



VCB Board of Directors Meeting
Meeting Packet
2:30 p.m. May 19, 2011
Courtyard Marriott
2075 S.R. 16
St. Augustine, FL

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St. Augustine, Ponte Vedra & The Beaches
Visitors and Convention Bureau Board of Directors Meeting
2:30 p.m., Thursday, May 19, 2011
Courtyard Marriott
2075 S.R. 16, St. Augustine, FL

AGENDA

Call to Order – John Fraser

Roll Call – Jay Humphreys

Approval of April 20 Meeting Minutes

Treasurer’s Report – David Mariotti

Executive Committee Report – John Fraser

Executive Director’s Report – Rick Hensler
- 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, April 21, 2011
 Holiday Isle Oceanfront Resort
 A1A, St. Augustine Beach, FL

Minutes

Call to Order: Chairman John Fraser called the meeting to order at 2:40 p.m.

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

Present: John Fraser, Bob O'Neill, Charles Cox, Irving Kass, Tina Klinkenberg, Kathy Fleming, Virginia Whetstone, Irving Kass, Jeffrey Oliasami, Vice Mayor Andrea Samuels, Commissioner Errol Jones,

Not Present: David Mariotti, Kirk Wendland, Commissioner Jay Morris

Staff Present: Richard Goldman, Evelyn Vazquez, Barbara Golden

Others Present:

Approval of Minutes:

A motion was made by Bob O'Neil to approve the minutes from the VCB March 17, 2011 meeting. The motion was seconded by Irving Kass. **Passed Unanimously**

Treasurer's Report – Richard Goldman reported that the VCB is solvent and in a very good financial position. He reported that as of the end of March the VCB had a current checking account balance of \$267,660 with \$14,625 outstanding checks. Incoming funds from the BOCC was \$136,270. The total liabilities against incoming funds was \$392,813. The VCB Fund balance was \$59,010. Income for the month of March was \$76,315 and expenses were \$73,857. These income and expenses were mostly a result of the Birding and PhotoFest coming up April 29 through May 1. The net bed tax collections were \$526,204 to be split between all four categories. A detailed report on those funds is to follow.

Motion for approval:

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

Executive Committee Report

John Fraser reported that the Executive Committee reviewed the new partner applications. Chairman Fraser requested Board approval for new Partners.

New Partners Approval: Bob O'Neill made a motion to accept Ponte Vedra Concert Hall, St. Augustine Amphitheatre, Goldfinch Boutique, Panama Hattie's,

Jacks or Better Casino and First City Communications (the St. Augustine Tour Guide) as new VCB Partners. The motion was seconded by Charles Cox.

Approved Unanimously.

The Exec Committee also discussed the billboard campaign layouts. One has been approved and the others have some changes requested. When all of the artwork is approved by the committee it will be presented to the Board. There are 6 boards currently committed and there will be a total of 8 to 10.

Executive Director's Report

Richard Goldman reported that the Bed Tax collections had a 40% increase over last February, but only 5% if the additional penny in collections this year are taken into account. He reported that the Beach and Island have seen an increase over previous months.

Mr. Goldman reported that the Smith Travel Report indicates that occupancy is up for the 13th consecutive month, and 7 ½% up over a year ago. ADR is also up for the 4th time in five months, up 1% year-to-date, the average room rate is \$102.31. Richard clarified that not all properties in St. Johns County report to STR, so even though this report is a good barometer, the average room rate is probably higher. RevPar for the county accommodations has had its eighth consecutive month of increase, up 8% year-to-date. He also reported that Demand is up by 9% and Revenue is up 10% Year-to-Date.

In a review of our destination's competitive set, St. Johns County ranked 6th in occupancy and 4th in revenue increase among the 12 destinations in comparison.

Website Analytics – It was reported that there were no significant changes in the time spent on site. However, the bounce rate was 37.7%, down from last month. Overall activity on the site is down. There was a meeting in the previous week between YPartnership, VCB staff and Miles Media to discuss strategies to increase website activity. There is a plan being developed to create more interaction and activity on the site.

Richard reported that most of the website hits are generated by SEO. In March, YPartnership made a Google Search buy and the site did experience a slight increase of visitation as a result.

Other solutions include more Google words, the website redesign, content updates in-house and by Miles. The redesign will include more images and video on partner's profile pages. Additional strategies include a campaign to request more reciprocal partner links, adding video to partner's profile pages, tagging our webpage on the Facebook Friday videos, enhancing our social media efforts and sending more emails to the VCB consumer database.

Visitor Inquiries

The Inquiries report represents the responses from our advertising and website to Phase V call center. Advertising responses are up 66% for March; web responses are up 345%. Year to Date inquiries from new prospective visitors are down. There is no change in the anticipated party size. There is a compression to the 0 to1 month trip planning category (up by 5%). There has been a lead generation increase from Pennsylvania, Virginia and Texas.

Visitor Information Center Counts:

The Visitors Information Center report was referred to. It was noted that the City of St. Augustine Visitor Information Center has changed their method of counts, using a formula that counts 2.5x 50% of cars parked in garage. This may or may not revert back to the previous actual VIC walk-in counts. It was discussed that the VIC is now selling a Passport ticket to the Castillo, Spanish Quarter, and Government House. It was decided that some of the Board and Richard would discuss this issue further with city officials.

It was further discussed that the Cat IV administrative category would be reviewed to cover the operation costs of the Beach VIC. The possibility of the Recreation department may charge rent, which they currently do not. The VCB absorbs staffing costs. It would be requested that the VCB continue to have input in the information that is offered to visitors.

Department Reports

Partnership: The VCB has added new partners. Currently there are 244 active VCB partners.

The Sales measurement report indicates that the Sales Team is 37% ahead of goal on calls, lead distribution is up 2% ahead of goal.

Evelyn Vazquez reported on activities that included show attendance at Collaborate, a meetings trade show that is new for the VBC. She also reported that the team is bringing in two FAM Tours during THE PLAYERS. One group is tour operators and the other is meeting planners. There is also a journalist representing Mercado De Convenciones (Mexico) that will be joining the tour. There will also be a FAM in June for educators and the VCB will partner with community outlets to present a Quince Expo in September.

She also reported that the team has developed a relationship with JetBlue and that the Special Events Guide is in development with the Sales and Creative Development teams.

Richard reported that the Birding & PhotoFest will take place in late April. Sixty-nine percent of the attendees are from out of the state and region. Ticket sales exceed \$81,000. Participants are coming from as far away as Norway, Canada and Panama.

The Communications Report included updates on media impressions and values. Measurements are showing that impressions and publicity values are increasing.

In Jay Humphreys' absence, Barbara Golden presented the Communications Department report. She reported that she would be attending two media receptions in New York later in the month, one for social media journalists and outlets and one for consumer print media. In addition, she will be conducting desk-side visits with editors of major New York-based publications.

She also reported that the Facebook Friday program has had some great success. Each of the partner's FF Video deals posted on Fridays are attaining thousands of hits. She reported some of the numbers of hits and shares that the hits are receiving. In May, a report of the video hits and sharing volume will be presented in the Board packet.

She also reported on the broadcast media that Jay has been working with lately. The production companies include Alex in Florida, A Canadian Travel Program; Arthur Hanlon site location for a PBS Special, House Hunters International and right now, How to do Florida is in town filming an updated broadcast to air in Florida.

In Rick Hensler's absence, Barbara Golden also presented the report for the Promotions Department.

She updated the Board on the completion of filming of Pine Ridge production "Getting Away Together" program which will air nationally on PBS in October and re-air next winter. She informed the Board that the first cut of the production recently aired at the VRMO (Vacation Rental Managers Association) annual convention where it received a standing ovation.

She also reported that radio buy on Cox stations in the Orlando market that was negotiated by YPartnership included several on-air and site sweepstakes promotions that leveraged an additional \$300,000 in exposure for Florida's Historic Coast. Several VCB partners participated by answering a call to provide prize fulfillment for the promotions.

Barbara also reported that there is a similar promotion planned for the Tampa market through CBS radio. Staff is working with partners to arrange the promotional sweepstakes fulfillment for these programs that focus on the Hispanic market. She also reported that a third radio promotion with Radio Disney is in the final stages of negotiations.

And finally, she reported on two promotional programs that were arranged through VISIT FLORIDA. One was with an Orlando radio stations, WTKS, that would drive visitation to Ponte Vedra Beach, and the other was valued at \$113,000 with the Gwinnett Daily Post that included, print, on-line and in-school

programs where youth were encouraged to take part in a Florida Spanish Heritage trivia contest for a chance to win a family getaway to St. Augustine.

Barbara reported that these no-cost added value promotions were made possible by the generosity of Partner business contributions, allowing the VCB to leverage nearly one-half million dollars in additional publicity for Florida's Historic Coast.

Dave Reese, the President of Florida's First Coast of Golf reported that our region's "Golf's Big Week" is coming up with THE PLAYERS and the Hall of Fame Induction Ceremonies in May. FFCG will be hosting several Golf Tour Operators and media utilizing the Hospitality House during the event. In the preceding week, they will be hosting Michigan Golf Live radio for the Induction ceremony.

David reported that golf tourism in St. Johns County is up 9% for the first quarter. Five out of six months have realized a positive increase. He also reported that as a destination, we are outpacing our in-state golf competitive sets. However, Carolina destinations are ahead of us- Charleston Golf Travel is up 6.5%, Hilton Head is up 5% and Myrtle Beach is up 3.2%. Major feeder markets are Pennsylvania (33%), New York (80%) and Chicago (15%).

He reported that while March advertising responses are down, the inquiry responses overall are up due to promotional programs with the Jaguars and Michelob Ultra. He also reported that FFCG consumer database has grown over 50% since October.

Richard reported that the Partner Summer Co-op program will be launching within hours. The programs offered include a variety of low-cost opportunities that are realistic for partner participation.

The contract for the visitor profile research is in the final stages. It is currently in the hands of the county attorney. The program should begin very soon.

The VCB website redesign is moving along. It will feature easier to navigate and partner profile pages will be much more robust with imagery and the ability to upload video.

The Mobile Website has launched and is available for viewing. When viewing our website on a smart phone, the mobi-site automatically launches.

The PGA TOUR and PLAYERS have come forward with new programs for the destination. Added programs to the destination this year include full-panel branding in the Hospitality House. Advertising given to us includes web TV on Live@ PGA; radio spots on Sirius XM Radio, the Golfer Webisode broadcasting at JIA and in TOUR STOP stores, banner ads on Live @ and Sirius XM, a print add in Ponte Vedra Living, and more.

Richard reported that there has been some success in getting the state and other organizations to support the 500th Anniversary of Ponce's discovery of Florida. Updates and more information will be provided as it comes to light. It is likely that St. Augustine will be the focal point. Several of our local tourism representatives had a meeting with the Governor and feel like they have his attention about the importance of the role of St. Augustine the commemoration of the anniversary.

Richard reported that the avocation of fighting the exemption of taxes on on-line sales of hotel rooms by online travel companies has been heard by both the legislature and the senate. These bills are being reviewed and discussion in both legislative branches is still going on. There was a letter from regional CVB Directors that was published in area papers along with several other editorial stories published throughout the state advocating that OTC's must collect and pay the full sales and bed tax amounts of hotel room nights. Both the County commission and TDC are staying very involved in this issue and advocating for the tax collections. And St. Johns County is part of the lawsuit regarding OTCs and tax collections.

He thanked everyone for stepping up to help in the fight to help save VISIT FLORIDA. The industry was very well represented in lobbying to protect them from being swallowed into a new government-created economic development program. It looks like the House version of the legislation is more favorable to save the organization.

Richard will provide updates and information to the Board about any developments on all political issues as they come to light.

Other Business:

John Fraser thanked the Board and the audience for their support in blocking the demise of VISIT FLORIDA.

With no other business or public comments, a motion to adjourn was requested.

Bob O'Neill made a motion to adjourn. The motion was seconded by Tina Klinkenberg. **Approved Unanimously.**

The meeting was adjourned at 4:05 p.m.

Respectfully submitted on behalf of Secretary Tina Klinkenberg.

Barbara Golden

April-11

All Balances are reported as of month end

Checking Account Balance:		\$ 305,998.05
Less Outstanding checks:		\$ (30.46)
Plus Deposits in transit		

BOCC Funds Liability:		\$ 529,084.00
LESS BOCC Funds Incoming	30-Apr	\$ 287,143.82

Other Liability:

TOTAL Liabilities:		\$ 241,940.18
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VCB Fund Balance:		\$ 50,871.91
Note: Cash available		

VCB:		
Income for Month		\$ 12,536.79
Expenses for Month:		\$ 20,674.89
Net VCB Monthly Activity		\$ (8,138.10)

Gross 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	\$ 526,204.72
	10-Mar	\$ 723,202.43
	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	\$ 1,504,217.80
December	\$ 269,055	-0.4%	\$ 263,674	\$ 89,684.87	\$ 1,582,203.71
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	4% tax begins
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	\$ 95,435.50
August	\$ 456,517	37.1%	\$ 447,387	\$ 114,129.22	\$ 95,988.61
September	\$ 380,266	60.2%	\$ 372,661	\$ 95,066.56	\$ 107,562.69
TOTAL	\$ 5,566,652	21.6%	\$ 5,455,319		
				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	\$ 526,205	\$151,408.43	40.4%	5.0%	26.7%	3.2%	\$ 515,680.63	\$ 10,524
March	\$ 723,202	\$207,021.85	40.1%	5.0%	48.8%	17.3%	\$ 708,738	\$ 14,464
April								
May								
June								
July								
August								
September								
TOTAL	\$ 2,832,021	\$ 818,781	-49.1%		-38.1%	-47.0%	\$ 2,775,380	\$ 56,640

**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%		\$ 396,333.77
	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	\$364,842.44	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
	February	\$327,359.74	62%	30.9%	\$138,542.91	26%	22.2%	\$11,692.94	2%	34.1%	\$20,518.32	4%	33.3%	\$28,090.81	5%	30.5%	\$526,204.72
	March	\$467,899.20	65%	28.7%	\$175,893.48	24%	30.2%	\$18,572.24	3%	29.5%	\$24,532.59	3%	28.0%	\$36,304.92	5%	19.9%	\$723,202.43

TOURIST DEVELOPMENT TAX COLLECTIONS

OCCUPANCY MONTH BY ZIP CODE

FISCAL YEAR 2009	Anastasia Isl		PVB		St. Augustine Villano/N. Bch		St. Augustine Shores/South		WGV 195/16/207 W		Palencia		OTHER	% TTL	TOTAL
	32080	% TTL	32082	% TTL	32084	% TTL	32086	% TTL	32092	% TTL	32095	% TTL			
AUG \$	143,477.56	36.2%	103,930.07	26.2%	102,913.29	26.0%	1,428.19	0.4%	34,633.70	8.7%	8,588.46	2.2%	1,362.51	0.3%	396,333.78
SEP \$	64,126.10	28.8%	55,068.05	24.7%	64,474.03	28.9%	807.21	0.4%	31,456.16	14.1%	6,062.21	2.7%	1,007.01	0.5%	223,000.77
OCT \$	77,335.20	23.7%	100,109.20	30.7%	97,355.37	29.8%	1,142.24	0.4%	40,152.05	12.3%	8,323.20	2.6%	1,748.60	0.5%	326,165.86
NOV \$	62,399.50	21.0%	93,711.01	31.5%	92,620.66	31.1%	1,139.60	0.4%	37,765.93	12.7%	8,379.69	2.8%	1,612.88	0.5%	297,629.27
DEC \$	68,481.09	25.4%	61,827.25	22.9%	94,437.30	35.0%	1,538.81	0.6%	35,300.09	13.1%	6,892.91	2.6%	1,523.58	0.6%	270,001.03
JAN \$	99,401.29	32.1%	76,989.34	24.9%	90,476.84	29.2%	1,917.66	0.6%	31,454.13	10.2%	7,860.20	2.5%	1,335.96	0.4%	309,435.42
FEB \$	155,462.10	37.4%	90,937.51	21.9%	107,523.04	25.9%	4,548.79	1.1%	45,341.65	10.9%	9,336.90	2.2%	2,199.68	0.5%	415,349.67
MAR \$	175,190.76	36.0%	115,113.17	23.7%	129,989.22	26.7%	4,457.92	0.9%	48,320.75	9.9%	10,508.42	2.2%	2,456.83	0.5%	486,037.07
APR \$	154,211.59	34.3%	107,409.00	23.9%	131,091.32	29.1%	3,531.97	0.8%	41,724.98	9.3%	9,943.72	2.2%	1,881.42	0.4%	449,794.00
MAY \$	121,985.32	28.5%	147,623.40	34.5%	110,720.18	25.9%	1,794.24	0.4%	35,643.35	8.3%	8,240.49	1.9%	1,837.00	0.4%	427,843.98
JUN \$	208,817.91	43.2%	119,374.49	24.7%	104,675.30	21.6%	4,219.71	0.9%	38,658.05	8.0%	7,003.42	1.4%	1,098.96	0.2%	483,847.84
JUL \$	245,156.58	45.3%	128,467.13	23.7%	117,539.20	21.7%	4,418.52	0.8%	35,749.67	6.6%	8,409.04	1.6%	1,594.06	0.3%	541,334.20
AUG \$	127,643.33	38.3%	76,768.88	23.1%	93,854.37	28.2%	1,780.39	0.5%	26,614.42	8.0%	4,992.97	1.5%	1,334.94	0.4%	332,989.30
SEP \$	77,053.51	32.5%	56,035.32	23.6%	75,209.48	31.7%	869.55	0.4%	23,479.96	9.9%	3,684.00	1.6%	1,041.58	0.4%	237,373.40
FISCAL YEAR 2010															
OCT \$	77,371.08	25.9%	79,096.21	26.4%	99,146.44	33.1%	1,504.97	0.5%	33,768.53	11.3%	6,885.71	2.3%	1,357.65	0.5%	299,130.59
NOV \$	59,957.99	23.0%	74,392.54	28.6%	88,491.93	34.0%	1,263.69	0.5%	30,116.35	11.6%	5,079.62	2.0%	1,160.76	0.4%	260,462.88
DEC \$	69,625.98	25.9%	54,651.93	20.3%	101,238.31	37.6%	1,388.41	0.5%	34,474.35	12.8%	6,476.70	2.4%	1,198.92	0.4%	269,054.60
JAN \$	98,171.51	33.4%	69,250.23	23.6%	89,551.85	30.5%	2,346.68	0.8%	26,992.98	9.2%	6,174.16	2.1%	1,127.30	0.4%	293,614.71
FEB \$	144,399.92	38.5%	65,556.16	17.5%	107,422.24	28.7%	5,345.94	1.4%	41,967.50	11.2%	8,448.54	2.3%	1,655.99	0.4%	374,796.29
MAR \$	179,148.64	34.7%	127,409.99	24.7%	141,150.36	27.3%	4,399.71	0.9%	51,645.85	10.0%	10,523.61	2.0%	1,902.42	0.4%	516,180.58
April \$	187,478.64	31.1%	171,910.50	28.5%	174,702.30	28.9%	2,056.88	0.3%	52,506.23	8.7%	13,053.25	2.2%	1,908.31	0.3%	603,616.11
May \$	175,435.00	30.1%	183,215.41	31.4%	156,313.59	26.8%	7,390.81	1.3%	48,446.34	8.3%	10,750.18	1.8%	1,667.15	0.3%	583,218.48
June \$	296,388.09	43.9%	164,628.90	24.4%	152,350.18	22.6%	1,404.77	0.2%	49,732.11	7.4%	8,881.29	1.3%	1,856.00	0.3%	675,241.34
July \$	422,108.64	49.4%	172,351.92	20.2%	190,609.44	22.3%	10,224.08	1.2%	46,176.07	5.4%	10,382.45	1.2%	2,700.55	0.3%	854,553.15
August \$	184,541.77	40.4%	104,890.86	23.0%	122,820.15	26.9%	1,029.10	0.2%	35,003.12	7.7%	6,641.93	1.5%	1,589.94	0.3%	456,516.87
September	\$116,955.72	30.8%	\$102,362.78	26.9%	\$115,165.24	30.3%	\$904.55	0.2%	\$37,294.32	9.8%	\$5,956.87	1.6%	\$1,626.77	0.4%	\$380,266.25
FY YTD \$	2,011,582.98		1,369,717.43		1,538,962.03		39,259.59		488,123.75		99,254.31		19,751.76		5,566,651.85
% OF TTL	36.1%		24.6%		27.6%		0.7%		8.8%		1.8%		0.4%		
Fiscal Year 2011															
OCT \$	\$106,976.99	24.9%	\$119,029.25	27.7%	\$145,167.80	33.7%	\$1,388.61	0.3%	\$45,870.87	10.7%	\$9,575.93	2.2%	\$2,241.32	0.5%	\$430,250.77
NOV \$	81,731.13	21.3%	112,506.80	29.3%	136,571.46	35.6%	1,955.64	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 \$	\$192,981.84	36.7%	\$101,401.38	19.3%	\$161,332.61	30.7%	\$2,521.90	0.5%	\$54,644.18	10.4%	\$10,155.07	1.9%	\$3,167.74	0.6%	\$526,204.72
MAR \$	\$262,013.53	36%	\$166,113.09	23%	\$213,313.26	29%	\$3,307.37	0%	\$62,447.77	9%	\$12,808.84	2%	\$3,198.63	0%	\$723,202.49
April															
May															
June															
July															
August															
September															
FY YTD \$	856,036.31		688,641.23		920,893.21		12,813.04		282,915.22		56,177.12		14,544.64		2,832,020.77
% OF TTL	30.2%		24.3%		32.5%		0.5%		10.0%		2.0%		0.5%		



Measurement Dashboard April 2011

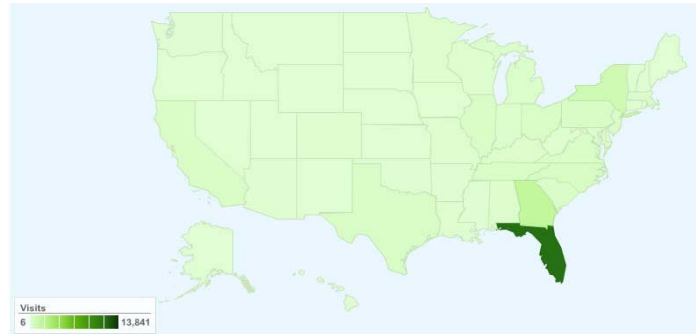
LM = vs. last month | LY = vs. last year | B = vs. baseline

↑↓ Good
 ↑↓ Not Significant
 ↑↓ Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 4.03 <i>Minutes</i>	↑	↑	2.56
Bounce Rate: 39.1% <i>of Home Page</i>	↓	↑	33%
Bounce Rate: 36.3% <i>Overall</i>	↓	N/A	45%

VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY	B
28,623 visits	↑ 16%	↓	12%
137,363 visits to date 2011		↑	1%
142,266 pg views	↑ 21%	↑	6%
628,889 pg views to date 2011		↑	13%

SOURCES OF TRAFFIC



Search Engines	18,943.00 (66.18%)
Referring Sites	4,753.00 (16.61%)
Direct Traffic	3,105.00 (10.85%)
Other	1,822 (6.37%)

2010 Baseline average percentages:

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

MOST REQUESTED PAGES

1. Home: 29,813
2. Attractions: 8,647
3. History: 5,866
4. Accommodations: 4,475
5. Outdoors: 4,420
6. Events/Calendar: 4,376
7. Culture: 2,987
8. Luxury & Romance: 2,921
9. Hot Deals: 2,007
10. Search: 1,663

ONLINE CAMPAIGN RESPONSE

Google Paid Search: 1,335
 April eBlast: 314
 K92FM Cox Orlando Media Mind: 62
 24/7 Real Media Family: 22

Total Online Campaign Responses: 1,822

CONVERSION BREAKDOWN

	LM	B
Guide Orders: 252	↓	10%
Property Profile Views: 6,353	↑	13%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

4.6%

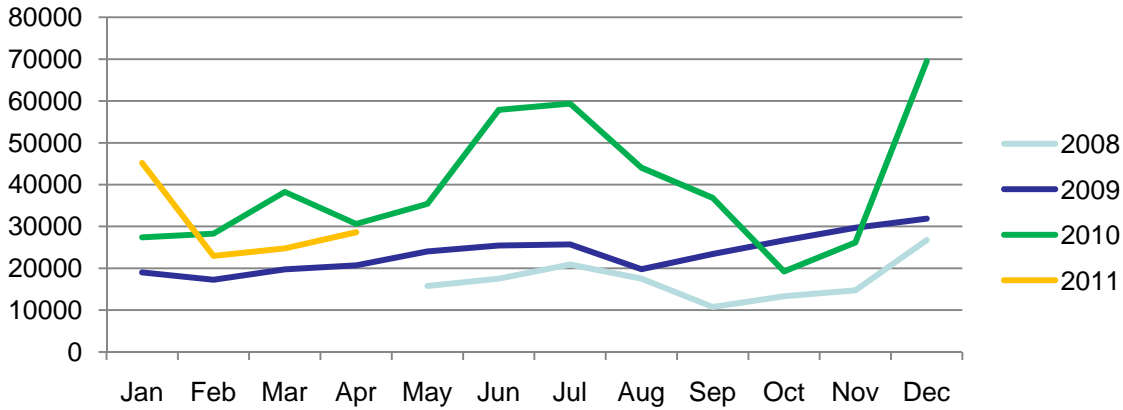
of total pg views*

6,605

Signals of Intent to Travel

See conversion breakdown to the left.

Visits by Month - 2008-2010

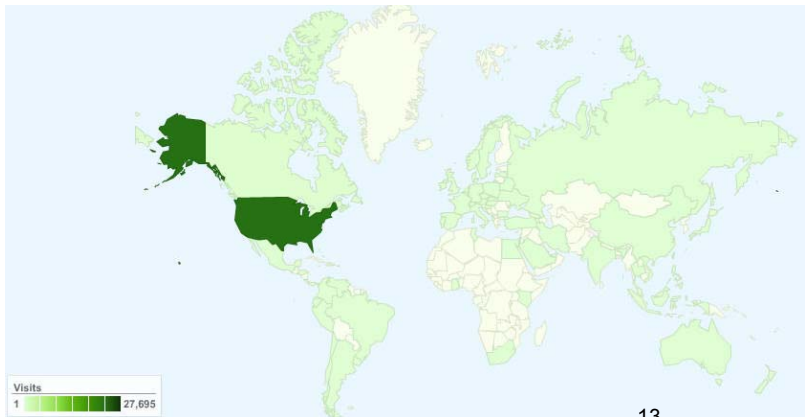


Visits by Day for This Month



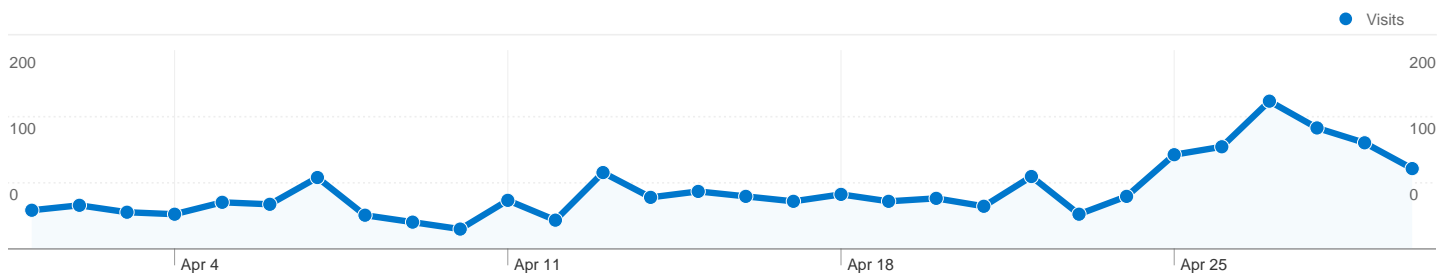
International

	LM	Percent Change
USA	27,695	↑ 17%
International	928	↓ 5%
<i>Unique visits for Month</i>		
Canada	260	↓ 24%
Germany	104	↑ 42%
UK	156	↑ 5%



Dashboard

Comparing to: Site



Site Usage

1,781 Visits

45.48% Bounce Rate

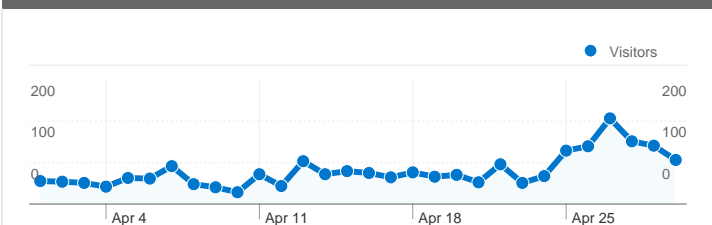
6,388 Pageviews

00:03:25 Avg. Time on Site

3.59 Pages/Visit

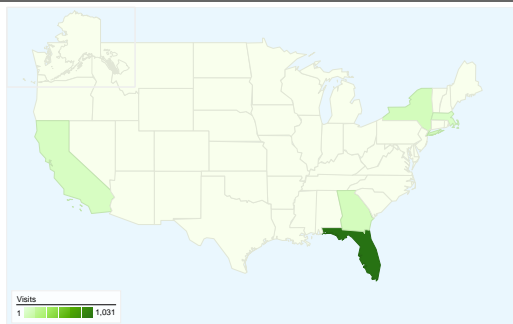
65.36% % New Visits

Visitors Overview

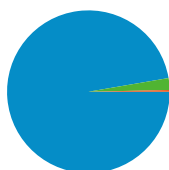


Visitors
1,316

Country/Territory Detail: United States



Traffic Sources Overview



- **Direct Traffic**
1,733.00 (97.30%)
- **Referring Sites**
42.00 (2.36%)
- **Search Engines**
6.00 (0.34%)

Content Overview

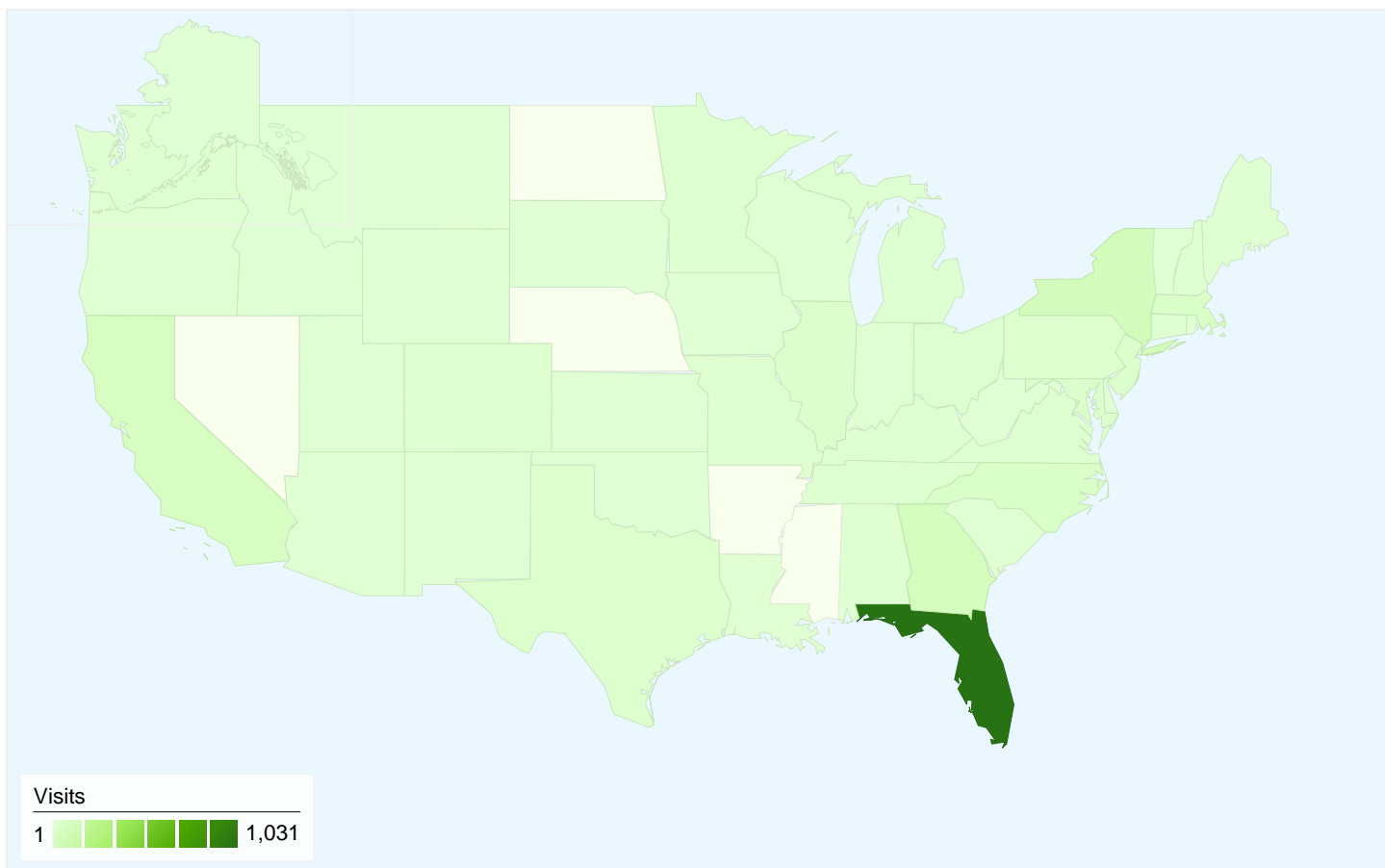
Pages	Pageviews	% Pageviews
/PhotoFest//Welcome_files/wid	1,051	16.45%
/sjcvcb/PhotoFest//Welcome_fil	1,000	15.65%
/PhotoFest//Information_files/wi	190	2.97%
/sjcvcb/PhotoFest//Information_	160	2.50%
/PhotoFest//SATURDAY_Sche	116	1.82%

Country/Territory Detail:

United States

Apr 1, 2011 - Apr 30, 2011

Comparing to: Site



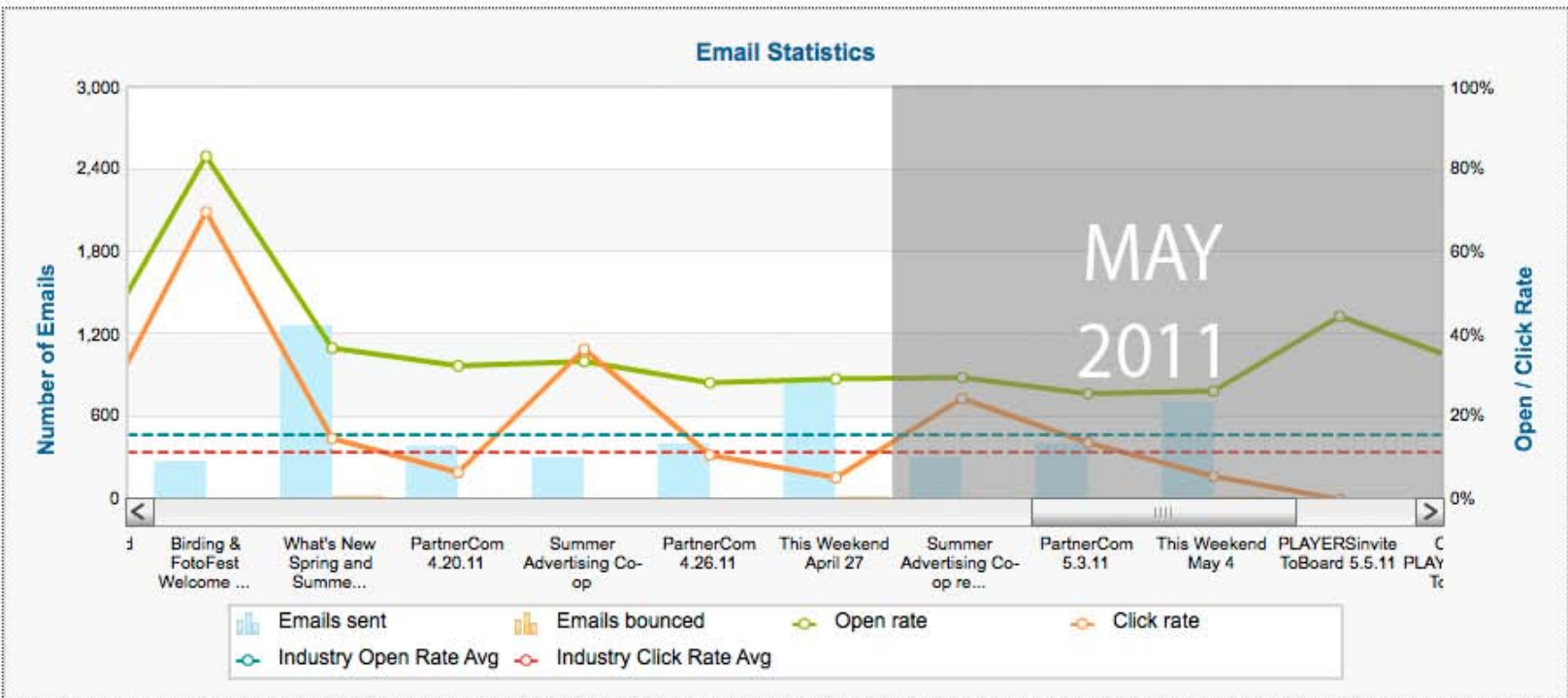
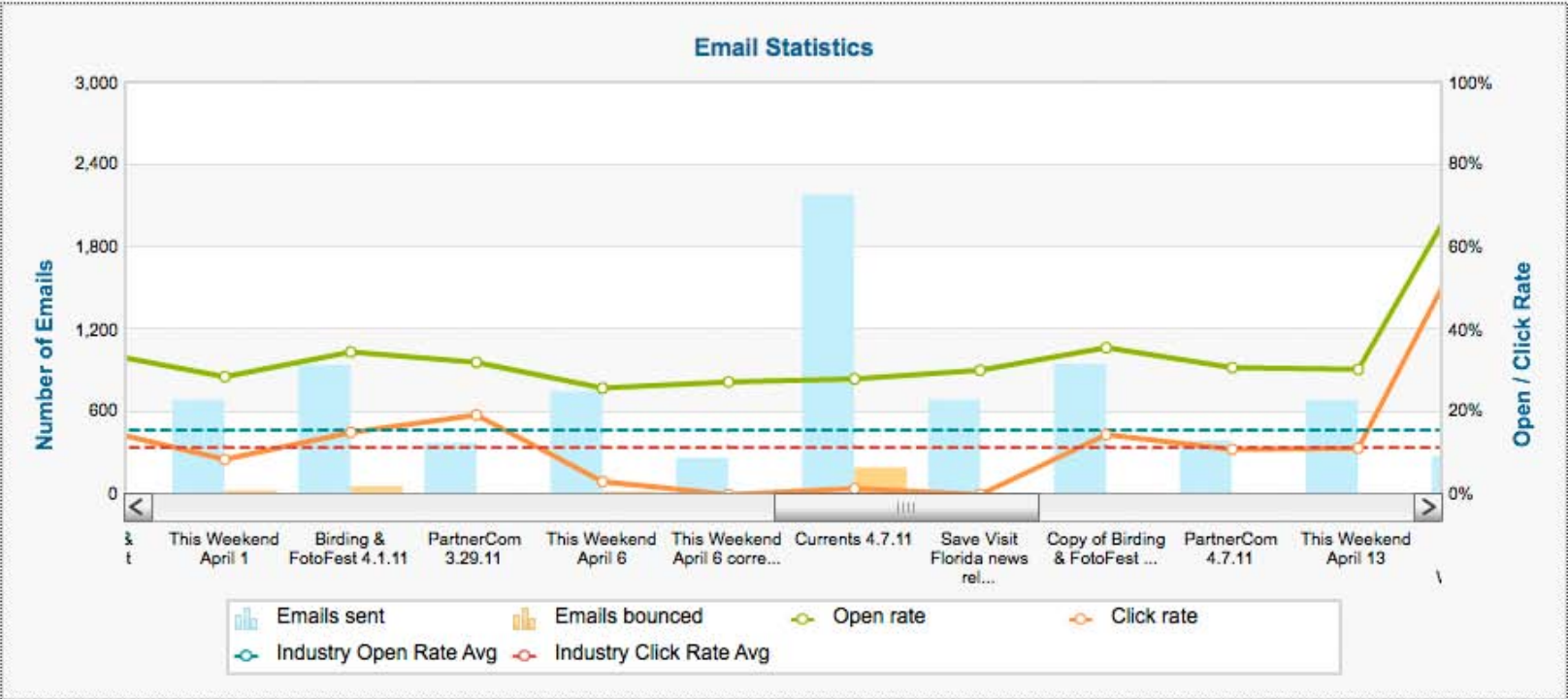
This country/territory sent 1,675 visits via 47 regions

Site Usage

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 1,675 % of Site Total: 94.05%	Pages/Visit 3.65 Site Avg: 3.59 (1.63%)	Avg. Time on Site 00:03:31 Site Avg: 00:03:25 (3.17%)	% New Visits 63.76% Site Avg: 65.36% (-2.44%)	Bounce Rate 44.72% Site Avg: 45.48% (-1.68%)	
Florida	1,031	3.94	00:04:05	56.64%	42.29%
New York	77	3.25	00:02:56	64.94%	55.84%
Georgia	72	3.29	00:03:19	70.83%	45.83%
California	58	2.59	00:02:55	70.69%	53.45%
Massachusetts	42	3.36	00:01:00	66.67%	40.48%
North Carolina	40	2.50	00:01:40	75.00%	62.50%
New Jersey	28	2.89	00:01:32	67.86%	46.43%
Illinois	27	2.89	00:01:54	70.37%	40.74%
Maryland	25	3.04	00:01:43	84.00%	52.00%

VCB INDUSTRY EMAIL BLAST STATISTICS

APRIL 2011



St. Augustine, Florida

Insights > St. Augustine, Florida > Interactions

+ Create an Ad

Page Insights

Page Overview (0)

Users (0)

Interactions (0)

Links

Go to Page

Documentation

Week Month

Post Views? 256,341 ↓24% Post Feedback? 535 ↓59%

Date Range: to: Apply

Daily Story Feedback?

Page Posts?

Message	Posted	Impressions	Feedback
This week, golf fans worldwide will be focusing their...	Monday at 12:00pm	20,830	0.14 %
Facebook Friday Presents Holiday Isle Oceanfront....	May 6 at 9:21am	18,229	0.13 %
http://www.FloridasHistoricCoast.com Features St....	April 29 at 11:45am	17,442	0.15 %
http://www.FloridasHistoricCoast.com presents Facebook...	April 29 at 8:39am	16,807	0.095 %
Bird photographers are flocking to St. Augustine all this...	April 27 at 10:45am	18,811	0.18 %
Barbara Golden, the VCB's Communications Manager, is in NYC...	April 27 at 9:38am	17,953	0.13 %
http://www.capsonthewater.com The best Sunset in town mixed...	April 22 at 1:56pm	15,731	0.34 %
Facebook Friday presents St. Augustine Shopping at its...	April 22 at 8:38am	17,078	0.19 %
The St. Augustine Ampitheatre has just released 40 more...	April 15 at 12:36pm	17,946	0.095 %
Theresa Andrews Invites you to the 16th Annual Flower &...	April 15 at 12:05pm	16,002	0.075 %

Page Activity

Daily Page Activity?

0 0 Chat (Offline)

**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	3	13							32	32	
Magazine and Newspaper Inserts	4	1,500	93	-	2	-	2							1,601	99	1517%
Consumer Magazines	996	165	5,035	4,727	7,050	4,956	4,459							27,388	3664	647%
Consumer Online	267	306	402	822	538	507	290							3,132	3257	-4%
Past Marketing Initiatives	2,780	1,180	415	290	126	164	86							5,041	4533	11%
Billboard	-	-	-	-	0	-	-							-	0	
Television, Out of Home, Outdoor & E-Marketing	-	-	-	-	0	-								-	0	
Other/Unknown	30	26	27	41	45	29	21							219	188	16%
Previous Visitor	10	17	8	23	12	15	18							103	109	-6%
VCB Referral	11	2	5	13	14	11	4							60	151	-60%
Friend/ Family	9	15	9	7	15	21	10							86	106	-19%
Weddings	-	-	-	-	-	-	-							-	30	-100%
Travel Agent	1	2		9	12	5	3							32	31	3%
Total for FY 2011	4,108	3,213	5,995	5,940	7,821	5,711	4,906	-	-	-	-	-	-	37,694		
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%	66%	206%	-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	309	276							2,872	3,217	-11%
COSA.com	-		-	-	-	-	-							-	-	
Google October-November 2010	-	3	-	-	-	-	-							3	-	
Other/Unknown	6	5	6	14	14	6	5							56	36	56%
Travel Meredith							1							1	-	
Augustine.com	-					192	8							200	-	

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	37	22						264	35%	27%	28%
No	70	61	41	49	118	81	72						492	65%	73%	72%
Total No of Responses	95	86	74	142	147	118	94	0	0	0	0	0	756			

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	1	5						39	5%	5%	5%
2 days	9	20	16	10	6	9	6						76	10%	10%	10%
3 days	35	20	14	27	44	38	26						204	27%	18%	20%
1 week	25	13	18	50	43	38	32						219	29%	36%	36%
2 weeks	4	4	5	16	17	7	3						56	7%	7%	6%
3 weeks	0	2	0	3	0	2	3						10	1%	1%	2%
1 to 3 months	3	6	2	2	4	0	4						21	3%	3%	3%
Don't Know	17	13	10	29	24	23	15						131	17%	20%	19%
Total No of Responses	95	86	74	142	147	118	94	0	0	0	0	0	756			

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	7	7						39	5%	6%	7%
2	51	48	30	70	80	55	43						377	50%	49%	47%
3	13	10	7	12	9	5	10						66	9%	7%	8%
4+	19	14	22	34	34	41	22						186	25%	25%	27%
Unknown	9	8	11	20	18	10	12						88	12%	12%	11%
Total No of Responses	95	86	74	142	147	118	94	0	0	0	0	0	756			
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	91	78						612	81%	81%	78%
B&B	3	3	2	2	6	2	2						20	3%	4%	4%
Hotel/Motel	8	9	5	21	13	18	7						81	11%	11%	13%
RV Park	0	1	1	1	3	1	2						9	1%	1%	1%
Condo	3	1	0	5	11	6	3						29	4%	2%	3%
Efficiency/Suite	0	0	0	0	1	0	1						2	0%	1%	1%
Single Family Home	1	0	0	1	0	0	1						3	0%	0%	1%
Total No of Responses	95	86	74	142	147	118	94	0	0	0	0	0	756			
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	54	44						355	47%	41%	41%
One Month to Three Months	34	17	16	49	38	31	22						207	27%	29%	28%
Four Months to Eight Months	10	8	8	27	15	14	12						94	12%	15%	15%
Nine Months or More	1	4	0	5	20	16	13						59	8%	5%	7%
Unknown or Refused	10	4	5	13	3	3	3						41	5%	12%	9%
Total No of Responses	95	86	74	142	147	118	94	0	0	0	0	0	756			
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	716	552						5,255	2,652	6,966	
New York	240	101	362	283	426	219	189						1,820	570	1,213	
Ohio	185	91	208	185	315	221	229						1,434	553	1,029	
Pennsylvania	235	95	264	256	349	356	190						1,745	467	1,007	
Georgia	307	776	233	675	447	395	282						3,115	642	2,048	
Texas	172	61	410	265	439	290	453						2,090	445	1,464	
North Carolina	101	51	251	646	347	241	211						1,848	449	857	
California	197	74	516	190	522	102	143						1,744	262	672	

**Visitor Center Inquiries
April 2011**

Ponte Vedra Beach Chamber of Commerce

	April 2011	YTD
Total Visitors	52	267

City of St. Augustine Downtown Visitors Center

	April 2011	YTD
Total Visitors	*	175,004

St. Augustine Beach Visitors Center

	April 2011	YTD
Total Visitors	1,576	9,460

Jacksonville Airport Visitor Information Center

	April 2011	YTD
St. Augustine	1,639	3,305
Ponte Vedra	80	593

Total Inquiries at Visitors Centers

	Total April 2011	Oct - Apr YTD Totals
	3,347	196,681

* April counts for St. Augustine Visitor Information Center are not available at this time.



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

Inquiries:

- Wildflower Café
- Tidbits of Florida (newspaper)
- Wren Beach Rentals
- Tasting Tours
- Jim/Sandy King (Private Rental/Condominium)

Partners Applied (requires Board Action):

- The Tasting Tours (Wine and Food Tasting Tour)

Partners Approved Previously:

- Ponte Vedra Concert Hall
- St. Augustine Amphitheatre
- Goldfinch Boutique (retail – San Marco Ave.)
- Panama Hattie's (Bar & Restaurant)
- Jacks or Better Casino
- First City Communications (St. Augustine Tour Guide)

FY 2011 Partnership Recap

- New Partner Businesses FY 2011 – 34
- Total Partners April 2011 - 250



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

Creative, Advertising and Promotions

- 2011 Birding and Photo Fest event support
- 2011 Birding and Photo Fest website, email blasts and collaterals design
- National Heritage Alliance brochure design
- Save Visit Florida email releases
- FHC iPad app masthead design
- FHC panel designs, THE PLAYERS Hospitality House
- FHC partner advertising co-op opportunities email promo
- FHC Facebook Friday logo design
- FHC Facebook/Twitter pages updates
- FHC 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

- Meeting Planner Guide update and redesign
- Life Celebrations Guide 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:

April 2011

Evelyn Vazquez, Director of Sales

Kristi Hansman, Conference Sales Manager

Jaya Larkin, Sales Coordinator

April Highlights:

Site Visits

- Site Visit FL Hospital-4/1
- AAA Counselor from Palm Harbor, FL office-4/1-4
- Independent meeting planner site inspection, Sawgrass Marriott-4/1
- Association winter board meeting January 2012 (tentative) & mid year annual conference 2014, Sawgrass Marriott-4/1
- Association Leadership Meeting 2014, Renaissance Resort, 850 total room nights-4/3
- site inspection Insurance national sales meeting 2012, total room nights 375-4/13
- site inspection association July 2012-4/18
- site inspection annual financial incentive program March 2012, (tentative contract 900 room nights with the potential to repeat 2014) -4/22
- AAA Counselor from Tampa office-4/24-26
- meeting planner meeting-4/26
- client & meeting planner site-4/28
- Meeting FI Democratic Party & lunch (1 contract and 1 proposal Feb 2012)-4/28
- MPI after 5PM-4/28
- site inspection Energy Conference Feb 2012, 1,200 total room nights-4/29

Upcoming Site Visits

- Site inspection for Indiana Educators-June 2011 conference 115 RNS
- site inspection DC association January 2012-5/17-18
- golf meeting Sawgrass Marriott, Adam Kohlruss-5/19
- meeting planner site inspection Renaissance Resort-5/20

Sales Initiatives

- Site Visit with Evelyn (The Reef, Caps on The Water, Hilton Garden Ponte Vedra)-4/6
- Site Visit with Evelyn & Kristi (Oldest Wooden School House, Trinity Hall, Augustine Govt House, St. Augustine Lighthouse, Oldest House, The Riverhouse)-04/07
- Site Visit/ Meeting: Casa Monica & Destination Planning for Bridal/Quince Expo-04/20

Upcoming Sales Initiatives

- Collaborate Marketplace Corporate Planners Houston (partners Sharon Kelly-Sawgrass Marriott & Francine Rattenbury Renaissance Resort)-5/3-6
- host Meeting Planners & tour operators The PLAYERS-5/12-15
- International Pow Wow (partner-Lisa Jacobson, Fairfield & Courtyard) May 21-25, 2011

Meetings

- Meeting: St. Augustine Wedding & Events Association-04/11
- Meeting: Leisure Sales Meeting-04/13
- Meeting: Met new Director of Sales Felicia Fink at Holiday Isle Oceanfront-04/19
- Meeting: Lead Hezekiah Family 2012-04/28
- Conference Sales Committee meeting Renaissance Resort-4-12
- Albert Ruiz, Jetblue re: new JAX-SJU starting May 19th -4/13

Upcoming Meetings

- CSC meeting TBD
- NFMPI-5/10
- Leisure Sales Committee-5/11
- TSAE Monthly meeting-5/19

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

	MONTHLY	MONTHLY GOALS	Monthly % of Actual vs Goal	3RD 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
APRIL - TOTALS FOR ALL SEGMENTS											
LEADS ISSUED - ALL SEGMENTS	23	21	10%	23	63	-63%	146	147	-1%	250	58.40%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	4,064	4,584	-11%	4,064	13,750	-70%	32,077	32,088	-0.03%	55,000	58.32%
DEFINITE ROOM NIGHTS - ALL SEGMENTS	330										
TENTATIVE ROOM NIGHTS - ALL SEGMENTS	365										
CANCELLED ROOM NIGHTS - ALL SEGMENTS	0										
LOST ROOM NIGHTS - ALL SEGMENTS	86										
NON HOTEL LEADS - ALL SEGMENTS	1,175										
SITE INSPECTIONS - ALL SEGMENTS	5										
TELEMARKETING CALLS - ALL SEGMENTS	84	84	0%	84	252	-67%	772	588	31%	1,000	77.20%
	MONTHLY TOTAL			3RD QUARTER TOTALS			YEAR TO DATE TOTALS				
TRADE SHOWS	0			0			14				



COMMUNICATIONS DEPARTMENT REPORT: April 2011

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

April 2011 Media Results:

of print and internet news media impressions: **318,735,445**, up 40% from March
Value of equivalent advertising: **\$143,751**; up 16%

Social Media Monitoring:

Total Number of Social Media Stories posted: 1,530
Publicity Value: \$441,201
Facebook Fans added in April: 837 (30,636 to 31,437)

April VCB Facebook posts:

Posting	Date & time	Hits	Feedback
http://www.FloridasHistoricCoast.com Features St...	April 29 at 11:45am	17,442	0.15%
http://www.FloridasHistoricCoast.com presents Facebook...	April 29 at 8:39am	16,807	0.10%
Bird photographers are flocking to St. Augustine all this...	April 27 at 10:45am	18,811	0.18%
Barbara Golden, the VCB's Communications Manager, is in NYC...	April 27 at 9:38am	17,953	0.13%
http://www.capsonthewater.com The best Sunset in town mixed...	April 22 at 1:56pm	15,731	0.34%
Facebook Friday presents St. Augustine Shopping at its... The St. Augustine Ampitheatre has just released 40 more...	April 22 at 8:38am	17,078	0.19%
Theresa Andrews Invites you to the 16th Annual Flower &...	April 15 at 12:36pm	17,946	0.10%
	April 15 at 12:05pm	16,002	0.08%

APRIL 2011 REPORT:

Stories Pitched:

Beth Harpaz, AP Travel Editor – upcoming 500th and 450th celebrations – Barbara
 Good Housekeeping – Family summer getaways to FHC – Barbara
 Country Living – Summer Travel – Barbara
 Redbook – July issue – family vacation deals – Barbara
 Ladies Home Journal – Family and Girlfriend getaways to FHC – Sept/Oct issue – Barbara
 Budget Travel – 10 little known facts about FHC – Barbara
 Sherman's Travel – Deals landing pages and what's new – Barbara
 Family Travel Forum – Family Getaways to FHC – Barbara
 IGoUGo – Summer Travel to FHC – Barbara
 Travel + Leisure online – summer travel, golf – Barbara
 Cigar Aficionado – THE PLAYERS – Barbara

Go Magazine (AirTran in-Flight) A1A Scenic Route for July Florida Road Trips feature – Barbara

VF Consumer Media Reception (April 26 NY) – 28 journalists and editors in attendance – pitches included family travel, golf getaways, girlfriend getaways, romance and weddings – Barbara

VF Social Media Reception (April 27 NY) - 17 journalists and editors in attendance – pitches included Facebook Fridays, family travel, golf getaways, girlfriend getaways, romance and weddings – Barbara

First Coast News, military tribunals and Ponte Vedra history, Don's Friends, and new map exhibit at Historical Society – Jay

CNN, Ponte Vedra and its role in trial of Sheik Mohammed at GITMO – Jay

First Coast News, Nelmar Terrace Historic District and UF archaeological dig at FOY -- Jay

Media Inquiries:

Jay Clarke, Miami Herald and Philadelphia Inquirer, What's New? – Jay

Michael Lowe, Meetings & Convention Magazine, efforts to save Visit Florida – Jay

Provided historical overview of area to travel writers Irv and Andrea Green – Jay
Margo Pope, The Record, tax exemption for online travel sites – Jay

Kerry Speckman, Jacksonville Magazine, new attractions and quirky unknowns -- Jay

Assisted Amy Rankin with planning of FFCG media tour during PLAYERS – Barbara

Devan Stuart – Pet Friendly information for story on SHeKnows.Com- Barbara

Image Access:

Tory Sullivan, Grayline Orlando – tour catalog- Barbara

Ken Schulz, Abundant Media, images for PV Chamber website tourism page – Barbara

Devan Stuart, images for story on SheKnows.Com – Barbara

Submitted Richard's Bio and Image to Matt Clark at Florida TU – Barbara

Visit Florida, images for presentations at NY Media receptions – Barbara

News Releases:

What's new on Florida's Historic Coast (VF reception distribution) – Barbara

Social Media Release about Florida's Historic Coast to post on PitchEngine.com (generated 116 media views in 3 weeks)– Barbara

Created iPad news release presentation about FHC – Barbara

New And Exciting Adventures on Florida's Historic Coast – Jay

This Weekend (3) – Jay

Save Visit Florida -- Jay

Writers Hosted:

Thierry Bissou and Jules Fontaine, Guide Routard – Jay

Jay Clarke, Miami Herald -- Jay

Broadcast and Film:

Discussed publicity possibilities with producer of Comics Open, a new film shot at WGV – Jay

Worked with Television Asahi (Japan) to coordinate production depicting the “real” Pirates of the Caribbean -- Jay

PGA TOUR – submitted Golf webisodes to air at JAX airport and in PGA TOUR Stop stores – Barbara

Submitted :30 second radio spot to air on Sirius radio during PLAYERS –Barbara
How To Do Florida - Team

Submitted footage for Virgin Holidays In-air broadcast – Barbara

Arranged for Richard live interview with Michael Shields, Michelan Talk Radio – Barbara

Promotional Programs:

Negotiated and fulfilled prize and Spanish heritage trivia contest for Gwinnett Daily News VF program) – Barbara

Secured a giveaway package fro Partner for JIA golf tournament – Barbara

Negotiated and fulfilled sweepstakes program with WJKS Orlando (VF Program) –Barbara

Completed fulfillment of prizes won in May 2010 in Richmond Virginia market – Barbara

Assisted Promotions with sweepstakes contest prize fulfillment form partners – Barbara

Other:

Prepared May events ad for MINT magazine – Jay

Wrote text for 4 BPF email blasts – Jay

Served as judge at Ponte Vedra Car Show – Jay

At their request, added Mavrix Photos International to distribution list – Jay

Began initial data import for FHC iPad app – Jay

Reviewed proposal from Howard Lewis – Jay

Drafted golf taglines – Jay

Wrote copy for Save Visit Florida partnercom – Jay

Found re-enactors for Orlando Home Show –Jay

Worked on Welcome pop-up on our Facebook Fan Page – Jay

Wrote text for Nation’s Oldest Port Heritage Alliance – Jay

Reviewed El Conquistador website – Jay

Helped convert Sales presentation to iPad format – Jay

Saturday morning Photo Fest duty at Alligator Farm – Jay

Vacation 4/18-4/25 -- Jay

Submitted new logo and URL to update on several partner sites – Barbara

Coordinated promotional, FHC branding, PR and Communications programs for PLAYERS 2011- Barbara

Managed and maintained event calendar on FHC and VPV websites – Barbara

Prepared and submitted releases and information to VF for NY media
Receptions – Barbara
Submitted resume and application to sit on VISIT FLORIDA Communications
Committee FY 2011/12 – Barbara
Worked w/Sales team to plan for International Pow Wow – Barbara
Managed and coordinated VCB Board meetings and reports- Barbara
Worked with lodging partners to upload packages on Family, golf, and romance
deals landing pages – Barbara
Worked with CisionPoint to update and enhance news clip monitoring and media
research – Barbara
Participated in YPartnership and Miles Media Group Email strategy conference
calls and planning – Barbara and Jay
Created content for Family and golf deals landing pages – Barbara
Uploaded lodging partner golf, family and romance deals on deals landing pages
– Barbara

St. Augustine, Ponte Vedra & The Beaches

Communications Department Monthly Report - Executive Summary FY 2011

Media Impressions	Feb-11	Mar-11	Apr-11	Feb-10	Mar-10	Apr-10	3/2011 compare to 3/2010	YTD Compare to FY10/FY11			
								YTD FY2011	FY 2010	% difference FY 2010 Totals	
National	4,453,976	99,434,489	261,128,340	5,779,932	8,443,865	7,828,430		438,982,450	60,131,906	630%	209,060,748
Florida	1,337,002	10,117,596	19,447,721	1,313,307	1,191,805	768,320		36,356,959	11,402,645	219%	29,659,298
International		1,313			354,794			386,830	2,577,289	-85%	2,630,264
Web	24,534,417			58,233,885	101,924,819	90,620,466		572,420,439	823,199,609	-30%	1,818,517,584
Broadcast		3,098,591	33,151,630		3,127,000			41,472,907	3,127,000		3,127,000
Events	779,228	11,670,324	5,007,754	162,260	1,697,036	1,258,938		48,960,343	11,416,389	329%	43,128,396
Total	31,104,623	124,322,313	318,735,445	65,489,384	116,739,319	100,476,154		1,138,579,928	1,027,180,737	11%	2,106,123,290
Value of Impressions	Feb-11	Mar-11	Apr-11	Feb-10	Mar-10	Apr-10	3/2011 compare to 3/2010	YTD Compare to FY10/FY11			
								YTD 2011	FY2010	% difference FY 2010 Totals	
National	\$442,160	\$94,603	\$89,089	\$85,528	\$107,385	\$69,316	29%	\$686,163	\$826,079	-17%	\$2,707,743
Florida	\$18,549	\$19,803	\$19,025	\$16,842	\$11,789	\$13,442	42%	\$115,092	\$171,580	-33%	\$395,420
International					\$32,202			\$18,460	\$108,494	-83%	\$148,494
Broadcast		\$868	\$27,462		\$9,300			\$32,872	\$18,600	77%	\$18,600
Events	\$14,042	\$8,626	\$8,175	\$502	\$26,500	\$14,209	-42%	\$52,257	\$89,896	-42%	\$334,826
Web stories	\$17,745			\$39,295	\$50,904	\$68,462	-100%	\$2,538,302	\$619,079	310%	\$1,020,537
Total	\$492,496	\$123,900	\$143,751	\$142,167	\$238,080	\$165,429	-13%	\$3,443,145	\$1,833,728	88%	\$4,625,621
New for FY 2011	Feb-11	Mar-11	Apr-11	Feb-10	Mar-10	Apr-10	3/2011 compare to 3/2010	YTD Compare to FY10/FY11			
								YTD FY2011	FY 2010	% difference FY 2010 Totals	
Social Media Monitoring											
Number Social Media Feeds & Blogs with impact	1,223	977	1,530	NR	NR	NR		6,211	NR	NR	NR
Promotional Value of Social Media Feeds	\$331,820	\$230,633	\$441,201	NR	NR	NR		\$1,380,507	NR	NR	NR
Media Inquiries Answered:	12	16	7	9	12	13	-46%	75	65	15%	191
Media Visitors Hosted:	6	6	2	3	2	7	-71%	44	27	63%	56
Broadcast Media Hosted:	7	4	4	2	4	4	0%	26	17	53%	40
Event News Releases Issued:	5	10	3	5	4	4	-25%	39	32	22%	88
Feature News Releases Issued:	1	1	5	3	2	5	0%	15	25	-40%	36
Stories Pitched	5	5	18	8	3	25	-28%	72	62	16%	167
VCB supported Stories in Print	31	75	37	59	34	50	-26%	346	353	-2%	180
Image access	12	5	4	8	7	12	-67%	77	66	17%	122
Value of VCB supported stories	\$474,212	\$15,986	\$75,175	\$15,949	\$81,947	\$41,351	82%	\$327,818	\$737,872	-56%	\$1,910,716
Impressions from VCB supported stories	24,452,880	42,007,222	12,222,260	14,578,858	7,520,442	33,532,169	-64%	\$199,896,938	360,700,403	-45%	\$844,060,332

Social Monitoring began in mid-October 2010.

FOOTNOTE: Web stories are now included in National media coverage. All social media is reported independently. New bench marks for future comparison are being set. In December 2009 an AP story generated by VCB ran, creating extremely high impressions and media value for the FY. In April 2011 there was a major AP story about Pensacola and St. Augustine battle over who is older - St. Augustine is the winner according to author!

April Highlights:

PBS *Getting Away Together* in final edit; first airing October, 2011

New! PBS UTravel! with Chef Bob

- Ongoing travel series to launch in November
- Spinoff of new PBS hit *UCook! With Chef Bob*
- Chef Bob Waggoner next big TV chef
- Shot 20 different locations in St. Aug, PV and Beaches
- Kitchen segments with Sawgrass Chef David
- Hours of valuable b-roll

Summer Radio/Event Promotions ... Combined media value of \$300K+

- COX Media Group Orlando
- CBS Radio Group Tampa-St. Pete
- Radio Disney of Central Florida

OPM PARTNER	PROMO TITLE	DATES (2011)
COX Orlando	Spring Fiesta in the Park	April 2-3
COX Orlando/WWKA	Home & Garden Show	April 15-17
COX Orlando/WMMO	Downtown Pour	30-Apr-11
CBS Tampa/WJST	Smooth Jazz Fest	30-Apr-11
CBS Tampa/WRBQ	Q105 Q-Fest	1-May-11
CBS Tampa WQYK, WRBQ, WSJT	Clearwater Sea-Blues Festival	May 6-7, 2011
COX Orlando WHTQ	Saltwater Classic	May 6-7, 2011
COX Orlando	Make Your Own History	Starts May 30
CBS Tampa WQYK	Summer Road Trip Giveaway	Starts May 30
CBS Tampa WRBQ	Start Summer in St. Augustine	Starts June 8
COX Orlando WMMO	Downtown Concert Series	Starts June 12
CBS Tampa WQYK	Half-Tank Trip Giveaway	Starts June 6
CBS Tampa WSJT	Come Play in our Sandbox	Starts June 20
COX Orlando 6 Stations	Fireworks at the Fountain	4-Jul
Radio Disney	Events (4) TBA	TBA

Michelob Ultra II / FFCG/COX ... Statewide radio plus microsite; Phase I June/July; Phase II September; database capture prime objective