



VCB Board of Directors Meeting
Meeting Packet
2:30 p.m. March 17, 2011
St. Augustine Government House
48 King Street
St. Augustine, FL

An updated printed copy of this packet, including the FFCG Report will be provided to all Board members at the meeting on March 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, March 17, 2011
St. Augustine Government House
48 King Street, St. Augustine, Fl

AGENDA

Call to Order – John Fraser

Roll Call – Barbara Golden

Approval of February 17 Meeting Minutes

Treasurer’s Report – David Mariotti

Executive Committee Report – John Fraser

Executive Director’s Report – Richard Goldman
- Department Reports

Other Business

Public Comments

Adjournment

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
500 S. Legacy Trail, St. Augustine

Minutes

Present: John Fraser, Bob O'Neill, Irving Kass, Tina Klinkenberg, David Mariotti, Jeffrey Oliasami, Vice Mayor Andrea Samuels, Kirk Wendland, Commissioner Jay Morris

Not Present: Charles Cox, Kathy Fleming, Virginia Whetstone, Vice Mayor Errol Jones

Staff Present: Richard Goldman, Rick Hensler, Evelyn Vazquez, Jay Humphreys

Others Present:

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

Roll Call – Richard Goldman called roll and a quorum was present.

Approval of Minutes: A motion was made by Bob O'Neill to approve the minutes from the VCB January 20, 2011 meetings. The motion was seconded by Irving Kass. **Passed Unanimously**

Treasurer's Report – David Mariotti reported that the net bed tax collections for December 2010 was \$374,107. The VCB Fund balance is currently \$54,140. Income for January was \$4,620 and expenses were \$43,561, reflecting the expense of printing 125,000 copies of the Travel Planner.

The VCB checking balance is \$406,109, less \$65,275 in outstanding checks. The BOCC Funds liability is \$529,084.

Motion for approval:

Tina Klinkenberg made a motion to approve the Treasurer's Report. The motion was seconded by Bob O'Neill. **Approved Unanimously**

Executive Committee Report

John Fraser reported that the Executive Committee met prior to the Board meeting and discussed the need for a change in signers for the Birding and Photo Fest account to make funds in the account more accessible during the festival. The source of income and use of funds was discussed.

After discussion, Tina Klinkenberg made a motion that Erin Masters, Dena Masters and Linda Harrison be replaced as signers on the Birding and Photo Fest account with Bob O'Neill, Jay Humphreys and Richard Goldman. The motion was seconded by Irving Kass. **Approved Unanimously**

Richard Goldman presented an overview of Senate Bill 376. He reported that the proposed Bill that is in committee has language that would exempt OTA businesses (Orbitz, Expedia, etc) from collecting bed tax on profits on hotel rooms sold. The sales tax and bed tax are being paid only on the net cost of the room. The percentage markup that the OTA businesses are charging is not being taxed.

It was discussed that there are potentially hundreds of thousands of dollars in bed tax and sales tax not being charged and collected. There was discussion about the controversy of the taxing issue.

It was discussed that there is a contingent of VCB and TDC representatives from around the state that will be attending the Senate Committee meeting on Monday at 1:45 p.m. Richard will be attending to hear testimony and reach out to representatives in a request that Senate Bill 376 not proceed to the Senate floor.

Executive Director's Report

Richard Goldman reported that the Bed Tax collections for December 2010 were up 42%, the 10th straight month with real increases before the addition of the 4th penny. By accommodation types, only the hotel/motel category was up 32.8% for December.

Richard reported that due to the early date of this month's Board meeting, the data from the January 2011 STR report was not yet available. A full report of the January STR will be presented in March. However, preliminary reports indicate that the ADR is showing an increase. Compared to other destinations, St. Johns County has the 3rd highest increase in ADR among our competitive set.

Website Analytics

The January analytics for the VCB website show that the time on site has improved significantly. The bounce rate is also improving. There were 45,368 site visits in January 2011, 65% ahead of January 2010.

Nights of Lights drove a great deal of traffic to the website. The most requested page changes indicated an increase in traffic to the attractions, lodging and Nights of Lights sections. Because the event is ending, we expect to see a drop in NOL visits.

The metrics conversions of interest data indicate a 14% increase in site visitors who intend to travel here in the near future.

Richard also presented a new Google Analytic metrics that reports profile information about our website visitors. This is a new report that will be included in the Board packets when available.

Visitor Inquiries

Consumer inquiries to the VCB fulfillment house are up 216% from last year. These are direct responses to our advertising efforts. Repeat visit inquiries are up significantly, likely to Nights of Lights inquiries.

Richard reported that the bid process is underway to find a research company that will collect and report data about our actual visitors.

Department Reports

The Sales Department completed 61 sales calls in the month of January, a total of 412 year to date, 65% ahead of the department's goal. The room nights associated with those leads are 23% of the department's goals.

Evelyn Vazquez reported that the Department is planning for the TPC Meeting Planner FAM and is still in need of host hotel rooms. She also reported on upcoming sales missions and shows. There are many more partners getting involved in VCB for sales missions and shows.

Richard reported that the number of media impressions was down YTD by 30%, but the advertising value of the impressions is way up. This indicates a higher value of media exposure outlets. February will be way up, since there are several publications featuring our destination, including Southern Living and several meeting publications.

The VCB has placed or assisted in the placement of 178 stories year to date, 10% ahead of last year. Jay Humphreys reported that the Communications Department highlight for January was the Meetings Media Tour, which was a huge success. In addition there were 9 other high-quality journalists that visited the destination to gather information for upcoming features.

Jay explained that the VCB Communications department is taking a strong focus on social media. The VCB currently maintains a fan page that has more than 29,560 active fans that receive news feeds, twice the amount as VISIT FLORIDA. 9,925 fans have clicked through to pages and stories in the past month. Much of the content is user-generated and very popular.

He also reported that the VCB mobile website is nearing completion and should go live in the near future. And the VCB is preparing to begin working on the

creation of the I-Pad Application with a format design that will provide links to feature stories about the destination and layout like a magazine with current information.

Jay informed the Board that he is working on a project that is cost effective and efficient social media marketing programs that will be made available to VCB partners. More information will follow in the near future.

Richard reported that the VCB Partnership roll is down 17%. At the end of 2010, there were 271 Partners. As of February, there are 225 active partners. There was a drop of more than 60 partners not renewing as of last month. We anticipate a renewal of partnership of many of the drops.

Rick Hensler reported that the San Sebastian Winery promotion has launched. Ten lodging partners are participating by offering a "One Night Free" offer on the special landing page created for the promotion. Each bottle of San Sebastian wine in the marketplace has a neck ringer directing consumers to visit a special landing page for free night offers on Florida's Historic Coast.

Rick also reported that the 9th Annual Birding PhotoFest plans are underway. The Festival takes place April 28 – May 1. Ticket sales are up over sales the same time period for last year's event. The event has only been marketed outside the region so far. In region promotions and advertising will begin in March. The website has had over 10,000 page views.

Rick reported that the Scenic A1A and Florida's First Coast of Golf have partnered to offer a coastal scenic golf package. The program is being cross promoted to the VCB, A1A and FFCG data bases. He also reported that the Michelob Ultra program offering golf getaways to Florida's Historic Coast will run again in March – April.

Rick also reported about a broadcast program that has been in development for about 6 months. A PBS series production by Pine Ridge Productions will be filming the first of their Getaway Together Again series on Florida's Historic Coast. There are 12 episodes being filmed. This is the same company that launched Samantha Brown travel. The main sponsor of the program is Trip Advisor. Filming will take place in March. It will air in April.

He also reported that the promotions department will be assisting the St. Augustine Beach Civic Association with putting together some promotional programs for the summer concerts on the Beach.

Richard introduced David Reese, president of Florida's First Coast of Golf (FFCG), to report on golf package bookings. David reported that the number of golf round bookings through January were up 7% over last year. Leisure golf business was down 9.3% for 2010. The upward trend started in August

indicating the road to recovery. The drop is obviously due to bad weather in January and February 2010 and the economy. NE Florida was ranked second in Florida golf bookings for 2010.

FFCG has frontloaded their budget to get a head start on advertising and promotions for this fiscal year. Outreach is concentrated in the Southeast, New York and Chicago. The organization is also more focused on collecting data to assure that market outreach is pinpointed and effective. So far this year, all advertising programs are showing good returns.

Mr Reese also reported that in addition to the Michelob Ultra and Scenic A1A promotions, FFCG is working with the VCB on programs for THE PLAYERS, and Sports Illustrated among others.

Richard informed the Board that YPartnership will be presenting the summer 2010 advertising co-op programs on March 3.

Richard also informed the Board that the VCB is preparing the mid-year budget review for submission to the TDC.

Richard Goldman and John Fraser presented a slate of six new partners for approval. It included Claude's Chocolates; Tim's Wine Market; Avalon Carriage Company, Great Wraps Café, Showboat Carwash; and Bruce Merwin Films. These businesses were presented and approved by the Executive Committee. Irving Kass made a motion to approve the presented slate for VCB Partnership. Bob O'Neill seconded the motion. **Passed Unanimously.**

John Fraser informed the board that the Annual Report was completed and a copy was provided to each board member. Board inquires should be directed to Richard who noted the report was largely a compilation of data presented in monthly reports throughout the year.

Other Business:
None presented.

Adjournment:
John Fraser adjourned the meeting at 4:20 p.m.

Respectfully submitted on behalf of Secretary Tina Klinkenberg.

Barbara Golden

February-11

All Balances are reported as of month end

Checking Account Balance:		\$ 418,812.82
Less Outstanding checks:		\$ (13,012.57)
Plus Deposits in transit		

BOCC Funds Liability:		\$ 529,084.00
LESS BOCC Funds Incoming	28-Feb	\$ 214,249.56

Other Liability:

TOTAL Liabilities: **\$ 314,834.44**

VCB Fund Balance:		\$ 56,551.79
Note: Cash available		

VCB:		
Income for Month	\$	9,260.00
Expenses for Month:	\$	6,848.35
Net VCB Monthly Activity		\$ 2,411.65

Net BED TAX Income:	9-Oct	\$ 421,645.75
	9-Nov	\$ 376,275.34
	9-Dec	\$ 374,107.16
	10-Jan	\$ 386,666.00
	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	\$ 108,721.96
November	\$ 297,629	-11.2%	\$ 291,677	\$ 99,209.76
December	\$ 270,001	-14.1%	\$ 264,601	\$ 90,000.34
January	\$ 309,435	-19.2%	\$ 303,247	\$ 103,145.14
February	\$ 415,350	-18.6%	\$ 407,043	\$ 138,449.89
March	\$ 486,037	-21.2%	\$ 476,316	\$ 162,012.36
April	\$ 449,794	-12.7%	\$ 440,798	\$ 149,931.33
May	\$ 427,844	-16.8%	\$ 419,287	\$ 142,614.66
June	\$ 483,848	-17.3%	\$ 474,171	\$ 161,282.61
July	\$ 541,334	-5.5%	\$ 530,508	\$ 180,444.73
August	\$ 332,989	-16.0%	\$ 326,330	\$ 110,996.43
September	\$ 237,374	6.4%	\$ 232,626	\$ 79,124.62
TOTAL	\$ 4,577,802	-14.4%	\$ 4,486,245	

Fiscal Year 2010

MONTH OF OCCUPANCY	GROSS	% DIFFER	NET	Per Penny
October	\$ 299,131	-8.3%	\$ 293,147.98	\$ 99,710.20
November	\$ 260,463	-12.5%	\$ 255,254	\$ 86,820.96
December	\$ 269,055	-0.4%	\$ 263,674	\$ 89,684.87
January	\$ 293,615	-5.1%	\$ 287,742	\$ 97,871.57
February	\$ 374,796	-9.8%	\$ 367,300	\$ 124,932.10
March	\$ 516,181	6.2%	\$ 505,857	\$ 172,060.19
April	\$ 603,616	34.2%	\$ 591,544	\$ 150,904.03
May	\$ 583,218	36.3%	\$ 571,554	\$ 145,804.62
June	\$ 675,241	39.6%	\$ 661,737	\$ 168,810.34
July	\$ 854,553	57.9%	\$ 837,462	\$ 213,638.29
August	\$ 456,517	37.1%	\$ 447,387	\$ 114,129.22
September	\$ 380,266	60.2%	\$ 372,661	\$ 95,066.56
TOTAL	\$ 5,566,652	21.6%	\$ 5,455,319	\$ 107,562.69
				CY2009 \$ 4,512,653
				CY2010 \$ 5,933,951 31.50%

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	\$ 386,666	\$93,051.63	31.7%	-1.0%	25.0%	1.0%	\$ 378,933.01	\$ 7,733
February								
March								
April								
May								
June								
July								
August								
September								
TOTAL	\$ 1,582,614	\$ 460,351	-71.6%		-65.4%	-70.4%	\$ 1,550,961	\$ 31,652

YTD Gross \$ 1,582,613.54
 % of Budget #VALUE!
 % of FY 0.1%

BUDGET REVENUE		
October	\$ 322,688.08	8%
November	\$ 287,965.82	11%
December	\$ 286,306.50	6%
January	\$ 289,999.76	-1%
February		
March		

**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
	December	\$275,016.44	72.0%	32.8%	\$56,426.91	14.8%	22.6%	\$9,638.57	2.5%	20.0%	\$10,915.57	2.9%	7.9%	\$29,744.53	7.8%	23.7%	\$	381,742.02
2011	January	\$243,093.99	62.9%	23.6%	\$96,236.74	24.9%	23.3%	\$11,616.48	3.0%	42.5%	\$13,584.08	3.5%	14.4%	\$22,135.05	5.7%	29.1%	\$	386,666.34

TOURIST DEVELOPMENT TAX COLLECTIONS
OCCUPANCY MONTH BY ZIP CODE

FISCAL YEAR 2009

Occupancy M	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%	\$ 1,748.80	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

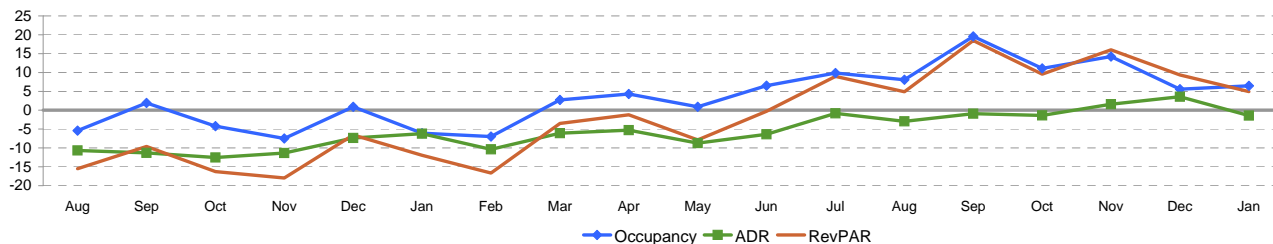
FISCAL YEAR 2010

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	0.5%	\$ 41,431.53	10.8%	\$ 7,771.31	2.0%	\$ 1,986.56	0.5%	\$ 383,954.43
DEC	\$ 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
JAN	\$ 123,562.59	32.0%	\$ 93,796.22	24.3%	\$ 120,892.98	31.3%	\$ 2,082.83	0.5%	\$ 36,125.40	9.3%	\$ 8,236.38	2.1%	\$ 1,969.94	0.5%	\$ 386,666.34
FEB															
MAR															
April															
May															
June															
July															
August															
September															

Monthly Percent Change



Overall Percent Change 11



Occupancy (%)	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	46.9	39.2	50.3	44.7	43.6	42.5	55.7	65.4	39.2	55.6	61.2	66.2	50.7	46.8	55.9	51.0	46.1	45.3
Last Year	49.6	38.4	52.5	48.3	43.3	45.3	59.9	63.7	64.9	55.1	57.4	60.3	46.9	39.2	50.3	44.7	43.6	42.5
Percent Change	-5.4	1.9	-4.2	-7.5	0.9	-6.1	-7.0	2.7	4.3	0.9	6.5	9.9	8.1	19.6	11.1	14.2	5.6	6.5

Year To Date		
2009	2010	2011
45.3	42.5	45.3
54.9	45.3	42.5
-17.6	-6.1	6.5

Running 12 Months		
2009	2010	2011
54.4	52.2	55.6
62.0	54.4	52.2
-12.3	-4.0	6.5

ADR	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	92.51	90.89	94.61	92.53	88.23	91.67	95.20	100.48	99.02	109.62	97.11	100.67	89.80	90.05	93.31	93.98	91.40	90.36
Last Year	103.54	102.45	108.20	104.38	95.26	97.75	106.20	107.00	104.56	120.07	103.71	101.51	92.51	90.89	94.61	92.53	88.23	91.67
Percent Change	-10.7	-11.3	-12.6	-11.4	-7.4	-6.2	-10.4	-6.1	-5.3	-8.7	-6.4	-0.8	-2.9	-0.9	-1.4	1.6	3.6	-1.4

Year To Date		
2009	2010	2011
97.75	91.67	90.36
107.43	97.75	91.67
-9.0	-6.2	-1.4

Running 12 Months		
2009	2010	2011
112.44	100.39	96.42
111.48	112.44	100.39
0.9	-10.7	-4.0

RevPAR	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	43.41	35.61	47.61	41.35	38.51	38.97	53.00	65.74	67.08	60.91	59.42	66.65	45.54	42.19	52.17	47.97	42.11	40.90
Last Year	51.36	39.39	56.85	50.41	41.21	44.25	63.57	68.14	67.90	66.11	59.58	61.16	43.41	35.61	47.61	41.35	38.51	38.97
Percent Change	-15.5	-9.6	-16.3	-18.0	-6.5	-11.9	-16.6	-3.5	-1.2	-7.9	-0.3	9.0	4.9	18.5	9.6	16.0	9.4	4.9

Year To Date		
2009	2010	2011
44.25	38.97	40.90
59.01	44.25	38.97
-25.0	-11.9	4.9

Running 12 Months		
2009	2010	2011
61.18	52.43	53.61
69.13	61.18	52.43
-11.5	-14.3	2.3

Supply	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	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	178,715
Last Year	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	176,359
Percent Change	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	1.3

Year To Date		
2009	2010	2011
170,779	176,359	178,715
168,857	170,779	176,359
1.1	3.3	1.3

Running 12 Months		
2009	2010	2011
2,007,127	2,052,425	2,098,127
1,988,155	2,007,127	2,052,425
1.0	2.3	2.2

Demand	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	82,748	66,874	88,747	76,271	76,973	74,973	88,715	115,430	115,654	99,444	105,961	118,326	90,626	81,026	99,914	88,272	82,347	80,883
Last Year	84,715	63,540	89,733	79,824	73,876	77,310	92,342	108,753	107,329	94,030	96,630	106,269	82,748	66,874	88,747	76,271	76,973	74,973
Percent Change	-2.3	5.2	-1.1	-4.5	4.2	-3.0	-3.9	6.1	7.8	5.8	9.7	11.3	9.5	21.2	12.6	15.7	7.0	7.9

Year To Date		
2009	2010	2011
77,310	74,973	80,883
92,760	77,310	74,973
-16.7	-3.0	7.9

Running 12 Months		
2009	2010	2011
1,092,128	1,071,939	1,166,598
1,232,837	1,092,128	1,071,939
-11.4	-1.8	8.8

Revenue	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	7,655,151	6,077,864	8,396,539	7,057,449	6,791,656	6,872,971	8,445,505	11,598,117	11,452,533	10,901,248	10,290,139	11,911,538	8,138,146	7,296,698	9,323,141	8,295,945	7,526,510	7,308,686
Last Year	8,771,785	6,509,923	9,708,825	8,331,941	7,037,332	7,557,099	9,806,375	11,636,482	11,221,874	11,290,627	10,021,894	10,786,928	7,655,151	6,077,864	8,396,539	7,057,449	6,791,656	6,872,971
Percent Change	-12.7	-6.6	-13.5	-15.3	-3.5	-9.1	-13.9	-0.3	2.1	-3.4	2.7	10.4	6.3	20.1	11.0	17.5	10.8	6.3

Year To Date		
2009	2010	2011
7,557,099	6,872,971	7,308,686
9,964,959	7,557,099	6,872,971
-24.2	-9.1	6.3

Running 12 Months		
2009	2010	2011
122,794,281	107,615,810	112,488,206
137,433,644	122,794,281	107,615,810
-10.7	-12.4	4.5

Census %	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	79	79	79	79	79	79	79	79	79	80	80	80	80	80	80	80	80	80
Census Rooms	5689	5689	5689	5689	5689	5689	5691	5691	5691	5773	5773	5765	5765	5765	5765	5765	5765	5765
% Rooms Participants	72.2	72.2	72.2	72.2	72.2	70.4	70.4	68.3	68.3	68.7	68.7	70.4	70.4	70.4	67.8	67.8	67.8	67.8

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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: January 2011

	Current Month - January 2011 vs January 2010												Year to Date - January 2011 vs January 2010										Participation					
	Occ %		ADR		RevPAR		Percent Change from January 2010						Occ %		ADR		RevPAR		Percent Change from YTD 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Hillsborough County, FL	60.6	56.2	94.43	95.38	57.24	53.65	7.8	-1.0	6.7	6.4	-0.3	7.4	60.6	56.2	94.43	95.38	57.24	53.65	7.8	-1.0	6.7	6.4	-0.3	7.4	170	131	21910	20267
Nassau County, FL	35.1	36.8	123.55	103.81	43.32	38.22	-4.8	19.0	13.3	12.8	-0.5	-5.2	35.1	36.8	123.55	103.81	43.32	38.22	-4.8	19.0	13.3	12.8	-0.5	-5.2	24	14	2111	1870
Pinellas County, FL	52.3	46.5	94.48	95.77	49.39	44.56	12.4	-1.3	10.9	12.3	1.3	13.8	52.3	46.5	94.48	95.77	49.39	44.56	12.4	-1.3	10.9	12.3	1.3	13.8	227	90	18360	11458
St Johns County, FL	45.3	42.5	90.36	91.67	40.90	38.97	6.5	-1.4	4.9	6.3	1.3	7.9	45.3	42.5	90.36	91.67	40.90	38.97	6.5	-1.4	4.9	6.3	1.3	7.9	80	42	5765	3910
Charleston, SC	47.4	45.4	87.70	86.65	41.54	39.35	4.3	1.2	5.6	5.7	0.1	4.4	47.4	45.4	87.70	86.65	41.54	39.35	4.3	1.2	5.6	5.7	0.1	4.4	164	115	17566	13904
Jacksonville, FL	52.0	47.9	75.45	75.50	39.22	36.18	8.5	-0.1	8.4	9.2	0.7	9.3	52.0	47.9	75.45	75.50	39.22	36.18	8.5	-0.1	8.4	9.2	0.7	9.3	269	186	26995	21841
Myrtle Beach, SC	23.7	24.3	57.67	56.77	13.65	13.80	-2.7	1.6	-1.1	-2.0	-0.9	-3.5	23.7	24.3	57.67	56.77	13.65	13.80	-2.7	1.6	-1.1	-2.0	-0.9	-3.5	218	55	28888	8896
Orlando, FL	62.1	61.7	95.11	95.49	59.04	58.90	0.6	-0.4	0.2	1.0	0.7	1.4	62.1	61.7	95.11	95.49	59.04	58.90	0.6	-0.4	0.2	1.0	0.7	1.4	480	309	118873	79260
Sarasota-Bradenton, FL	55.0	54.9	98.50	102.67	54.22	56.38	0.2	-4.1	-3.8	-2.2	1.7	2.0	55.0	54.9	98.50	102.67	54.22	56.38	0.2	-4.1	-3.8	-2.2	1.7	2.0	125	58	8806	6131
Savannah, GA	47.4	44.9	75.82	77.28	35.96	34.71	5.6	-1.9	3.6	4.7	1.1	6.8	47.4	44.9	75.82	77.28	35.96	34.71	5.6	-1.9	3.6	4.7	1.1	6.8	164	123	14893	12381
Fort Walton Beach, FL	28.9	30.2	72.53	71.93	20.93	21.72	-4.4	0.8	-3.6	-4.0	-0.4	-4.8	28.9	30.2	72.53	71.93	20.93	21.72	-4.4	0.8	-3.6	-4.0	-0.4	-4.8	80	45	9705	6378
Daytona Beach, FL	42.0	39.4	83.44	82.34	35.08	32.42	6.8	1.3	8.2	5.8	-2.2	4.4	42.0	39.4	83.44	82.34	35.08	32.42	6.8	1.3	8.2	5.8	-2.2	4.4	178	64	13588	7694

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Source 2011 SMITH TRAVEL RESEARCH, Inc.



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

Inquiries:

- Del Sol (Retail St. George Street)
- Café 11 (Restaurant)
- St. Augustine Murder Mystery Dinner Theater
- Something Borrowed Bridal Gowns
- Cortesses Bistro and Flamingo Room (Restaurant & Lounge)
- Hazzard's Open Pit BBQ on the Beach (Restaurant)
- Premier Properties (Vacation Rentals)

Partners Applied (requires Board Action):

- Dairy Queen
- St. Augustine Art Association
- St. Augustine Murder Mystery Dinner Theater
- Spa Lateria, LLC
- Del Sol (retail on St. George Street)
- Hazzard's Open Pit BBQ on the Beach (Restaurant)
- Cortesses Bistro and Flamingo Room (Restaurant & Lounge)
- ParadigmD Consulting Group (Video Production, Social Media Consultant)

Partners Approved Previously:

- 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
- Bruce Merwin Films (Wedding Videographer)

FY 2011 Partnership Recap

- New Partner Businesses FY 2011 – 20
- Total Partners February 2011 - 237

St. Augustine, Ponte Vedra & the Beaches VCB

Measurement Dashboard

February 2011



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



Good



Not Significant

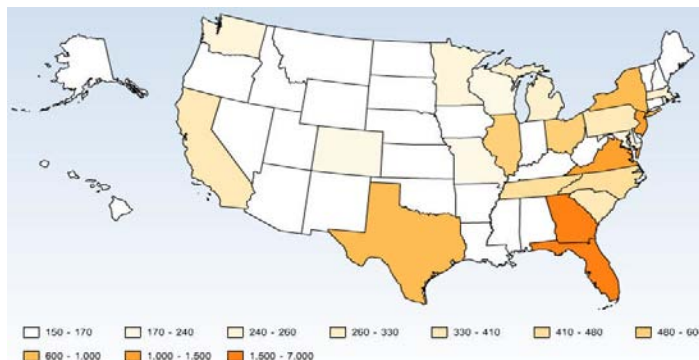


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 6.36 <i>Minutes</i>			5.23
Bounce Rate: 35.5% <i>of Home Page</i>			31%
Bounce Rate: 40% <i>Overall</i>			49.3%

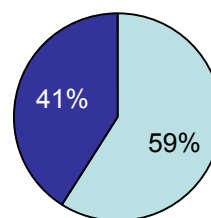
VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY	B
22,977 visits	44%		19%
68,145 visits to date 2011			22%
133,509 pg views	45%		15%
376,701 pg views to date 2011			18%

SOURCES OF TRAFFIC



Search Engines
Other Sources

2010 Baseline average percentages:

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

MOST REQUESTED PAGES

1. Home: 39,148
2. Lodging: 8,656
3. Attractions: 7,744
4. History: 5,606
5. Beaches & Nature: 4,399
6. Events Calendar: 3,390
7. Luxury & Romance: 3,279
8. Culture: 2,995
9. Hot Deals: 2,202
10. Attractions Listings: 1,660

ONLINE CAMPAIGN RESPONSE

No campaigns this month.

Total Online Campaign Responses: 0

CONVERSION BREAKDOWN

	LM	B
Guide Orders: 526		36%
Property Profile Views: 20,722		32%
Accommodations Link: 1,464		19%
Attractions Link: 658		14%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

17.5%

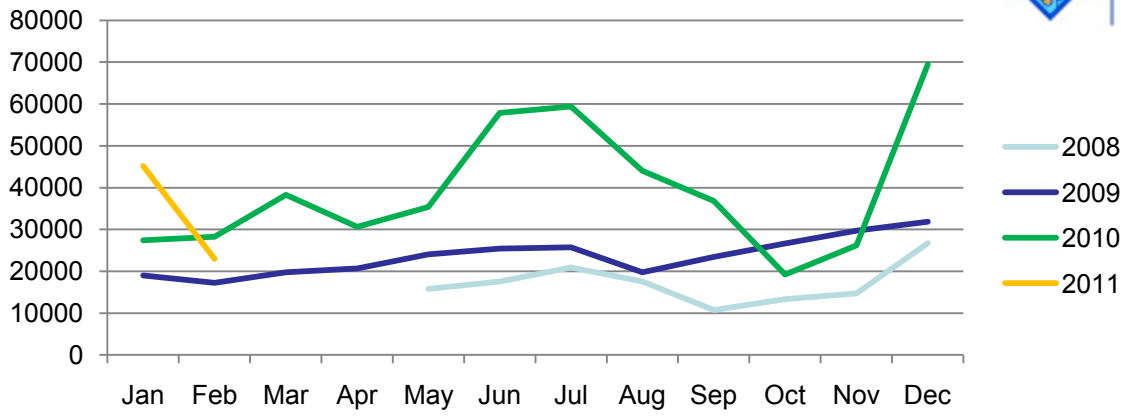
of total pg views*

23,370

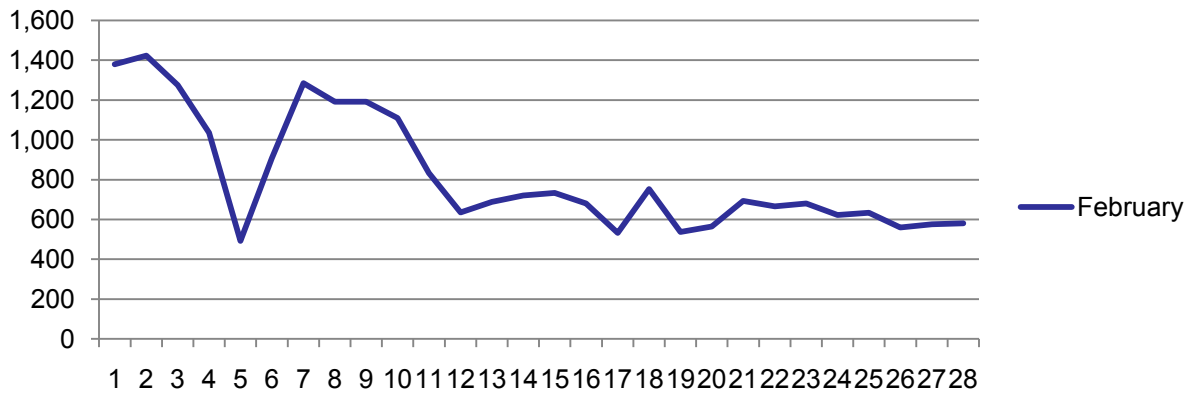
Signals of Intent to Travel

See conversion breakdown to the left.

Visits by Month - 2008-2010



Visits by Day for This Month

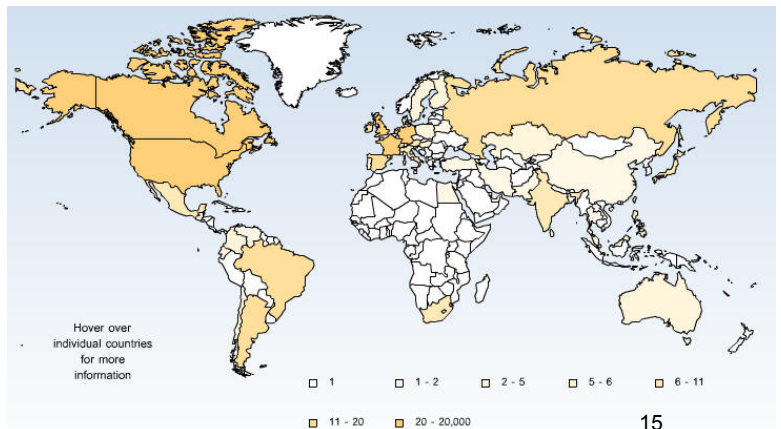


Trended Top 4 Markets for month



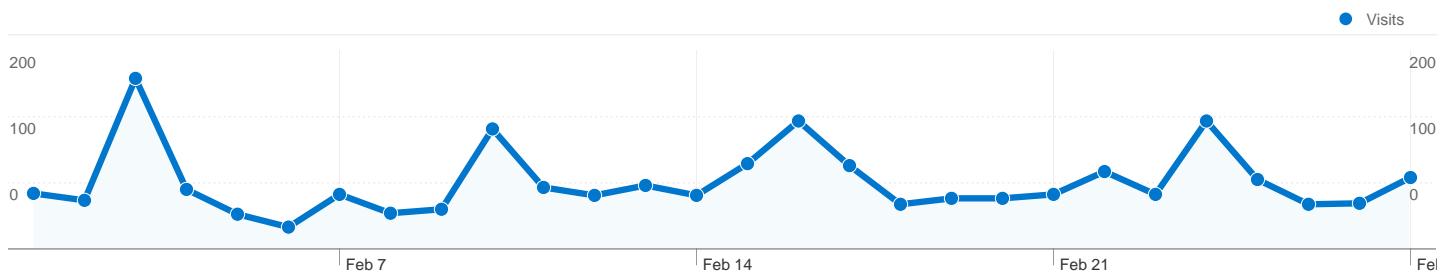
International

	LM	Percent Change
USA	19,021	↓ 51%
International	1,797	↓ 1%
<i>Unique visits for Month</i>		
Canada	387	↓ 20%
Germany	57	↓ 52%
UK	150	↓ 17%



Dashboard

Comparing to: Site



Site Usage

1,876 Visits

46.27% Bounce Rate

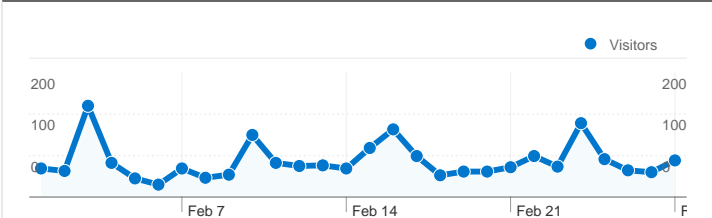
6,693 Pageviews

00:03:36 Avg. Time on Site

3.57 Pages/Visit

63.70% % New Visits

Visitors Overview

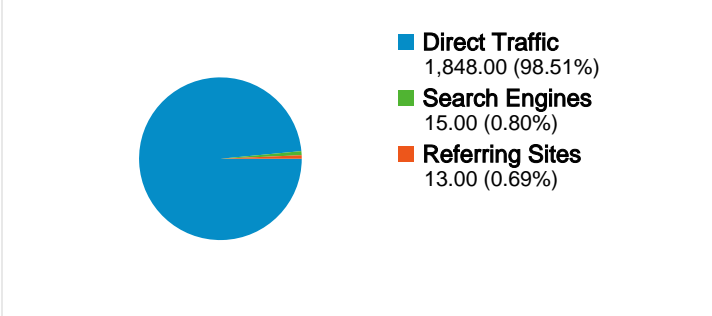


Visitors
1,307

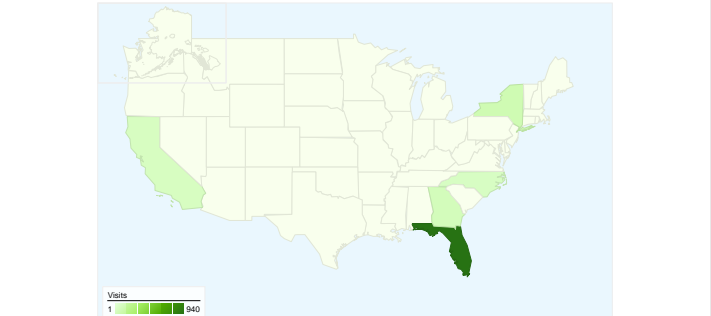
Content Overview

Pages	Pageviews	% Pageviews
/PhotoFest//Welcome_files/wid	1,135	16.96%
/sjcvcb/PhotoFest//Welcome_fil	1,015	15.17%
/PhotoFest//New_Workshops!_f	232	3.47%
/PhotoFest//Information_files/wi	151	2.26%
/PhotoFest//WEDNESDAY_Sch	150	2.24%

Traffic Sources Overview



Country/Territory Detail: United States

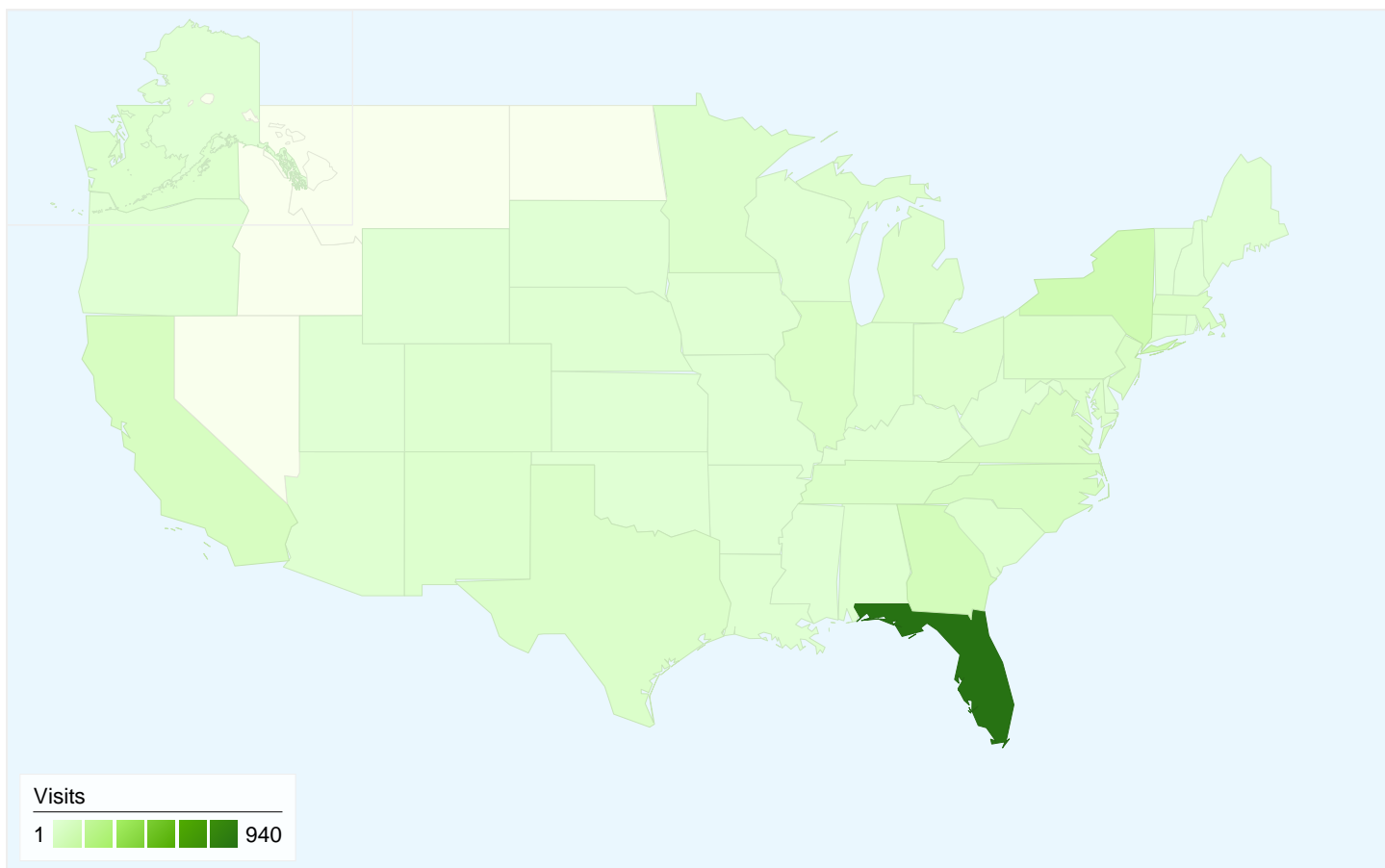


Country/Territory Detail:

United States

Feb 1, 2011 - Feb 28, 2011

Comparing to: Site

**This country/territory sent 1,769 visits via 47 regions**

Site Usage

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 1,769 % of Site Total: 94.30%	Pages/Visit 3.64 Site Avg: 3.57 (2.02%)	Avg. Time on Site 00:03:44 Site Avg: 00:03:36 (3.60%)	% New Visits 62.97% Site Avg: 63.70% (-1.14%)	Bounce Rate 45.45% Site Avg: 46.27% (-1.77%)	
Florida	940	3.79	00:03:57	54.79%	45.43%
New York	94	3.69	00:03:12	82.98%	45.74%
Georgia	73	4.78	00:05:04	82.19%	31.51%
California	54	2.65	00:01:53	75.93%	57.41%
North Carolina	50	4.26	00:04:52	70.00%	38.00%
Virginia	43	3.16	00:03:05	69.77%	44.19%
New Jersey	42	3.05	00:03:24	66.67%	45.24%
Illinois	38	3.00	00:04:31	57.89%	42.11%
Massachusetts	38	2.95	00:01:10	50.00%	55.26%

**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	7									16	13	
Magazine and Newspaper Inserts	4	1,500	93	-	2									1,599	5	31880%
Consumer Magazines	996	165	5,035	4,727	7,050									17,973	1779	910%
Consumer Online	267	306	402	822	538									2,335	2190	7%
Past Marketing Initiatives	2,780	1,180	415	290	126									4,791	2749	74%
Billboard	-	-	-	-	0									-	0	
Television, Out of Home, Outdoor & E-Marketing	-	-	-	-	0									-	0	
Other/Unknown	30	26	27	41	45									169	125	35%
Previous Visitor	10	17	8	23	12									70	77	-9%
VCB Referral	11	2	5	13	14									45	96	-53%
Friend/ Family	9	15	9	7	15									55	64	-14%
Weddings	-	-	-	-	-									-	29	-100%
Travel Agent	1	2		9	12									24	21	14%
Total for FY 2011	4,108	3,213	5,995	5,940	7,821	-	-	-	-	-	-	-	-	27,077		
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%	216%	333%	-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
FloridasHistoricCoast.com	261	298	396	808	524									2,287	2,157	6%
COSA.com	-		-	-	-									-	-	
Google October-November 2010	-	3	-	-	-									3	-	
Other/Unknown	6	5	6	14	14									45	33	36%
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	29								205	38%	27%	28%
No	70	61	41	49	118								339	62%	73%	72%
Total No of Responses	95	86	74	142	147	0	0	0	0	0	0	0	544			

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	9								33	6%	6%	5%
2 days	9	20	16	10	6								61	11%	10%	10%
3 days	35	20	14	27	44								140	26%	18%	20%
1 week	25	13	18	50	43								149	27%	37%	36%
2 weeks	4	4	5	16	17								46	8%	6%	6%
3 weeks	0	2	0	3	0								5	1%	1%	2%
1 to 3 months	3	6	2	2	4								17	3%	3%	3%
Don't Know	17	13	10	29	24								93	17%	18%	19%
Total No of Responses	95	86	74	142	147	0	0	0	0	0	0	0	544			

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	6								25	5%	6%	7%
2	51	48	30	70	80								279	51%	51%	47%
3	13	10	7	12	9								51	9%	7%	8%
4+	19	14	22	34	34								123	23%	25%	27%
Unknown	9	8	11	20	18								66	12%	11%	11%
Total No of Responses	95	86	74	142	147	0	0	0	0	0	0	0	544			
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	113								443	81%	81%	78%
B&B	3	3	2	2	6								16	3%	3%	4%
Hotel/Motel	8	9	5	21	13								56	10%	13%	13%
RV Park	0	1	1	1	3								6	1%	1%	1%
Condo	3	1	0	5	11								20	4%	2%	3%
Efficiency/Suite	0	0	0	0	1								1	0%	0%	1%
Single Family Home	1	0	0	1	0								2	0%	0%	1%
Total No of Responses	95	86	74	142	147	0	0	0	0	0	0	0	544			
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	71								257	47%	41%	41%
One Month to Three Months	34	17	16	49	38								154	28%	31%	27%
Four Months to Eight Months	10	8	8	27	15								68	13%	15%	15%
Nine Months or More	1	4	0	5	20								30	6%	2%	7%
Unknown or Refused	10	4	5	13	3								35	6%	11%	9%
Total No of Responses	95	86	74	142	147	0	0	0	0	0	0	0	544			
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	997									3,987	1,621	6,966
New York	240	101	362	283	426									1,412	339	1,213
Ohio	185	91	208	185	315									984	322	1,029
Pennsylvania	235	95	264	256	349									1,199	288	1,007
Georgia	307	776	233	675	447									2,438	336	2,048
Texas	172	61	410	265	439									1,347	231	1,464
North Carolina	101	51	251	646	347									1,396	230	857
California	197	74	516	190	522									1,499	169	672

**Visitor Center Inquiries
February 2011**

Ponte Vedra Beach Chamber of Commerce

	February 2011	YTD
Total Visitors	33	150

City of St. Augustine Downtown Visitors Center

	February 2011	YTD
Total Visitors	21,171	111,551

St. Augustine Beach Visitors Center

	February 2011	YTD
Total Visitors	1,685	5,813

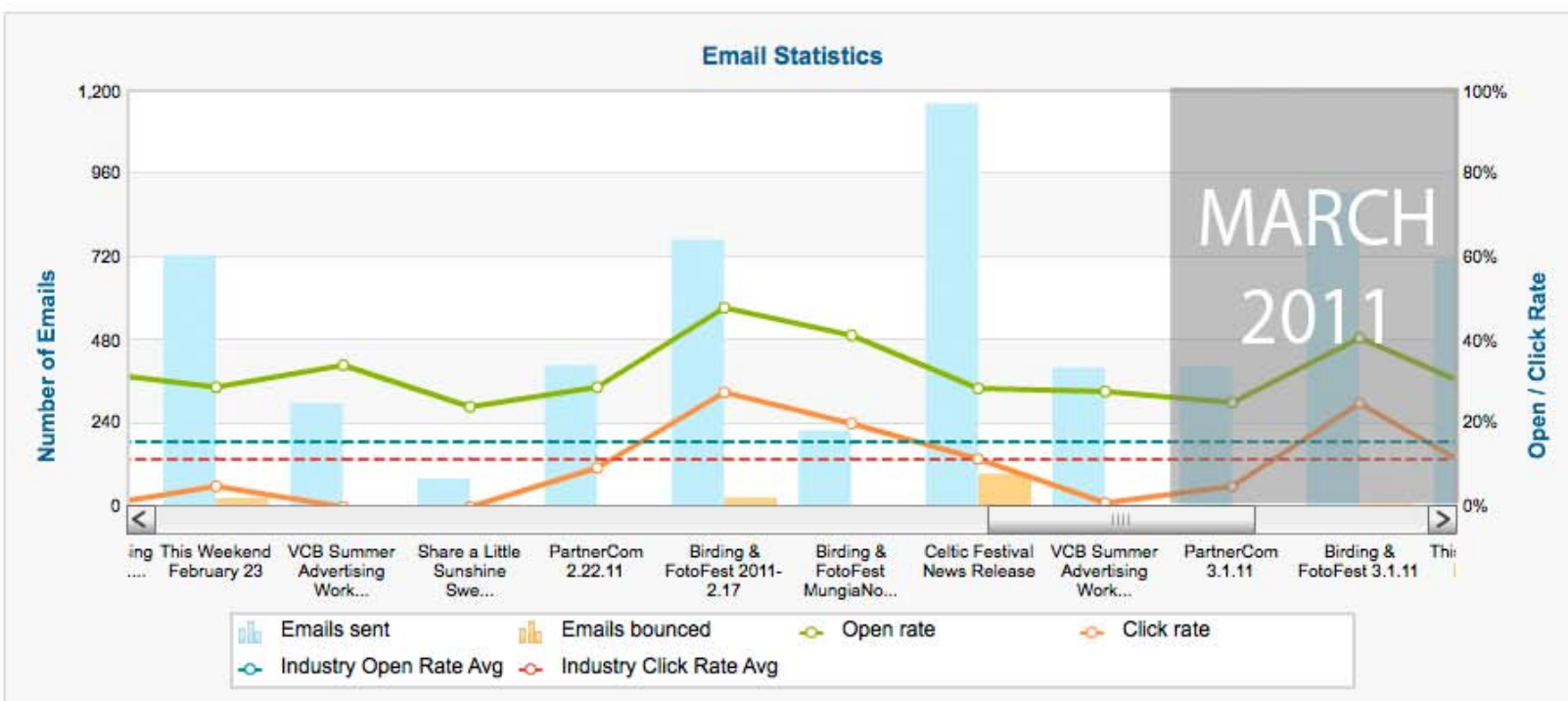
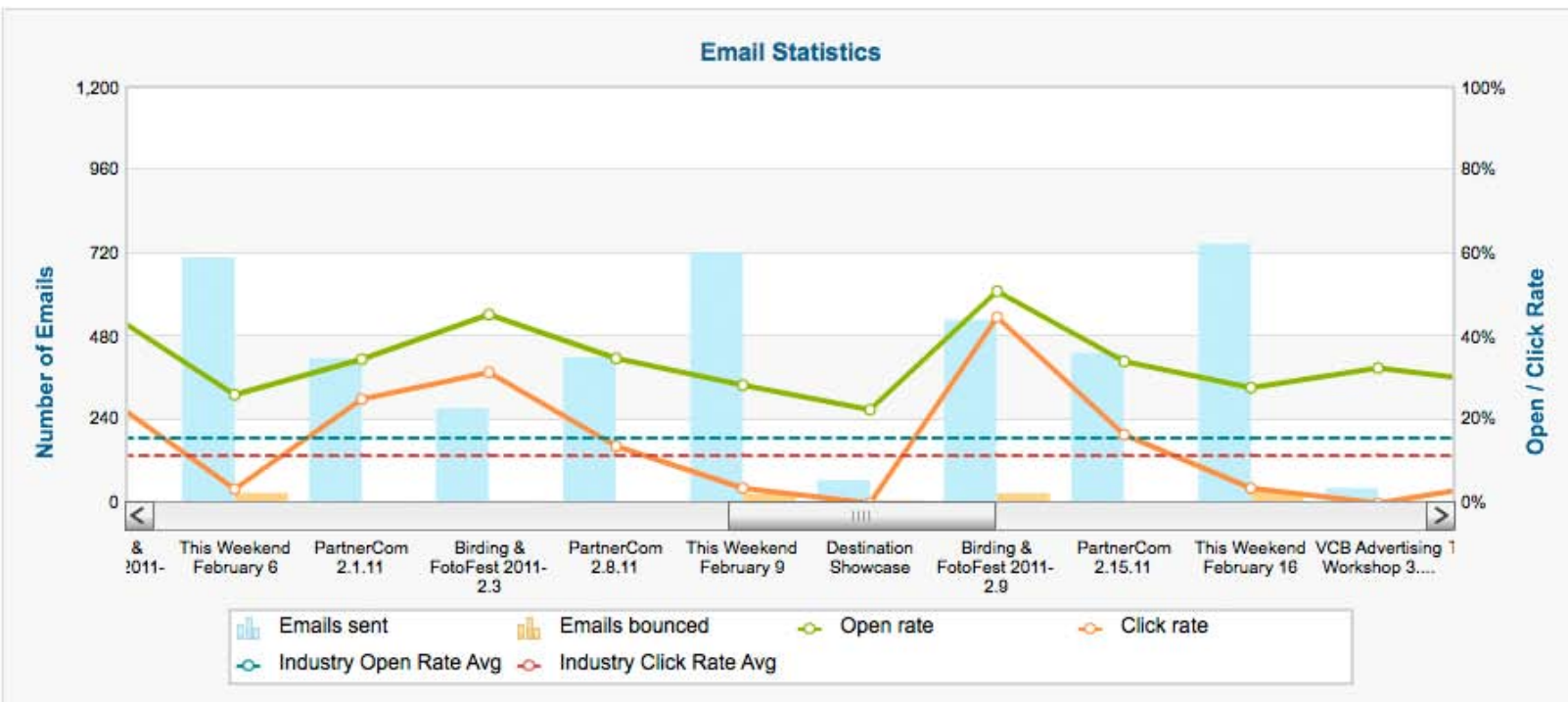
Jacksonville Airport Visitor Information Center

	February 2011	YTD
St. Augustine	1,320	8,052
Ponte Vedra	55	418

Total Inquiries at Visitors Centers

	Total February 2011	Oct - Feb YTD Totals
	24,264	125,984

VCB INDUSTRY EMAIL BLAST STATISTICS FEBRUARY 1-28, 2011





Creative Support Report: February 2011 Stacey Sather, Creative and Advertising Manager

Creative, Advertising and Promotions

- FHC website/Constant Contact email signup configuration
- Graphics update for Sales, Leisure and Meeting tradeshow banner stands
- Bridal photo shoot
- Travel South iPad slideshow presentation
- 2011 Birding and Photo Fest website, email blast and collaterals design
- FY10 Annual Report Cover & printing
- FHC branding guide design & content
- Facebook/Twitter pages updates
- VCB website home page weekly screenshot archive
- New design formats 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

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

	MONTHLY	MONTHLY GOALS	Monthly % of Actual vs Goal	2ND 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
FEBRUARY - TOTALS FOR ALL SEGMENTS											
LEADS ISSUED - ALL SEGMENTS	21	21	0%	38	63	-40%	95	105	-10%	250	38.00%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	6,463	4,584	41%	8,839	13,750	-36%	23,371	22,920	2%	55,000	42.49%
DEFINITE ROOM NIGHTS - ALL SEGMENTS	454										
TENTATIVE ROOM NIGHTS - ALL SEGMENTS	0										
CANCELLED ROOM NIGHTS - ALL SEGMENTS	25										
LOST ROOM NIGHTS - ALL SEGMENTS	1,532										
NON HOTEL LEADS - ALL SEGMENTS	0										
SITE INSPECTIONS - ALL SEGMENTS	6										
TELEMARKETING CALLS - ALL SEGMENTS	110	84	31%	171	252	-32%	583	420	39%	1,000	58.30%
	MONTHLY TOTAL			2ND QUARTER TOTALS			YEAR TO DATE TOTALS				
TRADE SHOWS	3			7			11				
Travel South Showcase - Atl, GA (02/21-24/2011)											
Destination Showcase DC - Wash. DC (02/23-25/2011)											



Sales Department Report: February 2011

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

February Highlights:

Site Visits

- Site inspection for Software company at Renaissance Resort & St. Augustine Feb. 8-9
- Julie Setzer, Travel Authority Feb. 4-5
- Rebecca Tapia, Phase V Feb. 10
- Simon Laneras, AlliedTPro Feb. 18
- Kelly Shae & Patrick Graffief, Feb. 24 for Wedding June 2011
- Betty Gibb, Red Hats Group Feb. 28

Upcoming Site Visits

- Site inspection 2012 & 2013 programs SA only-March 2-4
- Robert Santamaria, Event Travel Solutions, March 4
- Wes Guidry, Vietnam Veterans Association, Sawgrass Marriott March 31
- Site inspection, Ron Mallard-USA Meetings & client Sawgrass Marriott, Renaissance Resort & PVIC April 1

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. 21-25, 2011
- Destination Showcase DC & client lunch Sequoia DC; partner participation Lisa Miller Renaissance Resort & Sawgrass Marriott, Feb 23-25

Upcoming Sales Initiatives

- Atlanta, Smart Meetings Corporate Tradeshow & Reception, Sales presentation Collinson Media March 10-11
- Georgia Bridal Show, March 13
- Georgia Travel Agent Sales Mission March 14-16
- Sales presentation with Tony Fitzjohn & Hyland Group March 21
- TPC Sawgrass meeting & meeting Bob Schuster, CMP Meetings March 9

Meetings

- NFMPI Univ NFLA monthly meeting Feb. 8
- SAPVVCB overview & group update at PVIC Feb. 3

Upcoming Meetings

- NFMPI monthly meeting March 8
- Conference Sales Committee Meeting location TBD March 29

St. Augustine, Ponte Vedra & The Beaches

Communications Department Monthly Report - Executive Summary FY 2011

Media Impressions	Dec-10	Jan-11	Feb-11	Dec-09	Jan-10	Feb-10	YTD Compare to		FY10/FY11	
							YTD FY2011	FY 2010	% difference	FY 2010 Totals
National	27,461,734	43,418,212	4,453,976	8,996,848	5,969,170	5,779,932	78,419,621	43,859,611	79%	209,060,748
Florida	1,434,219	2,567,465	1,337,002	1,112,212	2,445,255	1,313,307	6,791,642	9,442,520	-28%	29,659,298
International							385,517	2,222,495	-83%	2,630,264
Web	139,843,642	2,510,698	24,534,417	257,604,348	102,403,685	58,233,885	572,420,439	745,980,223	-23%	1,818,517,584
Broadcast	5,135,091	87,595						0		3,127,000
Events	19,532,772	10,181,182	779,228	1,090,147	854,623	162,260	32,282,265	8,460,415	282%	43,128,396
Total	193,407,458	58,765,152	31,104,623	268,803,555	111,672,733	65,489,384	690,299,484	809,965,264	-15%	2,106,123,290

Value of Impressions	Dec-10	Jan-11	Feb-11	Dec-09	Jan-10	Feb-10	YTD Compare		FY10/FY11	
							YTD 2011	FY2010	% difference	FY 2010 Totals
National	\$ 16,380	\$13,697	\$442,160	\$ 156,704	\$124,643	\$85,528	\$502,471	366,874	37%	\$2,707,743
Florida	\$ 6,310	\$25,026	\$18,549	\$ 20,261	\$41,743	\$16,842	\$76,264	1,496,348	-95%	\$395,420
International							\$0	76,292	-100%	\$148,494
Broadcast	\$ 4,472	\$70			\$9,300		\$4,542	9,300	-51%	\$18,600
Events	\$ 9,267	\$6,744	\$14,042	\$ 8,101	\$4,096	\$502	\$35,456	49,188	-28%	\$334,826
Web stories	\$ 2,265,126	\$36,683	\$17,745	\$ 134,922	\$60,319	\$39,295	\$2,538,302	449,713	464%	\$1,020,537
Total	\$ 2,301,555	\$ 82,220	\$492,496	\$ 319,988	\$240,101	\$142,167	\$3,157,035	\$1,430,219	121%	\$4,625,621

New for FY 2011	Dec-10	Jan-11	Feb-11	Dec-09	Jan-10	Feb-10	YTD Compare to		FY10/FY11	
							YTD FY2011	FY 2010	% difference	FY 2010 Totals
Social Media Monitoring										
Number Social Media Feeds & Blogs with impact	900	271	1,223	NR	NR	NR	11,229,080	NR	NR	NR
Promotional Value of Social Media Feeds	\$ 350,317	\$8,140	\$331,820	NR	NR	NR	\$14,474	NR	NR	NR
Media Inquiries Answered:	9	5	12	6	9	9	52	40	30%	191
Media Visitors Hosted:	11	1	6	11	4	3	36	18	100%	56
Broadcast Media Hosted:	2	5	7	4	2	2	18	9	100%	40
Event News Releases Issued:	4	6	5	7	4	5	26	24	8%	88
Feature News Releases Issued:	1	2	1	3	2	3	9	18	-50%	36
Stories Pitched	5	22	5	6	8	8	49	34	44%	167
VCB supported Stories in Print	45	70	31	94	32	59	230	269	-14%	180
Image access	13	16	12	10	12	8	68	47	45%	122
Value of VCB supported stories	\$48,342.07	\$17,927	\$474,212	\$309,988	\$15,949	\$15,949	236,657	614,574	-61%	1,910,716
Impressions from VCB supported stories	47,666,683	28,704,768	24,452,880	268,803,555	14,578,858	14,578,858	145,667,456	319,647,792	-54%	844,060,332

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

February 2011 Media Results:

of print and internet news media impressions: 31,104,623

Value of equivalent advertising: \$492,496

Social Media Monitoring:

Facebook Fans added in February – 573 (total of 29,818 as of 2/28)

February active users of Facebook Fan page – 11,811

User Posted Social Media (Blogs, Facebook and Twitter): 1,223

Publicity Value: \$331,820

FEBRUARY 2011 REPORT:

Stories Pitched:

Becky Garrison, Associated Content, Pirate Museum and Alligator Farm Zip Line – Jay

Daron Dean, The Record; Mike Lyons, First Coast News, NBC Today at FOY -- Jay

Jennifer Thomas, ASTA Network magazine, St. Augustine history and pirates -- Jay

Convention South – Green Destinations content for March 2011 issue – Barbara
Meetings South and Conventions South – Casa Monica Renovations – Barbara
ASAE – Associations Now – Meeting Venues on Florida's' Historic Coast; Green
Conventions info about all convention resort hotels – Barbara

Media Inquiries:

Joe Franklin, Coastal Companion, running events? – Jay

Rachel Lewis, inthekitchen.com. datil peppers? -- Jay

Michael Eisman, AAA Worth the Drive, background info – Jay

Pat Piper, BoatUS, walled city? – Jay

Elizabeth Amore, Yahoo News, family-friendly activities? – Jay

Margo Pope, The Record, "internet booking" class action suit – Jay

Libby Hoppe – Rejuvenate – Religious Market planner contact – Barbara
Meetings South, expanded listing – Barbara

Lisa Simundson – Agritourism and Slow Food convention events – Barbara

Libby Hoppe – Connect Magazine – total destination meeting square footage
(broken down by resort – Barbara

Florida Attractions Assoc – Logo – Barbara

Lloyd Dougherty, Dixie Angler Radio Show – Waterfront dining where you can
get fresh seafood - Barbara

Image Access:

Ben Henderson, Holiday Inn Vacations/Lifetimes, St. Augustine Feature – Barbara
 Cameia Williams, Connect Magazine – Barbara
 Kate McClare – Miami International Magazine St. A feature – Barbara
 Kristen Nicholson, Eco Latino Magazine – Barbara
 Tony Woodward - St. Augustine Express Orlando Tour Company, images for catalog – Barbara
 Jolanda Janssen, De Telegraaf, Netherlands newspaper, story about historic Florida – Barbara
 Pat Piper, Boat US – May 2011 feature – Barbara
 Jennifer Bernthal, AAA Going Places, 2011 Worth The Drive Booklet – Barbara
 Dawn Henthorn, About.com – Orlando Family Magazine – St. Augustine Getaway feature- Barbara
 Jennifer Kornegay, Conventions South – Green Destinations feature – Barbara
 Lisa Simundson, Editorial in Meetings South – Barbara
 Mike Mooney, planner presentations for NEFL Regional Airport – Barbara
 Copy for German Tour Operator Catalog listing, American Unlimited GmbH – Barbara

News Releases:

Celtic Festival Coming to Oldest City – Jay
 This Weekend (4) -- Jay

Writers Hosted:

Becky Garrison, Yahoo (Associated Content) – Jay
 Jerry Scarborough, Boca Raton Online – Jay
 Jenae Rider, Baret News – Jay
 Mark McMillan, WECC-FM89.3 – Jay
 Patti Faulk – Guide to Colonial South – Barbara

Broadcast and Film:

Tiger Lilly Media, permit for Celtic Festival Promo – Jay
 Jane DeGrow, Travel Queen Radio, 15-minute live interview over Michigan's NIE radio network – Jay
 Location search for Abu Gharib feature – Jay
 Kent Justice, WJXT-TV4, Eagle tour and NASCAR and Romance impact -- Jay
 Permit, location, itinerary assistance for Canal Evasion, Quebec, travel show – Jay
 Provided overview of TDC/VCB and suggested contacts for Michael Minock of International Film and Digital Workshops – Jay
 Provided permit application details for Pine Ridge Productions -- Jay
 TravelTec Media website video b roll – Barbara

Promotional Programs:

Other:

Met with City of St. Augustine Beach commissioner Undine Pawlowski and Richard Goldman to discuss VCB communications efforts – Jay

Wrote copy of Birding and Photo Fest email blasts -- Jay

Wrote “what VCB does” for Saudi visitors – Jay

Wrote introduction to Annual Report -- Jay

Prepared March calendar of events for MINT magazine – Jay

Sent TDT use report to Gainesville CVB – Jay

Served as guest lecturer for UNF features writing course – Jay

Hosted Social Media Users Group – Jay

Re-wrote ad copy for Prevue magazine – Jay

Updated featured events on website – Jay

Continued work on iPad app – Jay

Attended St. Augustine Attractions Association Meeting – Jay

Met with HOF team to discuss promotional opportunities for Pirate themed movies and attractions – Barbara

Arranged and coordinated Florida’s Historic Coast participation in Gov. Scott’s Share a Little Sunshine Campaign in DC and NY – Barbara

Updated Events Calendar listing on FloridasHistoricCoast.com and VisitPonteVedra.com - Barbara

Updated partner content on Romance Lives Here promotion landing page – Barbara

Updated content on VisitPonteVedra.com to be PLAYERS focused – Barbara

Worked with PGA TOUR to develop PLAYERS travel page – Barbara

Planned coordinated YPartnership New managers destination tour – Barbara

Coordinated VCB Team meeting with PGA Tour to review cross promotions and marketing Players – Barbara

Worked with VCB partners to coordinate Florida’s Historic Coast participation in VISIT FLORIDA, NY, DC and Philadelphia “Share a Little Sunshine promotional sweepstakes (3 vacation prizes provided) – Barbara

Worked with Universal Studios marketing dept. to develop a team building program in St. Augustine – Barbara

Completed and posted VCB 2010 Annual Report – Barbara

Prepared and distributed Board packets and meeting notices – Barbara

Began preparing for April NY media visits- Barbara

Participated in PV Resorts Marketing Meeting review of VCB programs – Barbara



February Highlights:

San Sebastian Hang Tag

- 10K distribution
- >6% response rate
- Expires April 15

PBS *Getting Away Together*

- Sponsored by TripAdvisor, VRMA
- 12-part series; 12 destinations
- Florida's Historic Coast 30 minutes segment to premiere at VRMA convention in April
- Total release of footage and talent

Spring/Summer Media Promos

- Best Seats in the House Radio Disney concerts, family vacation sweeps
- Best Seats with VIP sections at events by Cox Media Group in Orlando
- Booths at other CMG events with sweeps and couple/family focus
- MakeYourHistory.com promotion with prizes for each vertical as we did last year
- Michelob Ultra II
 - Cox Radio Orlando
 - A-B Statewide
 - Florida's First Coast of Golf
 -

Various 450/500 Projects



**February 2011
St Johns County Total Golf Tourism**

	Feb 11	Feb 10	% Change
Rooms	1,832	1,512	21.16%
Rounds	4,311	3,558	21.16%
	2011 YTD	2010 YTD	% Change
Rooms	3,271	2,856	14.53%
Rounds	7,698	6,720	14.55%

Advertising Response (From all sources)

Feb 11	Feb 10	% Change
1,456	1,772	-17.83%
FY 2010-11	FY 2009-10	% Change
25,183	3,412	638.07%

Website Statistics

	Feb 11	Feb 10	% Change
Visitation	7,398	7,541	-1.90%
	FY 2010-11	FY 2009-10	% Change
Visitation	36,225	30,616	18.32%

Email Program - FFCG Newsletter

Date	Subscribers	
2/8/2011	51,562	
Open Rate	8 Baseline	% Change
10.19%	9.05%	12.60%
Click Rate	8 Baseline	% Change
9.52%	11.05%	-13.85%

Media Equivalencies

	FY 2009-10
Value	\$928,840
Impressions	15,380,207