

VCB Board of Directors Meeting  
Meeting Packet  
2:30 p.m. July 21, 2011  
Renaissance Resort at World Golf Village  
500 S. Legacy Drive, St. Augustine

**Packet Contents:**

**Contents**

Agenda	Page 1
Minutes from June 16, 2011	Page 2 – 6
<b>June 2011 Reports:</b>	
Financial Statement	Page 7
STR Report (Will be provided at meeting)	
TDC Bed Tax Collection Reports (May)	Page 8 - 10
Google Analytics	Page 11 - 12
Industry Email Blast Stats	Page 13
Consumer Email Blast Stats	Page 14
FaceBook Fan Page Stats	Page 15 - 16
Inquiry Report	Page 17 - 18
Visitor Centers Reports	Page 19
Partnership Report (will be updated for meeting)	Page 20
In-House Creative Report	Page 21
Sales Summary	Page 22
Sales Report	Page 23
Communications Summary	Page 24 - 26
Communications Report	Page 27
Promotions Report	Page 28
Florida's First Coast of Golf (June)	Page 29

**St. Augustine, Ponte Vedra & The Beaches  
Visitors and Convention Bureau  
Board of Directors Meeting  
2:30 p.m., Thursday, July 21, 2011  
Renaissance World Golf Village Resort  
500 S. Legacy Trail (World Golf Village)  
St. Augustine, FL**

**AGENDA**

**Call to Order** – Bob O’Neill

**Roll Call** – Barbara Golden

**Approval of June 16 Meeting Minutes**

**Treasurer’s Report** – David Mariotti

**Executive Committee Report** – Bob O’Neill

- Presentation by First Coast United Way regarding Homeless Shelter

**Executive Director’s Report** – Richard Goldman

- Florida’s First Coast Golf FY 2012 Budget Proposal
- Department Reports

**Other Business**

**Public Comments**

**Adjournment**

St. Augustine, Ponte Vedra & The Beaches  
 Visitors and Convention Bureau Board of Directors Meeting  
**2:00 p.m., Thursday, June 16, 2011**  
**Hampton Inn and Suites,**  
**95 Vilano Road,**  
**St. Augustine (Vilano Beach), FL**

### Minutes

**Call to Order:** Chairman John Fraser called the meeting to order at 2:05 p.m.

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

**Present:** John Fraser, Bob O'Neill, Irving Kass, Tina Klinkenberg, David Mariotti, Charles Cox, Virginia Whetstone, Vice Mayor Andrea Samuels, Commissioner Jay Morris.

**Not Present:** Jeffrey Oliasami, Kathy Fleming, Commissioner Errol Jones, Kirk Wendland.

**Staff Present:** Richard Goldman, Rick Hensler, Jay Humphreys, Evelyn Vazquez and Barbara Golden

**Others Present:** Paul Williamson, Beau Phillips, Michael Cunningham

**Approval of Minutes:**

A motion was made by Irving Kass to approve the May 19, 2011 VCB Board Meeting Minutes. The motion was seconded by Bob O'Neill. **Passed**

**Unanimously**

**Treasurer's Report** – David Mariotti reported that the VCB checking account balance at the end of May was \$394,338. Outstanding checks total \$24,741. The BOCC funds available are \$529,084 and the VCB liabilities are \$272,368. The VCB private sector fund balance as of June 1 was \$44,295. May income was \$100,978 (94% from PhotoFest income) and expenses were \$89,278 (95% was PhotoFest Expenses). There was an \$11,000 surplus for the month of May.

David also reported that Bed Tax Collections for the month of April totaled \$640,509. Collections were down 11 % from March, but 15% higher than February. There is currently a \$114,000 gain for the year in Bed Tax Collections.

**Motion for approval:**

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

**Executive Committee Report**

John Fraser reported that the Executive Committee reviewed the list of new partner applications. He presented the following list for Board approval:

Sara's Crepes Café  
 Solantic Baptist Urgent Care  
 St. Augustine Beach House (AKA Ocean Blue Motel)  
 St. Augustine TidBits (Information and advertising publication)  
 Where Visitor Publications  
 Sysco Jacksonville (Food Distributor)

**New Partners Approval:** Charles Cox made a motion to approve the slate presented for VCB Partnership. The motion was seconded by Bob O'Neill.  
**Approved Unanimously.**

The Executive Committee also discussed a request from United Way for \$5,000 to further the work of the Homeless Coalition. Two years ago a request was made and the VCB contributed \$5,000. It was determined at that time that if the United Way came back with another request for additional funds and that a report on the funds used must be presented along with a formal request for additional funds. The Executive Committee discussed that they would like to have United Way make a presentation to the Board on the program's progress.

Chairman Fraser also informed the Board that the VCB is being proactive in keeping the public informed about the local situation regarding wildfires. He commented that it is important to keep the public aware that we are not on fire so that there is not a repeat of the news that Florida is on Fire like in 1998.

Richard Goldman presented the summary of the VCB 2012 Marketing Plan. He informed the Board that the Marketing Plan is a working document. The 2011 Plan is 95% complete. His presentation included an overview of Strategies and Goals of the plan.

**Approval of Marketing Plan Process:** Bob O'Neill made a motion to proceed with the completion of the plan and submit it to the Tourist Development Council and the Board of County Commissioners for approval. The motion was seconded by Irving Kass. **Approved Unanimously**

Further discussion about the Marketing Plan: David Mariotti inquired about funding for closing cost for luring conferences. He requested that this program be reviewed for effectiveness. It was assured that the program was not a cash for contracts program but an incentive program and that there will be strict guidelines for applicants to use it for meeting services within the destination.

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

Richard Goldman introduced Terri Wanscott, representative from Book Direct, Jack Rabbit online booking engine. Ms. Wanscott presented the tiered service booking engine that can be made available for all lodging partners on the VCB website. The costs would be absorbed in the VCB budget and VCB partners will not be charged for using the service from the VCB website.

The presentation included an overview of the basic Book Direct Core Lodging Services and additional services that include Facebook and Mobile applications. Following the presentation, Virginia Whetstone requested that the VCB pursue the full package offered, including Facebook and mobile capabilities, so that all technologies available are taken advantage of.

Irving Kass inquired if the 2012 Budget allowed for the additional expense. Richard Goldman informed the Board that the Budget did allow for the full services.

**Action:** Virginia Whetstone made a motion that the VCB enter into an agreement for online booking services with Book Direct for a three year option, including additional services in the amount of \$29,735 to include the social media and mobile phone services. The motion was seconded by Bob O'Neill. **Approved Unanimously**

Richard Goldman informed the Board of the VCB's continued support of the Superior Small Lodging program. The VCB role is to fund inspections for the properties that are eligible to be a part of the program. Richard presented Virginia Whetstone with a Superior Small Lodging "White Glove Award" plaque recognizing the high rating of cleanliness and customer service at the Bayfront Inn.

### **VCB Reports**

Richard Goldman reported that the Bed Tax collections for April 2011 were up 6% and that collections from October through April are up 6% over last year.

The STR report indicates that May occupancy rate was down 3.7%, but up 4.2% for the year. The ADR is up 5.3% for April and 2.1% October through April. RevPAR was up 6.4% for the year and Demand is up 5.6%.

Richard reported that visitation to the VCB website was up 60% in May, likely a result of advertising placement. Search engines are accounting for 44% of the traffic to the website.

### **Visitor Inquiries**

Data presented from the inquiry report included stats on planning time and feeder markets. Campaigns and marketing efforts have been launched to accommodate visitors planning cycle.

**Department Reports**

Richard congratulated the sales team for exceeding their telemarketing goals by 28%.

Evelyn Vazquez reported that the Sales Team has been working with numerous tour operators and Gator Tours, which brings in two groups a week to St. Augustine. They will be bringing a group of Orlando based concierge service personal for a St. Augustine FAM in July.

She reported that Jaya is currently providing a series of IdSS workshops to assist our partners with taking advantage of the leads offered through that system.

Jay Humphreys reported on Communications Department initiatives. Total media impressions are up as are the advertising equivalent values.

Jay also reported that the Florida's Historic Coast iPad Application is live and that it could be downloaded for free from the iTunes store.

Jay informed the Board that the VCB Facebook Fan Page had added 1,355 new fans for a total of 33,153 Fans.

Barbara Golden reported that she had recently attended International Pow Wow with Evelyn Vazquez. She reported that she had met with more than 48 journalists at the Media Marketplace and in the VCB booth. Several of the journalists she met with plan to come to Florida's Historic Coast over the next year to cover THE PLAYERS, the 500<sup>th</sup> Commemoration of Ponce's discovery of Florida, the city's 450<sup>th</sup> and other topics. She also reported that she interviewed with Meetings Focus for a June feature.

Barbara also reported on some of the recent news about Florida's Historic Coast and thanked partners that contributed to hosting media. Samples of the printed stories were shared with Board members.

Richard Goldman reported that Florida's First Coast of Golf (FFCG) bookings in May were up significantly. Hotel rooms and golf rounds booked by FFCG realized a 15.5% increase over May 2010. FFCG advertising responses are up 285% YTD over 2010.

**Other Business:**

John Fraser asked to go on record in congratulating the VCB staff for the success and content presented at the State of the Tourism Industry with Peter Yesawich on June 13.

John also thanked those in the meeting audience for attending. And thanked Tina Klinkenberg and the Hampton Inn & Suites for hosting the meeting.

Charles Cox requested a brief update on the First America Foundation. Richard Goldman reported that the Foundation was disbanding and he will, as directed by the Board, continue to work with other organizations and Boards to assure that the commemorative planning moves forward and that there will be delivery on events.

Paul Williamson, who has been acting as liaison between the City and the Federal Commission will, for now, continue to play a role. He also commented that the City will take back the lead role of the commemorative planning efforts.

Bob O'Neil made a motion to adjourn. The motion was seconded by David Mariotti. **Approved Unanimously.**

**The meeting was adjourned at 4:25 p.m.**

Respectfully submitted on behalf of Secretary Tina Klinkenberg.

Barbara Golden

**St. Augustine, Ponte Vedra & The Beaches VCB**  
**June 30, 2011 Financial Statement**

All Balances are reported as of month end

<b>Checking Account Balance:</b>		\$	<b>305,400.01</b>
<b>Less Outstanding checks:</b>		\$	<b>(87,207.74)</b>
<b>Plus Deposits in transit</b>			

BOCC Funds Liability:		\$	529,084.00
LESS BOCC Funds Incoming	30-Jun	\$	174,044.06

Other Liability:

<b>TOTAL Liabilities:</b>		\$	<b>355,039.94</b>
---------------------------	--	----	-------------------

<b>VCB Fund Balance:</b>		\$	<b>54,019.04</b>
Note: Cash available			

<b>VCB:</b>			
Income for Month		\$	2,686.00
Expenses for Month:		\$	11,317.90
<b>Net VCB Monthly Activity</b>		\$	<b>(8,631.90)</b>

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	\$	640,509.00
	10-May	\$	628,265.00
	10-Jun		
	10-Jul		
	10-Aug		
	10-Sep		

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

**Fiscal Year 2008**

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

**Fiscal Year 2009**

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

**Fiscal Year 2010**

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

Per Penny

4% tax begins

**Fiscal Year 2011**

MONTH OF OCCUPANCY	GROSS	COMPARED TO PREVIOUS YEARS					NET	TC & CC
		PY vs CY \$	FY2010	REAL %	FY2009	FY2008		
October	\$ 430,251	\$131,120.18	43.8%	7.9%	31.9%	12.7%	\$ 421,645.75	\$ 8,605
November	\$ 383,954	\$123,491.55	47.4%	10.6%	29.0%	14.6%	\$ 376,275.34	\$ 7,679
December	\$ 381,742	\$112,687.40	41.9%	6.4%	41.4%	21.4%	\$ 374,107.16	\$ 7,635
January	\$ 386,666	\$93,051.63	31.7%	-1.2%	25.0%	1.0%	\$ 378,933.01	\$ 7,733
February	\$ 526,205	\$151,408.43	40.4%	5.3%	26.7%	3.2%	\$ 515,680.63	\$ 10,524
March	\$ 723,202	\$207,021.85	40.1%	5.1%	48.8%	17.3%	\$ 708,738.38	\$ 14,464
April	\$ 640,509	\$36,892.40	6.1%		42.4%	24.3%	\$ 627,698	\$ 12,810
May	\$ 628,265	\$45,046.90	7.7%		46.8%	22.1%	\$ 615,700	\$ 12,565
June								
July								
August								
September								
<b>TOTAL</b>	<b>\$ 4,100,795</b>	<b>\$ 900,720</b>	<b>-26.3%</b>		<b>-10.4%</b>	<b>-23.3%</b>	<b>\$ 4,018,779</b>	<b>\$ 82,016</b>

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

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-	Camp	%	PV+-	B&B	%	PV+-	TOTAL	
<b>2008</b>	<b>January '08</b>	\$ 271,484.43	70.9%		\$ 75,076.86	19.6%	\$ 5,939.43	1.6%		\$ 12,375.30	3.2%		\$ 18,069.16	4.7%		\$ 382,945.18	
	February	\$ 351,158.46	68.8%		\$ 109,253.80	21.4%	\$ 5,579.73	1.1%		\$ 15,327.43	3.0%		\$ 28,773.74	5.6%		\$ 510,093.16	
	March	\$ 414,792.33	67.3%		\$ 145,190.54	23.5%	\$ 8,615.36	1.4%		\$ 18,147.77	2.9%		\$ 29,847.98	4.8%		\$ 616,593.98	
	April	\$ 371,401.10	72.1%		\$ 93,528.46	18.2%	\$ 9,569.25	1.9%		\$ 13,988.39	2.7%		\$ 26,728.04	5.2%		\$ 515,215.24	
	May	\$ 375,123.89	72.9%		\$ 91,320.43	17.8%	\$ 11,956.61	2.3%		\$ 11,225.67	2.2%		\$ 24,804.84	4.8%		\$ 514,431.44	
	June	\$ 355,625.39	60.8%		\$ 183,185.10	31.3%	\$ 13,462.41	2.3%		\$ 9,183.69	1.6%		\$ 23,629.52	4.0%		\$ 585,086.11	
	July	\$ 332,676.89	58.1%		\$ 189,648.18	33.1%	\$ 15,794.08	2.8%		\$ 10,982.90	1.9%		\$ 23,882.55	4.2%		\$ 572,984.60	
	August	\$ 266,831.11	67.3%		\$ 92,711.05	23.4%	\$ 11,130.02	2.8%		\$ 7,076.32	1.8%		\$ 18,585.28	4.7%		\$ 396,333.78	
	September	\$ 164,900.91	73.9%		\$ 35,779.98	16.0%	\$ 5,038.00	2.3%		\$ 4,516.90	2.0%		\$ 12,764.98	5.7%		\$ 223,000.77	
	October	\$ 256,223.93	78.6%		\$ 39,326.33	12.1%	\$ 5,192.36	1.6%		\$ 8,028.27	2.5%		\$ 17,394.99	5.3%		\$ 326,165.88	
	November	\$ 234,167.54	78.7%		\$ 31,889.67	10.7%	\$ 4,522.80	1.5%		\$ 8,385.74	2.8%		\$ 18,663.52	6.3%		\$ 297,629.27	
	December	\$ 197,646.61	73.2%		\$ 37,430.14	13.9%	\$ 5,469.43	2.0%		\$ 9,712.25	3.6%		\$ 19,742.60	7.3%		\$ 270,001.03	
<b>2009</b>	<b>January '09</b>	\$ 205,972.34	66.6%	<b>-31.8%</b>	\$ 68,668.52	22.2%	<b>-9.3%</b>	\$ 5,111.65	1.7%	<b>-16.2%</b>	\$ 12,564.31	4.1%	<b>1.5%</b>	\$ 17,118.60	5.5%	<b>-5.6%</b>	\$ 309,435.42
	February	\$ 264,842.44	63.8%	<b>-32.6%</b>	\$ 111,626.05	26.9%	<b>2.1%</b>	\$ 5,673.36	1.4%	<b>1.7%</b>	\$ 14,073.86	3.4%	<b>-8.9%</b>	\$ 19,133.96	4.6%	<b>-50.4%</b>	\$ 415,349.67
	March	\$ 317,504.90	65.3%	<b>-30.6%</b>	\$ 118,121.52	24.3%	<b>-22.9%</b>	\$ 6,864.44	1.4%	<b>-25.5%</b>	\$ 16,216.09	3.3%	<b>-11.9%</b>	\$ 27,330.12	5.6%	<b>-9.2%</b>	\$ 486,037.07
	April	\$ 305,212.06	67.9%	<b>-21.7%</b>	\$ 95,033.94	21.1%	<b>1.6%</b>	\$ 10,654.87	2%	<b>10.2%</b>	\$ 15,784.10	3.5%	<b>11.4%</b>	\$ 23,109.03	5.1%	<b>-15.7%</b>	\$ 449,794.00
	May	\$ 314,628.48	73.5%	<b>-19.2%</b>	\$ 71,353.30	16.7%	<b>-28.0%</b>	\$ 11,334.46	3%	<b>-5.5%</b>	\$ 10,042.68	2.3%	<b>-11.8%</b>	\$ 20,485.06	4.8%	<b>-21.1%</b>	\$ 427,843.98
	June	\$ 281,768.06	58.2%	<b>-26.2%</b>	\$ 153,195.05	31.7%	<b>-19.6%</b>	\$ 17,813.17	3.7%	<b>24.4%</b>	\$ 9,873.83	2.0%	<b>7.0%</b>	\$ 21,197.73	4.4%	<b>-11.5%</b>	\$ 483,847.84
	July	\$ 310,128.92	57.3%	<b>-7.3%</b>	\$ 183,917.64	34.0%	<b>-3.1%</b>	\$ 18,672.99	3.4%	<b>15.4%</b>	\$ 9,997.74	1.8%	<b>-9.9%</b>	\$ 18,616.91	3.4%	<b>-28.3%</b>	\$ 541,334.20
	August	\$ 215,226.14	64.6%	<b>-24.0%</b>	\$ 80,479.47	24.2%	<b>-15.2%</b>	\$ 12,710.08	3.8%	<b>12.4%</b>	\$ 6,833.16	2.1%	<b>-3.6%</b>	\$ 17,740.45	5.3%	<b>-4.8%</b>	\$ 332,989.30
	September	\$ 167,738.98	70.7%	<b>1.7%</b>	\$ 39,823.97	16.8%	<b>10.2%</b>	\$ 8,134.17	3.4%	<b>38.1%</b>	\$ 6,553.16	2.8%	<b>31.1%</b>	\$ 15,123.58	6.4%	<b>15.6%</b>	\$ 237,373.86
	October	\$ 228,845.10	76.5%	<b>-12.0%</b>	\$ 38,721.61	12.9%	<b>-1.6%</b>	\$ 5,854.07	2.0%	<b>11.3%</b>	\$ 7,548.84	2.5%	<b>-6.4%</b>	\$ 18,160.97	6.1%	<b>4.2%</b>	\$ 299,130.59
	November	\$ 195,603.73	75.1%	<b>-19.7%</b>	\$ 32,506.00	12.5%	<b>1.9%</b>	\$ 6,435.77	2.5%	<b>29.7%</b>	\$ 9,591.51	3.7%	<b>12.6%</b>	\$ 16,325.87	6.3%	<b>-14.3%</b>	\$ 260,462.88
	December	\$ 184,899.62	68.7%	<b>-6.9%</b>	\$ 43,698.10	16.2%	<b>14.3%</b>	\$ 7,714.89	2.9%	<b>29.1%</b>	\$ 10,050.36	3.7%	<b>3.4%</b>	\$ 22,691.63	8.4%	<b>13.0%</b>	\$ 269,054.60
<b>2010</b>	<b>January</b>	\$ 185,777.04	63.3%	<b>-10.9%</b>	\$ 73,829.03	25.1%	<b>7.0%</b>	\$ 6,679.46	2.3%	<b>23.5%</b>	\$ 11,626.81	4.0%	<b>-8.1%</b>	\$ 15,702.37	5.3%	<b>-9.0%</b>	\$ 293,614.71
	February	\$ 226,111.53	60.3%	<b>-17.1%</b>	\$ 107,771.77	28.8%	<b>-3.6%</b>	\$ 7,703.66	2.1%	<b>26.4%</b>	\$ 13,691.29	3.7%	<b>-2.8%</b>	\$ 19,518.04	5.2%	<b>2.0%</b>	\$ 374,796.29
	March	\$ 333,651.43	64.6%	<b>4.8%</b>	\$ 122,687.81	23.8%	<b>3.7%</b>	\$ 13,090.92	2.5%	<b>47.6%</b>	\$ 17,658.14	3.4%	<b>8.2%</b>	\$ 29,092.28	5.6%	<b>6.1%</b>	\$ 516,180.58
	April	\$ 434,232.48	71.9%	<b>29.7%</b>	\$ 103,132.09	17.1%	<b>7.9%</b>	\$ 15,471.93	2.6%	<b>31.1%</b>	\$ 20,665.50	3.4%	<b>23.6%</b>	\$ 30,114.11	5.0%	<b>23.3%</b>	\$ 603,616.11
	May	\$ 411,472.34	70.6%	<b>23.5%</b>	\$ 108,897.29	18.7%	<b>34.5%</b>	\$ 17,830.85	3.1%	<b>36.4%</b>	\$ 15,758.31	2.7%	<b>36.3%</b>	\$ 29,259.69	5.0%	<b>30.0%</b>	\$ 583,218.48
	June	\$ 389,147.21	57.6%	<b>27.6%</b>	\$ 214,921.99	31.8%	<b>28.7%</b>	\$ 30,059.68	4.5%	<b>40.7%</b>	\$ 14,357.57	2.1%	<b>31.2%</b>	\$ 26,754.89	4.0%	<b>20.8%</b>	\$ 675,241.34
	July	\$ 445,474.95	52.1%	<b>30.4%</b>	\$ 318,914.97	37.3%	<b>42.3%</b>	\$ 40,167.27	4.7%	<b>53.5%</b>	\$ 16,920.27	2.0%	<b>40.9%</b>	\$ 33,075.69	3.9%	<b>43.7%</b>	\$ 854,553.15
	August	\$ 292,199.41	64.0%	<b>26.3%</b>	\$ 115,429.02	25.3%	<b>30.3%</b>	\$ 19,444.28	4.3%	<b>34.6%</b>	\$ 9,791.62	2.1%	<b>30.2%</b>	\$ 19,652.54	4.3%	<b>9.7%</b>	\$ 456,516.87
	September	\$ 266,455.80	70.1%	<b>37.0%</b>	\$ 64,865.40	17.1%	<b>38.6%</b>	\$ 15,036.32	4.0%	<b>45.9%</b>	\$ 9,563.25	2.5%	<b>31.5%</b>	\$ 24,345.48	6.4%	<b>37.9%</b>	\$ 380,266.25
	October	\$ 329,046.97	76.5%	<b>30.5%</b>	\$ 52,429.44	12.2%	<b>26.1%</b>	\$ 10,835.56	2.5%	<b>46.0%</b>	\$ 11,572.94	2.7%	<b>34.8%</b>	\$ 26,365.86	6.1%	<b>31.1%</b>	\$ 430,250.77
	November	\$ 290,251.36	75.6%	<b>32.6%</b>	\$ 45,461.88	11.8%	<b>28.5%</b>	\$ 11,746.17	3.1%	<b>45.2%</b>	\$ 12,955.29	3.4%	<b>26.0%</b>	\$ 23,539.73	6.1%	<b>30.6%</b>	\$ 383,954.43
	December	\$ 275,016.44	72.0%	<b>32.8%</b>	\$ 56,426.91	14.8%	<b>22.6%</b>	\$ 9,638.57	2.5%	<b>20.0%</b>	\$ 10,915.57	2.9%	<b>7.9%</b>	\$ 29,744.53	7.8%	<b>23.7%</b>	\$ 381,742.02
<b>2011</b>	<b>January</b>	\$ 243,093.99	62.9%	<b>23.6%</b>	\$ 96,236.74	24.9%	<b>23.3%</b>	\$ 11,616.48	3.0%	<b>42.5%</b>	\$ 13,584.08	3.5%	<b>14.4%</b>	\$ 22,135.05	5.7%	<b>29.1%</b>	\$ 386,666.34
	February	\$ 327,359.74	62.2%	<b>30.9%</b>	\$ 138,542.91	26.3%	<b>22.2%</b>	\$ 11,692.94	2.2%	<b>34.1%</b>	\$ 20,518.32	3.9%	<b>33.3%</b>	\$ 28,090.81	5.3%	<b>30.5%</b>	\$ 526,204.72
	March	\$ 467,899.20	64.7%	<b>28.7%</b>	\$ 175,893.48	24.3%	<b>30.2%</b>	\$ 18,572.24	2.6%	<b>29.5%</b>	\$ 24,532.59	3.4%	<b>28.0%</b>	\$ 36,304.92	5.0%	<b>19.9%</b>	\$ 723,202.43
	April	\$ 437,607.92	68.3%	<b>0.8%</b>	\$ 129,594.03	20.2%	<b>20.4%</b>	\$ 19,796.69	3.1%	<b>21.8%</b>	\$ 21,426.93	3.3%	<b>3.6%</b>	\$ 32,082.94	5.0%	<b>6.1%</b>	\$ 640,508.51
	May	\$ 436,602.29	69.5%	<b>5.8%</b>	\$ 123,876.36	19.7%	<b>12.1%</b>	\$ 21,830.66	3.5%	<b>18.3%</b>	\$ 14,601.45	2.3%	<b>-7.9%</b>	\$ 31,354.62	5.0%	<b>6.7%</b>	\$ 628,265.38

Occupancy Month	Anastasia Isl		PVB		St. Augustine Villano/N. Bch		St. Augustine Shores/South		WGV I95/16/207 W		Palencia		OTHER	% TTL	TOTAL
	32080	% TTL	32082	% TTL	32084	% TTL	32086	% TTL	32092	% TTL	32095	% TTL			
<b>Fiscal Year 2011</b>															
<b>OCT</b>	\$106,976.99	24.9%	\$119,029.25	27.7%	\$145,167.80	33.7%	\$1,388.61	0.3%	\$45,870.87	10.7%	\$9,575.93	2.2%	\$2,241.32	0.5%	\$ 430,250.77
<b>NOV</b>	\$ 81,731.13	21.3%	\$ 112,506.80	29.3%	\$ 136,571.46	35.6%	\$ 1,955.64	0.5%	\$ 41,431.53	10.8%	\$ 7,771.31	2.0%	\$ 1,986.56	0.5%	\$ 383,954.43
<b>DEC</b>	\$88,770.23	23.3%	\$95,794.49	25.1%	\$143,615.10	37.6%	\$1,556.69	0.4%	\$42,395.47	11.1%	\$7,629.59	2.0%	\$1,980.45	0.5%	381,742.02
<b>JAN</b>	\$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
<b>FEB</b>	\$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
<b>MAR</b>	\$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
<b>April</b>	\$215,429.71	34%	\$161,235.80	25%	\$196,024.07	31%	\$2,358.68	0%	\$52,899.15	8%	\$10,449.64	2%	\$2,111.46	0%	640,508.51
<b>May</b>	\$187,605.13	30%	\$209,066.58	33%	\$171,551.26	27%	\$1,141.76	0%	\$47,151.25	8%	\$9,378.85	1%	\$2,370.55	0%	628,265.38
<b>June</b>															
<b>July</b>															
<b>August</b>															
<b>September</b>															
<b>FY YTD</b>	\$ 1,259,071.15		\$ 1,058,943.61		\$ 1,288,468.54		\$ 16,313.48		\$ 382,965.62		\$ 76,005.61		\$ 19,026.65		4,100,794.66
<b>% OF TTL</b>	30.7%		25.8%		31.4%		0.4%		9.3%		1.9%		0.5%		

# St. Augustine, Ponte Vedra & the Beaches VCB

## Measurement Dashboard

### June 2011



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



Good



Not Significant

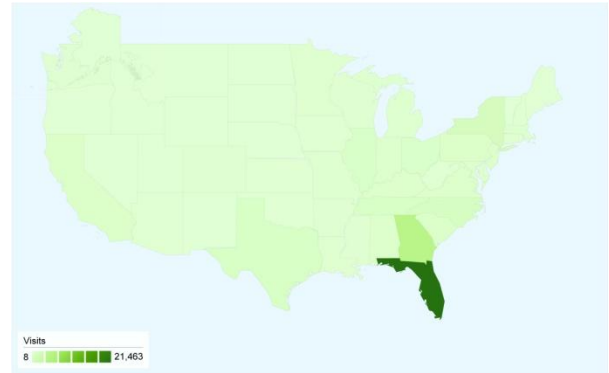


Needs Attention

#### ENGAGEMENT

	LM	LY	B
Time on Site: <b>4.28</b> <i>Minutes</i>	↑	↑	2.56
Bounce Rate: <b>31.5%</b> <i>of Home Page</i>	↓	↑	33%
Bounce Rate: <b>36.2%</b> <i>Overall</i>	↓	↓	45%

#### VISITORS BY GEOGRAPHY



#### ACTIVITY

	LM	LY	B
42,516 visits	↓ 7%	↓ 30%	
225,687 visits to date 2011		↓ 4%	
214,906 pg views	↓ .5%	↑ 3%	
1,059,743 pg views to date 2011		↑ 15%	

#### SOURCES OF TRAFFIC



<b>Search Engines</b>	8,991.00 (21.15%)
<b>Referring Sites</b>	4,184.00 (9.84%)
<b>Direct Traffic</b>	3,469.00 (8.16%)
<b>Other</b>	25,872 (60.85%)

2010 Baseline average percentages:

<b>Search Engines:</b>	44%
<b>Direct Traffic:</b>	31%
<b>Other Websites:</b>	25%

#### MOST REQUESTED PAGES

1. Home: 43,938
2. Attractions: 13,951
3. History: 8,885
4. Accommodations: 7,211
5. Outdoors: 6,863
6. Culture: 5,039
7. Events/Calendar: 4,865
8. Luxury & Romance: 4,357
9. Hot Deals: 3,592
10. Search: 2,472

#### ONLINE CAMPAIGN RESPONSE

Google Paid Search: 22,298  
 Pandora Tile Ad/Skin: 647  
 Summer 201: 563  
 Consumer Interests: 227

**Total Online Campaign Responses:  
25,872**

#### CONVERSION BREAKDOWN

	LM	B
Guide Orders: 310	↑	.3%
Property Profile Views: 9,142	↑	3%

#### SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

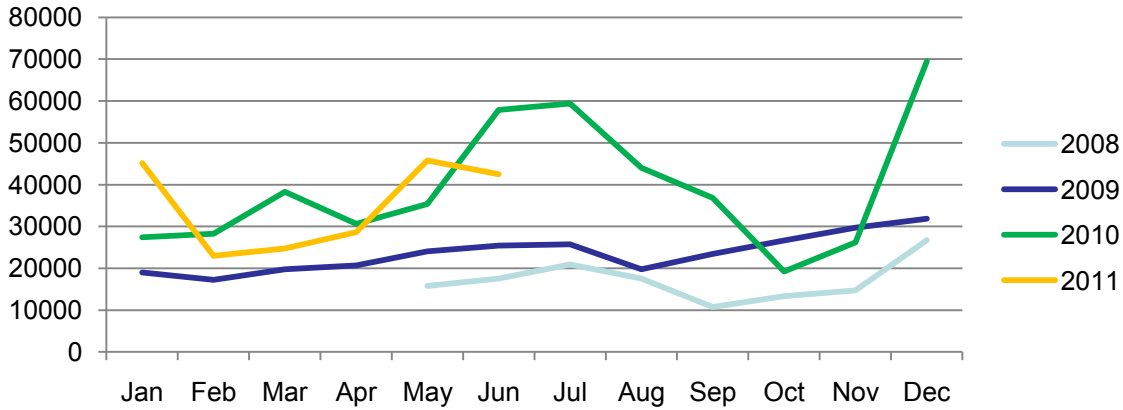
**4.3%**  
of total pg views\*

**9,452**

Signals of Intent to Travel

See conversion breakdown to the left.

### Visits by Month - 2008-2010

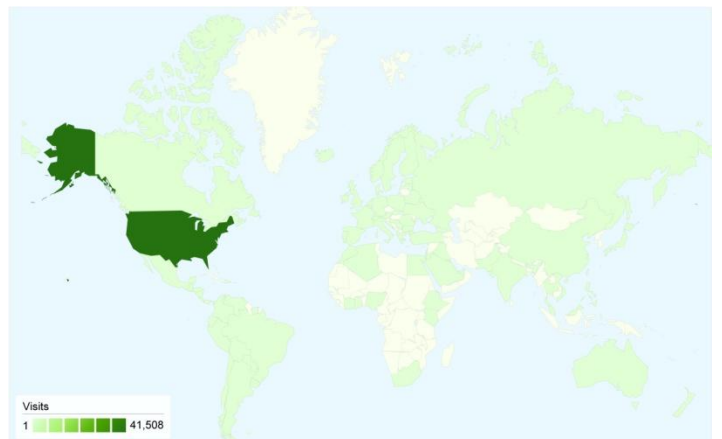


### Visits by Day for This Month



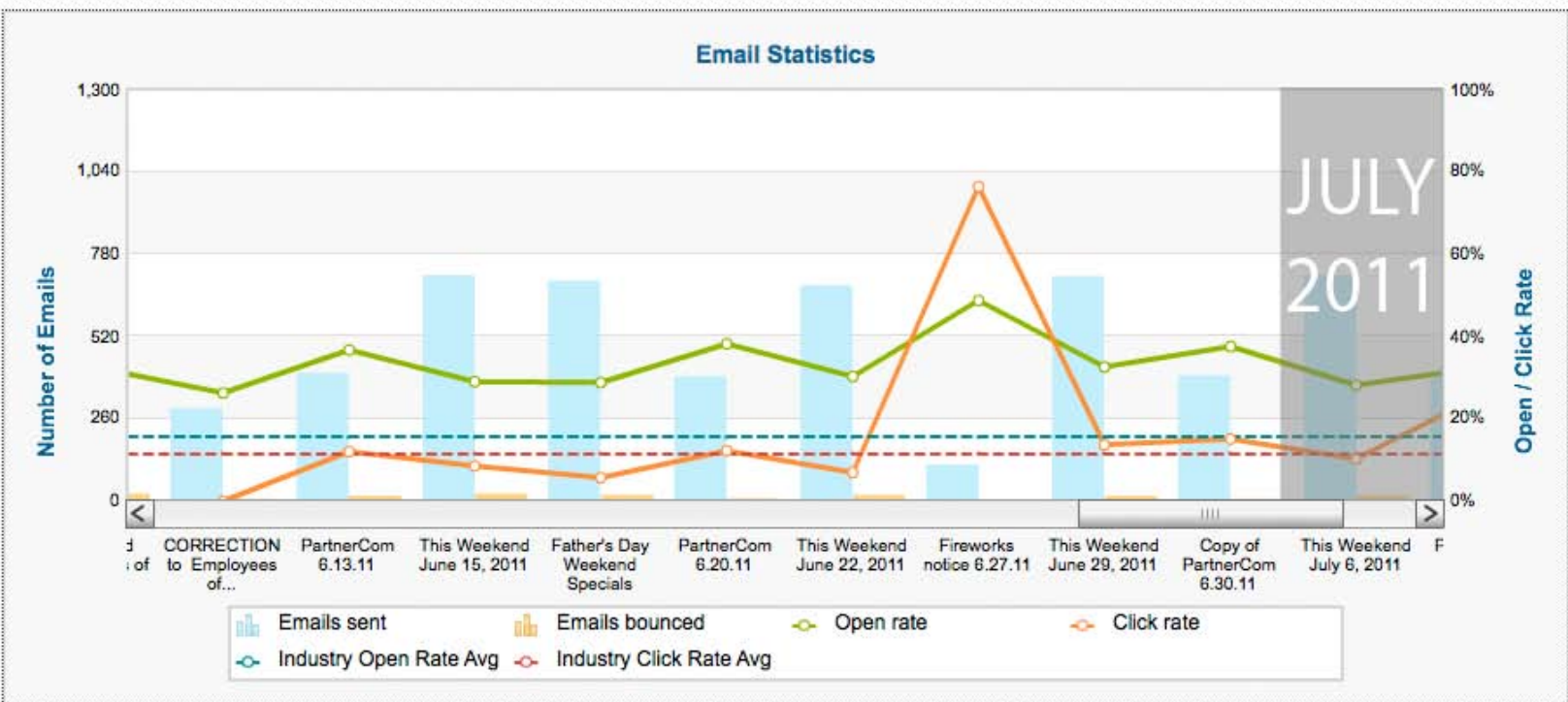
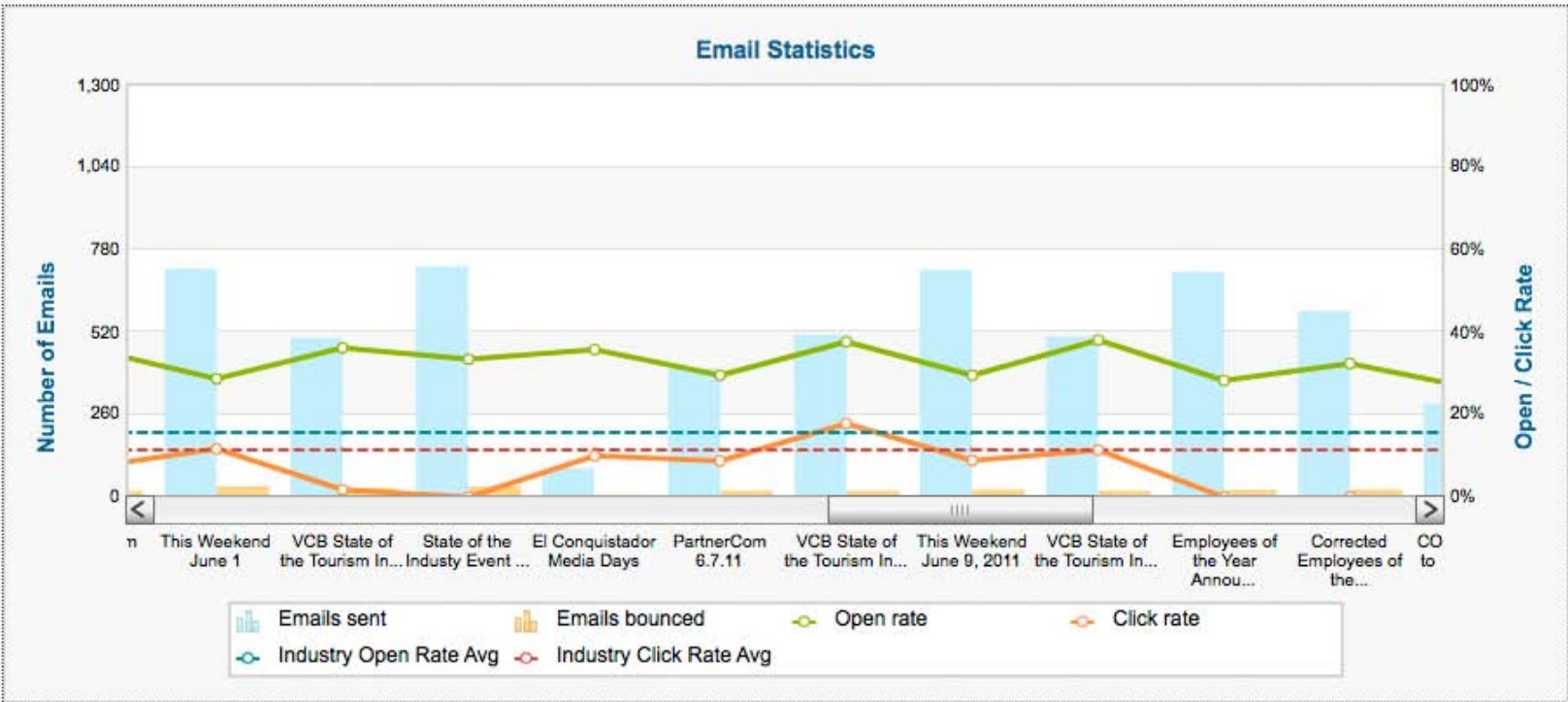
### International

	LM	Percent Change
<b>USA</b>	<b>41,508</b>	<b>↓ 7%</b>
<b>International</b>	<b>1,008</b>	<b>↓ 24%</b>
<i>Unique visits for Month</i>		
<b>Canada</b>	<b>235</b>	<b>↓ 35%</b>
<b>Germany</b>	<b>83</b>	<b>↓ 32%</b>
<b>UK</b>	<b>175</b>	<b>↓ 37%</b>

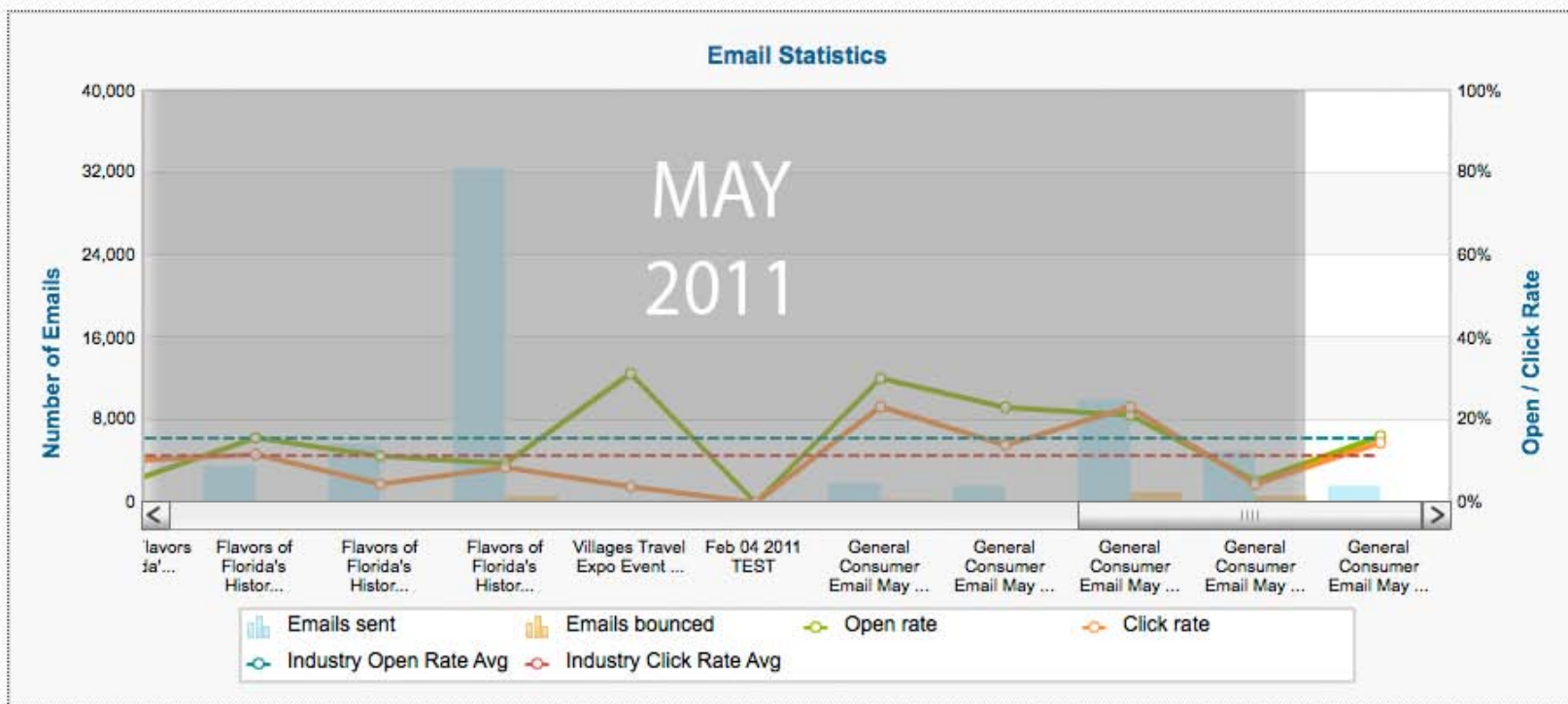


# VCB INDUSTRY EMAIL BLAST STATISTICS

## JUNE 2011



# VCB CONSUMER EMAIL BLAST STATISTICS JUNE 2011



Insights > St. Augustine, Florida > Users

+ Create an Ad

New Likes? **2,281** ↑ 35%    Lifetime Likes? **35,650**    **14,007** ↓ 1.8%

Date Range: [ ] to: [ ] **Apply**

Week Month

Active Users?

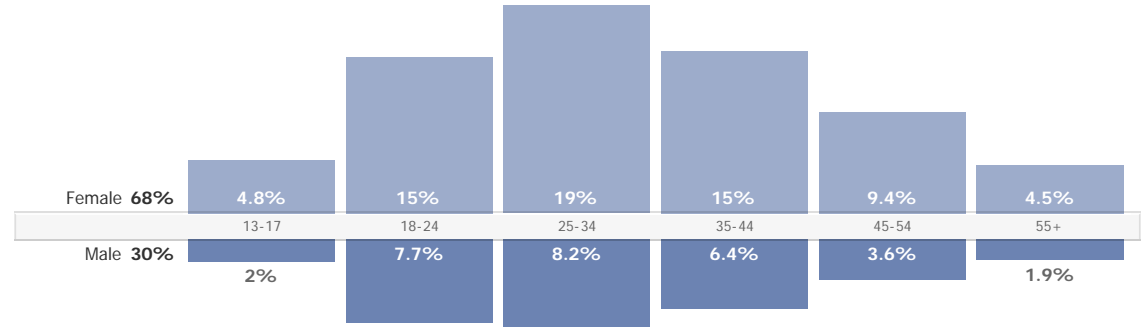
Daily Active Users Breakdown?

New Likes? **Daily** Total Like Sources?

1,286	Unknown
773	Suggestions
112	User Profile
59	Search
28	Stream
10	Nearby
1	Messages

Demographics

Gender and Age?



Countries?

Cities?

Language?

**33,502** United States  
**436** Canada  
**178** United Kingdom  
**157** Germany  
**50** Italy  
**40** France  
**32** Japan  
[More](#)

**5,011** Jacksonville  
**4,900** Atlanta  
**1,938** Tampa  
**1,568** Livingston  
**1,081** Gainesville  
**838** Orlando  
**802** Dallas  
[More](#)

**33,613** English (US) **16**  
**882** English (UK)  
**114** English (Pirate)  
**108** Spanish  
**94** German  
**57** French (France)  
**29** Italian  
[More](#)

## Activity

### Page Views?

### Total Tab Views?

**3,779** St Augustine  
**2,193** Wall  
**315** Photos  
**162** Information  
**51** Video  
**30** | friendactivity  
**12** | notes  
**3** | taggednotes

### External Referrers?

**151** floridashistoriccoast.com  
**32** erickvillaran.com  
**23** google.com  
**15** m.floridashistoriccoast.com  
**7** 10best.com  
**7** visitflorida.com  
**6** cdn.statics.live.spongecell.com  
**6** bing.com  
**5** spongecell.com  
[More](#)

### Media Consumption?

**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	8						40	623	
Magazine and Newspaper Inserts	4	1,500	93	-	2	-	2	1,011						2,612	424	516%
Consumer Magazines	996	165	5,035	4,727	7,050	4,956	4,459	15,508						42,896	5032	752%
Consumer Online	267	306	402	822	538	507	290	578						3,710	3719	0%
Past Marketing Initiatives	2,780	1,180	415	290	126	164	86	48						5,089	4579	11%
Billboard	-	-	-	-	0	-	-	-						-	0	
Television, Out of Home, Outdoor & E-Marketing	-	-	-	-	0	-	-	-						-	0	
Other/Unknown	30	26	27	41	45	29	21	31						250	213	17%
Previous Visitor	10	17	8	23	12	15	18	12						115	119	-3%
VCB Referral	11	2	5	13	14	11	4	56						116	169	-31%
Friend/ Family	9	15	9	7	15	21	10	21						107	118	-9%
Weddings	-	-	-	-	-	-	-	-						-	31	-100%
Travel Agent	1	2		9	12	5	3	3						35	34	3%
<b>Total for FY 2011</b>	<b>4,108</b>	<b>3,213</b>	<b>5,995</b>	<b>5,940</b>	<b>7,821</b>	<b>5,711</b>	<b>4,906</b>	<b>17,276</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>54,970</b>	<b>15,061</b>	<b>265%</b>
<b>FY10 Totals</b>	<b>1,389</b>	<b>1,307</b>	<b>767</b>	<b>1,879</b>	<b>1,806</b>	<b>3,447</b>	<b>1,605</b>	<b>2,861</b>	<b>5,591</b>	<b>3,315</b>	<b>1,267</b>	<b>3,258</b>				
<b>% Change</b>	<b>196%</b>	<b>146%</b>	<b>682%</b>	<b>216%</b>	<b>333%</b>	<b>66%</b>	<b>206%</b>	<b>504%</b>	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>	<b>-100%</b>				
WEB REQUESTS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP		YTD 2011	FYTD 2010	FY11/FY10 Percent Change
FloridasHistoricCoast.com	261	298	396	808	524	309	276	279						3,151	3,674	-14%
COSA.com	-		-	-	-	-	-	-						-	-	
Google October-November 2010	-	3	-	-	-	-	-	-						3	-	
Other/Unknown	6	5	6	14	14	6	5	3						59	41	44%
Travel Meredith							1	4						5	-	
Augustine.com	-					192	8	292						492	-	
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	34					298	34%	27%	28%
No	70	61	41	49	118	81	72	83					575	66%	73%	72%
Total No of Responses	95	86	74	142	147	118	94	117	0	0	0	0	873			
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	3					42	5%	5%	5%
2 days	9	20	16	10	6	9	6	12					88	10%	10%	10%
3 days	35	20	14	27	44	38	26	32					236	27%	18%	20%
1 week	25	13	18	50	43	38	32	41					260	30%	36%	36%
2 weeks	4	4	5	16	17	7	3	5					61	7%	6%	6%
3 weeks	0	2	0	3	0	2	3	1					11	1%	1%	2%
1 to 3 months	3	6	2	2	4	0	4	3					24	3%	3%	3%
Don't Know	17	13	10	29	24	23	15	20					151	17%	20%	19%
Total No of Responses	95	86	74	142	147	118	94	117	0	0	0	0	873			

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	7					46	5%	6%	7%
2	51	48	30	70	80	55	43	48					425	49%	49%	47%
3	13	10	7	12	9	5	10	7					73	8%	7%	8%
4+	19	14	22	34	34	41	22	36					222	25%	25%	27%
Unknown	9	8	11	20	18	10	12	19					107	12%	12%	11%
Total No of Responses	95	86	74	142	147	118	94	117	0	0	0	0	873			
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	100					712	82%	81%	78%
B&B	3	3	2	2	6	2	2	2					22	3%	4%	4%
Hotel/Motel	8	9	5	21	13	18	7	12					93	11%	11%	13%
RV Park	0	1	1	1	3	1	2	0					9	1%	1%	1%
Condo	3	1	0	5	11	6	3	2					31	4%	2%	3%
Efficiency/Suite	0	0	0	0	1	0	1	0					2	0%	1%	1%
Single Family Home	1	0	0	1	0	0	1	1					4	0%	1%	1%
Total No of Responses	95	86	74	142	147	118	94	117	0	0	0	0	873			
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	58					413	47%	42%	41%
One Month to Three Months	34	17	16	49	38	31	22	20					227	26%	28%	28%
Four Months to Eight Months	10	8	8	27	15	14	12	16					110	13%	15%	15%
Nine Months or More	1	4	0	5	20	16	13	9					68	8%	5%	7%
Unknown or Refused	10	4	5	13	3	3	3	14					55	6%	10%	9%
Total No of Responses	95	86	74	142	147	118	94	117	0	0	0	0	873			
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	1,226						6,481	3,081	6,966
New York	240	101	362	283	426	219	189	563						2,383	704	1,213
Ohio	185	91	208	185	315	221	229	1,153						2,587	655	1,029
Pennsylvania	235	95	264	256	349	356	190	496						2,241	595	1,007
Georgia	307	776	233	675	447	395	282	745						3,860	784	2,048
Texas	172	61	410	265	439	290	453	446						2,536	582	1,464
North Carolina	101	51	251	646	347	241	211	460						2,308	528	857
California	197	74	516	190	522	102	143	329						2,073	399	672

**Visitor Center Inquiries  
June 2011**

**Ponte Vedra Beach Chamber of Commerce**

	June 2011	YTD
<b>Total Visitors</b>	<b>56</b>	<b>355</b>

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

	June 2011	YTD
<b>Total Visitors</b>	<b>33,044</b>	<b>286,983</b>

**St. Augustine Beach Visitors Center**

	June 2011	YTD
<b>Total Visitors</b>	<b>1,233</b>	<b>12,269</b>

**Jacksonville Airport Visitor Information Center**

	June 2011	YTD
<b>St. Augustine</b>	<b>1,384</b>	<b>6,386</b>
<b>Ponte Vedra</b>	<b>60</b>	<b>731</b>

**Total Inquiries at Visitors Centers**

	Total June 2011	Oct - May YTD Totals
	<b>35,777</b>	<b>306,724</b>



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

### Inquiries:

- The Tasting Room
- TPC Sawgrass
- Peterbrooke Chocolatier Anastasia Island
- The Plantation at Ponte Vedra
- Resort Rentals of St. Augustine
- Relson Gracie Academy Saint Augustine (Martial Arts Academy)
- St. Augustine Weddings and Special Events Association
- Caribongo (clothing retail - St. George Street)
- Meehan's Irish Pub
- Little Lane Photography

### Partners Applied (requires Board Action):

- TPC Sawgrass (Clubhouse)
- The Tasting Room (Restaurant)
- Florida Living History
- Resort Rentals of St. Augustine (Vacation Rentals)
- Peterbrooke Chocolatier Anastasia Island
- Caribongo (clothing retail - St. George Street)
- Meehan's Irish Pub (restaurant)

### Partners Approved Previously:

- Sara's Crepes Café
- Solantic Baptist Urgent Care
- Saint Augustine Beach House (FKA Ocean Blue Motel)
- St. Augustine TidBits (Informational and Advertising Pub)
- Where Visitor Publications
- Sysco Jacksonville (Food Distributor)

### FY 2011 Partnership Recap

- New Partner Businesses FY 2011 – 43
- Total Partners April 2011 - 259



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

### Creative, Advertising and Promotions

- VCB State of the Tourism Industry collaterals & event
- General Consumer email campaign email deployment & database review
- 2011 Summer-Fall COE layout
- 2012 Travel Planner bid sourcing and RFP
- *Celebrate: Fifteen & Forever* cover design
- *Group & Meeting Guide* layout
- Heritage Alliance Map site list conversion for website
- FHC website redesign review
- Battle of Bloody Mose, CAT II poster & flyer printing
- Employee of the Year certificates
- FHC website home page weekly screenshot archive
- New design formats of VCB/FHC logo
- Ongoing creative review & support to YPartnership - Outdoor/

### 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

- *Flavors of Florida's Historic Coast* collaterals
- *Celebrate: Fifteen & Forever* quince & bridal expo collaterals
- *Group & Meeting Guide* update and redesign
- Consumer email response process outline
- FHC branding guide design
- Restructuring of VCB Image Library via SmugMug
- Photographs for email and web promos
- Weekly PartnerCom email design & deployment
- Monthly consumer email deployment
- Monthly report
- Ongoing research - web programming webinars and educational resources
- YPartnership - ongoing creative review & support



## Sales Department Report:

June 2011

Evelyn Vazquez, Director of Sales

Kristi Hansman, Conference Sales Manager

Jaya Larkin, Sales Coordinator

### June Highlights:

#### Site Visits

- Family Reunion 2012 Site Visit 06/09
- Site inspection insurance planner SA & PVB 6/13-15
- Site inspection new national accounts manager, Sawgrass 6/16
- Site inspection ets senior planners (2) 6/16
- Site inspection SA 6/17
- Medical supply conference pre-planning Sawgrass Marriott 6/20
- Site Visit Renaissance Resort-Florida Huddle 6/22
- Site inspection Renaissance Resort financial meeting planner 6/24
- St. Johns Co. Site Visit/Lunch Apt with Bob Ross – Dev. Director for NAS JAX USO TBD
- Gator Tours/Grayline Tours--Central Florida Concierge's Fam Tour & mini-tradeshaw 6/29
- Site inspection medical supply senior planner 6/29
- Site inspection off site venues, Kristen Thompson, Director of Events Renaissance Resort 6/30

#### Upcoming Site Visits

- Site Visit with AAA Seminole Counselor 7/9-11
- Site inspection underground railroad association 7/12-13
- Site inspection incentive group 7/15
- Site Visit with Isabel Albuerne, The Event Lady July 27-29, 2011

#### Sales Initiatives

- Destination Showcase Chicago with Lisa Miller, Renaissance Resort 6/1-2
- Hosting meeting planner lunch for approx.10, Capital Grille-Rosemont 6/3

#### Upcoming Sales Initiatives

- SWANA Client Site Visit and Luncheon at Renaissance & Sawgrass 07/12
- Pro Tomlinson UNF – St. Augustine Overview and Luncheon Meeting 07/13
- Ted Turowski w/ United Coast Guard Lunch Meeting 07/14
- Tampa Bridal Show 07/17
- Tampa Bridal Show, July 17, 2011
- MPIWEC Orlando 7/23-26
- Teacher's FamTour, August 8-9, 2011
- How to work with a Receptive Tour operator Workshop, August 10 or 17, 2011
- Connect Marketplace, August 12-14, 2011
- Chuck Cook & Assoc., August 19-20, 2011
- Quince Trade Seminar, August 22 & 23, 2011
- Jax Bridal Show, Sept. 11, 2011
- Bridal/Quince Expo, Sept. 17-18, 2011

#### Meetings

- Leisure Sales Committee-TBD
- NFMPI-6/14
- CSC meeting Hilton Historic Bayfront 6/21

#### Upcoming Meetings

- Meeting Sawgrass Marriott, S. Kelly, senior sales director 7/6
- North Florida Meeting Planners International (NFMPI) monthly meeting 7/12
- First Coast Hispanic Chamber of Commerce-7/14
- Meeting with Luis Vienrich, Eco Latino & De Paseo 7/14
- Society of Government Meeting Planner (SGMP)chapter meeting Gainesville & sales calls UF 7/21
- Meeting with Isabel Albuerne, The Event Lady July 27, 2011

#### iDSS One on One Training

- Conference call with Angela with Jacks or Better 06/02
- Quarterly iDSS Orientation 06/28

**St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau  
Sales Department Report JUNE 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
<b>JUNE - TOTALS FOR ALL SEGMENTS</b>											
LEADS ISSUED - ALL SEGMENTS	26	21	24%	67	63	6%	190	189	1%	250	76.00%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	6,994	4,584	53%	14,555	13,750	6%	42,568	41,256	3.18%	55,000	77.40%
DEFINITE ROOM NIGHTS - ALL SEGMENTS	123										
TENTATIVE ROOM NIGHTS - ALL SEGMENTS	1,199										
CANCELLED ROOM NIGHTS - ALL SEGMENTS	0										
LOST ROOM NIGHTS - ALL SEGMENTS	20										
NON HOTEL LEADS - ALL SEGMENTS	80										
SITE INSPECTIONS - ALL SEGMENTS	2										
TELEMARKETING CALLS - ALL SEGMENTS	84	84	0%	257	252	2%	945	756	25%	1,000	94.50%
	<b>MONTHLY TOTAL</b>			<b>3RD QUARTER TOTALS</b>			<b>YEAR TO DATE TOTALS</b>				
TRADE SHOWS	1			3			17				
Destination Showcase - Chicago, IL (06-2-2011)											



## COMMUNICATIONS DEPARTMENT REPORT: June 2011

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

### June 2011 Media Results:

# of print and internet news media impressions: 1,393,968,472

Value of equivalent advertising: \$627,298

### Social Media Monitoring:

Total Number of Social Media Stories posted: 831

Publicity Value: \$81,731

Number of FACEBOOK Fans added in June – **1,958**

Total number of fans as of June 30: **35,111**

### JUNE 2011 REPORT:

#### Stories Pitched:

Eco-Tours, Upcoming anniversaries, Pirate Museum, El Conquistador, Alligator Farm zip line, PV resorts, faith-based travel, what's new, Civil Rights tours, First Thanksgiving, pirates, art and EMMA concerts pitched to the following members of the Society of American Travel Writers in one-on-one sessions: Ruth Hill, Alan Macher, Jennifer Mariejowski, Kathy Strach, Beth Adams-Smith, David Land, Kristi Casey Sanders, Annette Thompson, Carol Timblin, Bob Jenkins, Dave Hunter, David Noyes, Theresa Medell, Martha Steger -- Jay  
Claire Simms, First Coast News, Cap Rouge Day at Alligator Farm -- Jay  
Paul Love, Florida Travel + Life, dining and evening entertainment on Aviles Street – Barbara

#### Media Inquiries:

Justine Griffin, The Record, El Conquistador impact – Jay  
Tom Latos, Ocala News-Gazette, July events – Jay  
Ramon Rivera, Mercado de Convenciones, Meeting Planners Handbook – Jay  
Claire Simms, First Coast News, VCB marketing budget – Jay  
Leslie Abramavel, Miami Herald, "What's New" in SAPV&B – Jay  
Kevin Turner, Jacksonville Magazine, El Conquistador – Jay  
Maggie Fitz-Roy, Jacksonville Magazine, Fountain of Youth – Jay  
Roberta Sandler, freelance writer, General William W, Loring – Jay  
Jennifer Edwards, The Record, July 4<sup>th</sup> festivities -- Jay  
Provided film footage to Tyler Stringer for inclusion in "Drinking Made Easy" for Travel Channel show – Barbara  
Janaina Brilhante, Brazil Travel Tech, arrangements for July visit and filming – Barbara  
Erica Vest, information about St. Augustine attractions with military discounts – Barbara

Hancel Deaton, Orlando Magazine Fall events – Barbara  
 Marnie Hunter, CNN , One Tank Trips - What's New on Florida's Historic Coast – Barbara

**Image Access:**

Kelly Tomas, Coastal Living, fireworks over Castillo – Barbara  
 Leigh Cort, images to accompany Sarah's Crepes information – Barbara  
 Robert Cortez, Where to Retire, images to accompany feature in September/October issue- Barbara  
 Blake Stouffer, images to accompany content in Florida Golf & Fishing Guide – Barbara  
 Kelly McPherson, Florida Travel & Lifestyle Magazine, images to accompany Sept/Oct feature about coastal Florida – Barbara  
 Hancel Deston, Orlando Magazine, Fall Events feature – Barbara  
 Marnie Hunter, CNN, images for one tank trips and what's new – Barbara  
 Jennifer Audette, The Leger, story about 4<sup>th</sup> of July events – Barbara  
 Darlene Feliciano- AT&T Community pages – Barbara  
 Jennifer Rodibaugh, American Heritage, conquistador images -- Jay

**News Releases:**

Tourism Employees of the Year – Jay  
 El Conquistador Media Day – Jay  
 This Weekend (3) – Jay  
 Father's Day Events -- Jay

**Writers Hosted:**

Ruthie Barrows and Carlos DiTucci, Syndicated News Service – Jay  
 Julie Gerber, Family travel to St. Augustine for GerberBabies2 Blog – Barbara  
 (5 journalists) Media tour arranged by Zimmerman Agency for Casa Monica – coordinated activities, tours and programs – Barbara

**Broadcast and Film:**

Todd Loomis, Disney Radio, 30-minute interview about destination – Jay  
 Sabrina Esposito, Dateline NBC, location assistance – Jay  
 Teresa Marstenberg, The Florida Channel, interviews for Florida Crossroads program about SA's history -- Jay

**Promotional Programs:**

Promotional getaway to run in November issue of Ladies Home Journal – Barbara

**Other:**

Took Whetstones Chocolate Tour – Jay and Barbara  
 Updated and proofed July through October events calendar – Barbara and Jay

Coordinated Tourism Employee of the Year Awards – Jay  
Attended Society of American Travel Writer Conference in Pittsburgh – Jay  
Worked on proposal to host 2012 Society of American Travel Writers Conference – Jay  
Completed Communications Section for 2012 Marketing Plan – Jay & Barbara  
Completed July Calendar of Events for MINT magazine – Jay  
Prepared and issued smoke and weather advisories – Jay  
Found St. Augustine birding segment from CBS Sunday Morning -- Jay  
Reported business coverage from news clips to Partners ongoing – Barbara  
Prepared Marketing Plan outline template – Barbara  
Participated in planning of VCB State of Industry workshop – Jay and Barbara  
Arranged all Board meeting materials and meeting – Barbara  
Updates to [www.VisitPonteVedra.com](http://www.VisitPonteVedra.com), and getaway package landing pages – Barbara  
Prepared and updated VCB 2011 Hurricane Crisis Plan – Barbara  
Began planning and implementation of Marketing strategies for October's Flavors of Florida's Historic Coast – Barbara

St. Augustine, Ponte Vedra & The Beaches

Communications Department Monthly Report - Executive Summary FY 2011

Media Impressions	Apr-11	May-11	Jun-11	Apr-10	May-10	Jun-10	6/2011 compare to 6/2010	YTD Compare to FY 2010			
								YTD FY2011	FY 2010	% difference	FY 2011 Totals
National	261,128,340	554,042,707	1,378,487,678	7,828,430	122,672,222	12,480,337	10945%	2,371,512,835	195,284,465	1114%	209,060,748
Florida	19,447,721	18,538,640	13,875,093	768,320	4,389,702	1,886,657	635%	68,770,692	17,679,004	289%	29,659,298
International						52,975		386,830	2,630,264		2,630,264
**Web				90,620,466	57,210,554	148,950,840	-100%	572,420,439	1,144,686,902	-50%	1,818,517,584
Broadcast	33,151,630		453,671					41,926,578	3,127,000		3,127,000
Events	5,007,754		1,152,030	1,258,938	11,568,218	1,557,656	-26%	50,112,373	24,542,263	104%	43,128,396
<b>Total</b>	<b>318,735,445</b>	<b>572,581,347</b>	<b>1,393,968,472</b>	<b>100,476,154</b>	<b>195,840,696</b>	<b>164,928,465</b>	<b>745%</b>	<b>3,105,129,747</b>	<b>1,387,949,898</b>	<b>124%</b>	<b>2,106,123,290</b>

Value of Impressions	Apr-11	May-11	Jun-11	Apr-10	May-10	Jun-10	4/2011 compare to 4/2010	YTD Compare to FY 2010			
								YTD 2011	FY 2010	% difference	FY 2011 Totals
National	\$89,089	\$467,379	\$607,732	\$69,316	\$1,346,738	\$227,501	167%	\$1,761,274	\$2,400,318	-27%	\$2,707,743
Florida	\$19,025	\$250,412	\$15,097	\$13,442	\$44,115	\$15,473	-2%	\$380,601	\$231,167	65%	\$395,420
International						\$40,000		\$18,460	\$148,494	-88%	\$148,494
Broadcast	\$27,462		\$908					\$33,780	\$18,600	82%	\$18,600
Events	\$8,175		\$3,561	\$14,209	\$56,264	\$10,462	-66%	\$55,818	\$156,622	-64%	\$334,826
**Web stories				\$68,462	\$62,050	\$157,664	-100%	\$2,538,302	\$838,793	203%	\$1,020,537
<b>Total</b>	<b>\$143,751</b>	<b>\$717,791</b>	<b>\$627,298</b>	<b>\$165,429</b>	<b>\$1,509,167</b>	<b>\$451,100</b>	<b>39%</b>	<b>\$4,788,235</b>	<b>\$3,793,995</b>	<b>26%</b>	<b>\$4,625,621</b>

New for FY 2011	Apr-11	May-11	Jun-11	Apr-10	May-10	Jun-10	3/2011 compare to 3/2010	YTD Compare to FY 2010			
								YTD FY2011	FY 2010	% difference	FY 2011 Totals
<b>Social Media Monitoring</b>											
Number Social Media Feeds & Blogs with impact	1,530	2,418	831	NR	NR	NR		6,211	NR	NR	NR
Promotional Value of Social Media Feeds	\$441,201	\$350,590	\$81,731	NR	NR	NR		\$1,380,507	NR	NR	NR
<b>Media Inquiries Answered:</b>	7	18	14	13	7	11	27%	107	83	29%	191
<b>Media Visitors Hosted:</b>	2	6	7	7	6	8	-13%	57	41	39%	56
<b>Broadcast Media Hosted:</b>	4	4	3	4	7	5	-40%	33	29	14%	40
<b>Event News Releases Issued:</b>	3	5	4	4	4	4	0%	48	40	20%	88
<b>Feature News Releases Issued:</b>	5	2	2	5	4	2	0%	19	31	-39%	36
<b>Stories Pitched</b>	18	93	16	25	3	14	14%	181	79	129%	167
<b>VCB supported Stories in Print</b>	37	41	46	50	41	38	21%	433	432	0%	180
<b>Image access</b>	4	10	10	12	4	7	43%	97	77	26%	122
<b>Value of VCB supported stories</b>	\$75,175	\$533,889	\$34,117	\$41,351	\$59,745	\$116,103	-71%	\$895,824	\$913,720	-2%	\$1,910,716
<b>Impressions from VCB supported stories</b>	12,222,260	117,266,266	32,271,807	33,532,169	17,567,540	24,604,100	31%	349,435,011	402,872,043	-13%	\$844,060,332

Social Monitoring began in mid-October 2010.

NOTE: As of April 2011, web reporting is rolled up into Florida and National Media coverage. All blogs and other social media monitoring is included in Social Media reporting. May 2011, all events media coverage are included in National and Florida Media Coverage. There is no program in place at this time to accurately report the values of international media. \*\* Web Media is rolled up into Social, Florida and National coverage.

**June Highlights:**

OPM PARTNER	PROMO TITLE	DATES (2011)
CBS Tampa WSJT	Come Play in our Sandbox	Started June 20
COX Orlando 6 Stations	Fireworks at the Fountain	4-Jul
Radio Disney	Mascot Games	July 30
Radio Disney	Kids' Concerns	Saturday mornings
Radio Disney	Selena Gomez in Concert	July 31
Radio Disney	Iraq Afghan Vets FHC Golf Sweepstakes	Started mid-June
COX Radio Statewide	Mich Ultra FHC Golf Getaway 2	Aug-Sept dates TBD

- **Summer Radio/Event Promotions ...** Combined media value of \$300K+
- **Fall Promotion ... *Flavors of Florida's Historic Coast II***
  - New positioning; refined objectives
  - More flexibility for restaurant partners
  - More opportunities for lodging partners
- **Scheduled for fall:**
  - PBS *Getting Away Together*
  - PBS *UTravel! with Chef Bob*
- **In development:**
  - FHC brand resources
  - FHC 500/450 partners and promotions



### St Johns County June 2011

#### Total Golf Tourism

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

	June 11	June 10	% Change
Rooms	1,895	1,613	17.48%
Rounds	4,459	3,795	17.50%
	2011 YTD	2010 YTD	% Change
Rooms	12,287	11,079	10.90%
Rounds	28,912	26,067	10.91%

#### Advertising Response (From all sources)

June 11	June 10	% Change
252	1,413	-82.17%
FY 2010-11	FY 2009-10	% Change
29,856	9,083	228.70%

#### Website Statistics

	June 11	June 10	% Change
Visitation	4,262	7,015	-39.24%
	FY 2010-11	FY 2009-10	% Change
Visitation	56,580	56,276	0.54%

#### Email Program - FFCG Newsletter

Date	Subscribers	
6/14/2011	7,503	
Open Rate	7/08 Baseline Av	% Change
10.77%	9.05%	19.01%
Click Rate	7/08 Baseline Av	% Change
3.00%	11.05%	-72.85%

#### Media Equivalencies

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