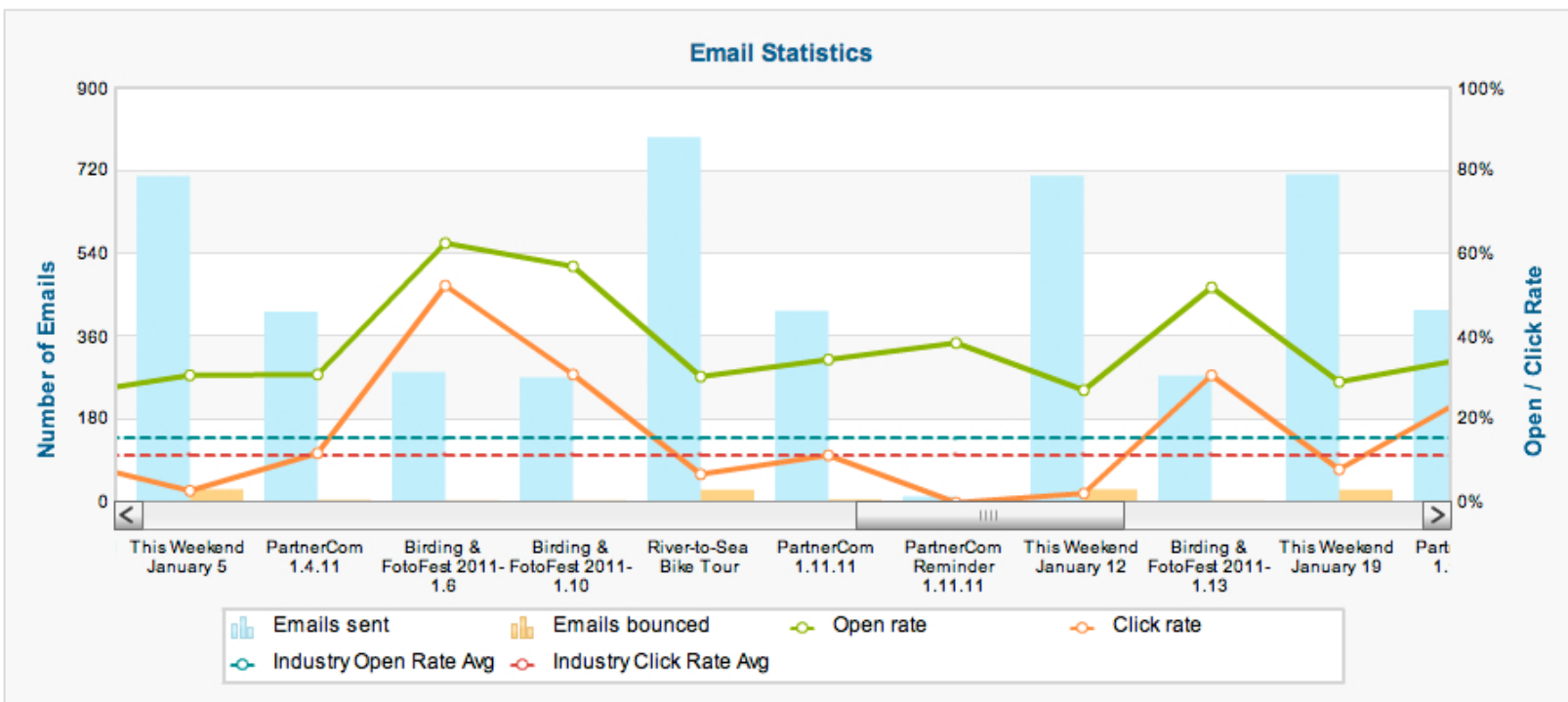
**Jacksonville Airport Visitor Information Center**

**St. Augustine**                      **1,144**  
**Ponte Vedra**                      **33**

**Total Inquiries at Visitors Centers**                      **2,283**



# VCB INDUSTRY EMAIL BLAST STATISTICS JANUARY 1-31, 2011





## Creative Support Report: January 2011 Stacey Sather, Creative and Advertising Manager

### **Creative, Advertising and Promotions**

- ABA, Florida Huddle & Receptive Services Assoc. iPad slideshow presentations
- 2011 Birding and Photo Fest guide, website, email blast and collaterals design
- 2011 Spring Calendar of Events design
- FHC branding guide design & content
- 2011 interactive Travel Planner layout and proofing
- 2011 Quick Reference guide update
- December 2011 Monthly Report data
- Facebook/Twitter pages updates
- VCB website home page weekly screenshot archive
- New format design of VCB/FHC logo
- Ongoing creative review & support to YPartnership

### **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

### **Ongoing/Upcoming Projects**

- 2011 Birding and Photo Fest guide, website, email blast and collaterals design
- FHC branding guide design
- Photographs for email and web promos
- Weekly PartnerCom email
- Monthly consumer email
- Monthly report
- Ongoing research - image library updates
- Ongoing research - web software optimization
- YPartnership - ongoing creative review & support





## Sales Department Report: January 2011

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

### January Highlights:

#### Site Visits

- Pastor, site for a concert & service, Jan. 5, 2011
- Meeting Planner site inspection for Sawgrass & Renaissance-Jan. 6-7, 2011
- Wedding for November 27, 2011-They have confirmed ceremony/ reception at The White Room. Currently reviewing proposals for accommodations Jan 7-9
- Conference site inspection for PVIC Jan.19-20, 2011
- Veterans May 2012 Reunion - they stayed at Holiday Isle and Courtyard during their stay. Currently reviewing proposals-Jan. 20
- Pre Florida Huddle Site Visit (2 tour operators) Jan. 21-23, 2011
- Post Florida Huddle Site Visit, (2 tour operators & 1 media) Jan. 25-26, 2011

#### Upcoming Site Visits

- Site inspection for Software company at Renaissance Resort & St. Augustine Feb. 8-9

#### 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
- Visit Florida I95 Fall Festival, January 28, 2011

#### Upcoming Sales Initiatives

- Co op program and Group update at PVIC Feb. 4
- Scheduled email blast to meeting planners database provided by Destination Showcase DC promoting incentive to bring RFPs to booth Feb. 8
- Lunch presentation to client; partners participating; Sharon Kelly, Sawgrass Marriott, Tina Klinkenberg, Hampton Inn Vilano, Chris Pranis, Hammock Beach Resort and Francine Rattenbury, Renaissance Resort Feb. 10
- Schedule reminder email blast to meeting planners data base for Destination Showcase DC incentive to bring RFP's to booth for giveaway Feb. 15
- Travel South Marketplace in Atlanta-Feb. 21-24, 2011
- Destination Showcase DC & client lunch Sequoia DC; partner participation Lisa Miller Renaissance Resort & Sawgrass Marriott, Feb 23-25

#### 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, Casa Monica -Jan. 25, 2011
- HSMAI meeting, guest speaker Barbara Halverstadt, Manager of Development Marketing, Jacksonville Airport Authority, Crowe Plaza JAX Airport Jan. 27
- NFMPI Strategic Partnership Meeting Jan. 27

#### Upcoming Meetings

- NFMPI Univ NFLA monthly meeting Feb. 8
- TSAE monthly meeting Feb 16
- SGMP month meeting Feb. 17

St. Augustine, Ponte Vedra &amp; The Beaches

Communications Department Monthly Report - Executive Summary FY 2011

Media Impressions	Nov-10	Dec-10	Jan-11	Nov-09	Dec-09	Jan-10	YTD Compare to FY10/FY11 %			FY 2010 Totals
							YTD FY2011	FY 2010	difference	
National	502,927	27,461,734	43,418,212	14,039,786	8,996,848	5,969,170	71,382,873	29,005,804	146%	209,060,748
Florida	1,017,341	1,434,219	2,567,465	3,004,495	1,112,212	2,445,255	5,019,025	6,561,962	-24%	29,659,298
International	-			2,207,495			0	2,207,495	-100%	2,630,264
Web	201,579,357	139,843,642	2,510,698	322,214,935	257,604,348	102,403,685	343,933,697	682,222,968	-50%	1,818,517,584
Broadcast		5,135,091	87,595					0		3,127,000
Events	1,560,625	19,532,772	10,181,182	3,549,825	1,090,147	854,623	31,274,579	5,494,595	469%	43,128,396
<b>Total</b>	<b>204,660,250</b>	<b>193,407,458</b>	<b>58,765,152</b>	<b>345,016,536</b>	<b>268,803,555</b>	<b>111,672,733</b>	<b>456,832,860</b>	<b>725,492,824</b>	<b>-37%</b>	<b>2,106,123,290</b>

Value of Impressions	Nov-10	Dec-10	Jan-11	Nov-09	Dec-09	Jan-10	YTD Compare to FY10/FY11 %			FY 2010 Totals
							YTD 2011	FY 2010	difference	
National	\$ 6,040	\$ 16,380	\$13,697	\$ 152,777	\$ 156,704	\$124,643	\$36,117	434,123	-92%	\$2,707,743
Florida	\$ 18,083	\$ 6,310	\$25,026	\$ 38,657	\$ 20,261	\$41,743	\$49,419	100,661	-51%	\$395,420
International	\$ -			\$ 39,292			\$0	39,292	-100%	\$148,494
Broadcast		\$ 4,472	\$70			\$9,300	\$4,542	9,300		\$18,600
Events	\$ 4,322	\$ 9,267	\$6,744	\$ 18,622	\$ 8,101	\$4,096	\$20,333	30,819	-34%	\$334,826
Web stories	\$ 122,295	\$ 2,265,126	\$36,683	\$ 157,317	\$ 134,922	\$60,319	\$2,424,104	352,558	588%	\$1,020,537
<b>Total</b>	<b>\$150,739</b>	<b>\$ 2,301,555</b>	<b>\$ 82,220</b>	<b>\$406,665</b>	<b>\$ 319,988</b>	<b>\$240,101</b>	<b>\$2,534,515</b>	<b>\$966,753</b>	<b>162%</b>	<b>\$4,625,621</b>

New for FY 2011	Nov-10	Dec-10	Jan-11	Nov-09	Dec-09	Jan-10	YTD Compare to FY10/FY11 %			FY 2010 Totals
							YTD FY2011	FY 2010	difference	
<b>Social Media Monitoring</b>										
Number Social Media Feeds & Blogs with impact	987	900	271	NR	NR	NR	11,229,080	NR		NR
Promotional Value of Social Media Feeds	\$ 13,860	\$ 350,317	\$8,140	NR	NR	NR	\$14,474	NR		NR
<b>Media Inquiries Answered:</b>	9	5	6	3	6	9	20	18	11%	191
<b>Media Visitors Hosted:</b>	11	1	11	0	11	4	23	15	53%	56
<b>Broadcast Media Hosted:</b>	2	5	2	1	4	2	9	7	29%	40
<b>Event News Releases Issued:</b>	4	6	4	4	7	4	14	15	-7%	88
<b>Feature News Releases Issued:</b>	1	2	1	5	3	2	4	10	-60%	36
<b>Stories Pitched</b>	5	22	4	3	6	8	31	17	82%	167
<b>VCB supported Stories in Print</b>	45	70	63	36	94	32	178	162	10%	180
<b>Image access</b>	13	16	8	8	10	12	37	30	23%	122
<b>Value of VCB supported stories</b>	\$48,342.07	\$17,927	\$42,743	\$81,862	\$309,988	\$15,949	\$109,012	407,799	-73%	880
<b>Impressions from VCB supported stories</b>	47,666,683	28,704,768	13,943,529	8,982,699	268,803,555	14,578,858	90,314,980	292,365,112	-69%	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.



## COMMUNICATIONS DEPARTMENT REPORT: February 2011

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

### January 2011 Media Results:

# of print and internet news media impressions: 58,765,152

Value of equivalent advertising: \$82,220

Social Media Monitoring: 271 postings valued at \$8140

### January 2011 REPORT:

#### Stories Pitched:

Historic Meetings Venues, Leo Jakobson, Successful Meetings- Barbara  
Florida's Historic Coast as a meeting destination: Connect Your Meetings,  
Meetings South, Conventions South, Prevue and Smart Meetings – Barbara  
Budget Travel- New ways for families to have fun in Florida this summer- Pirates  
and reenactments and what's new – Barbara

#### Media Inquiries:

Debi Lander, freelance writer, Pirate Museum – Jay  
Jay Jones, LA Times, regarding Civil Rights history – Jay  
Susan Barnes, GirlsGetaways.com – Jay  
Jennifer Van Allen, Runner's World, Information about bridge elevations –  
Barbara  
Leo Jacobson, Successful Meetings – Meeting venues update – Barbara  
Lisa Simundson, fact check for Undiscovered Florida – Barbara

#### Image Access:

Bob Holtzman, images for A1A Scenic Byway travel planner – Barbara  
Leo Jakobson, Successful Meetings historic meetings venues – Barbara  
Images for advertorial on GolfDigest.com – Barbara  
Jennifer Van Allen, Runner's World – Barbara  
Pat Piper, Boats US, to support May 2011 feature – Barbara  
Libby McMillan, Times of the islands, SA feature – Barbara  
Lisa Simundson, Undiscovered Florida – Barbara  
Able Delgado, Prevue Magazine – Barbara

#### News Releases:

This Weekend (4) – Jay  
River to Sea Bike Tour -- Jay

**Writers Hosted:**

Meetings Media Tour:

Lisa Simundson, Meetings South – Media Tour

Libby Hoppe – Connect – Media Tour

Katherine Manfredi – Prevue - Media Tour

Talia Salem – Smart Meetings – Media Tour

Ashley Wright – Conventions South – Media Tour

Other individual media visits:

Libby McMillan, SW Florida Magazines: Romance – Barbara

Sandra and Phil Posner, Drive I-95 – Jay

Gerardo Lopez, Blue Heart Productions – Jay

Arline Zatz, freelance travel writer – Jay

Libby McMillan, SW Florida Magazines – Barbara

Maggie Woodburn, The Travel Guides to Florida, Post Huddle FAM – Barbara

**Broadcast and Film:**

Gerardo Lopez, Blue Heart Productions, tour – Jay

Makoto Matsuo, Japanese TV production company -- Jay

**Promotional Programs:**

Worked with Miles Media to create new landing page for promotions – Barbara

Worked with partner accommodations to upload romance packages for Romance

Lives Here campaign – Barbara

Provided copy and images for Madden Media Family Fun E-zine (March 22)-

Barbara

Updated and managed content on San Sebastian Free Night Promotion landing page – Barbara

**Other:**

Finalized contract with Discover Anywhere for work on iPad app - Jay

Met with Luis Veinrich, editor of De Paseo, and Maria D'Adamo regarding

Hispanic media and promotion possibilities – Jay

Clarified ARBUS ad sales with partners – Jay

Wrote text for Birding and Photo Fest email blasts – Jay

Provided visitation data to Robert Heinrichs, potential business opening – Jay

Compiled and provided contact information on 65 book reviewers to Florida

Heritage Book Festival – Jay

Wrote "Performing Arts" section for ARBUS Scene article – Jay

Wrote Did You Know and compiled events for MINT magazine calendar ad – Jay

Provided December visitation data to Holiday Shows, Inc. – Jay

Sent copies of Southern Living article to mentioned partners – Jay

Contacted Vivid Media Concepts regarding unveiling of new attraction – Jay

Contacted Facebook regarding publication rights – Jay

Met with Warren Clark regarding marketing of historical cartoons – Jay

Research possible hosting of SATW regional meeting – Jay

Met with Fountain of Youth staff regarding Travel Planner coverage – Jay

Met with Georgia Aquarium staff regarding acquisition of Marineland -- Jay  
Edited February through June events calendar for print – Jay and Barbara  
Arranged for January 20 BOD Meetings- Barbara  
Prepared Board Packets and materials for BOD meeting – Barbara  
Prepared draft of VCB 2010 Annual Report – Barbara  
Finalized itinerary and arrangements for January 17 -21 media tour – Barbara  
and Jay  
Prepared and Managed BOD meeting content – Barbara  
Updated imagery on [www.VisitPonteVedra.com](http://www.VisitPonteVedra.com) to reflect THE PLAYERS –  
Barbara  
Arranged and conducted Meetings media tour January 17 -21, 2011 – Barbara  
Updated press kit for meetings 2011 – Barbara



## January Highlights:

### **San Sebastian Winery *Free Night Romance* Promotion**

**Jan. 20 – April 14**

- Hang tags on San Sebastian wine bottles throughout Florida
- Romance theme, flexible “free night” offer
- All lodging partners invited; 10 participants
- Hang tag features custom landing page URL and booking click-through

### **Florida’s Birding & Photo Fest on Florida’s Historic Coast**

- 9<sup>th</sup> Annual -- April 27-May 1
- 100+ birding and outdoor photo events
- Field workshops, classroom sessions, night/macro photography
- 15 Featured photographers; Arthur Morris keynote speaker
- Primary Goals:
  - Revenues offset 100% of expenses
  - \$470,000 SJC tourism impact
  - Promotional value for natural and ecotourism experiences on FHC

### **PBS “Getting Away Together” National Travel Series**

- 12-episode series to be distributed nationally to PBS television stations.
- Introduced, analyzed and recommended by Ypartnership
- Half-hour episodes based on YP’s landmark “togetherness” research
- PineRidge Film and Television based in Jacksonville, multiple Emmys, creators of Samantha Brown character and shows
- Follows 8-12 vacationers celebrating one of “life’s special moments”
- Each episode shot at a famous location e.g., Hilton Head, Outer Banks, Oregon Coast, Kissimee/Disney; two airings for each
- Florida’s Historic Coast to be first episode shot (May) and aired (summer)
- Exec produced by VRMA (Vacation Rental Management Association)
- Primary sponsor: TripAdvisor
- Negotiated extras:
  - All footage becomes ours, including talent releases
  - 1.5 days custom b-roll footage of our choice
  - Additional footage selections applicable to 450/500 film
  - Ongoing assistance in TV Development
  - Best efforts to assist with TripAdvisor extensions
  - Ypartnership publicity support

### **Florida’s First Coast of Golf**

- Played matchmaker for FFCCG (Dave Reese) and Scenic A1A (Bob Holtzman) in development of FHC-branded packages that unite FFCCG and A1A sites and establishments

### **Scenic A1A ... cont’d development**

- Secured expanded presence for Florida’s Historic Coast brand on new Scenic A1A web site



## St. Johns County Report January 2011

### Total Golf Tourism

(FL Sports Foundation Model – tracks direct and wholesale bookings)

St. Johns	Jan 11	Jan 10	% Change
Rooms	1,439	1,344	7.07%
Rounds	3,387	3,162	7.12%
	2011YTD	2010YTD	% Change
Rooms	1,439	1,344	7.07%
Rounds	3,387	3,162	7.12%

### Advertising Response (From all sources)

Jan 11	Jan 10	% Change
21,856	344	6253.49%
FY 2010-11	FY 2009-10	% Change
24,279	1,640	1380.43%

### Website Statistics

	Jan 11	Jan 10	% Change
Visitation	9,075	8,899	1.98%
	FY 2010-11	FY 2009-10	% Change
Visitation	24,153	19,525	23.70%

### Email Program - FFCG Newsletter

Date	Subscribers	
1/11/2011	45,812	
Open Rate	07/08 Baseline Avg.	% Change
11.17%	11.04%	1.18%
Click Rate	07/08 Baseline Avg.	% Change
9.52%	11.05%	-13.85%

### Media Equivalencies (Media Spend + Value add)

	FY 2009-10
Value	\$868,280
Circulation	24,812,049