



**VCB Board of Directors Meeting  
Meeting Packet  
2:30 p.m. September 20, 2011  
Holiday Inn Hotel & Suites  
N. Ponce De Leon Blvd., St. Augustine**

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**St. Augustine, Ponte Vedra & The Beaches  
Visitors and Convention Bureau  
Board of Directors Meeting  
2:30 p.m., Thursday, October 20, 2011  
Holiday Inn Hotel & Suites  
1302N. Ponce De Leon Blvd., St. Augustine**

**AGENDA**

**Call to Order** – Bob O’Neill

**Roll Call** – Barbara Golden

**Approval of August 25, 2011 Board Meeting and September 28 Annual Meeting Minutes**

**Treasurer’s Report** – David Mariotti

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

- New Partner Approval
- 

**Executive Director’s Report** – Barbara Golden for Richard Goldman

- Department Reports

**Other Business**

**Public Comments**

**Adjournment**

**St. Augustine, Ponte Vedra & The Beaches  
Visitors and Convention Bureau Board of Directors Meeting  
2:30 p.m., Thursday, August 25, 2011  
Hilton Garden Inn – Ponte Vedra  
PGA Bld., Ponte Vedra Beach**

**Minutes**

**Call to Order:** Chair John Fraser Called the meeting to order at 2:40 p.m.

Roll Call: Barbara Golden called roll.

**Present** Bob O'Neill, John Fraser, Charles Cox, David Mariotti, Virginia Whetstone, Jeffrey Oliasami.

**Not Present:** Kathy Fleming, Tina Klinkenberg, Irving Kass, Errol Jones, Andrea Samuels

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

**Others Present:** David Hoak, David Reese, Mike Davis and Michael Motley.

**Approval of July 21 Meeting Minutes:** Bob O'Neill made a motion to accept the July 21, 2011 Board of Directors Minutes as submitted. The motion was seconded by Charles Cox. **Approved unanimously**

**Treasurer's Report** – David Mariotti reviewed the VCB financial report. He reported that on August 1, the VCB CAT I funded checking balance was \$303,362 with \$51,646 in outstanding checks. He also reported that the Board of County Commission liabilities stood at \$529,084, less \$256,645 of incoming funds leaving a liability of \$272,439.

He further reported that as of July 31, 2011, the VCB partnership funds had a cash balance of \$52,414. The total cash activity for the month of July was \$1605.

Virginia Whetstone requested that future financial reports carry a Year-to-date comparison column.

Charles Cox made a motion accept the Treasurer's Report as presented. Bob O'Neill seconded the motion. **Approved Unanimously**

**Executive Committee Report**

John Fraser introduced Dave Hoak and Michael Davis from Home Again for a report of budgeting for programs. Home Again is funded by United Way. Michael Davis provided funding details and a Home Again Overview Report.

As part of the Home Again program, all homeless service providers meet monthly. The make-up includes several businesses and community services, that exchange information and services requirements.

Home Again provides a bigger picture as a collective agency for all services. The biggest project under the agency's guise is identifying and creating a homeless shelter. There is a search underway to find an agency to operate the homeless shelter.

Current Home Again budget is used primarily for staffing. A mostly volunteer work force that operates HA programs. Most services that coordinate programs are volunteers. There are millions of dollars spent in SJC for medical care for homeless.

There was a request for the VCB Board to make a financial commitment to provide aid to get homeless off streets and out of tourism areas.

**Charles Cox made a motion to offer \$5000 to fund Home Again programs.** The motion was seconded by Bob O'Neill.

**Discussion:** The validity of the VCB funding this program was discussed. Not sure goal of VCB is to fund this organization. VCB funding must be accompanied by local involvement politically and the VCB intent is to assure a quality experience for our visitors. It was discussed that the VCB Board appoint someone to sit on committee meetings and find a temporary solution for housing.

Treasurer David Mariotti reported that the VCB does have surplus funding in the VCB budget and can afford to provide funding this year.

The motion stood as made

**Motion passes: 5 to 1**

John Fraser will sit on the committee for Home Again.

John Fraser reported that the ballot for expiring Board seats was submitted for approval to the Board prior to sending to the partnership. VCB partners have the option to vote for the Board slate of nominations or to write in a candidate of their choice. The Board seats will be awarded to the candidates with the majority of votes cast and will be announced at the VCB Annual Meeting in September.

Dave Mariotti made a motion to accept the ballot of nominations which include Bob O'Neill, representing St. Augustine lodging; Kathy Fleming, representing Attractions, and Charles Cox, representing Attractions. Jeff Oliasami seconded the motion. **Approved Unanimously**

John Fraser reported that the Executive Committee discussed and voted to reduce HR costs, directing Richard to move forward with arranging to utilize the services of Paychex to administer HR services for VCB employees and change health care provider insurance carriers from United Health Care to Blue Options, providing a 9% savings on premiums.

**New Partners Approval:**

John Fraser requested that the Board approve the slate of businesses for VCB Partnership Approval. The slate of submissions included:

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)

Charles Cox made a motion to accept the slated partners for approval. The motion was seconded by Bob O'Neill. **Approved Unanimously**

### **Executive Directors Report**

Richard reported STR lodging data, sourced from 41 lodging partners, indicates that every metric is up and positive for July. In July 2010, St Johns County occupancy benefited from the oil spill troubles in the Gulf and anticipated that those results would not be felt this year. But occupancy continued to grow. In July, our occupancy was 67.3%, and our Year running total in occupancy is the highest it has been since 2008.

ADR was up 4% in July and 3% for the Year to Date, the highest rates since 2008 are being booked. Revenue was up 5% in July. A 7% increase year-to-date.

Compared to our destination comp set (12 other destinations). We ranked 5<sup>th</sup> in occupancy and our ADR ranked 6<sup>th</sup>.

### Bed Tax Collections

Richard reported that for the first time in 14 months, bed tax collections were down. In June collections were down by .8%, but year-to-date collections are up 23%, minus the additional penny collected, we are still up 4.8% year-to-date on bed tax collections.

Richard reviewed the comparison of the collection areas of bed tax with the Board. Richard provided the Board with a report that explains the distribution of bed tax funding.

### Web Analytics

Richard reported that the Bounce rate on the website is down. The challenges with the website are that the unique visitors are down significantly. Possibly a result from July 2010 searches for clean beaches compared to this year. The website is undergoing a redesign and additional content and reciprocal links. Richard then reviewed the website analytics data.

### Facebook Analytics

The new Facebook monitoring analytics were presented and reviewed by Jay Humphreys. He reported that the VCB Facebook Fan page is very active with more than 38,000 fans, and briefly reviewed some of the monitoring results. At one of the upcoming Board meetings there will be a presentation about Facebook and Social Media and how our partners can better take advantage of this marketing tool.

### Visitor Inquiries

Richard reported that visitor inquiries were up 118% from advertising leads, while website requests are down. Repeat guests to the destination have increased and first time visitors are declining--possibly another result of the residuals from last year's oil spill on the Gulf Coast. Planning time closer in has increased by 6%, a trend that has been ongoing. Florida remains the top source of visitor inquiries.

He also reported the Visitor Center visitation. Of the total visits reported, .10% are from the Ponte Vedra Chamber, while the bulk of visitors are to the St. Augustine VIC, 93%.

### Partnership Report

Richard reported that there are now 273 partners, exceeding last year's total of 271.

### **Department Reports**

#### Sales Report

Richard reported that the Sales Team has exceeded their goal of telemarketing calls by 22.5%. They are on goal for leads distributed ahead on room nights generated are up by 1.4%. Evelyn is currently attending Connect Marketplace in Chicago.

Kristi Hansman reported that the team had successful visits to AAA Offices and that Jaya had attended a bridal show in Tampa.

Kristi reported a 100% closing rate on five site visits in July. There was a quarterly meeting that included several of the lodging partners to review meeting co-op advertising programs.

#### Communications

Total impressions are up 93%. Media impressions year-to-date are in the billions and advertising equivalent value is \$4.7 million, 20% over last year.

#### Florida's First Coast of Golf

In July, St. Johns County had a 12% occupancy and rounds of golf booked in July. Bookings are up 11% for the year. Golf, a travel segment that tends to trail in recovery, is apparently on the comeback. Richard reviewed the FFCG web, media and advertising results.

#### Promotions

Richard Goldman reported that there are two upcoming promotions; Flavors of Florida's Historic Coast and the Gator Bowl Patch Plus program.

Rick Hensler introduced Mike Motley from Miami Tri-Events that is sponsoring the November St. Augustine Marathon to discuss the upcoming event and to request the Board's support for the event.

Rick then discussed the Gator Bowl Patch Plus program that will be available for purchase for \$5 and will provide eligibility for offers from participating partners with 50% off, 4th day free, etc. There are two opportunities that the Patch provides: families in the JAX area purchase patches and tailgate folks at the Gator Bowl sell them to opposing team visitors.

Barbara then reported that the October prix fix dining promotion, Flavors of Florida's Historic Coast, is well under way. There will be 18 restaurants participating (Ponte Vedra to Crescent Beach). Promotions include rack cards, website development, e-newsletter content, chef interview videos, recipes, press releases and messaging in standing advertising.

Rick presented the video clip of the PBS special, Getting Away Together.

The full program will air nationally in the fall on PBS. After it airs, the VCB will have rights to redistribute and use clips. The show will include scenes from the spa at Ponte Vedra Inn & Club, St. Augustine Beach and St. Augustine.

#### Director's Report

Richard reported that the VCB is working with the Florida Humanities Council's Viva Florida programs, the redesign of the VCB website, providing workshops for our partners about how to work with receptive operators and a workshop about Quincienaras.

He also reported that the VCB Weather website has been activated and is ready to report in real time the current weather status on Florida's Historic Coast through hurricane season.

Richard informed the Board that the BOCC will have a meeting on September 6<sup>th</sup> regarding the proposed increase in property tax millage. Commissioner Jay Morris asked the Board to advocate the proposed increase since property values have dropped and lowered property taxes. The additional 7.5 Mill is to be used for FCC mandated communications, fire department and other services.

Richard also presented a Jack Rabbit Book Direct demonstration about how the data from Jack Rabbit is pulling data from lodging partners to assure accuracy of room availability and rates. Hoteliers are able to sell rooms on line at no cost through VCB site and Book Direct.

#### YPartnership Advertising Presentation

Barry Lott addressed the Board about the current market and the ability of the media plan to adjust to circumstances.

He introduced Bryan Hampton and Patti Combs who presented strategies and an overview of placement plan.

Patti Combs asked the Board for approval of the concept of the media plan allowing for specific insertion orders to be approved by the advertising committee.

The Board discussed the importance of co-op plans for partners to participate.

Jeffrey Oliasami expressed a concern that there is not enough advertising reaching out to the meetings market. It was explained that more is spent to marketing to meetings through advertorial and editorial and relationship building with planners and operators.

It was decided that a more detailed plan for spending against the meetings market would be presented to group market stake holders.

A question regarding the choice of advertising in the Canadian market was asked. VF reports show visitation from Canadians is up, Google analytics for website show inquiries from Canadian Market and that the planned run in the Canadian market is a test. Bob O'Neill requested that other international markets be researched for advertising, such as the UK, Germany, Brazil and others.

CHARLES COX made a motion to approve the concept of the advertising plan as generated giving staff and YPartnership the ability to adjust the plan as needed. He also requested that staff submit a separate report/ plan to convention hoteliers that includes all trade shows, promotions, sales initiative and other programs marketing to the meetings and conference market. Bob O'Neill seconded the motion. **Approved Unanimously**

#### **Adjournment**

With no additional business to come before the Board, John Fraser adjourned the meeting at 5:30 p.m.

**Respectfully submitted on behalf of Secretary Tina Klinkenberg By Barbara Golden.**

**St. Augustine, Ponte Vedra & The Beaches  
Visitors and Convention Bureau Annual Meeting  
6:30 p.m., Thursday, September 28, 2011  
The River House  
Marine Street, St. Augustine**

**Minutes**

**Call to Order:** John Fraser called the meeting to order at 6:30 p.m.

**Roll Call:** John Fraser announced that the Annual Meeting check-in sheet would be used for roll call. There were 91 people in attendance, 38 were voting business partners.

Mr. Fraser thanked sponsoring partners and businesses and contributors of raffle prizes.

He also introduced and thanked the 2010 Board of Directors for their service and dedication.

After reviewing the 2010/2011 VCB successes, John Fraser thanked the VCB staff for their hard work.

**Election of new Board members:**

Mr. Fraser reported that the VCB had conducted an electronic ballot election with a proposed slate for the three VCB expiring Board seats. These seats included two attractions and one downtown Lodging representative.

The proposed slate electronic ballot vote was unanimous. Each of the re-elected Board members will serve a three-year term. All submitted votes were in favor and there were no additional write-ins.

John then introduced the three elected Board members, Kathy Fleming, St. Augustine Lighthouse; Bob O'Neill, Hilton Historic Bayfront; and Charles Cox, San Sebastian Winery.

Mr. Fraser requested a motion from the membership in attendance to approve the slate. Elaine Fraser made a motion to accept the election results re-electing Kathy Fleming, St. Augustine Lighthouse; Bob O'Neill, Hilton Historic Bayfront; and Charles Cox, San Sebastian Winery to the 2011/12 Board of Directors for a three year term each. Irving Kass seconded the motion.

**Approved Unanimously.**

Johns Fraser then introduced Bob O'Neill as the incoming Chairman of the Board. The gavel was officially passed.

Bob O'Neill thanked John Fraser for his year of leadership and dedication as the Chairman of the Board for the St. Augustine, Ponte Vedra & the Beaches Visitors and Convention Bureau.

**Adjournment:**

Bob O'Neil adjourned the meeting at 6:45 p.m.

Respectfully submitted on behalf of VCB Secretary, Tina Klinkenberg,

Barbara Golden

## September-11

All Balances are reported as of month end

<b>Checking Account Balance:</b>	<b>\$ 34,635.24</b>
<b>Less Outstanding checks:</b>	<b>\$ (467,682.92)</b>
<b>Plus Deposits in transit</b>	

BOCC Funds Liability:		\$	-	
LESS BOCC Funds Incoming	30-Sep	\$	160,000.00	

Other Liability:

<b>TOTAL Liabilities: due to vendors from SJC</b>	<b>\$ 273,047.68</b>
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<b>VCB Fund Balance:</b>	<b>\$ 58,315.23</b>
Note: Cash available	

**VCB:**

Income for Month		\$	24,540.00
Expenses for Month:		\$	18,059.38

<b>Net VCB Monthly Activity</b>	<b>\$ 6,480.62</b>
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Gross Revenue from Tourist Development Tax:		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	\$	669,783.00
		10-Jul	\$	886,833.00
		10-Aug	\$	459,218.00
		10-Sep		

FYTD Total		\$	6,092,709.40
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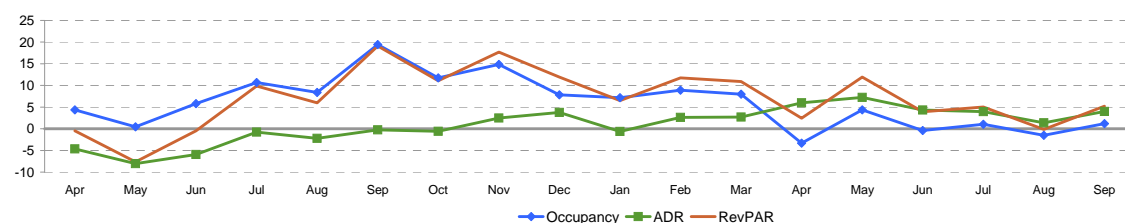
This amount is divided between Admin, Cat 1, Cat 2, Cat 3 & Cat 4.



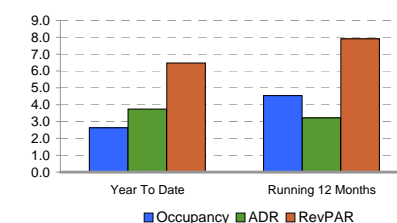
Partners Applied (requires Board Action):

- Hilton Garden Inn Palm Coast/Town Center
- Bagan & Company (photography, videography)

Monthly Percent Change



Overall Percent Change 10



Occupancy (%)	2010										2011							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	67.7	55.2	60.8	66.8	50.8	46.8	56.3	51.4	47.1	45.6	60.6	70.7	65.4	57.7	60.6	67.5	50.1	47.4
Last Year	64.9	55.0	57.5	60.3	46.9	39.2	50.4	44.7	43.7	42.6	55.6	65.5	42.6	67.7	55.2	60.8	66.8	46.8
Percent Change	4.4	0.4	5.8	10.7	8.4	19.4	11.7	14.8	7.8	7.2	8.9	8.0	-3.3	4.4	-0.4	1.0	-1.5	1.2

ADR	2010										2011							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	99.82	110.61	97.48	100.79	90.39	90.67	94.17	94.94	91.66	91.20	97.90	103.34	105.78	118.64	101.70	104.78	91.62	94.28
Last Year	104.67	120.28	103.63	101.55	92.45	90.90	94.73	92.64	88.32	91.77	95.40	100.64	99.82	110.61	97.48	100.79	90.39	90.67
Percent Change	-4.6	-8.0	-5.9	-0.8	-2.2	-0.3	-0.6	2.5	3.8	-0.6	2.6	2.7	10.6	6.0	7.3	4.3	4.0	4.0

RevPAR	2010										2011							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	67.57	61.10	59.28	67.29	45.95	42.43	53.01	48.79	43.21	41.61	59.28	73.09	69.22	68.40	61.61	70.68	45.88	44.65
Last Year	67.89	66.15	59.57	61.26	43.36	35.62	47.72	41.45	38.61	39.07	53.05	65.91	67.57	61.10	59.28	67.29	45.95	42.43
Percent Change	-0.5	-7.6	-0.5	9.8	6.0	19.1	11.1	17.7	11.9	6.5	11.7	10.9	2.5	11.9	3.9	5.0	-0.2	5.2

Supply	2010										2011							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	169,290	177,475	171,750	173,507	173,507	167,910	173,507	167,910	173,507	173,507	156,716	173,507	167,910	173,507	167,910	173,507	173,507	167,910
Last Year	164,550	170,035	167,490	175,615	175,615	169,950	175,615	169,950	175,615	175,615	158,676	175,677	169,290	177,475	171,750	173,507	173,507	167,910
Percent Change	2.9	4.4	2.5	-1.2	-1.2	-1.2	-1.2	-1.2	-1.2	-1.2	10.6	10.9	-0.8	-2.2	-2.2	0.0	0.0	0.0

Demand	2010										2011							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	114,592	98,033	104,445	115,843	88,197	78,570	97,662	86,285	81,788	79,167	94,901	122,709	109,877	100,030	101,718	117,035	86,879	79,516
Last Year	106,737	93,509	96,270	105,932	82,357	66,599	88,461	76,048	76,765	74,768	88,246	115,051	114,592	98,033	104,445	115,843	88,197	78,570
Percent Change	7.4	4.8	8.5	9.4	7.1	18.0	10.4	13.5	6.5	5.9	7.5	6.7	-4.1	2.0	-2.6	1.0	-1.5	1.2

Revenue	2010										2011							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	11,438,191	10,843,848	10,180,828	11,675,510	7,972,441	7,124,247	9,196,776	8,192,293	7,497,087	7,220,125	9,290,525	12,681,079	11,623,239	11,867,964	10,344,541	12,262,704	7,960,222	7,496,739
Last Year	11,171,798	11,247,291	9,976,889	10,757,898	7,613,878	6,053,967	8,379,996	7,045,197	6,780,014	6,861,545	8,418,263	11,578,159	11,438,191	10,843,848	10,180,828	11,675,510	7,972,441	7,124,247
Percent Change	2.4	-3.6	2.0	8.5	4.7	17.7	9.7	16.3	10.6	5.2	10.4	9.5	1.6	9.4	1.6	5.0	-0.2	5.2

Census %	2010										2011							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	77	78	78	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
Census Rooms	5643	5725	5725	5597	5597	5597	5597	5597	5597	5597	5597	5597	5597	5597	5597	5597	5597	5597
% Rooms Participants	68.8	69.3	69.3	72.6	72.6	72.6	69.9	69.9	69.9	69.9	69.9	69.9	69.9	69.9	69.9	69.2	69.9	69.9

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Source 2011 SMITH TRAVEL RESEARCH, Inc.

St. Augustine, Ponte Vedra & The Beaches VCB

For the month of: September 2011

	Current Month - September 2011 vs September 2010												Year to Date - September 2011 vs September 2010												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 2010						Occ %		ADR		RevPAR		Percent Change from YTD 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Hillsborough County, FL	56.4	49.0	80.95	79.16	45.67	38.79	15.1	2.3	17.7	15.6	-1.8	13.0	63.5	57.7	88.96	87.00	56.48	50.21	10.0	2.2	12.5	10.8	-1.5	8.3	170	128	21765	19413
Nassau County, FL	50.2	45.6	131.59	128.60	66.07	58.64	10.1	2.3	12.7	12.6	-0.0	10.1	56.1	53.1	154.14	151.79	86.47	80.61	5.6	1.6	7.3	6.9	-0.3	5.3	24	14	2111	1823
Pinellas County, FL	52.2	46.4	92.64	89.09	48.35	41.32	12.5	4.0	17.0	16.1	-0.8	11.7	63.9	57.4	107.82	105.34	68.95	60.45	11.4	2.4	14.1	13.6	-0.4	11.0	229	91	18346	11539
St Johns County, FL	47.4	46.8	94.28	90.67	44.65	42.43	1.2	4.0	5.2	5.2	0.0	1.2	58.4	56.9	101.75	98.08	59.39	55.78	2.6	3.7	6.5	5.4	-1.0	1.6	77	42	5597	3910
Charleston, SC	66.8	63.7	111.18	104.74	74.25	66.68	4.9	6.1	11.4	11.8	0.4	5.3	69.4	66.2	110.24	107.33	76.55	71.05	4.9	2.7	7.7	7.7	-0.0	4.9	164	115	17598	13891
Jacksonville, FL	52.3	51.0	77.79	76.16	40.66	38.82	2.6	2.1	4.7	5.2	0.5	3.0	59.4	57.4	82.25	81.19	48.87	46.60	3.5	1.3	4.9	5.1	0.2	3.8	264	187	26769	21960
Myrtle Beach, SC	53.2	55.5	86.96	86.01	46.29	47.78	-4.2	1.1	-3.1	-3.4	-0.3	-4.5	54.9	55.4	104.86	101.25	57.62	56.10	-0.8	3.6	2.7	1.9	-0.8	-1.6	216	67	28728	10283
Orlando, FL	56.4	50.3	81.85	77.46	46.13	38.93	12.2	5.7	18.5	18.2	-0.3	11.8	68.6	64.0	94.37	90.33	64.74	57.84	7.1	4.5	11.9	12.0	0.1	7.2	473	302	117878	76156
Sarasota-Bradenton, FL	47.3	40.4	91.25	85.71	43.17	34.67	17.0	6.5	24.5	24.0	-0.4	16.5	60.6	55.9	110.08	106.19	66.71	59.41	8.3	3.7	12.3	12.5	0.2	8.5	126	59	8774	6207
Savannah, GA	60.4	56.3	87.81	87.00	53.06	48.97	7.3	0.9	8.4	8.3	-0.0	7.3	62.7	60.6	88.88	86.64	55.69	52.49	3.4	2.6	6.1	6.2	0.1	3.6	165	123	14906	12492
Fort Walton Beach, FL	48.9	43.3	108.94	102.78	53.31	44.52	13.0	6.0	19.7	19.6	-0.2	12.8	57.8	51.4	129.98	120.50	75.13	61.94	12.5	7.9	21.3	21.0	-0.3	12.1	86	47	9926	6330
Daytona Beach, FL	35.1	36.4	77.93	77.66	27.36	28.25	-3.5	0.3	-3.1	-3.2	-0.1	-3.5	50.9	49.6	96.22	96.51	48.99	47.82	2.7	-0.3	2.4	2.1	-0.3	2.4	179	69	13695	8111

A blank row indicates insufficient data.

Source 2011 SMITH TRAVEL RESEARCH, Inc.

**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		
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	\$ 669,783	(\$5,458.34)	-0.8%		38.4%	14.5%	\$ 656,387 \$ 13,396
July	\$ 886,833	\$32,280.20	3.8%		63.8%	54.8%	\$ 869,097 \$ 17,737
August	\$ 459,218	\$2,701.05	0.6%		37.9%	15.9%	\$ 450,034 \$ 9,184
September							
<b>TOTAL</b>	<b>\$ 6,116,629</b>	<b>\$ 930,243</b>	<b>9.9%</b>		<b>33.6%</b>	<b>14.4%</b>	<b>\$ 5,994,296 \$ 122,333</b>

YTD Gross \$ 6,116,628.85  
 % of Budget 96.4%  
 % of FY 75%

BUDGETED REVENUE \$ 6,345,069

**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%	\$ 396,333.77				
	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				
<b>2009</b>	<b>January '09</b>	\$ 205,972.34	66.6%	\$ 68,668.52	22.2%	\$ 5,111.65	1.7%	\$ 12,564.31	4.1%	\$ 17,118.60	5.5%	\$ 309,435.42				
	February	\$ 264,842.44	63.8%	\$ 111,626.05	26.9%	\$ 5,673.36	1.4%	\$ 14,073.86	3.4%	\$ 19,133.96	4.6%	\$ 415,349.67				
	March	\$ 317,504.90	65.3%	\$ 118,121.52	24.3%	\$ 6,864.44	1.4%	\$ 16,216.09	3.3%	\$ 27,330.12	5.6%	\$ 486,037.07				
	April	\$ 305,212.06	67.9%	\$ 95,033.94	21.1%	\$ 10,654.87	2%	\$ 15,784.10	3.5%	\$ 23,109.03	5.1%	\$ 449,794.00				
	May	\$ 314,628.48	73.5%	\$ 71,353.30	16.7%	\$ 11,334.46	3%	\$ 10,042.68	2.3%	\$ 20,485.06	4.8%	\$ 427,843.98				
	June	\$ 281,768.06	58.2%	\$ 153,195.05	31.7%	\$ 17,813.17	3.7%	\$ 9,873.83	2.0%	\$ 21,197.73	4.4%	\$ 483,847.84				
	July	\$ 310,128.92	57.3%	\$ 183,917.64	34.0%	\$ 18,672.99	3.4%	\$ 9,997.74	1.8%	\$ 18,616.91	3.4%	\$ 541,334.20				
	August	\$ 215,226.14	64.6%	\$ 80,479.47	24.2%	\$ 12,710.08	3.8%	\$ 6,833.16	2.1%	\$ 17,740.45	5.3%	\$ 332,989.30				
	September	\$ 167,738.98	70.7%	\$ 39,823.97	16.8%	\$ 8,134.17	3.4%	\$ 6,553.16	2.8%	\$ 15,123.58	6.4%	\$ 237,373.86				
	October	\$ 228,845.10	76.5%	\$ 38,721.61	12.9%	\$ 5,854.07	2.0%	\$ 7,548.84	2.5%	\$ 18,160.97	6.1%	\$ 299,130.59				
	November	\$ 195,603.73	75.1%	\$ 32,506.00	12.5%	\$ 6,435.77	2.5%	\$ 9,591.51	3.7%	\$ 16,325.87	6.3%	\$ 260,462.88				
	December	\$ 184,899.62	68.7%	\$ 43,698.10	16.2%	\$ 7,714.89	2.9%	\$ 10,050.36	3.7%	\$ 22,691.63	8.4%	\$ 269,054.60				
<b>2010</b>	<b>January</b>	\$ 185,777.04	63.3%	\$ 73,829.03	25.1%	\$ 6,679.46	2.3%	\$ 11,626.81	4.0%	\$ 15,702.37	5.3%	\$ 293,614.71				
	February	\$ 226,111.53	60.3%	\$ 107,771.77	28.8%	\$ 7,703.66	2.1%	\$ 13,691.29	3.7%	\$ 19,518.04	5.2%	\$ 374,796.29				
	March	\$ 333,651.43	64.6%	\$ 122,687.81	23.8%	\$ 13,090.92	2.5%	\$ 17,658.14	3.4%	\$ 29,092.28	5.6%	\$ 516,180.58				
	April	\$ 434,232.48	71.9%	\$ 103,132.09	17.1%	\$ 15,471.93	2.6%	\$ 20,665.50	3.4%	\$ 30,114.11	5.0%	\$ 603,616.11				
	May	\$ 411,472.34	70.6%	\$ 108,897.29	18.7%	\$ 17,830.85	3.1%	\$ 15,758.31	2.7%	\$ 29,259.69	5.0%	\$ 583,218.48				
	June	\$ 389,147.21	57.6%	\$ 214,921.99	31.8%	\$ 30,059.68	4.5%	\$ 14,357.57	2.1%	\$ 26,754.89	4.0%	\$ 675,241.34				
	July	\$ 445,474.95	52.1%	\$ 318,914.97	37.3%	\$ 40,167.27	4.7%	\$ 16,920.27	2.0%	\$ 33,075.69	3.9%	\$ 854,553.15				
	August	\$ 292,199.41	64.0%	\$ 115,429.02	25.3%	\$ 19,444.28	4.3%	\$ 9,791.62	2.1%	\$ 19,652.54	4.3%	\$ 456,516.87				
	September	\$ 266,455.80	70.1%	\$ 64,865.40	17.1%	\$ 15,036.32	4.0%	\$ 9,563.25	2.5%	\$ 24,345.48	6.4%	\$ 380,266.25				
	October	\$ 329,046.97	76.5%	\$ 52,429.44	12.2%	\$ 10,835.56	2.5%	\$ 11,572.94	2.7%	\$ 26,365.86	6.1%	\$ 430,250.77				
	November	\$ 290,251.36	75.6%	\$ 45,461.88	11.8%	\$ 11,746.17	3.1%	\$ 12,955.29	3.4%	\$ 23,539.73	6.1%	\$ 383,954.43				
	December	\$ 275,016.44	72.0%	\$ 56,426.91	14.8%	\$ 9,638.57	2.5%	\$ 10,915.57	2.9%	\$ 29,744.53	7.8%	\$ 381,742.02				
<b>2011</b>	<b>January</b>	\$ 243,093.99	62.9%	\$ 96,236.74	24.9%	\$ 11,616.48	3.0%	\$ 13,584.08	3.5%	\$ 22,135.05	5.7%	\$ 386,666.34				
	February	\$ 327,359.74	62.2%	\$ 138,542.91	26.3%	\$ 11,692.94	2.2%	\$ 20,518.32	3.9%	\$ 28,090.81	5.3%	\$ 526,204.72				
	March	\$ 467,899.20	64.7%	\$ 175,893.48	24.3%	\$ 18,572.24	2.6%	\$ 24,532.59	3.4%	\$ 36,304.92	5.0%	\$ 723,202.43				
	April	\$ 437,607.92	68.3%	\$ 129,594.03	20.2%	\$ 19,796.69	3.1%	\$ 21,426.93	3.3%	\$ 32,082.94	5.0%	\$ 640,508.51				
	May	\$ 436,602.29	69.5%	\$ 123,876.36	19.7%	\$ 21,830.66	3.5%	\$ 14,601.45	2.3%	\$ 31,354.62	5.0%	\$ 628,265.38				
	June	\$ 394,285.27	58.9%	\$ 207,045.38	31%	\$ 30,675.35	4.6%	\$ 13,557.71	2.0%	\$ 24,219.29	3.6%	\$ 669,783.00				
	July	\$ 473,223.96	53%	\$ 325,919.45	37%	\$ 40,445.12	5%	\$ 16,038.91	2%	\$ 31,205.91	4%	\$ 886,833.35				
	August	\$ 287,967.47	63%	\$ 119,861.68	26%	\$ 20,908.38	5%	\$ 9,716.01	2%	\$ 20,764.38	5%	\$ 459,217.92				

Occupancy Month	Anastasia Isl		PVB		St. Augustine Villano/N. Bch		St. Augustine Shores/South		WGV I95/16/207 W		Palencia		OTHER		TOTAL
	32080	% TTL	32082	% TTL	32084	% TTL	32086	% TTL	32092	% TTL	32095	% TTL		% 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>	\$275,842.75	41%	\$169,593.83	25%	\$165,713.36	25%	\$1,626.14	0%	\$47,509.68	7%	\$7,391.47	1%	\$2,105.77	0%	669,783.00
<b>July</b>	\$420,465.89	47%	\$191,382.00	22%	\$213,178.15	24%	\$1,398.61	0%	\$50,091.92	6%	\$7,762.91	1%	\$2,553.87	0%	886,833.35
<b>August</b>	\$176,214.21	38%	\$104,217.46	23%	\$136,480.73	30%	\$651.03	0%	\$36,513.10	8%	\$4,943.47	1%	\$197.92	0%	459,217.92
<b>September</b>															
<b>FY YTD</b>	\$ 2,131,594.00		\$ 1,524,136.90		\$ 1,803,840.78		\$ 19,989.26		\$ 517,080.32		\$ 96,103.46		\$ 23,884.21		6,116,628.93
<b>% OF TTL</b>	34.8%		24.9%		29.5%		0.3%		8.5%		1.6%		0.4%		

# St. Augustine, Ponte Vedra & the Beaches VCB

## Measurement Dashboard

### August 2011



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



Good



Not Significant

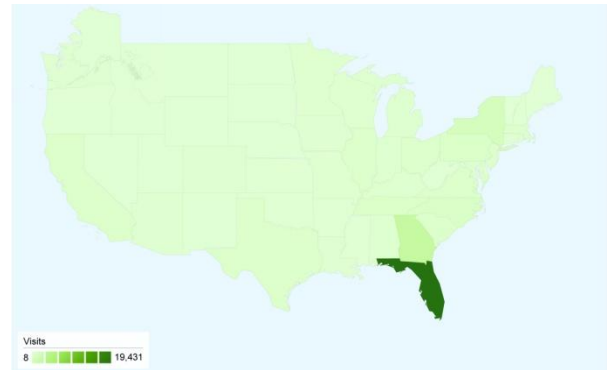


Needs Attention

#### ENGAGEMENT

	LM	LY	B
Time on Site: <b>3.52</b> <i>Minutes</i>	↓	↑	2.56
Bounce Rate: <b>39.1%</b> <i>of Home Page</i>	↑	↑	33%
Bounce Rate: <b>42.9%</b> <i>Overall</i>	↑	↓	45%

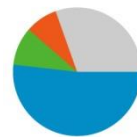
#### VISITORS BY GEOGRAPHY



#### ACTIVITY

	LM	LY
<b>36,000</b> visits	↓ 22%	↓ 26%
307,607 visits to date 2011		↓ 12%
<b>158,987</b> pg views	↓ 31%	↑ 24%
1,448,246 pg views to date 2011		↑ 18%

#### SOURCES OF TRAFFIC



Search Engines	18,644.00 (51.79%)
Referring Sites	3,473.00 (9.65%)
Direct Traffic	2,930.00 (8.14%)
Other	10,953 (30.43%)

2010 Baseline average percentages:

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

#### MOST REQUESTED PAGES

1. Home: **34,946**
2. Attractions: **9,868**
3. History: **6,546**
4. Accommodations: **5,200**
5. Outdoors: **4,677**
6. Culture: **4,502**
7. Luxury & Romance: **3,631**
8. Events/Calendar: **3,344**
9. Hot Deals: **2,618**
10. Tools/Search: **1,900**

#### ONLINE CAMPAIGN RESPONSE

Google Paid Search: 7,616  
SJC Summer 2011: 1,032  
Pandora Tile Ad/Skin: 642  
Summer 201: 414

**Total Online Campaign Responses:  
21,608**

#### CONVERSION BREAKDOWN

	LM
Guide Orders: <b>285</b>	↓ 17%
Property Profile Views: <b>5,999</b>	↓ 40%

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

Total conversions

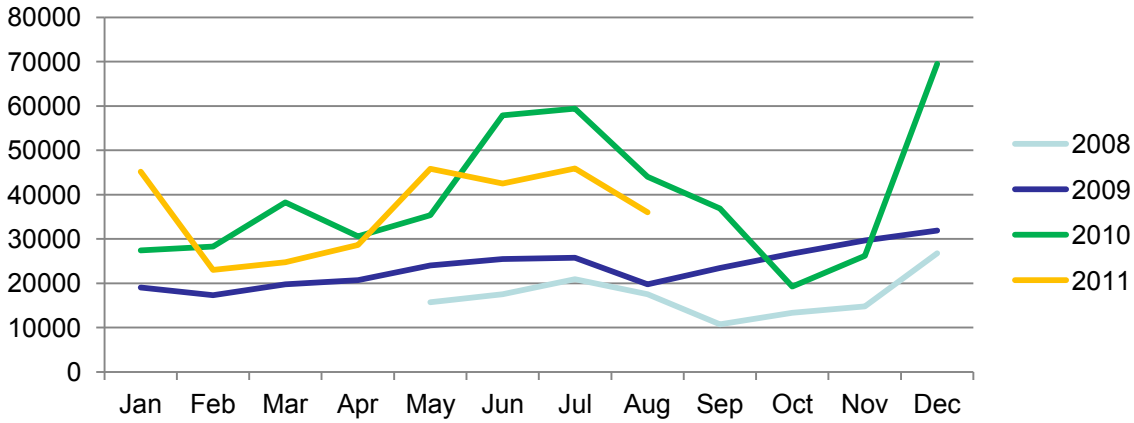
**4.0%**  
of total pg views\*

**6,284**

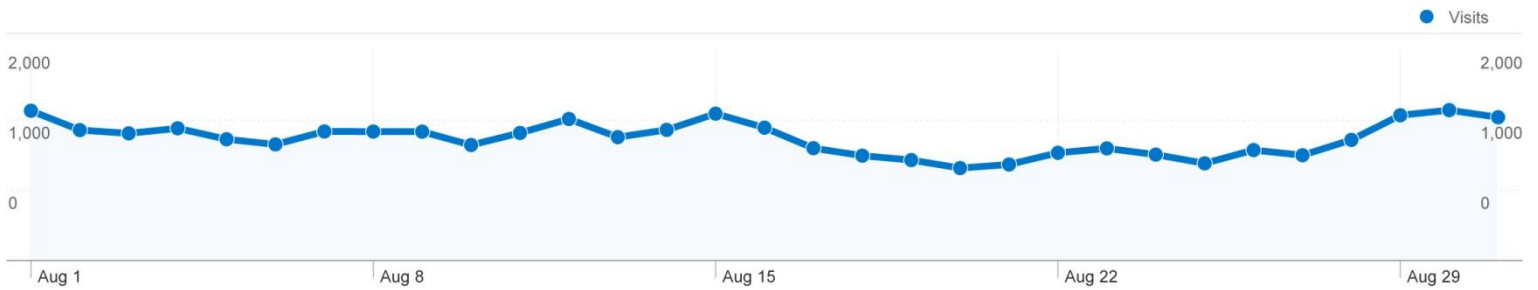
Signals of Intent to  
Travel

See conversion breakdown to the left.

### Visits by Month - 2008-2010

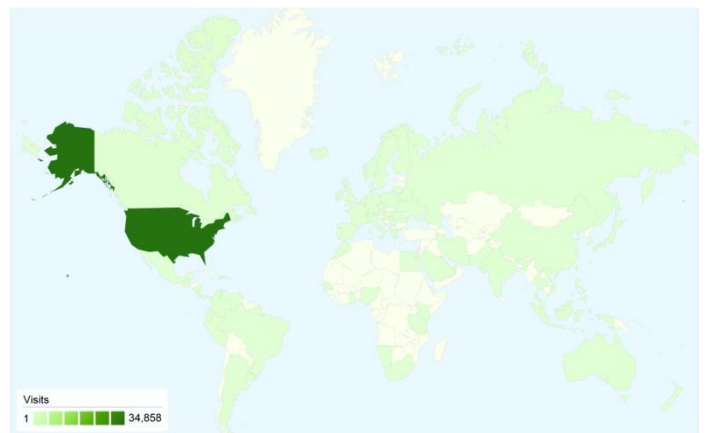


### Visits by Day for This Month



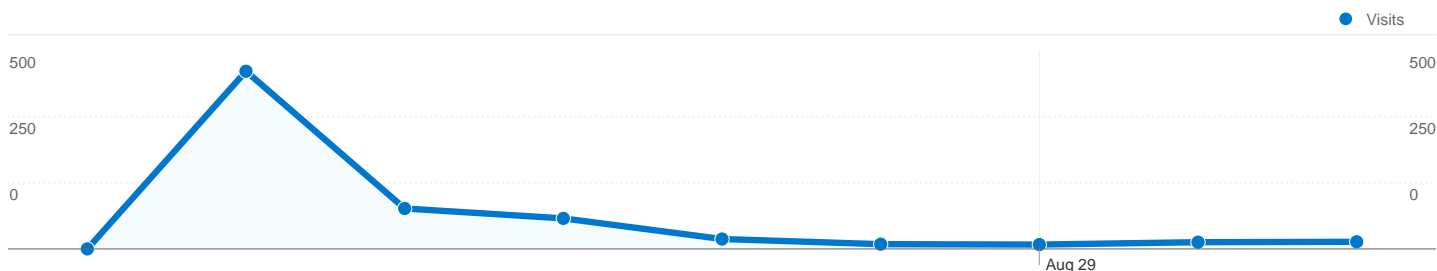
### International

	LM	Percent Change
<b>USA</b>	<b>34,858</b>	<b>↓ 22%</b>
<b>International</b>	<b>1,142</b>	<b>↓ 9%</b>
<i>Unique visits for Month</i>		
<b>Canada</b>	<b>294</b>	<b>↓ 37%</b>
<b>Germany</b>	<b>128</b>	<b>↑ 36%</b>
<b>UK</b>	<b>233</b>	<b>↑ 24%</b>



# Dashboard

Comparing to: Site



## Site Usage

**710** Visits

**0.14%** Bounce Rate

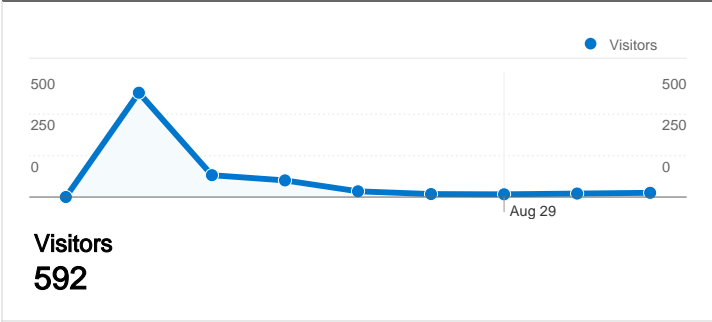
**1,572** Pageviews

**00:00:31** Avg. Time on Site

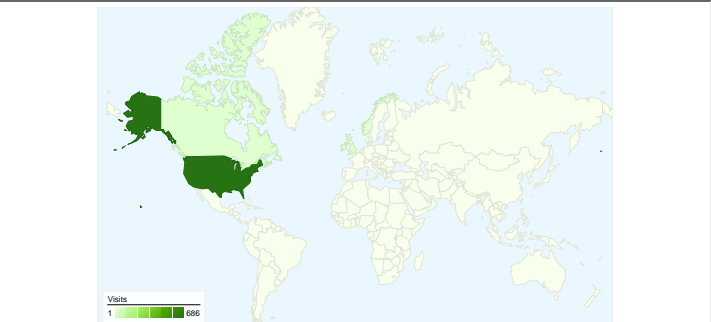
**2.21** Pages/Visit

**83.24%** % New Visits

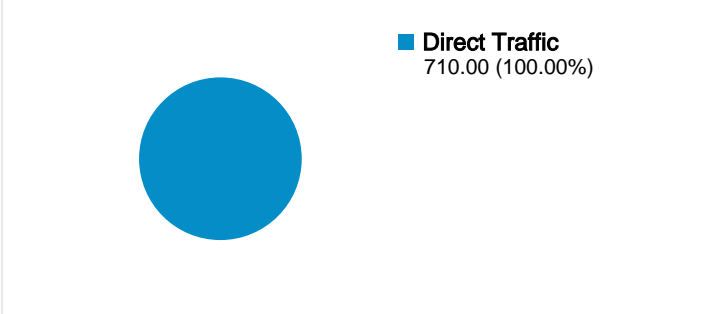
## Visitors Overview



## Map Overlay



## Traffic Sources Overview

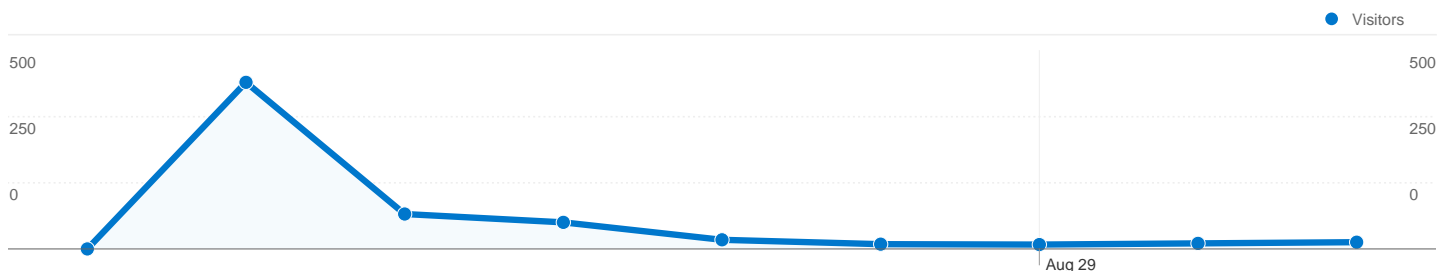


## Content Overview

Pages	Pageviews	% Pageviews
/fhcbeachinfo.com//Hurricane_I	787	50.06%
/fhcbeachinfo.com//Hurricane_I	785	49.94%

# Visitors Overview

Comparing to: Site



**592 people visited this site**

710 Visits

592 Absolute Unique Visitors

1,572 Pageviews

2.21 Average Pageviews

00:00:31 Time on Site

0.14% Bounce Rate

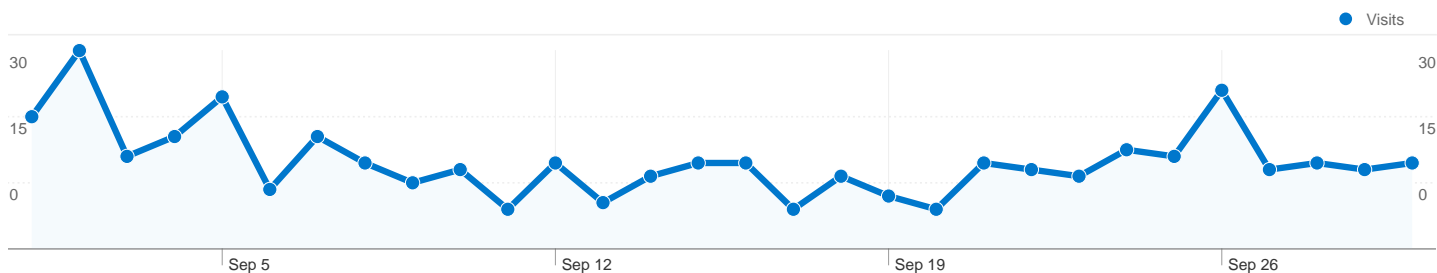
83.24% New Visits

## Technical Profile

Browser	Visits	% visits
Internet Explorer	289	40.70%
Firefox	136	19.15%
Safari	103	14.51%
Chrome	90	12.68%
Mozilla Compatible Agent	53	7.46%

# Dashboard

Comparing to: Site



## Site Usage

**398** Visits

**0.50%** Bounce Rate

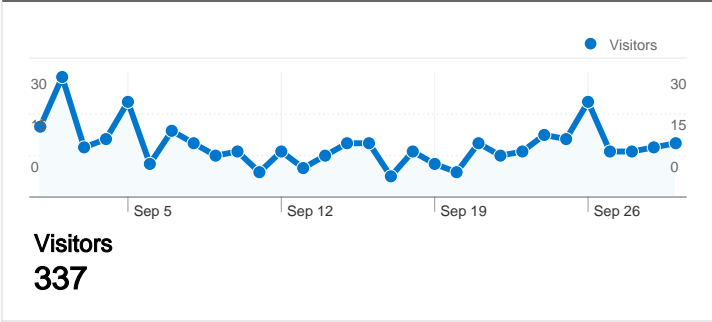
**868** Pageviews

**00:00:15** Avg. Time on Site

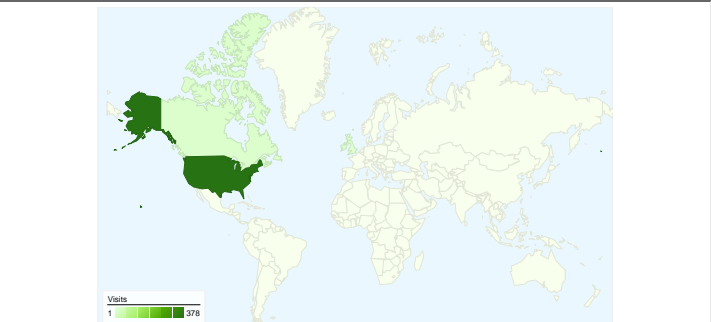
**2.18** Pages/Visit

**80.15%** % New Visits

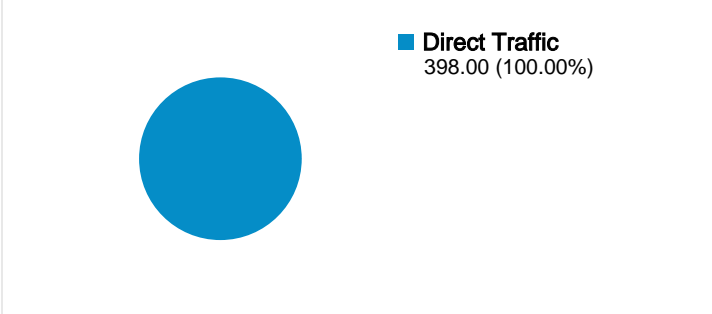
## Visitors Overview



## Map Overlay



## Traffic Sources Overview

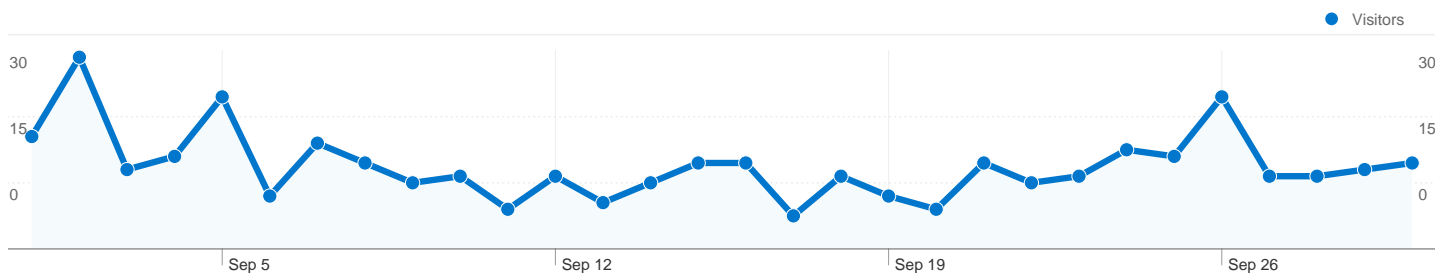


## Content Overview

Pages	Pageviews	% Pageviews
/fhcbeachinfo.com//Hurricane_I	435	50.12%
/fhcbeachinfo.com//Hurricane_I	433	49.88%

# Visitors Overview

Comparing to: Site



**337 people visited this site**

**398 Visits**

**337 Absolute Unique Visitors**

**868 Pageviews**

**2.18 Average Pageviews**

**00:00:15 Time on Site**

**0.50% Bounce Rate**

**80.15% New Visits**

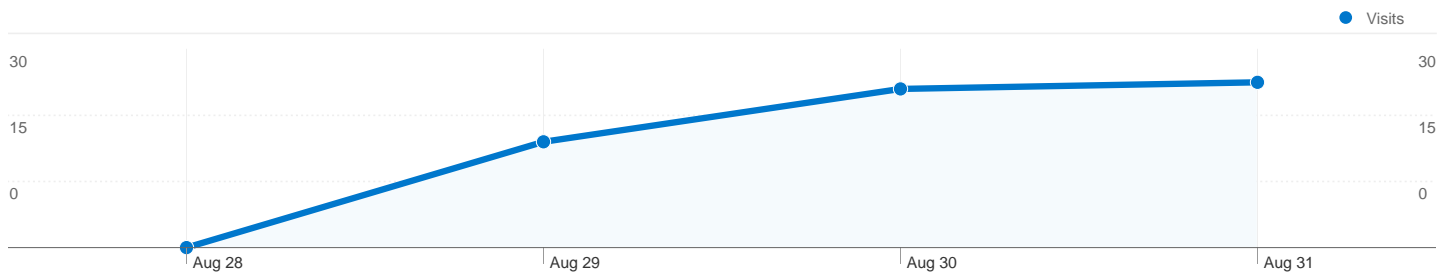
## Technical Profile

Browser	Visits	% visits
Internet Explorer	201	50.50%
Safari	77	19.35%
Firefox	73	18.34%
Chrome	42	10.55%
Mozilla Compatible Agent	3	0.75%

# Dashboard

Aug 28, 2011 - Aug 31, 2011

Comparing to: Site



## Site Usage

65 Visits

53.85% Bounce Rate

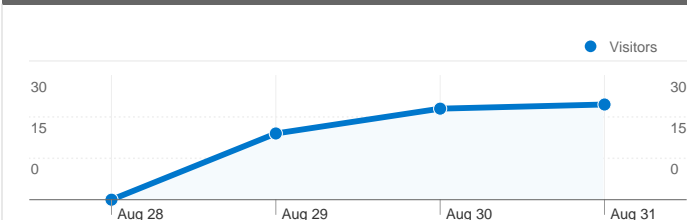
224 Pageviews

00:02:32 Avg. Time on Site

3.45 Pages/Visit

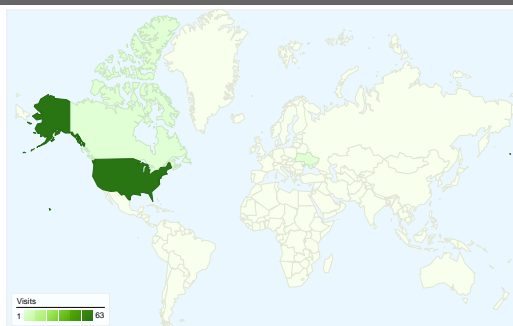
76.92% % New Visits

## Visitors Overview

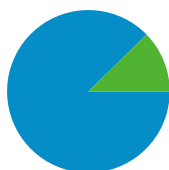


Visitors  
56

## Map Overlay



## Traffic Sources Overview

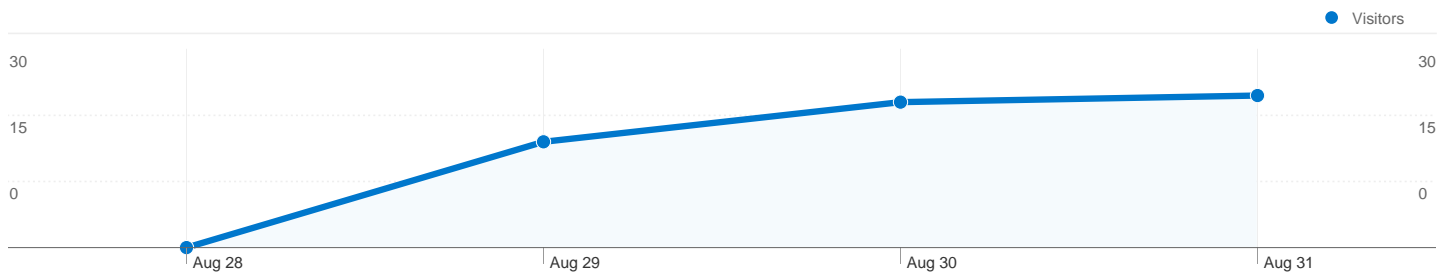


■ Direct Traffic  
57.00 (87.69%)  
■ Referring Sites  
8.00 (12.31%)

## Content Overview

Pages	Pageviews	% Pageviews
/Flavors_of_Floridas_Historic_	144	64.29%
/Flavors_of_Floridas_Historic_	8	3.57%
/Flavors_of_Floridas_Historic_	8	3.57%
/Flavors_of_Floridas_Historic_	5	2.23%
/Flavors_of_Floridas_Historic_	5	2.23%

# Visitors Overview



## 56 people visited this site

65 Visits

56 Absolute Unique Visitors

224 Pageviews

3.45 Average Pageviews

00:02:32 Time on Site

53.85% Bounce Rate

76.92% New Visits

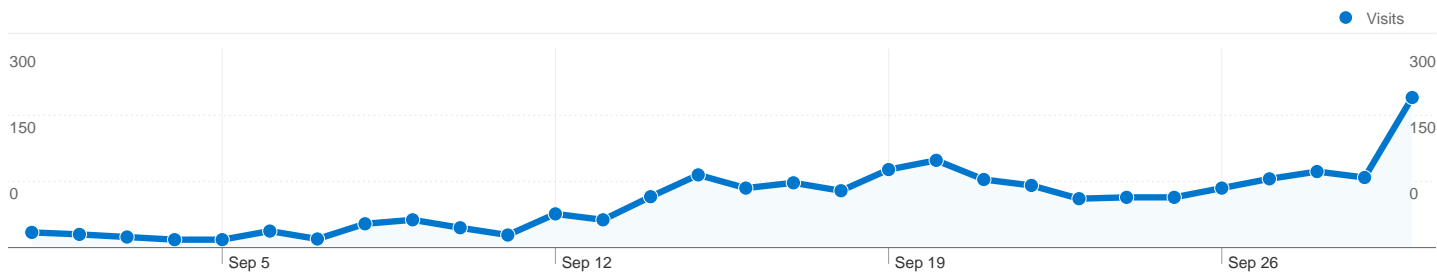
## Technical Profile

Browser	Visits	% visits
Internet Explorer	32	49.23%
Safari	13	20.00%
Firefox	13	20.00%
Chrome	7	10.77%

# Dashboard

Sep 1, 2011 - Sep 30, 2011

Comparing to: Site



## Site Usage

2,117 Visits

51.44% Bounce Rate

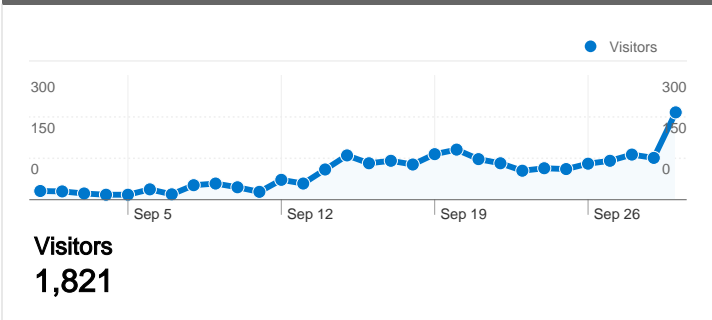
10,847 Pageviews

00:02:57 Avg. Time on Site

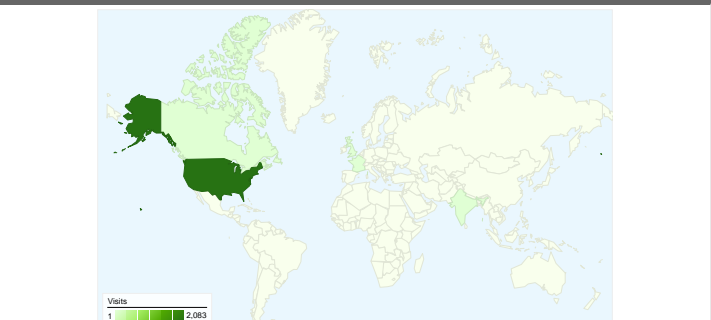
5.12 Pages/Visit

84.51% % New Visits

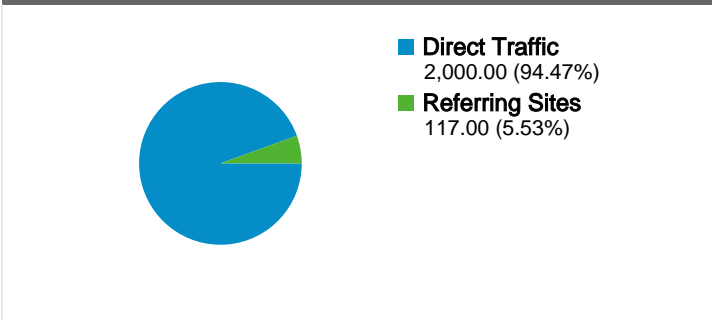
## Visitors Overview



## Map Overlay



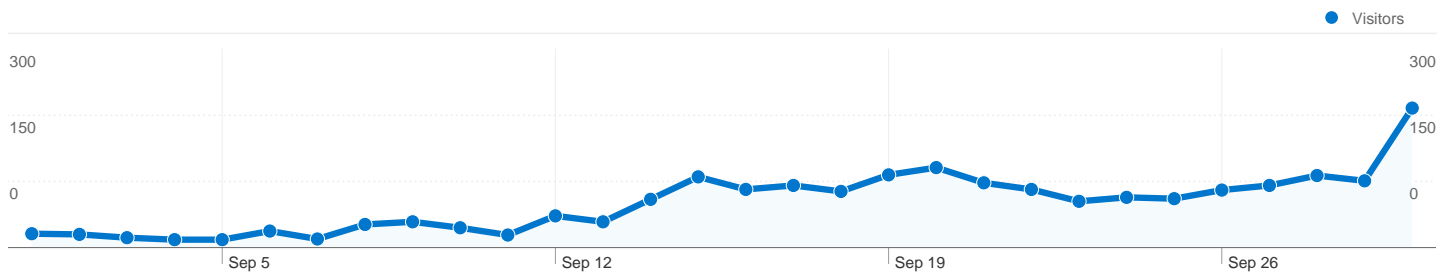
## Traffic Sources Overview



## Content Overview

Pages	Pageviews	% Pageviews
/Flavors_of_Floridas_Historic_	5,965	54.99%
/Flavors_of_Floridas_Historic_	383	3.53%
/Flavors_of_Floridas_Historic_	325	3.00%
/Flavors_of_Floridas_Historic_	317	2.92%
/Flavors_of_Floridas_Historic_	278	2.56%

# Visitors Overview



**1,821 people visited this site**

**2,117** Visits

**1,821** Absolute Unique Visitors

**10,847** Pageviews

**5.12** Average Pageviews

**00:02:57** Time on Site

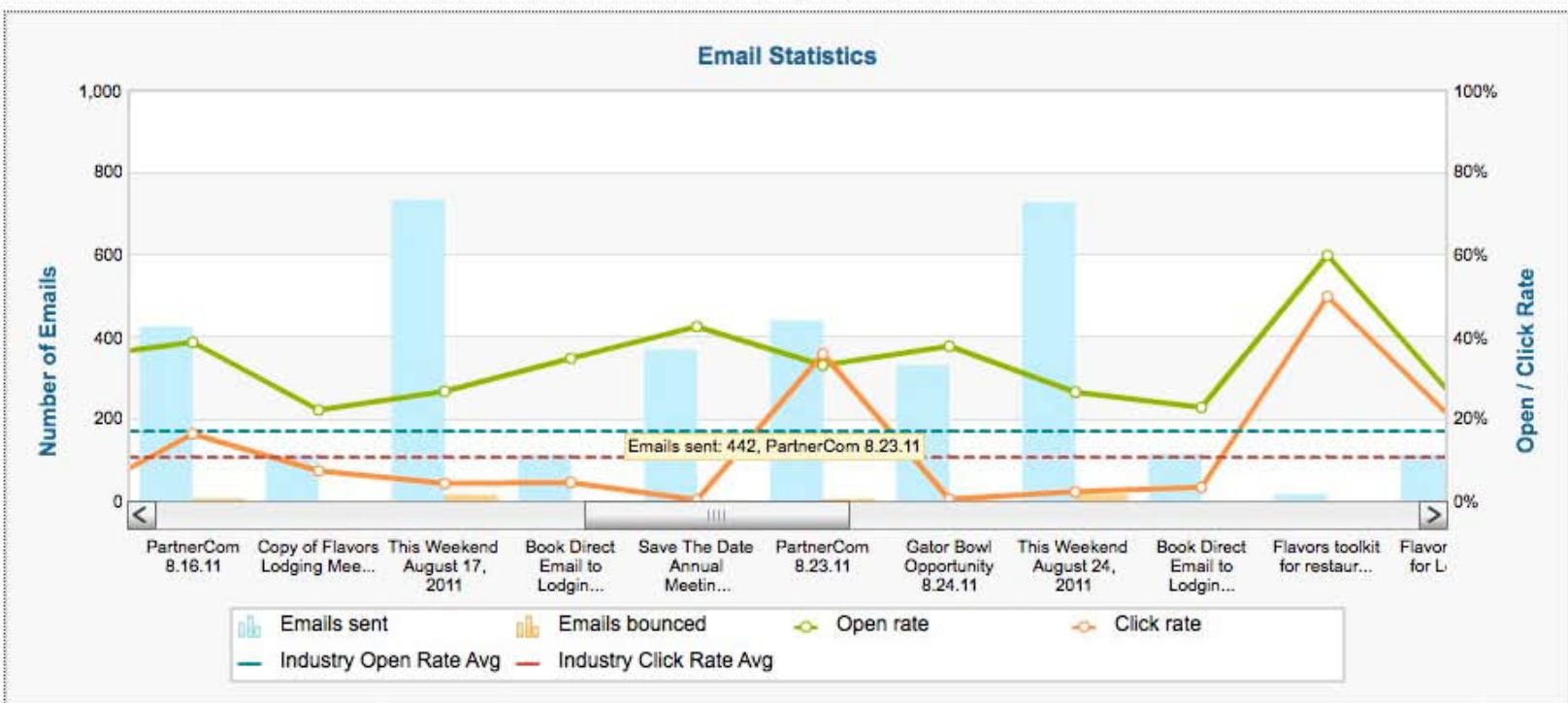
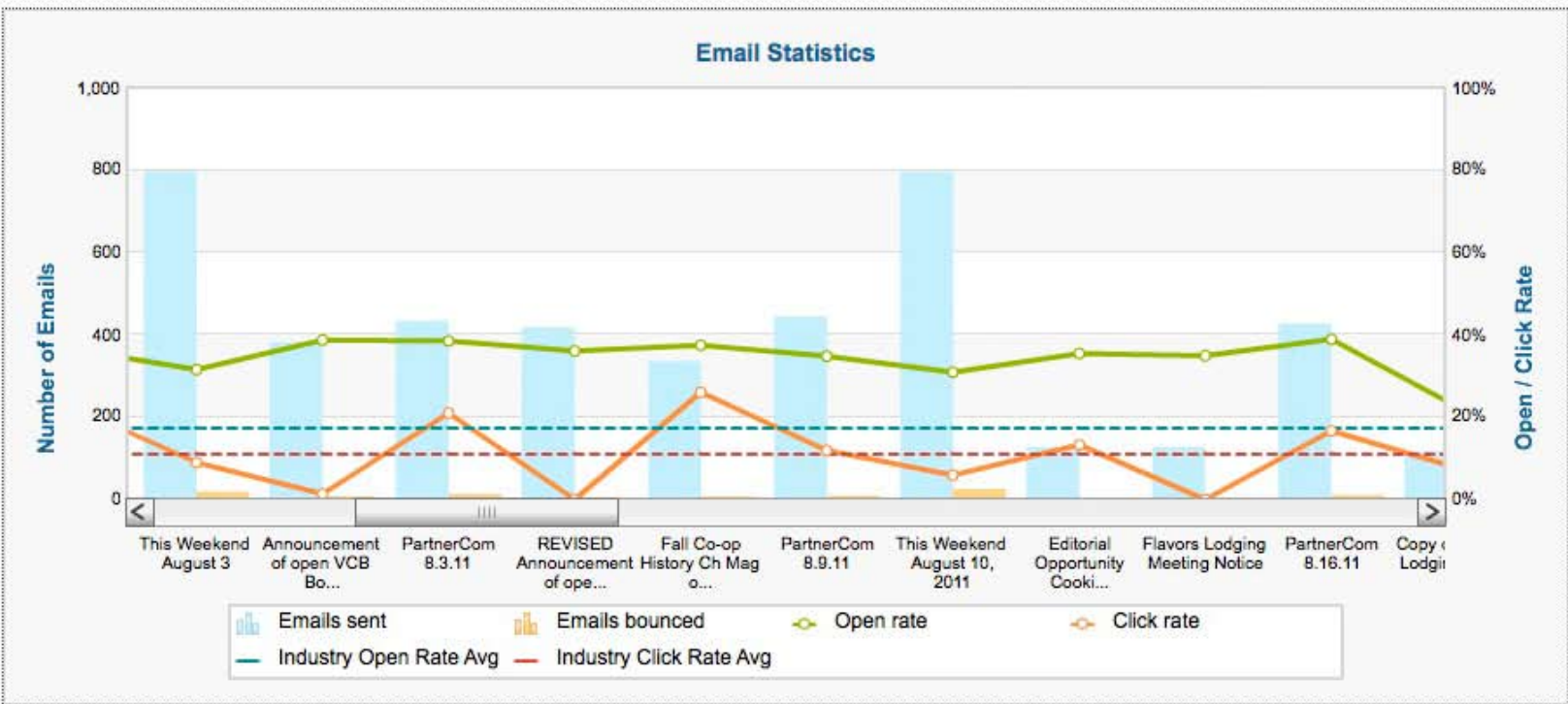
**51.44%** Bounce Rate

**84.51%** New Visits

## Technical Profile

Browser	Visits	% visits
Internet Explorer	1,220	57.63%
Firefox	334	15.78%
Safari	265	12.52%
Chrome	230	10.86%
Android Browser	32	1.51%

# VCB INDUSTRY EMAIL BLAST STATISTICS AUGUST 2011





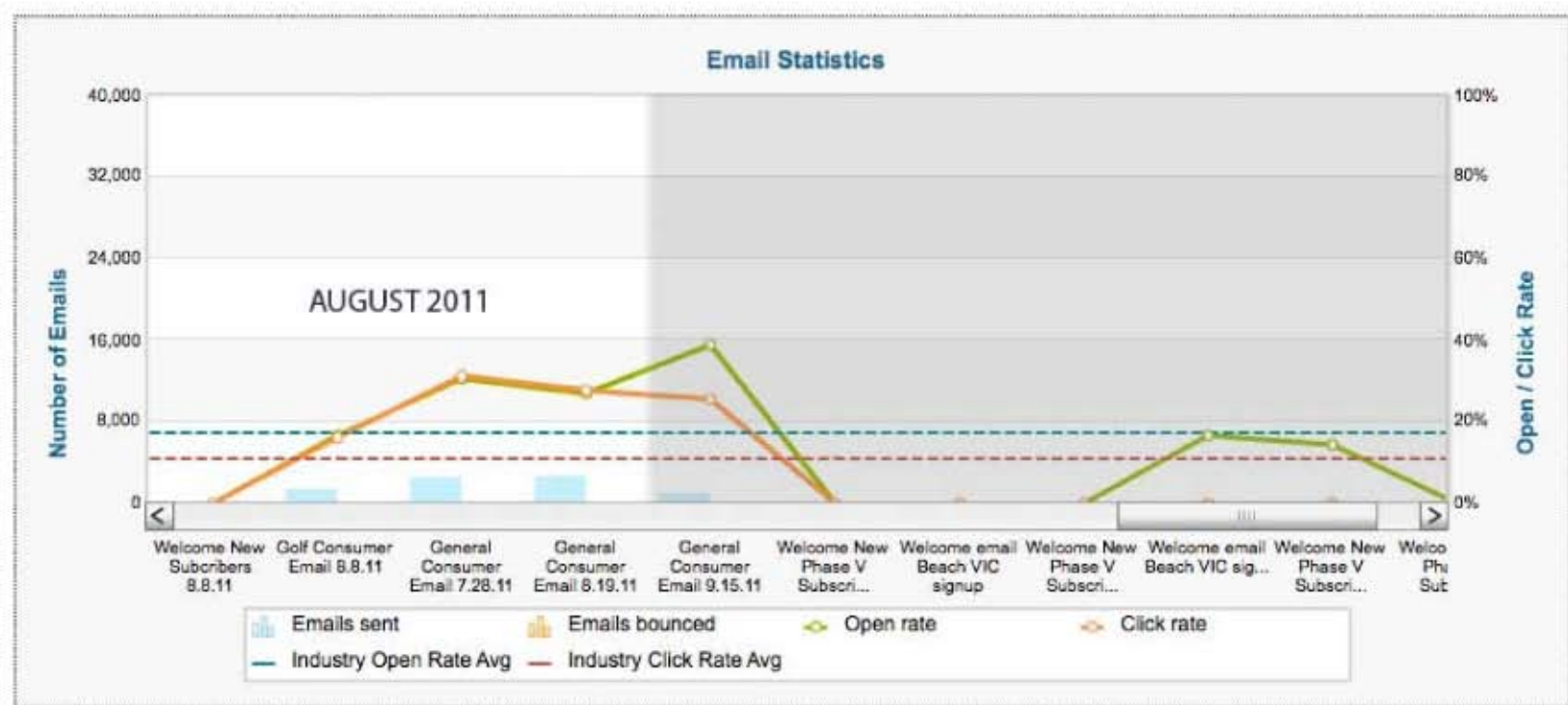
# VCB INDUSTRY EMAIL BLAST STATISTICS

## SEPTEMBER 2011

Date Sent ▾	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards	
9/30/2011	<a href="#">Italian Festival Cancelled</a>	<a href="#">745</a>	6.6% <a href="#">(49)</a>	0	0	27.7% <a href="#">(193)</a>	0.5% <a href="#">(1)</a>	0	
9/28/2011	<a href="#">This Weekend September 28, 2011</a>	<a href="#">766</a>	3.3% <a href="#">(25)</a>	0	0	29.3% <a href="#">(217)</a>	15.2% <a href="#">(33)</a>	0	
9/21/2011	<a href="#">This Weekend September 21, 2011</a>	<a href="#">755</a>	7.5% <a href="#">(57)</a>	0	0	28.4% <a href="#">(198)</a>	10.1% <a href="#">(20)</a>	0.5% <a href="#">(1)</a>	
9/20/2011	<a href="#">PartnerCom 9.20.11</a>	<a href="#">471</a>	3.6% <a href="#">(17)</a>	0	0	31.1% <a href="#">(141)</a>	12.8% <a href="#">(18)</a>	0.7% <a href="#">(1)</a>	
9/14/2011	<a href="#">This Weekend September 14, 2011</a>	<a href="#">817</a>	4.0% <a href="#">(33)</a>	0	0.1% <a href="#">(1)</a>	26.7% <a href="#">(209)</a>	8.6% <a href="#">(18)</a>	0	
9/14/2011	<a href="#">PartnerCom 9.13.11</a>	<a href="#">466</a>	9.0% <a href="#">(42)</a>	0	0	28.1% <a href="#">(119)</a>	14.3% <a href="#">(17)</a>	0	
9/8/2011	<a href="#">St. Augustine Founder's Day Events news release</a>	<a href="#">810</a>	3.5% <a href="#">(28)</a>	0	0	28.8% <a href="#">(225)</a>	0.9% <a href="#">(2)</a>	0.4% <a href="#">(1)</a>	
9/8/2011	<a href="#">PartnerCom 9.7.11</a>	<a href="#">460</a>	2.6% <a href="#">(12)</a>	0	0.2% <a href="#">(1)</a>	30.6% <a href="#">(137)</a>	16.1% <a href="#">(22)</a>	0.7% <a href="#">(1)</a>	
9/8/2011	<a href="#">October is a flavorful time to visit</a>	<a href="#">976</a>	4.5% <a href="#">(44)</a>	0	0	27.9% <a href="#">(260)</a>	10.4% <a href="#">(27)</a>	0	
9/7/2011	<a href="#">This Weekend September 7, 2011</a>	<a href="#">836</a>	4.7% <a href="#">(39)</a>	0	0.1% <a href="#">(1)</a>	24.0% <a href="#">(191)</a>	6.8% <a href="#">(13)</a>	0	
9/7/2011	<a href="#">Book Direct Email to Lodging Partners September 6</a>	<a href="#">122</a>	0	0	0	27.9% <a href="#">(34)</a>	5.9% <a href="#">(2)</a>	0	
9/2/2011	<a href="#">Copy of VCB Board Ballot</a>	<a href="#">341</a>	1.8% <a href="#">(6)</a>	0	0	34.0% <a href="#">(114)</a>	0.9% <a href="#">(1)</a>	0	
9/1/2011	<a href="#">VCB Board Ballot</a>	<a href="#">68</a>	1.5% <a href="#">(1)</a>	0	0	29.9% <a href="#">(20)</a>	0	0	
9/1/2011	<a href="#">UPDATE: This Weekend August 31, 2011</a>	<a href="#">684</a>	3.1% <a href="#">(21)</a>	0	0	27.0% <a href="#">(179)</a>	4.5% <a href="#">(8)</a>	0.6% <a href="#">(1)</a>	

# VCB CONSUMER EMAIL BLAST STATISTICS AUGUST 2011

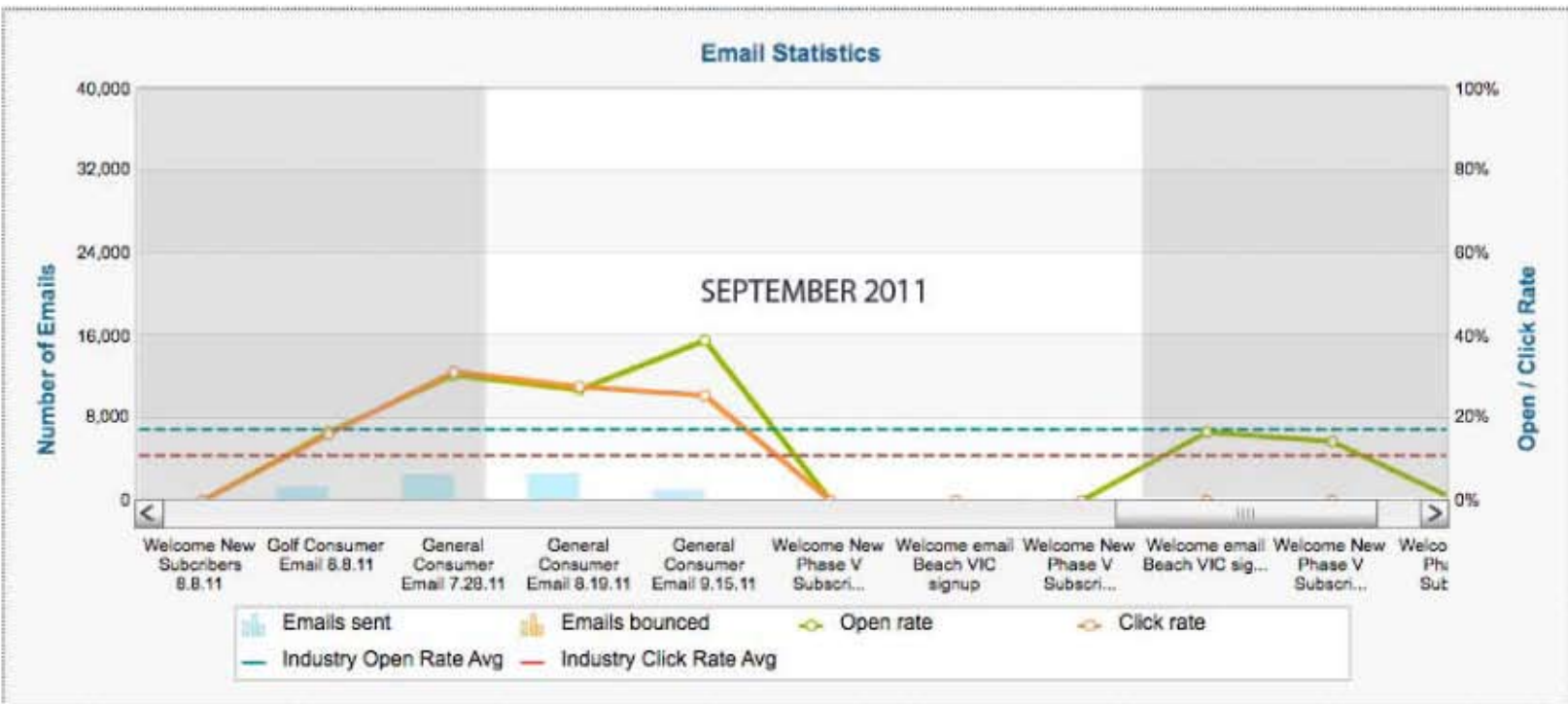
Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
8/23/2011	<a href="#">General Consumer Email 8.19.11</a>	2652	0.8% (20)	0	0.9% (23)	26.9% (709)	27.6% (196)	0.3% (2)
8/11/2011	<a href="#">General Consumer Email 7.28.11</a>	2548	0.7% (17)	3	1.0% (25)	30.4% (770)	31.2% (240)	0.4% (3)
8/8/2011	<a href="#">Golf Consumer Email 8.8.11</a>	1387	0.6% (8)	3	0.9% (12)	16.7% (230)	16.1% (37)	0





# VCB CONSUMER EMAIL BLAST STATISTICS SEPTEMBER 2011

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
9/30/2011	<a href="#">Welcome New Phase V Subscribers 9.28.11</a>	1	100.0% (1)	0	0	0	0	0
9/26/2011	<a href="#">Welcome email Beach VIC signup</a>	35	28.6% (10)	0	0	0	0	0
9/22/2011	<a href="#">Welcome New Phase V Subscribers 9.22.11</a>	43	18.6% (8)	0	0	0	0	0
9/14/2011	<a href="#">General Consumer Email 9.15.11</a>	1039	1.2% (12)	2	1.1% (11)	38.9% (399)	25.6% (102)	0.3% (1)



St. Augustine, Ponte Vedra & The Beaches  
Visitors and Convention Bureau  
2011 Facebook Stats - August/September  
**Facebook.com/St-Augustine-Florida**

Facebook Fans: **36,635**

Fans added in August - September **3,163**

Total Impression of content on Fan Page	August	<b>99,957</b>
	September	<b>247,670</b>

<b>August 2011 Fanpage Posts:</b>	Date	Impressions	Feedback
If you'd like the latest news on Irene and Florida's Historic Coast of St. Augustine and Ponte Vedra, just check out this cool website.	Wednesday, August 24, 2011	21,415	0.210133
Sail across Matanzas Bay by the light of a gorgeous full moon! This romantic voyage aboard the Schooner Freedom	Monday, August 8, 2011 at 1	26,777	0.631139
<b>August Total</b>		<b>48,192</b>	<b>0.841272</b>

<b>Sept 2011 VCB Fanpage Posts:</b>	Date	Impressions	Feedback
FLAVORS of Florida's Historic Coast begins tomorrow! Throughout the month of October,	Friday, September 30, 2011	21,757	0.20683
Warehouse 31 opens in St. Augustine tomorrow. For a preview, check out this video -	Thursday, September 29, 20	28,701	0.188147
they will be featuring Shrimp and Grits. For Reservations Call 904-829-0000	Monday, September 26, 201	27,243	0.146827
Bob Henley at The Reef Restaurant	Monday, September 26, 201	27,415	0.182382
David Scalise executive chef at Augustine Grill in Ponte Vedra Beach Florida talks about what he'll be featuring for Flavors of October.	Thursday, September 22, 20	24,004	0.124979
Chef Nick at 619 Ocean View talks about what he'll be featuring for Flavors of October.	Thursday, September 22, 20	22,423	0.102573
<a href="http://www.KingFishGrill.com">http://www.KingFishGrill.com</a> <a href="http://www.historiccoastflavors.com">http://www.historiccoastflavors.com</a>	Wednesday, September 21,	2,204	1.950998
More than 200 cars, like this classic Dodge, will be judged in the 27th Annual Ancient City Car Show this Saturday at the Florida School for the Deaf and Blind i	Monday, September 19, 201	33,748	0.219272
You still have time to register for Sunday's Endless Summer Watermelon Ride.	Friday, September 9, 2011 a	22,306	0.121044
Don't miss this weekend's celebration of the 446th Anniversary of the Founding of St. Augustine.	Thursday, September 8, 201	27,057	0.506338
September Total		<b>236,858</b>	<b>3.74939</b>

**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	8	13	8	4		73	1649	
Magazine and Newspaper Inserts	4	1,500	93	-	2	-	2	1,011	1,667	-	1			4,280	7101	-40%
Consumer Magazines	996	165	5,035	4,727	7,050	4,956	4,459	15,508	10,513	6,417	3,777	6,557		70,160	8267	749%
Consumer Online	267	306	402	822	538	507	290	578	535	722	486	431		5,884	5853	1%
Past Marketing Initiatives	2,780	1,180	415	290	126	164	86	48	43	38	23	17		5,210	4645	12%
Billboard	-	-	-	-	0	-	-	-	-	-	-	-		-	0	
Television, Out of Home, Outdoor & E-Marketing	-	-	-	-	0	-	-	-	-	-	-	-		-	0	
Other/Unknown	30	26	27	41	45	29	21	31	21	17	19	22		329	305	8%
Previous Visitor	10	17	8	23	12	15	18	12	19	9	14	9		166	167	-1%
VCB Referral	11	2	5	13	14	11	4	56	11	8	8	9		152	258	-41%
Friend/ Family	9	15	9	7	15	21	10	21	16	14	13	13		163	171	-5%
Weddings	-	-	-	-	-	-	-	-	-	-	-	-		-	31	-100%
Travel Agent	1	2		9	12	5	3	3	3	3	2	3		46	45	2%
<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>12,836</b>	<b>7,241</b>	<b>4,351</b>	<b>7,065</b>		<b>86,463</b>	<b>28,492</b>	<b>203%</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>130%</b>	<b>118%</b>	<b>243%</b>	<b>117%</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	358	338	299	258		4,404	5,769	-24%
COSA.com	-		-	-	-	-	-	-	-	-	-	-		-	-	
Google October-November 2010	-	3	-	-	-	-	-	-	-	-	-	-		3	-	
Other/Unknown	6	5	6	14	14	6	5	3	8	4	5	5		81	76	7%
Travel Meredith							1	4	14	4	10	8		41	-	
Augustine.com	-					192	8	292	155	376	172	160		1,355	-	
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	26	44	23	19	410	34%	28%	28%
No	70	61	41	49	118	81	72	83	71	30	59	52	787	66%	72%	72%
Total No of Responses	95	86	74	142	147	118	94	117	97	74	82	71	1197			
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	2	4	4	3	55	5%	5%	5%
2 days	9	20	16	10	6	9	6	12	7	6	8	4	113	9%	10%	10%
3 days	35	20	14	27	44	38	26	32	22	13	19	21	311	26%	20%	20%
1 week	25	13	18	50	43	38	32	41	39	30	22	18	369	31%	36%	36%
2 weeks	4	4	5	16	17	7	3	5	6	4	8	1	80	7%	6%	6%
3 weeks	0	2	0	3	0	2	3	1	0	2	0	3	16	1%	2%	2%
1 to 3 months	3	6	2	2	4	0	4	3	2	5	3	0	34	3%	3%	3%
Don't Know	17	13	10	29	24	23	15	20	19	10	18	21	219	18%	19%	19%
Total No of Responses	95	86	74	142	147	118	94	117	97	74	82	71	1197			

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	3	3	2	4	58	5%	7%	7%
2	51	48	30	70	80	55	43	48	40	35	47	33	580	48%	47%	47%
3	13	10	7	12	9	5	10	7	9	7	5	9	103	9%	8%	8%
4+	19	14	22	34	34	41	22	36	31	24	17	11	305	25%	27%	27%
Unknown	9	8	11	20	18	10	12	19	14	5	11	14	151	13%	11%	11%
Total No of Responses	95	86	74	142	147	118	94	117	97	74	82	71	1197			
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	73	57	66	55	963	80%	78%	78%
B&B	3	3	2	2	6	2	2	2	5	1	4	0	32	3%	4%	4%
Hotel/Motel	8	9	5	21	13	18	7	12	16	14	6	10	139	12%	13%	13%
RV Park	0	1	1	1	3	1	2	0	2	0	0	3	14	1%	1%	1%
Condo	3	1	0	5	11	6	3	2	1	2	4	3	41	3%	3%	3%
Efficiency/Suite	0	0	0	0	1	0	1	0	0	0	1	0	3	0%	1%	1%
Single Family Home	1	0	0	1	0	0	1	1	0	0	1	0	5	0%	1%	1%
Total No of Responses	95	86	74	142	147	118	94	117	97	74	82	71	1197			
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	59	26	37	32	567	47%	41%	41%
One Month to Three Months	34	17	16	49	38	31	22	20	16	21	22	17	303	25%	28%	28%
Four Months to Eight Months	10	8	8	27	15	14	12	16	9	15	11	8	153	13%	15%	15%
Nine Months or More	1	4	0	5	20	16	13	9	3	7	2	3	83	7%	7%	7%
Unknown or Refused	10	4	5	13	3	3	3	14	10	5	10	11	91	8%	9%	9%
Total No of Responses	95	86	74	142	147	118	94	117	97	74	82	71	1197			
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	3,922	700	490	741	12,334	6,966	6,966	
New York	240	101	362	283	426	219	189	563	477	376	247	466	3,949	1,213	1,213	
Ohio	185	91	208	185	315	221	229	1,153	492	391	157	386	4,013	1,029	1,029	
Pennsylvania	235	95	264	256	349	356	190	496	215	422	244	373	3,495	1,007	1,007	
Georgia	307	776	233	675	447	395	282	745	495	314	189	265	5,123	2,048	2,048	
Texas	172	61	410	265	439	290	453	446	303	516	231	359	3,945	1,464	1,464	
North Carolina	101	51	251	646	347	241	211	460	640	236	136	211	3,531	857	857	
California	197	74	516	190	522	102	143	329	363	209	158	292	3,095	672	672	

**Visitor Center Inquiries  
September 2011**

**Ponte Vedra Beach Chamber of Commerce**

		% of Total Visitors	FYTD
<b>Total Visitors</b>	<b>37</b>	<b>0.11%</b>	<b>473</b>

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

		% of Total Visitors	FYTD
<b>Total Visitors</b>	<b>29,824</b>	<b>91%</b>	<b>380,210</b>

**St. Augustine Beach Visitors Center**

		% of Total Visitors	FYTD
<b>Total Visitors</b>	<b>2,061</b>	<b>6%</b>	<b>16,105</b>

**Jacksonville Airport Visitor Information Center**

		% of Total Visitors	FYTD
<b>St. Augustine</b>	<b>947</b>	<b>3%</b>	<b>9,507</b>
<b>Ponte Vedra</b>	<b>55</b>	<b>0%</b>	<b>871</b>

**Total Inquiries at Visitors Centers**

	<b>Total</b>	<b>FYTD</b>
	<b>32,924</b>	<b>407,166</b>



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

#### Inquiries:

- Hilton Garden Inn Palm Coast/Town Center
- Bagan & Company
- ActivPro
- Laterra Resort at World Golf Village

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

- Hilton Garden Inn Palm Coast/Town Center
- Bagan & Company (photography, videography)

#### Partners Approved Previously:

- St. Augustine Wedding & Event Association (non-profit, wedding businesses)
- St. Augustine Gold Tours (Tour company, electric 7 passenger tour bus)
- Historic Florida Militia (non-profit, re-enactors)
- Tour Vans of St. Augustine (transportation company – airport shuttles)
- Oldest Store Museum Experience
- Royal St. Augustine Golf Club
- Beaches on Vilano (restaurant)

#### FY 2011 Partnership Recap

- New Partner Businesses FY 2011 – 64
- Total Partners September 2011 - 280



## Creative Support Report: August/ September 2011 Stacey Sather, Creative and Advertising Manager

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

- *Flavors of Florida's Historic Coast* collaterals & web
- *Celebrate: Fifteen & Forever* quince & bridal expo collaterals
- *Group & Meeting Guide* update and redesign
- FHC Beach Update microsite maintenance
- Update Sales PP presentation
- Home Again St. Johns - United Way presentation check
- Creative & Advertising Manager job description update
- 2011 Annual Dinner collaterals
- 2011-12 NOL COE design, bid and deployment
- FHC website redesign review
- General Consumer email campaign email deployment & database review
- FHC website home page weekly screenshot archive
- New design formats of VCB/FHC logo
- FHC Beach Update microsite design and deployment plus web button
- Destination Survey - Hannah Group
- Coast Guard Day photo op
- Quick Reference Guide update
- 2011 Travel Planner reprint
- 2012 Travel Planner bid sourcing, RFP, production service review
- NOL images for PR
- Gator Bowl Patch Plus layout

### **Partner Communications**

- Weekly production of PartnerCom eNewsletter, 4 issues plus special announcements
- Monitor and follow up 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
- 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: August & September 2011

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

### August & September Highlights:

#### Site Visits

- Site inspection Global RCI & association July 2, 2011
- Site group venue options; Plantation at Ponte Vedra & Ponte Vedra Concert Hall, July 6, 2011
- Site Visit with AAA Seminole Counselor July 9-11, 2011
- Site inspection association Sawgrass Marriott & Renaissance Resort July 12, 2011
- Site inspection underground railroad association July 12-13, 2011
- Site inspection association group Renaissance Resort July 14, 2011
- Mike Saez, Grayline of Orlando July 15-16, 2011
- Site inspection incentive group July 18, 2011
- Sandi Shriber, Phase V of SW Florida, July 22, 2011
- Anthony Portgliath, FL Christian University, July 22, 2011
- Site Visit with Isabel Albuerne, The Event Lady July 27-29, 2011
- David Mason, Rapid Running Event, August 3, 2011
- Denise Lucas, Travels Trendy Getaway Travel, August 5-7, 2011
- Monika Proctor, Meeting Point August 9-11, 2011
- Michaela Winter, Hotelbeds.com, August 10, 2011
- Paulo Santiago, Magic Stars Vacation, August 10, 2011
- Senior Planner UF Continuing Education site inspection, August 12, 2011
- Program Assistant UF Office of Student Affairs site inspection, August 16, 2011
- Hezekiah Family Reunion Lead: Site visit with client and 15 person family reunion committee, Sept. 3, 2011
- NE Corporate FAM Sept 15-18, 2011
- 2011 USS Randolph Reunion Lead: Meet & greet event contact at Renaissance Resort, Sept 16, 2011
- site inspection accounting assoc Sept 16-18, 2011
- Site inspection, Expo committee Lightner, Sept. 20, 2011
- Medical Supply pre-planning, Sept 29, 2011

#### Upcoming Site Visits

- Dinner SR meeting planner medical supply company fall 2012 – 2 training programs and 1 incentive Oct. 4, 2011
- medical assn site inspection July 2013, Oct. 4, 2011
- aircraft manufacturer site inspection June 2012, Oct. 5-6, 2011
- association site inspection, Oct. 4, 2011
- T@B Owners of America Rally Lead: Meet & greet lunch with event contact. Oct. 27, 2011

#### Sales Initiatives

- 221<sup>st</sup> Annual Coast Guard Day at St. Augustine Lighthouse. VCB Booth opportunity and military support, August 4, 2011
- "How to work with a Receptive Tour operator" Workshop, August 10, 2011
- Connect Marketplace, August 12-14, 2011
- Tallahassee sales calls; FL School Boards Assn, FL County Clerk Law Assn, hosted meeting planner Hammock Beach Resort, FICPA, FL Bar, FEMA, CCA Tradeshow & Reception, August 18, 2011
- Tallahassee sales calls; FL Democratic Party Assn, FL Medical Assn, FL Law, FL Self Insurers Assn, FL Assoc Research Institute, August 19, 2011
- Chuck Cook & Assoc., August 19-20, 2011
- Quince Trade Seminar, August 22 & 23, 2011
- Going On Faith Conference, August 23-25, 2011
- TPC Sawgrass Open House, Maria Rodriguez-FIS, Bob Shuster-CMP, Jennifer Juergens- travel writer, August 24, 2011
- Visit FL Yulee Welcome Center – St. Johns Take Over Tradeshow, Sept. 1, 2011 (10 partners participated)

- FL Concierge Conference in Orlando, FL: VCB Booth, Sept 6-9, 2011 (4 SJC booths)
- Jax Bridal Show, Sept. 11, 2011
- Bridal/Quince Expo, November 4-6, 2011
- Email blast for Small Market Meetings Appointment tradeshow Sept 21, 2011
- Small Market Meetings Appointments (40) meeting planners Little Rock, AR, Sept 26-28, 2011

### Upcoming Sales Initiatives

- Central Florida Concierge's Assn Fam Tour, Oct.TBD 2011
- Fifteen & Forever Expo, Nov. 4-6, 2011

### Meetings

- Destination Planning partner update meeting, August 2, 2011
- 2012 Sun Cat Show Lead meeting with event organizer, August 2, 2011
- NFMPI monthly meeting, August 8, 2011
- Meeting with Ana Grogan, First Coast Hispanic C of C, August 8, 2011
- St. Augustine Wedding & Events Assoc., August 9, 2011
- The Knife Factory, partner visit, August 11, 2011
- The French Novelty at Lightner, August 12, 2011
- Fifteen & Forever: Train & Trolley meeting with Crystal Hill (SAWEA) for Vignette Tours, August 15, 2011
- Ponte Vedra staff meetings & sites, August 16, 2011
- Tallahassee TSAE Monthly Luncheon, sales calls; FL Rural Water Assn, National Hurricane Assn, FL Pension Assn, JHG Marketing, August 17, 2011
- Fifteen & Forever: Individual meetings with vignettes with Crystal Hill (SAWEA) August 18, 2011
- Eco Latino, Luis Vienrich, August 18, 2011
- Sawgrass Marriott meeting Phyllis Aldrich & Sharon Kelly, August 22, 2011
- 8/23 Conference Sales Committee Meeting 4p-5:30p, PVI&C, Ryan Murphy & Natacha Mcleod, St Augustine Amphitheater & PV Concert Hall update, YPARTNERSHIP Marketing Plan & Co op for hotel partners, August 23, 2011
- Meeting John Aguilera – Active Escapes, August 30, 2011
- FL Encounter Post Fam pre-planning meeting Renaissance Resort, Sept 7, 2011
- NFMPI Meeting, Sept. 13, 2011
- 2012 Group & YP presentation, Sawgrass Marriott – GM/DOSM SJC, Sept 15, 2011
- First Coast Hispanic Chamber of Commerce meeting, Sept. 15, 2011
- Florida Bride Magazine meeting with PR Dept Sept, 20, 2011
- Email blast for Small Market Meetings Appointment tradeshow, Sept 21, 2011
- Partner Site Visit: Three Palms Resort, Sept 26, 2011
- Small Market Meetings Appointments (40) meeting planners Little Rock, AK, Sept. 26-28, 2011
- Fifteen & Forever: Eco Latino meeting, Sept. 28, 2011
- Partner Site Visit: Limelight Theatre, Sept. 29, 2011
- Leisure Sales Committee meeting, Sept. 29, 2011
- Eric Haas Smart Meetings Magazine, Smart Marts 2012 and package pricing, Sept 29, 2011
- FL Encounter pre-planning meeting Sawgrass Marriott & 2012 Sales Initiative review & FL Encounter pre-planning Ponte Vedra Inn & Club & Hilton Garden Inn PV, Sept 30, 2011
- *Weekly – Fifteen & Forever Expo Meetings (every Thursday)*

### Upcoming Meetings

- NFMPI, Oct. 11, 2011
- Premier Bride Mag meeting – Fifteen & Forever partnership, Oct. 5, 2011
- St. Augustine Wedding & Events Association Meeting at Amici's, Oct. 13, 2011
- National Association of Catering Executives luncheon with Crystal Hill, Jacksonville, Oct. 19, 2011
- Client Appreciation Event at Courtyard, Oct. 26, 2011
- *Weekly – Fifteen & Forever Expo Meetings (every Thursday)*

### iDSS Training

- Partner iDSS One-on-one: Tidbits, August 17, 2011
- Quarterly iDSS Orientation-Sept 20, 2011 (3 partners participated)

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

SEPTEMBER - TOTALS FOR ALL SEGMENTS	MONTHLY	MONTHLY GOALS	Monthly % of Actual vs Goal	4TH 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
LEADS ISSUED - ALL SEGMENTS	45	21	114%	59	63	-6%	252	252	0.0%	250	100.80%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	11,814	4,584	158%	18,754	13,750	36%	61,351	55,000	11.55%	55,000	111.55%
DEFINITE ROOM NIGHTS - ALL SEGMENTS	554										
TENTATIVE ROOM NIGHTS - ALL SEGMENTS	135										
CANCELLED ROOM NIGHTS - ALL SEGMENTS	0										
LOST ROOM NIGHTS - ALL SEGMENTS	0										
NON HOTEL LEADS - ALL SEGMENTS	3										
SITE INSPECTIONS - ALL SEGMENTS	3										
TELEMARKETING CALLS - ALL SEGMENTS	52	84	-38%	204	252	-19%	1,091	1,000	9%	1,000	109.10%
	MONTHLY TOTAL			4TH QUARTER TOTALS			YEAR TO DATE TOTALS				
TRADE SHOWS	3			7			24				
La Cumbre Sept 6-10											
Governor's Conference-Hollywood, FL Sept 25-27											
Small Market Meetings Sept 26-28											



## COMMUNICATIONS DEPARTMENT REPORT: August/September 2011

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

### August/September 2011 Media Results:

# of print and internet news media impressions:

**August: 671,935,227; September: 589,935,227; FY 2011: 4,721,339,994**

Publicity Value: August: **\$332,678; September: \$1,982,153; FY 2011: \$7,557,552**

### Social Media Stories and Postings Monitoring (All Social Media):

Total Number of Social Media Stories posted: **August 673; September: 507; FY 2011: 11,828**

Publicity Value: August: **\$13,705; September: \$11,669; FY 2011: \$1,875,074**

### August/September 2011 REPORT:

#### Stories Pitched:

First Coast News and WJXT-TV4 – iPad App and Facebook, Russian atmosphere in St. Augustine, PGA Tour Academy discounts.

WJXT-TV 4, Lighthouse marine archaeology discoveries – Jay

PAL Day to Erica Vest, Military Family Radio – Jay

Outdoor winter events on FHC to NY Times – Jay

Sandra Ramani, Travel + Leisure, interesting beaches – Jay

Alligator Farm Zip Line and El Conquistador, Andy Schrader for Southern Living -- Jay

Stories for UK Market (VISIT FLORIDA) – Spanish Muster, 450<sup>th</sup>, 500<sup>th</sup>, Quirky Activities, attractions, etc – Barbara

Don Wall, Forever Young (Canada Fall Travel) – Flavors – Barbara

Gary McKechnie- (VF Insider) — Flavors – Barbara

Rachel Lucas - Off the Beaten Track – Flavors – Barbara

David Savona, Cigar Aficionado, PLAYERS – Barbara

A & E TV – September 8 (Today in History – Menendez Founding of St. Augustine – Barbara

Yvette Monell, Flavors of Florida's Historic Coast for Old City Life – Barbara

Erin Street, Southern Living Magazine, upcoming commemorative events (focus on Civil Rights) – Barbara and Richard

Tanner Latham, Freelance (NPR) – Story about Fountain of Youth and the 500<sup>th</sup> celebration of Ponce Landing – Barbara

#### Media Inquiries:

Fact Checked National Geographic Traveler article on Nights of Lights – Jay

Arranged interview of Anne Kraft by freelance writer Ed Rubin – Jay

Verified accuracy of VISIT FLORIDA article on the subject of beaches – Jay

Beach Driving, Sandra Friend travel writer -- Jay

Provided info, answered questions and sent images to Barbara Barry for article in Practice Link magazine – Jay

Chelle Visit Florida Travel Guide, Pirate Museum and Adrenaline Alligators? -- Jay

Downtown, Old St. Augustine of Ancient City for travel writer Sandra Friend – Jay

Fact checked Lincolnville information for Christine LaPlaca, Visit Florida -- Jay

Paul Love, Florida Travel & Life – Story about Aviles Street – Barbara

Leigh Sekula, Freelance, materials about what's new and events for Fall – Barbara

Joan Scharf, Legendary Journeys – Group Travel info – Barbara

Destinations Weddings Reader's Services response content – Barbara

Katie Knorovsky, AE, National Geographic Traveler – Nights of Lights content – Barbara

Prepared Press kits, VIP Passes, images access and content for Inns of elegance Media Tour – Barbara  
 Molly Fergus, Sherman’s Travel – Labor Day Travel deals – Barbara  
 Ann Sheppard, Editor, Associations Now – Meetings space on FHC – Contacts for Assoc Planners – Barbara  
 Terry Mansfield, Collective Travel Radio – Interview about Fall happening on FHC and additional content for website – Barbara  
 Susan Talentino – Coastal Companion – Info About SA Birthday Celebration and Flavors – Barbara  
 Smart Meetings, Joan Christenson – Info about what’s new for meetings team building, Meeting Facilities and meeting planner contacts – Barbara \

Scott Frai – Bay News 9 – Florida on A Tankful info about September events – Barbara  
 Lisa Simundson- Meetings South – What’s New for Meetings – Barbara  
 VISIT FLORIDA Meetings Program – e-news letter content – Barbara  
 Sophia Le Fraga, Travel Squire – Flavors of Florida’s Historic Coast – Barbara  
 Grace and Mark – Florida Brides- content and images, interview, on-site visits – Barbara  
 Rachel Lucas, The Travel Bite – Flavors info and image – Barbara

#### **Image Access:**

Michael VizVary, Florida Occupational Therapy Association 2011 Fall Conference  
 Laura Blum, Orlando Home & Leisure Magazine  
 Susan Lanier-Graham. Freelance journalist – story pitching feature about St. Augustine  
 Peter Swanson, Editor, PropTalk Magazine – feature about St. Augustine  
 Chris Van Regemorter., Images for Cover of yellow Pages  
 Jill Powers, Omni Hotels, Images for murals promoting St. Augustine  
 Lisa Simundson, Images to accompany editorial in Meetings News  
 John Finotti, access to images to promote 2012 events.  
 Steve Holland, UF, images of Flagler College and Icon skylines for St. Augustine presentation  
 Meredith Lamb, Miles Media story for VISIT FLORIDA 2012 magazine  
 Katie Knorovsky, National Geographic Traveler – Nights of Lights Feature  
 Marji Lambert – Miami Herald – images of wine tastings – Barbara  
 Hancel Deaton, Morris Communications – images for Where Magazine – Barbara  
 John Finotti, Access PR – Images of Constitutional Monument – Barbara  
 Sophia Le Fraga, Travel Squire – Flavors of Florida’s Historic Coast – Barbara  
 Smart Meetings – October/November issue – destination update – Barbara  
 Nights of Lights and Beach Image for travel writer Irv Green -- Jay

#### **News Releases:**

Flavors of Florida’s Historic Coast (4) – Barbara  
 This Weekend (4) -- Jay  
 Founder’s Day Activities -- Jay

#### **Writers Hosted:**

Stephen Keeling , The Rough Guides – Jay  
 Ed Rubin, d’Art magazine -- Jay  
 Warren and Jean Ressen- Freelance St. Augustine – Barbara  
 Jean Dee – Soultravelers3, Family travel to St. Augustine – Barbara  
 Arranged itinerary and plan for Flavors Media Tour (October 2 – 5) – Barbara

#### **Broadcast and Film:**

Met with videographer Eli Pena to discuss St. Augustine Film Festival -- Jay  
 Answered permitting questions for producer Michael Mattson who is shooting a zombie movie in Hastings – Jay  
 Answered questions and provide locations suggestions to Cassie Thompson at Original Productions – Jay

Set up locations, found local talent, arranged accommodations and coordinated Univision/Sabado Gigante/Somos Dos Para Ganar program – Jay  
 Obtained copy of Travel Guy program from Canadian TV producer – Jay  
 Solicited and obtained proposals for production of video sizzle reel -- Jay  
 Univision – pitching for First Thanksgiving Story for Despierta America with Rodriguez Group –  
 Chef interviews, landing, FOY, Downtown images, etc. – Barbara  
 Arranged and coordinated chef video interviews for Flavors of Florida's Historic Coast – Barbara and Rick  
 Arranged Jessica Clark First Coast News interview with Richard regarding summer visitors – Barbara  
 Arranged and Coordinated shoot schedule for Nelson Hicks WSB TV Atlanta – Barbara

#### **Promotional Programs:**

Met with VCB Partner Restaurants to plan Flavors of Florida's Historic Coast October promotion – Barbara  
 Reviewed content for Golf Eblast (added Golf Packages to landing pages)– Barbara and Jay  
 Reviewed content and updates for Meetings update pages – Barbara  
 Completed November issue of LHJ Romantic getaway Sweepstakes content – Barbara  
 Updated Hot Deals on promotional Landing pages (Golf, Romance, Family) – Barbara

#### **Other:**

Worked with Stacey Sather to create, launch and update microsite devoted to hurricane information for the industry and visitors – Jay  
 Created MINT magazine community calendars with tourism Did You Knows for August and September – Jay  
 Revised and re-submitted proposal to Society of American Travel Writer chapter convention in 2012 – Jay  
 Attended St. Augustine Attractions Association meeting – Jay  
 Created proposed 2012 Travel Planner content for contractor – Jay  
 Participated in VISIT FLORIDA webinar Advocating from Home: Grassroots Advocacy – Jay  
 Provided Hurricane Irene updates for website – Jay  
 Edited copy block for Flavors website  
 Met with Dr. Sam Turner do discuss Ponce de Leon landing site -- Jay  
 Responded to The Record editorial that blamed tourism officials for St. Augustine losing its claim to Oldest City” – Jay  
 Met with The Record's editorial board regarding Oldest City promotion – Jay  
 Met with WNZF radio regarding promotions and news coverage – Jay  
 Met with Beau Phillips regarding cooperation between VCB and Chamber – Jay  
 Update Communications Department position descriptions – Jay  
 Met with professor Maria Jose Maquire, Flagler College, regarding cooperating efforts between Spanish Department and VCB – Jay  
 Edited copy for Celebrations publication – Jay  
 Edited Meeting Planning Guide -- Jay  
 Managed Board meeting content and administration – Barbara  
 Completed Hurricane Preparedness Plan – Barbara  
 Reviewed CisionPoint News Monitoring Services – Barbara  
 Tracked and reported on media coverage for FHC – Barbara  
 Updated event calendar content for Nights of Lights – Barbara  
 Edited menu and chef profile content for Flavors Website – Barbara  
 Planned VCB Board speeches for Annual Meeting – Barbara  
 Attended Florida Governor's Conference on tourism – Barbara  
 Attended VF Communications informal meeting and on quarterly committee conference call – Barbara

St. Augustine, Ponte Vedra &amp; The Beaches

Communications Department Monthly Report - Executive Summary FY 2011

Media Impressions	Jul-11	Aug-11	Sep-11	Jul-10	Aug-10	Sep-10	9/2011 compared to 9/2011	YTD Compare to FY10/FY11			
								YTD FY2011	FY 2010	% difference	FY 2010 Totals
National	329,765,981	659,844,767	446,472,181	3,036,494	5,979,762	4,760,027	9280%	3,807,595,764	3,812,355,884	0%	209,060,748
Florida	18,031,833	10,198,253	18,775,300	3211347	5,121,720	3,647,227	415%	115,776,078	29,659,298	290%	29,659,298
International			29,543	0				416,373	2,630,264		2,630,264
**Web				214,699,838	100245044	358,885,800	-100%	572,420,439	1,818,517,584	-69%	1,818,517,584
Broadcast	6,221,971		124,000,000	0				172,148,549	3,127,000		3,127,000
Events	1,054,455	1892207	0	1,177,881	1166719	16,241,533	-100%	52,982,791	43,128,396	23%	43,128,396
<b>Total</b>	<b>355,074,240</b>	<b>671,935,227</b>	<b>589,277,024</b>	<b>222,125,560</b>	<b>112,513,245</b>	<b>383,534,587</b>	<b>54%</b>	<b>4,721,339,994</b>	<b>2,106,123,290</b>	<b>124%</b>	<b>2,106,123,290</b>
Value of Impressions	Jul-11	Aug-11	Sep-11	Jul-10	Aug-10	Sep-10	9/2011 compared to 9/2011	YTD Compare to FY10/FY11			
								YTD 2011	FY2010	% difference	FY 2010 Totals
National	\$415,234	\$311,855	\$270,756	\$72,716	\$132,708	\$102,001	165%	\$2,759,119	\$2,707,743	2%	\$2,707,743
Florida	\$21,717	\$16,740	\$36,798	\$31,487	\$71,692	\$61,074	-40%	\$455,856	\$395,420	15%	\$395,420
International	\$2,950	\$371	\$2,606	\$0				\$24,087	\$148,494	-84%	\$148,494
Broadcast	\$7,262		\$1,671,600	\$0				\$1,712,642	\$18,600	9108%	\$18,600
Events	\$8,142	\$3,712	\$393	\$7,395	\$7,602	\$163,207	-100%	\$67,546	\$334,826	-80%	\$334,826
**Web stories				\$84,277	\$79,973	\$17,493	-100%	\$2,538,302	\$1,020,537	149%	\$1,020,537
<b>Total</b>	<b>\$455,305</b>	<b>\$332,678</b>	<b>\$1,982,153</b>	<b>\$195,875</b>	<b>\$291,975</b>	<b>\$343,775</b>	<b>477%</b>	<b>\$7,557,552</b>	<b>\$4,625,621</b>	<b>63%</b>	<b>\$4,625,621</b>
New for FY 2011	Jul-11	Aug-11	Sep-11	Jul-10	Aug-10	Sep-10	9/2011 compared to 9/2011	YTD Compare to FY10/FY11			
								YTD FY2011	FY 2010	% difference	FY 2010 Totals
<b>Social Media Monitoring</b>											
Number Social Media Feeds & Blogs with impact	1,188	673	507					11,828	NR	NR	NR
Promotional Value of Social Media Feeds	\$36,872	\$13,705	\$11,669					\$1,875,074	NR	NR	NR
<b>Media Inquiries Answered:</b>	13	12	13	12	8	6	117%	145	191	-24%	191
<b>Media Visitors Hosted:</b>	3	3	3	4	6	3	0%	66	56	18%	56
<b>Broadcast Media Hosted:</b>	4	4	5	0	3	1	400%	46	40	15%	40
<b>Event News Releases Issued:</b>	4	3	4	4	5	5	-20%	59	88	-33%	88
<b>Feature News Releases Issued:</b>	0	2	2	1	2	7	-71%	23	36	-36%	36
<b>Stories Pitched</b>	4	8	7	7	9	5	40%	200	167	20%	167
<b>VCB supported Stories in Print</b>	76	78	89	38	36	56	59%	587	582	1%	180
<b>Image access</b>	15	8	9	7	8	8	13%	129	122	6%	122
<b>Value of VCB supported stories</b>	\$69,831	\$43,751	\$48,878	\$116,103	\$37,619	\$291,945	-83%	\$1,058,284	\$1,910,716	-45%	\$1,910,716
<b>Impressions from VCB supported stories</b>	52,111,469	51,112,372	41,413,503	24,604,100	19,914,430	64,347,089	-36%	494,072,355	\$844,060,332	-41%	\$844,060,332
<b>Social Monitoring began in mid-October 2010.</b>											

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.

**Sept. Highlights:**

**Promo Development**

OPM PARTNER	PROMO TITLE	DATES (2011)
COX Orlando	B-52's Best Seat in the House	Started October 7
COX Orlando	Online Trip Giveaway with WDBO	10/17 – 10/30
COX Orlando	Online Trip Giveaway with WMMO	10/17 – 10/31
COX Orlando	Online Trip Giveaway with WXGL	TBD
Atlanta Journal-Constitution	Winter online promotion AJC.com	11/1 – 1/2/12
Visit Florida	Fabulous Florida Getaway meetings. VisitFlorida.com	Nov.–Dec.

**Other Initiatives**

- Halloween Season ... Multi-discipline short-term campaign to exploit the significant amount of Halloween/scary tourism product available throughout our destination. Preparation for major effort in 2012.
- Flavors of Florida's Historic Coast ... Second year of legacy program ... integrated campaign, enthusiastic partners and superb national publicity initiative
- St. Augustine Marathon ... Masters Marathon concept targets national media pickup
- Database Marketing ... Evolving direct marketing (email) program showing steady improvements in format, strategy and response.
- Warren Clark ... Relationship with historical illustrator in development with long-term focus ... usage/distribution plans in development



### St Johns August 2011

#### Total Golf Tourism

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

	Aug 11	Aug 10	% Change
Rooms	1,609	1,502	7.12%
Rounds	3,787	3,533	7.19%
	2011 YTD	2010 YTD	% Change
Rooms	15,874	14,354	10.59%
Rounds	37,353	33,771	10.61%

#### Advertising Response (From all sources)

Aug 11	Aug 10	% Change
70	63	11.11%
FY 2010-11	FY 2009-10	% Change
30,535	9,518	220.81%

#### Website Statistics

	Aug 11	Aug 10	% Change
Visitation	3,935	4,204	-6.40%
	FY 2010-11	FY 2009-10	% Change
Visitation	64,360	65,205	-1.30%

#### Email Program - FFCG Newsletter

Date	Subscribers		
8/9/2011	7,491		
Open Rate	/08 Baseline Av	% Change	
10.48%	9.05%	15.80%	
Click Rate	/08 Baseline Av	% Change	
4.12%	11.05%	-62.71%	

#### Media Equivalencies

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