



VCB Board of Directors Meeting
Meeting Packet
2:30 p.m. November 28, 2011
Hilton Garden Inn
401A1A Beach Blvd., St. Augustine Beach

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**St. Augustine, Ponte Vedra & The Beaches
Visitors and Convention Bureau
Board of Directors Meeting
2:30 p.m., Tuesday November 29, 2011
Hilton Garden Inn
401 A1A Beach Blvd., St. Augustine Beach**

AGENDA

Call to Order – Bob O’Neill

Roll Call – Barbara Golden

Approval of October 20, 2011 Meeting Minutes

Treasurer’s Report – Tina Klinkenberg

Executive Committee Report – Bob O’Neill

- New Partner Approval
- Discuss policy on members outside of SJC

Executive Director’s Report –Richard Goldman

- Department Reports
- Ponce 500th Presentation

Other Business

Discuss Kathy Fleming’s proposal for January board meeting to be held in Tallahassee adjacent to Tourism Day Jan 18-19.

Adjournment

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
Board Meeting Minutes

Call to Order – Chairman Bob O’Neill called the meeting to order at 2:35 p.m. He informed the Board that the VCB Executive Director Richard Goldman would not be present for this meeting because he was attending a conference where he will be addressing some potential tourism tax funding issues. He also informed the Board that he has asked the VCB staff to be brief and concise in delivering their reports. And, that if anyone felt that they needed information to be further explained or if they felt the need to have discussion to please request such.

Roll Call – Barbara Golden called roll and informed Chairman O’Neill that there was a quorum present.

Board Members Present: Bob O’Neill, John Fraser, Tina Klinkenberg, Charles Cox, Irving Kass, Kathy Fleming, Virginia Whetstone, Jeffrey Oliasami.

Board Members Absent: David Mariotti, Kirk Wendland, Commissioner Errol Jones, Vice Mayor Andrea Samuels, and County Commissioner Jay Morris.

Staff Present: Barbara Golden, Jay Humphreys, Rick Hensler, Evelyn Vazquez

Other Present: Sandra Atkins, Mike Cunningham, John Johnson, Felicia Fink

Approval of Minutes:

Charles Cox made a motion for approval of the August 25, 2011 Board of Directors Meeting Minutes and the September 28 Annual Meeting Minutes. Irving Kass seconded the motion.

Approved Unanimously

Treasurer’s Report:

Bob O’Neill told the Board that since the Treasurer’s report included information about year end finances and that neither David Mariotti or Richard Goldman were present to explain the details, the approval of the September 2011 Treasurers Report would be tabled for the November 2011 VCB Board meeting.

Executive Committee Report:

Bob O’Neill reported that the Executive Committee also reviewed and approved the Phase V renewal contract with a .05% increase in fees; the YPartnership Renewal with a 5% fee increase that would go into effect after a TDT increase of 2.5% was realized. He further noted that the Treasurer’s report was presented and approved at that time, but that the detail for year-end is a little more complicated and approval by the full Board would wait.

He also reported that the Executive Committee reviewed VCB partnership applications from two businesses, Hilton Garden Inn Palm Coast/Town Center and Bagan & Company, a video and photography service. The Executive Committee recommended Bagan & Company for VCB Partnership approval and that because Hilton Garden Inn Palm Coast would not be generating business for St. Johns County, that they not be approved at this time.

It was further explained to the Board that there was a concern that this property does not collect or contribute to St. Johns County Bed Tax. It was noted that there was an additional \$5 per room fee for out-of-county lodging businesses incorporated into the annual membership fee. There were questions about the history of out-of-county lodging partners. It was noted that Hammock

Dunes, a resort hotel close to the county line offers meetings and group activities with attractions and services located in St. Johns County.

The VCB Bylaws Partnership Section was reviewed. It was noted that Hilton Garden Inn may be eligible for Associate Partnership but that there was no determination of the benefits associated. It was requested that VCB staff research policy history of non-county businesses that have previously been approved for partnership and bring it to the next Board meeting to address this policy to provide clear rules for non-county lodging and attraction partners.

After reviewing the Bylaws, it was further discussed that new policy needs to be addressed for Associate Partners.

Charles Cox made a motion to accept Bagan & Company as a new VCB Partner. The motion was seconded by Irving Kass. **Approved Unanimously**

Chairman O'Neill presented a slate of VCB Executive Committee Officers for the Board to vote on. The slate was as follows:

Bob O'Neill, Chairman (Previously elected)
David Mariotti, Incoming Chairman
John Fraser, Immediate Past Chairman
Tina Klinkenberg, Treasurer
Jeffrey Oliasami, Secretary

John Fraser made a motion to accept the Chairman's officer Slate. The motion was seconded by Charles Cox. **Approved Unanimously**

Executive Director's Report:

Barbara Golden presented the Executive Director's report in Richard Goldman's absence.

She reported that the STR indicates that the September occupancy was up 1.2%, an 8.2% over 2009 and that for August, ADR was up 4% and REVPAR was up 5.2%. She also reported that Bed Tax collections for August were more than \$450K, a 4.6% increase.

Barbara reported that the website analytics for August indicate little change to traffic. However, there are early reports generating that with the change to a new website there is an increase in website visitation. The next reporting period should include that information.

Barbara reported that visitation to the VCB Facebook Fan Page continues to increase, an average of 40 new fans daily.

Jay Humphreys reported that some of the postings are getting great review. He also reported that the VCB YouTube Channel has over 50 videos and hi viewership. He reported that the VCB has times postings on all Social media outlets so that they are being viewed at peak times.

Barbara reported that the inquiry reports are demonstrating that our advertising are effectively directing consumers to Phase V and that there is a decrease in inquiries from our website because it is believed consumers are getting the information they seek from the site. She also reported that visitors continue to plan vacations in shorter times and that the report also indicates that visitor inquiries are coming from more traditional feeder markets like Florida, Texas, Pennsylvania, Ohio and New York. Whereas for this time period last year, because of the oil spill in the Gulf, inquiries were coming mostly from Florida, Alabama, Georgia, Tennessee and Texas, the origin states of traditional visitors to the Gulf Coast.

Visitor centers in St. Johns County had a total of 32,924 walk in visitors in August 2011. Barbara also reported that the VCB ended the year with 280 active partners.

She reported that the Sales Team has surpassed their goals of telemarketing calls by 14% and lead room nights by 12%.

Evelyn Vazquez informed the Board that the Sales Team has been very active, reporting on recent and upcoming activities. She referred them to the Sales Report in the Board Packet for a full accounting. She told the Board that there is an Orlando Concierge FAM planned for November, that the VCB has just signed the contract to host Florida Huddle in January 2013 at Renaissance World Golf Village Resort, and that the Fifteen and Forever Expo will be take place in two weeks on November 4 – 6.

Barbara stated that the communications department reported that the Impressions for the year were up 124% over the previous year, advertising equivalency was up 64% and VCB generated stories were up 1%.

Jay informed the Board that the full Communications Department report is included in the Board Packet. He also informed them that the Flavors dining promotion for October is in full swing and getting lots of attention. He also reported that in August, he, Rick and Richard met with the editorial staff at the Record regarding an editorial that the tourism industry was not reaching as far as it should about the significance of the city. As a result, the Communications Department has been sharing with the Record international travel stories including recent coverage that the VCB assisted with in Brazilian and Australian publications.

Jay also reported that there are several broadcast initiatives that the Communications Department has been working on, including Univision's Sabada Gigante and Despierta America. The audiences for these programs exceed 90 million Hispanic viewers. In addition, there will be a great deal of coverage in domestic publications about Nights of Lights, including a Southern Living feature, National Geographic Traveler and many others. All of this coverage exemplifies the city's Hispanic heritage and the fact that this is the oldest city in the Nation.

Barbara presented the Florida's First Coast of Golf report, indicating that tear-to-date, there is an increase of more than 10.5% in room bookings and rounds of golf. Golf group travel is one of the luxury segments that is slowest to recover from an economic downturn and it is apparent that recovery in that segment is under way.

Ms. Golden encouraged the Board to visit the new website in Beta form to review content and functionality. She provided the correct URL to review since currently 50% of the viewers are still presented with the old the site. The Website Task force and staff are reviewing functionality and content of the site and once they are all pleased the site would go fully live.

She also reminded all present lodging partners that it is important to keep profile content up to date since that is where Jack Rabbit is pulling property information from for the online booking engine. Irving Kass noted that while looking at the booking system it was pulling only twelve properties for the current date. He had concerns about the functionality that would be looked into.

Rick Hensler reported that the GatorBowl Patch Plus program. He reported that there are 15 partners participating in the program, offering a discount to Gator Bowl patch holders.

Rick also reported that there is an active slate of radio and online promotions encouraging listeners to vacation on Florida's Historic Coast in Tampa and Orlando markets. These promotions are designed to supplement the paid advertising in those markets. Currently there are 12 promotions planned. He expressed thanks to the businesses that have contributed rooms, services and goods to help make these promotions successful. Lodging partners have been exceptionally supportive.

Rick informed the Board that the VCB advertising will carry a strong Halloween message to drive more business here during the haunting holiday. It was asked to make an effort to drive that

business to the week-night Halloween events since that weekend is already heavily booked to accommodate the Florida Georgia game.

Rick also informed the Board that the St. Augustine Marathon is scheduled to take place on the weekend of November 19 & 20 and that this is the first of the 450th events. The winner will be presented with a special grail filled with water from the Fountain of Youth.

Barbara reported that the Flavors of Florida's Historic Coast promotion is going well. There have been 2,216 website hits to the site with 12,101 page views. Website visits are being generated primarily from Jacksonville, St. Augustine, Orlando, Miami and Tampa markets. There will be a full report on how the promotion went at either the November or December Board meeting.

She also reported that Richard, Glenn Hastings and Lesley Keys have been meeting with the Florida Humanities Council to plan and promote the Viva Florida Conference to take place at Flagler College in May 2012. This is a TDC and Humanities Council granted program. This is a 450th commemorative event.

Barbara also reported that the Univision filming of Despierta America took place at various locations around town and included a segment at the Fountain of youth where there was a reenactment of Menendez Landing and the first real Thanksgiving. The segment will air Thanksgiving week. Also, while here that p[roduction crew learned that Ray Charles went to the Florida School for the Deaf and Blind. As a result, staff arranged a visit there and the crew ended up taping other whole segment just about the school.

Finally Barbara reported that researchers are in the field collecting data for the Visitor Profile Study and that several hoteliers are participating by providing information.

Bob O'Neill informed the Board that there were Flavor's, Nights of Lights and Fifteen and Forever promotional materials available for them to take to their properties for distribution.

John Fraser asked if it was possible to have a letter sent to local businesses encouraging them to add to the city's display during the Nights of Lights. Jay reported that every bulb represents \$30 to our local economy. John Fraser made a motion that the VCB send a letter to local businesses encouraging them to participate in the Nights of Lights by updating and adding lights to their businesses. Virginia Whetstone seconded the motion. **Approved Unanimously**

Other Business

Kathy Fleming informed the Board that the Florida Humanities Council published article stating that Ponce de Leon landed in Melbourne, Florida. It was requested that the VCB take action to promote the fact that Ponce de Leon actually landed here.

There was discussion about how to take the position of claiming the landing with no debate. Rick Hensler informed the Board that there is a Ponce Plan that will be presented to the Board in November.

Public Comments

There were no public comments.

Adjournment

Bob O'Neill adjourned the meeting at 3:40 p.m.

Respectfully submitted on behalf of Jeffrey Oliasami by Barbara Golden

VCB September Financial Statement

September-11

All Balances are reported as of month end

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

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

Other Liability:

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

VCB:

Income for Month	\$ 24,540.00
Expenses for Month:	\$ 18,059.38
Net VCB Monthly Activity	<u>\$ 6,480.62</u>

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	\$374,958.00
	FYTD Total	\$6,467,667.40

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

VCB October 2011 Financial Report

October-11

All Balances are reported as of month end

Checking Account Balance:	\$ 352,848.98
Less Outstanding checks:	\$ (252,765.46)
Plus Deposits in transit	

BOCC Funds Liability:		\$ 595,366.00
LESS BOCC Funds Incoming	31-Oct	\$ 504,985.00

Other Liability:

TOTAL Liabilities:

VCB Fund Balance:	\$ 59,037.11
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Note: Cash available

VCB:

Income for Month		\$ 19,546.48
Expenses for Month:		\$ 6,373.12
Net VCB Monthly Activity		<u>\$ 13,173.36</u>

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
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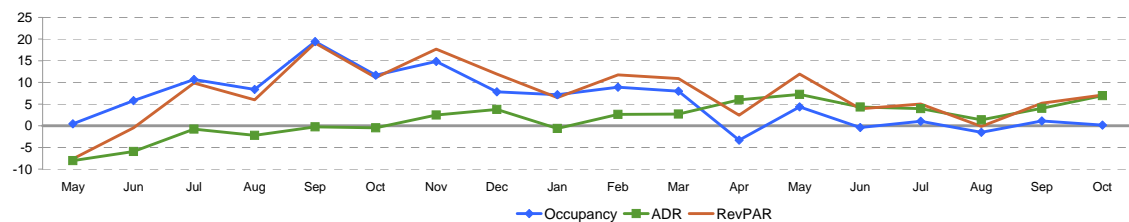
November 28, 2011

Businesses for VCB Partnership Approval (11):

- Coldwell Banker Premier Properties (vacation rentals)
- Life and Love Studio Inc. (photography, videography)
- Segs by the Sea (Segway tours)
- St. Augustine Music Festival
- Surrey Up! (surrey bicycle rentals)
- International Bed & Breakfast of Florida
- Body Candy (retail, edible body powder)
- ActivPro (website highlighting activities, attractions)
- Art Galleries of St. Augustine (AGOSA)
- Jacksonville Aviation Authority
- Pedal St. Augustine (bike rentals)
- Flip Flop Media (TravelHost Magazine)
- Something Borrowed
- St. Augustine Air Tours

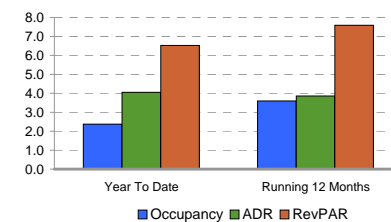
St. Augustine, Ponte Vedra & The Beaches VCB
For the Month of October 2011

Monthly Percent Change



Overall Percent Change

9



Occupancy (%)	2010												2011											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	55.2	60.8	66.8	50.8	46.8	56.2	51.4	47.1	45.6	60.6	70.7	65.4	57.7	60.6	67.5	50.1	47.3	56.3						
Last Year	55.0	57.5	60.3	46.9	39.2	50.4	44.7	43.7	42.6	55.6	65.5	67.7	55.2	60.8	66.8	50.8	46.8	56.2						
Percent Change	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	1.1	0.1						

ADR	2010												2011											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	110.61	97.48	100.79	90.39	90.67	94.18	94.94	91.66	91.20	97.90	103.34	105.78	118.64	101.70	104.78	91.62	94.32	100.71						
Last Year	120.28	103.63	101.55	92.45	90.90	94.64	92.64	88.32	91.77	95.40	99.82	110.61	97.48	100.79	90.39	90.67	94.18	94.18						
Percent Change	-8.0	-5.9	-0.8	-2.2	-0.3	-0.5	2.5	3.8	-0.6	2.6	2.7	6.0	7.3	4.3	4.0	1.4	4.0	6.9						

RevPAR	2010												2011											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	61.10	59.28	67.29	45.95	42.43	52.95	48.79	43.21	41.61	59.28	73.09	69.22	68.40	61.61	70.68	45.88	44.63	56.71						
Last Year	66.15	59.57	61.26	43.36	35.62	47.65	41.45	38.61	39.07	53.05	65.91	67.57	61.10	59.28	67.29	45.95	42.43	52.95						
Percent Change	-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	7.1						

Supply	2010												2011											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	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	173,507						
Last Year	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	173,507						
Percent Change	4.4	2.5	-1.2	-1.2	-1.2	-1.2	-1.2	-1.2	-1.2	1.2	1.2	-1.2	-0.8	-2.2	-2.2	0.0	0.0	0.0						

Demand	2010												2011											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	98,033	104,445	115,843	88,197	78,570	97,559	86,285	81,788	79,167	94,901	122,709	109,877	100,030	101,718	117,035	86,879	79,458	97,695						
Last Year	93,509	96,270	105,932	82,357	66,599	88,425	76,048	76,765	74,768	88,246	115,051	114,592	98,033	104,445	115,843	88,197	78,570	97,559						
Percent Change	4.8	8.5	9.4	7.1	18.0	10.3	13.5	6.5	5.9	7.5	6.7	-4.1	2.0	-2.6	1.0	-1.5	1.1	0.1						

Revenue	2010												2011											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	10,843,848	10,180,828	11,675,510	7,972,441	7,124,247	9,187,869	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	7,494,389	9,838,888						
Last Year	11,247,291	9,976,889	10,757,898	7,613,878	6,053,967	8,368,623	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	9,187,869						
Percent Change	-3.6	2.0	8.5	4.7	17.7	9.8	16.3	10.6	5.2	10.4	9.5	1.6	9.4	1.6	5.0	-0.2	5.2	7.1						

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

Year To Date	2009	2010	2011
	Occupancy	54.1	56.8
ADR	57.1	54.1	56.8
RevPAR	-5.3	4.9	2.4

Running 12 Months	2009	2010	2011
	Occupancy	52.8	54.7
ADR	56.2	52.8	54.7
RevPAR	-6.1	3.7	3.6

Year To Date	2009	2010	2011
	Occupancy	102.63	97.69
ADR	115.14	102.63	97.69
RevPAR	-10.9	-4.8	4.1

Running 12 Months	2009	2010	2011
	Occupancy	102.25	96.72
ADR	113.20	102.25	96.72
RevPAR	-9.7	-5.4	3.9

Year To Date	2009	2010	2011
	Occupancy	55.57	55.50
ADR	65.80	55.57	55.50
RevPAR	-15.6	-0.1	6.5

Running 12 Months	2009	2010	2011
	Occupancy	53.94	52.90
ADR	63.63	53.94	52.90
RevPAR	-15.2	-1.9	7.6

Year To Date	2009	2010	2011
	Occupancy	1,692,520	1,716,914
ADR	1,669,156	1,692,520	1,716,914
RevPAR	1.4	1.4	-0.9

Running 12 Months	2009	2010	2011
	Occupancy	2,028,569	2,062,479
ADR	2,001,423	2,028,569	2,062,479
RevPAR	1.4	1.7	-0.9

Year To Date	2009	2010	2011
	Occupancy	916,428	975,304
ADR	953,878	916,428	975,304
RevPAR	-3.9	6.4	1.5

Running 12 Months	2009	2010	2011
	Occupancy	1,070,128	1,128,117
ADR	1,124,992	1,070,128	1,128,117
RevPAR	-4.9	5.4	2.6

Year To Date	2009	2010	2011
	Occupancy	94,052,162	95,280,901
ADR	109,832,868	94,052,162	95,280,901
RevPAR	-14.4	1.3	5.6

Running 12 Months	2009	2010	2011
	Occupancy	109,421,435	109,106,112
ADR	127,349,822	109,421,435	109,106,112
RevPAR	-14.1	-0.3	6.6

Source 2011 SMITH TRAVEL RESEARCH, Inc.

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	Current Month - October 2011 vs October 2010												Year to Date - October 2011 vs October 2010												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 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	59.0	57.0	84.73	86.24	50.02	49.14	3.6	-1.8	1.8	1.1	-0.6	2.9	62.9	57.6	88.41	86.93	55.63	50.10	9.2	1.7	11.0	10.1	-0.9	8.2	171	129	22022	19670
Nassau County, FL	52.5	49.1	150.14	141.25	78.79	69.30	7.0	6.3	13.7	13.7	0.0	7.0	55.5	52.7	154.15	150.79	85.61	79.46	5.4	2.2	7.7	7.4	-0.3	5.1	24	15	2111	1917
Pinellas County, FL	56.2	53.5	96.65	94.17	54.32	50.39	5.0	2.6	7.8	7.0	-0.7	4.3	63.1	57.0	106.81	104.27	67.45	59.43	10.8	2.4	13.5	13.0	-0.4	10.3	229	91	18346	11520
St Johns County, FL	56.3	56.2	100.71	94.18	56.71	52.95	0.1	6.9	7.1	7.1	0.0	0.1	58.2	56.8	101.65	97.69	59.12	55.50	2.4	4.1	6.5	5.6	-0.9	1.5	77	42	5597	3910
Charleston, SC	69.2	69.7	118.78	111.53	82.21	77.69	-0.6	6.5	5.8	6.6	0.7	0.1	69.4	66.5	111.11	107.78	77.13	71.73	4.3	3.1	7.5	7.6	0.1	4.4	164	116	17651	13963
Jacksonville, FL	58.1	56.5	83.86	81.01	48.69	45.74	2.8	3.5	6.4	7.8	1.3	4.2	59.3	57.3	82.40	81.17	48.84	46.51	3.5	1.5	5.0	5.4	0.3	3.8	264	187	26768	21947
Myrtle Beach, SC	41.8	45.6	76.37	75.90	31.94	34.57	-8.2	0.6	-7.6	-7.2	0.5	-7.8	53.6	54.4	102.59	99.10	54.99	53.92	-1.5	3.5	2.0	1.3	-0.7	-2.2	213	65	28614	9985
Orlando, FL	64.3	63.8	93.64	91.42	60.17	58.35	0.7	2.4	3.1	3.0	-0.1	0.5	68.1	64.0	94.31	90.44	64.27	57.89	6.5	4.3	11.0	11.1	0.0	6.5	473	306	117842	78040
Sarasota-Bradenton, FL	50.3	49.2	100.94	96.10	50.73	47.27	2.2	5.0	7.3	7.7	0.4	2.6	59.5	55.3	109.66	105.29	65.29	58.18	7.7	4.2	12.2	11.8	-0.4	7.3	125	59	8686	6244
Savannah, GA	64.4	62.7	92.45	89.41	59.52	56.09	2.6	3.4	6.1	6.1	-0.0	2.6	62.8	60.8	88.93	86.62	55.86	52.65	3.3	2.7	6.1	6.2	0.1	3.5	166	124	15026	12509
Fort Walton Beach, FL	46.8	41.6	102.81	93.76	48.16	39.00	12.6	9.7	23.5	23.3	-0.1	12.5	56.7	50.4	127.69	118.26	72.38	59.60	12.5	8.0	21.4	21.1	-0.3	12.2	86	46	9926	6258
Daytona Beach, FL	38.7	39.8	87.26	86.21	33.77	34.31	-2.8	1.2	-1.6	-1.8	-0.2	-3.0	49.7	48.5	95.51	95.67	47.44	46.44	2.3	-0.2	2.2	1.8	-0.3	2.0	178	67	13677	7957

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St. Johns County Tourist Development Council
 Tourist Development Tax Revenue FY 2008-2011
 Fiscal Year 2008

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

Year 2009

MONTH OF CCUPANC	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
TOTAL	\$ 4,577,802	-14.4%	\$ 4,486,245

Year 2010

MONTH OF CCUPANC	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
TOTAL	\$ 5,566,652	21.6%	\$ 5,455,319

4% tax beg

Fiscal Year 2011

MONTH OF CCUPANC	GROSS	PY vs CY \$	COMPARED TO PREVIOUS YEARS				NET	TC & CC
			FY2010	REAL %	FY2009	FY2008		
October	\$ 430,251	\$ 131,120.18	43.8%	7.9%	31.9%	12.7%	\$ 421,646	\$ 8,605
November	\$ 383,954	\$ 123,491.55	47.4%	10.6%	29.0%	14.6%	\$ 376,275	\$ 7,679
December	\$ 381,742	\$ 112,687.40	41.9%	6.4%	41.4%	21.4%	\$ 374,107	\$ 7,635
January	\$ 386,666	\$ 93,051.63	31.7%	-1.2%	25.0%	1.0%	\$ 378,933	\$ 7,733
February	\$ 526,205	\$ 151,408.43	40.4%	5.3%	26.7%	3.2%	\$ 515,681	\$ 10,524
March	\$ 723,202	\$ 207,021.85	40.1%	5.1%	48.8%	17.3%	\$ 708,738	\$ 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	\$ 382,610	\$ 2,343.95	0.6%		61.2%	71.6%	\$ 374,958	\$ 7,652
TOTAL	\$ 6,499,239	\$ 932,587	16.8%		42.0%	21.5%	\$ 6,369,254	\$ 129,985

YTD Gross \$ 6,499,239.05
 % of Budget 102.4%
 % of FY 75%
 BUDGETE \$ 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	
2008	January '08	\$ 271,484.43	70.9%		\$ 75,076.86	19.6%		\$ 5,939.43	1.6%		\$ 12,375.30	3.2%	\$ 18,069.16	4.7%		\$ 382,945.18	
	February	\$ 351,158.46	68.8%		\$ 109,253.80	21.4%		\$ 5,579.73	1.1%		\$ 15,327.43	3.0%	\$ 28,773.74	5.6%		\$ 510,093.16	
	March	\$ 414,792.33	67.3%		\$ 145,190.54	23.5%		\$ 8,615.36	1.4%		\$ 18,147.77	2.9%	\$ 29,847.98	4.8%		\$ 616,593.98	
	April	\$ 371,401.10	72.1%		\$ 93,528.46	18.2%		\$ 9,569.25	1.9%		\$ 13,988.39	2.7%	\$ 26,728.04	5.2%		\$ 515,215.24	
	May	\$ 375,123.89	72.9%		\$ 91,320.43	17.8%		\$ 11,956.61	2.3%		\$ 11,225.67	2.2%	\$ 24,804.84	4.8%		\$ 514,431.44	
	June	\$ 355,625.39	60.8%		\$ 183,185.10	31.3%		\$ 13,462.41	2.3%		\$ 9,183.69	1.6%	\$ 23,629.52	4.0%		\$ 585,086.11	
	July	\$ 332,676.89	58.1%		\$ 189,648.18	33.1%		\$ 15,794.08	2.8%		\$ 10,982.90	1.9%	\$ 23,882.55	4.2%		\$ 572,984.60	
	August	\$ 266,831.11	67.3%		\$ 92,711.05	23.4%		\$ 11,130.02	2.8%		\$ 7,076.32	1.8%	\$ 18,585.28	4.7%		\$ 396,333.78	
	September	\$ 164,900.91	73.9%		\$ 35,779.98	16.0%		\$ 5,038.00	2.3%		\$ 4,516.90	2.0%	\$ 12,764.98	5.7%		\$ 223,000.77	
	October	\$ 256,223.93	78.6%		\$ 39,326.33	12.1%		\$ 5,192.36	1.6%		\$ 8,028.27	2.5%	\$ 17,394.99	5.3%		\$ 326,165.88	
	November	\$ 234,167.54	78.7%		\$ 31,889.67	10.7%		\$ 4,522.80	1.5%		\$ 8,385.74	2.8%	\$ 18,663.52	6.3%		\$ 297,629.27	
	December	\$ 197,646.61	73.2%		\$ 37,430.14	13.9%		\$ 5,469.43	2.0%		\$ 9,712.25	3.6%	\$ 19,742.60	7.3%		\$ 270,001.03	
2009	January '09	\$ 205,972.34	66.6%	-31.8%	\$ 68,668.52	22.2%	-9.3%	\$ 5,111.65	1.7%	-16.2%	\$ 12,564.31	4.1%	1.5%	\$ 17,118.60	5.5%	-5.6%	\$ 309,435.42
	February	\$ 264,842.44	63.8%	-32.6%	\$ 111,626.05	26.9%	2.1%	\$ 5,673.36	1.4%	1.7%	\$ 14,073.86	3.4%	-8.9%	\$ 19,133.96	4.6%	-50.4%	\$ 415,349.67
	March	\$ 317,504.90	65.3%	-30.6%	\$ 118,121.52	24.3%	-22.9%	\$ 6,864.44	1.4%	-25.5%	\$ 16,216.09	3.3%	-11.9%	\$ 27,330.12	5.6%	-9.2%	\$ 486,037.07
	April	\$ 305,212.06	67.9%	-21.7%	\$ 95,033.94	21.1%	1.6%	\$ 10,654.87	2%	10.2%	\$ 15,784.10	3.5%	11.4%	\$ 23,109.03	5.1%	-15.7%	\$ 449,794.00
	May	\$ 314,628.48	73.5%	-19.2%	\$ 71,353.30	16.7%	-28.0%	\$ 11,334.46	3%	-5.5%	\$ 10,042.68	2.3%	-11.8%	\$ 20,485.06	4.8%	-21.1%	\$ 427,843.98
	June	\$ 281,768.06	58.2%	-26.2%	\$ 153,195.05	31.7%	-19.6%	\$ 17,813.17	3.7%	24.4%	\$ 9,873.83	2.0%	7.0%	\$ 21,197.73	4.4%	-11.5%	\$ 483,847.84
	July	\$ 310,128.92	57.3%	-7.3%	\$ 183,917.64	34.0%	-3.1%	\$ 18,672.99	3.4%	15.4%	\$ 9,997.74	1.8%	-9.9%	\$ 18,616.91	3.4%	-28.3%	\$ 541,334.20
	August	\$ 215,226.14	64.6%	-24.0%	\$ 80,479.47	24.2%	-15.2%	\$ 12,710.08	3.8%	12.4%	\$ 6,833.16	2.1%	-3.6%	\$ 17,740.45	5.3%	-4.8%	\$ 332,989.30
	September	\$ 167,738.98	70.7%	1.7%	\$ 39,823.97	16.8%	10.2%	\$ 8,134.17	3.4%	38.1%	\$ 6,553.16	2.8%	31.1%	\$ 15,123.58	6.4%	15.6%	\$ 237,373.86
	October	\$ 228,845.10	76.5%	-12.0%	\$ 38,721.61	12.9%	-1.6%	\$ 5,854.07	2.0%	11.3%	\$ 7,548.84	2.5%	-6.4%	\$ 18,160.97	6.1%	4.2%	\$ 299,130.59
	November	\$ 195,603.73	75.1%	-19.7%	\$ 32,506.00	12.5%	1.9%	\$ 6,435.77	2.5%	29.7%	\$ 9,591.51	3.7%	12.6%	\$ 16,325.87	6.3%	-14.3%	\$ 260,462.88
	December	\$ 184,899.62	68.7%	-6.9%	\$ 43,698.10	16.2%	14.3%	\$ 7,714.89	2.9%	29.1%	\$ 10,050.36	3.7%	3.4%	\$ 22,691.63	8.4%	13.0%	\$ 269,054.60
2010	January	\$ 185,777.04	63.3%	-10.9%	\$ 73,829.03	25.1%	7.0%	\$ 6,679.46	2.3%	23.5%	\$ 11,626.81	4.0%	-8.1%	\$ 15,702.37	5.3%	-9.0%	\$ 293,614.71
	February	\$ 226,111.53	60.3%	-17.1%	\$ 107,771.77	28.8%	-3.6%	\$ 7,703.66	2.1%	26.4%	\$ 13,691.29	3.7%	-2.8%	\$ 19,518.04	5.2%	2.0%	\$ 374,796.29
	March	\$ 333,651.43	64.6%	4.8%	\$ 122,687.81	23.8%	3.7%	\$ 13,090.92	2.5%	47.6%	\$ 17,658.14	3.4%	8.2%	\$ 29,092.28	5.6%	6.1%	\$ 516,180.58
	April	\$ 434,232.48	71.9%	29.7%	\$ 103,132.09	17.1%	7.9%	\$ 15,471.93	2.6%	31.1%	\$ 20,665.50	3.4%	23.6%	\$ 30,114.11	5.0%	23.3%	\$ 603,616.11
	May	\$ 411,472.34	70.6%	23.5%	\$ 108,897.29	18.7%	34.5%	\$ 17,830.85	3.1%	36.4%	\$ 15,758.31	2.7%	36.3%	\$ 29,259.69	5.0%	30.0%	\$ 583,218.48
	June	\$ 389,147.21	57.6%	27.6%	\$ 214,921.99	31.8%	28.7%	\$ 30,059.68	4.5%	40.7%	\$ 14,357.57	2.1%	31.2%	\$ 26,754.89	4.0%	20.8%	\$ 675,241.34
	July	\$ 445,474.95	52.1%	30.4%	\$ 318,914.97	37.3%	42.3%	\$ 40,167.27	4.7%	53.5%	\$ 16,920.27	2.0%	40.9%	\$ 33,075.69	3.9%	43.7%	\$ 854,553.15
	August	\$ 292,199.41	64.0%	26.3%	\$ 115,429.02	25.3%	30.3%	\$ 19,444.28	4.3%	34.6%	\$ 9,791.62	2.1%	30.2%	\$ 19,652.54	4.3%	9.7%	\$ 456,516.87
	September	\$ 266,455.80	70.1%	37.0%	\$ 64,865.40	17.1%	38.6%	\$ 15,036.32	4.0%	45.9%	\$ 9,563.25	2.5%	31.5%	\$ 24,345.48	6.4%	37.9%	\$ 380,266.25
	October	\$ 329,046.97	76.5%	30.5%	\$ 52,429.44	12.2%	26.1%	\$ 10,835.56	2.5%	46.0%	\$ 11,572.94	2.7%	34.8%	\$ 26,365.86	6.1%	31.1%	\$ 430,250.77
	November	\$ 290,251.36	75.6%	32.6%	\$ 45,461.88	11.8%	28.5%	\$ 11,746.17	3.1%	45.2%	\$ 12,955.29	3.4%	26.0%	\$ 23,539.73	6.1%	30.6%	\$ 383,954.43
	December	\$ 275,016.44	72.0%	32.8%	\$ 56,426.91	14.8%	22.6%	\$ 9,638.57	2.5%	20.0%	\$ 10,915.57	2.9%	7.9%	\$ 29,744.53	7.8%	23.7%	\$ 381,742.02
2011	January	\$ 243,093.99	62.9%	23.6%	\$ 96,236.74	24.9%	23.3%	\$ 11,616.48	3.0%	42.5%	\$ 13,584.08	3.5%	14.4%	\$ 22,135.05	5.7%	29.1%	\$ 386,666.34
	February	\$ 327,359.74	62.2%	30.9%	\$ 138,542.91	26.3%	22.2%	\$ 11,692.94	2.2%	34.1%	\$ 20,518.32	3.9%	33.3%	\$ 28,090.81	5.3%	30.5%	\$ 526,204.72
	March	\$ 467,899.20	64.7%	28.7%	\$ 175,893.48	24.3%	30.2%	\$ 18,572.24	2.6%	29.5%	\$ 24,532.59	3.4%	28.0%	\$ 36,304.92	5.0%	19.9%	\$ 723,202.43
	April	\$ 437,607.92	68.3%	0.8%	\$ 129,594.03	20.2%	20.4%	\$ 19,796.69	3.1%	21.8%	\$ 21,426.93	3.3%	3.6%	\$ 32,082.94	5.0%	6.1%	\$ 640,508.51
	May	\$ 436,602.29	69.5%	5.8%	\$ 123,876.36	19.7%	12.1%	\$ 21,830.66	3.5%	18.3%	\$ 14,601.45	2.3%	-7.9%	\$ 31,354.62	5.0%	6.7%	\$ 628,265.38
	June	\$ 394,285.27	58.9%	1.3%	\$ 207,045.38	30.9%	-3.8%	\$ 30,675.35	4.6%	2.0%	\$ 13,557.71	2.0%	-5.9%	\$ 24,219.29	3.6%	-10.5%	\$ 669,783.00
	July	\$ 473,223.96	53.4%	5.9%	\$ 325,919.45	36.8%	2.1%	\$ 40,445.12	4.6%	0.7%	\$ 16,038.91	1.8%	-5.5%	\$ 31,205.91	3.5%	-6.0%	\$ 886,833.35
	August	\$ 287,967.47	62.7%	-1.5%	\$ 119,861.68	26.1%	3.7%	\$ 20,908.38	4.6%	7.0%	\$ 9,716.01	2.1%	-0.8%	\$ 20,764.38	4.5%	5.4%	\$ 459,217.92
	September	\$ 267,276.41	69.9%	0.3%	\$ 69,653.70	18.2%	6.9%	\$ 12,597.62	3.3%	-19.4%	\$ 8,878.82	2.3%	-7.7%	\$ 24,203.65	6.3%	-0.6%	\$ 382,610.20

TOURIST DEVELOPMENT TAX COLLECTIONS

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

FISCAL YEAR 2011 LOCAL OPTION TOURIST DEVELOPMENT TAX COLLECTIONS BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

Anastasia Isl		PVB		St. Augustine Villano/N. Bch		St. Augustine Shores/South		WGV 195/16/207 W		Palencia		OTHER		TOTAL	
Occupancy Month	32080	% TTL - F	32082	% TTL - P	32084	% TTL - I	32086	% TTL - F	32092	% TTL - F	32095	% TTL - F	OTHER	% TTL	TOTAL
Fiscal Year 2011															
OCT	\$ 106,977	24.9%	\$ 119,029	27.7%	\$ 145,168	33.7%	\$ 1,389	0.3%	\$ 45,871	10.7%	\$ 9,576	2.2%	\$ 2,241	0.5%	\$ 430,251
NOV	\$ 81,731	21.3%	\$ 112,507	29.3%	\$ 136,571	35.6%	\$ 1,956	0.5%	\$ 41,432	10.8%	\$ 7,771	2.0%	\$ 1,987	0.5%	\$ 383,954
DEC	\$ 88,770	23.3%	\$ 95,794	25.1%	\$ 143,615	37.6%	\$ 1,557	0.4%	\$ 42,395	11.1%	\$ 7,630	2.0%	\$ 1,980	0.5%	\$ 381,742
JAN	\$ 123,563	32.0%	\$ 93,796	24.3%	\$ 120,893	31.3%	\$ 2,083	0.5%	\$ 36,125	9.3%	\$ 8,236	2.1%	\$ 1,970	0.5%	\$ 386,666
FEB	\$ 192,982	36.7%	\$ 101,401	19.3%	\$ 161,333	30.7%	\$ 2,522	0.5%	\$ 54,644	10.4%	\$ 10,155	1.9%	\$ 3,168	0.6%	\$ 526,205
MAR	\$ 262,014	36%	\$ 166,113	23%	\$ 213,313	29%	\$ 3,307	0%	\$ 62,448	9%	\$ 12,809	2%	\$ 3,199	0.4%	\$ 723,202
April	\$ 215,430	34%	\$ 161,236	25%	\$ 196,024	31%	\$ 2,359	0%	\$ 52,899	8%	\$ 10,450	2%	\$ 2,111	0.3%	\$ 640,509
May	\$ 187,605	30%	\$ 209,067	33%	\$ 171,551	27%	\$ 1,142	0%	\$ 47,151	8%	\$ 9,379	1%	\$ 2,371	0.4%	\$ 628,265
June	\$ 275,843	41%	\$ 169,594	25%	\$ 165,713	25%	\$ 1,626	0%	\$ 47,510	7%	\$ 7,391	1%	\$ 2,106	0.3%	\$ 669,783
July	\$ 420,466	47%	\$ 191,382	22%	\$ 213,178	24%	\$ 1,399	0%	\$ 50,092	6%	\$ 7,763	1%	\$ 2,554	0.3%	\$ 886,833
August	\$ 176,214	38%	\$ 104,217	23%	\$ 136,481	30%	\$ 651	0%	\$ 36,513	8%	\$ 4,943	1%	\$ 198	0.0%	\$ 459,218
September	\$ 118,720	31%	\$ 100,699	26%	\$ 121,456	32%	\$ 989	0%	\$ 32,413	8%	\$ 5,894	2%	\$ 2,439	0.6%	\$ 382,610
FY YTD	\$ 2,250,314	34.6%	\$ 1,624,836	25.0%	\$ 1,925,296	29.6%	\$ 20,978	0.3%	\$ 549,494	8.5%	\$ 101,998	1.6%	\$ 26,323	0.4%	\$ 6,499,239

St. Augustine, Ponte Vedra & the Beaches VCB

Measurement Dashboard

October 2011



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



Good



Not Significant

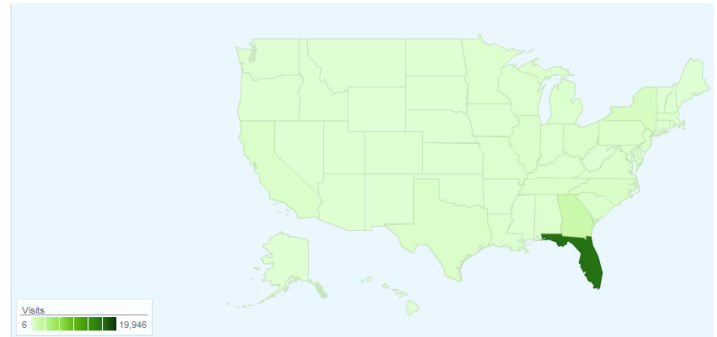


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 3:18 <i>Minutes</i>	↓	↑	2.56
Bounce Rate: 38.2% <i>of Home Page</i>	↓	↓	33%
Bounce Rate: 43.5% <i>Overall</i>	↑	↓	45%

VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY
34,315 visits	↑ 22%	↑ 33%
373,671 visits to date 2011		↓ 8%
148,781 pg views	↑ 31%	↑ 44%
1,736,192 pg views to date 2011		↑ 17%

SOURCES OF TRAFFIC



59.19% Search Traffic 20,310 Visits
20.38% Referral Traffic 6,992 Visits
12.04% Direct Traffic 4,132 Visits
8.40% Campaigns 2,881 Visits

2010 Baseline average percentages:

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

MOST REQUESTED PAGES

1. Home: 27,565
2. Nights of Lights: 5,534
3. Events / Calendar: 4,988
4. Attractions: 4,748
5. Nights of Lights / Events: 4,243
6. History: 3,071
7. Accommodations: 2,310
8. Things to Do: 2,190
9. Things to Do / Attractions: 1,946
10. Nights of Lights - About: 1,854

ONLINE CAMPAIGN RESPONSE

Google Paid Search: 24
SJC Summer 2011: 9
Pandora Tile Ad/Skin: 1
Summer 201: 0

Total Online Campaign Responses: 9,221

CONVERSION BREAKDOWN

	LM
Guide Orders: 360	↑ 39%
Property Profile Views: 4,162	↓ 19%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

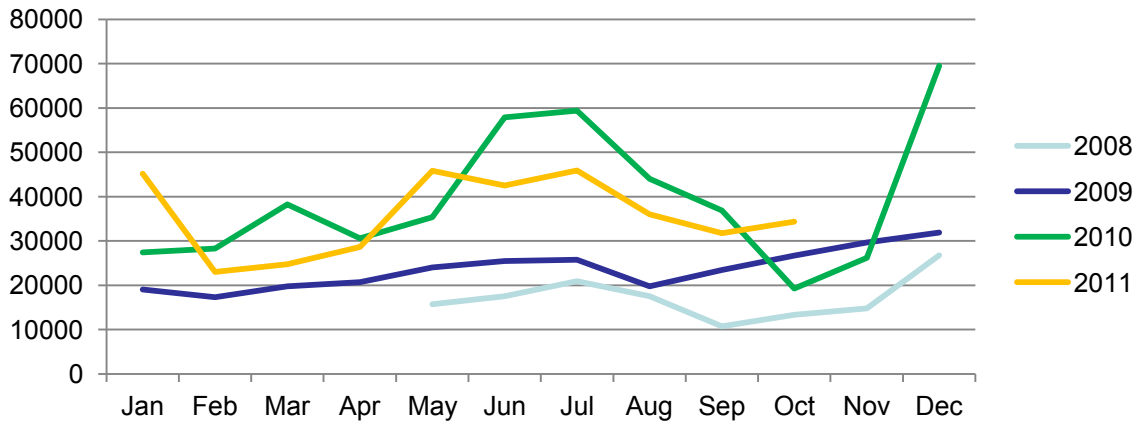
3.0%
of total pg views*

4,522

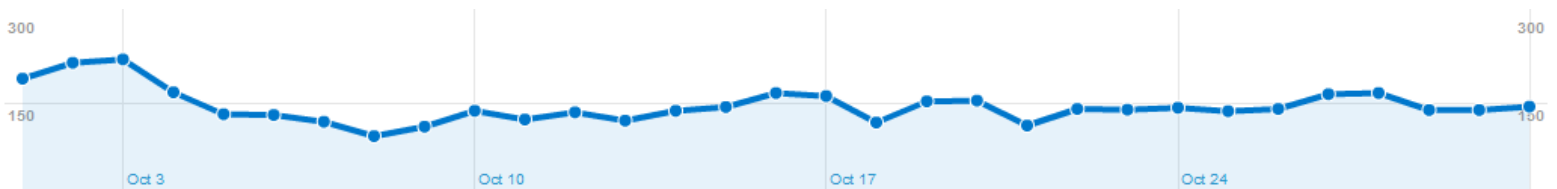
Signals of Intent to Travel

See conversion breakdown to the left.

Visits by Month - 2008-2010

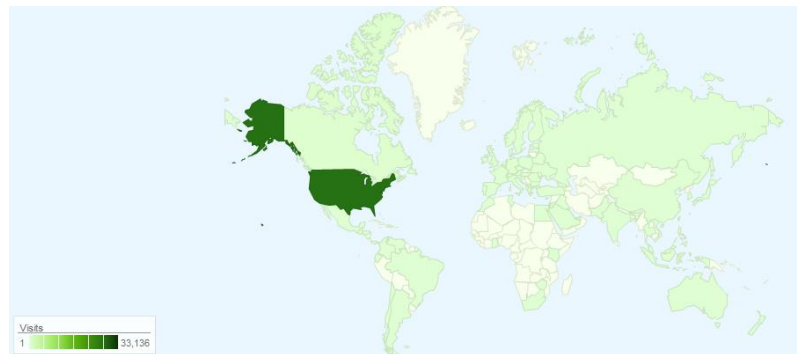


Visits by Day for This Month



International

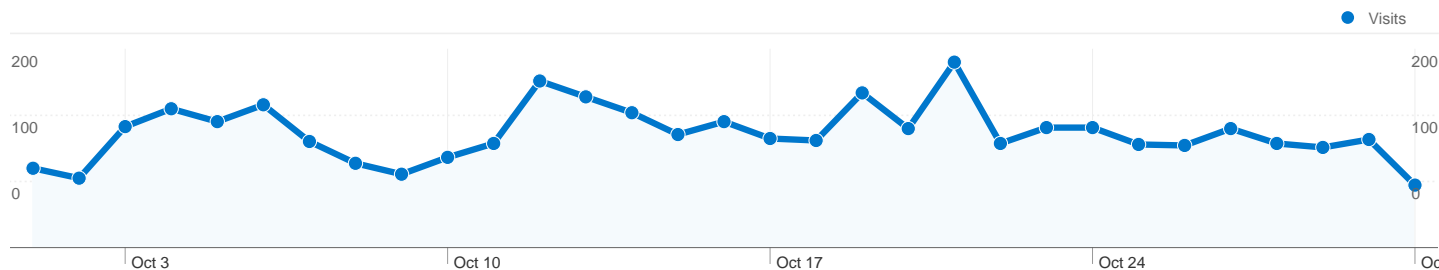
	LM	Percent Change
USA	33,136	↑ 7%
International	1,179	↑ 10%
<i>Unique visits for Month</i>		
Canada	369	↑ 39%
Germany	114	↑ 18%
UK	202	↑ 11%



Dashboard

Oct 1, 2011 - Oct 31, 2011

Comparing to: Site



Site Usage

3,575 Visits

52.64% Bounce Rate

16,568 Pageviews

00:02:58 Avg. Time on Site

4.63 Pages/Visit

80.42% % New Visits

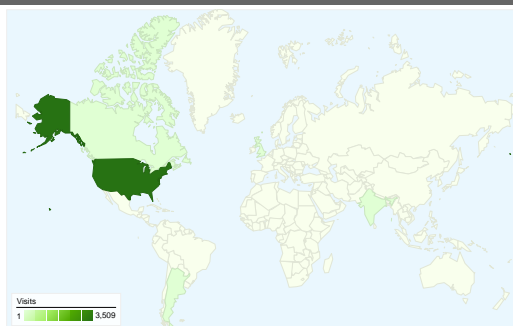
Visitors Overview



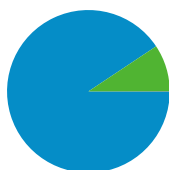
Visitors

2,973

Map Overlay



Traffic Sources Overview

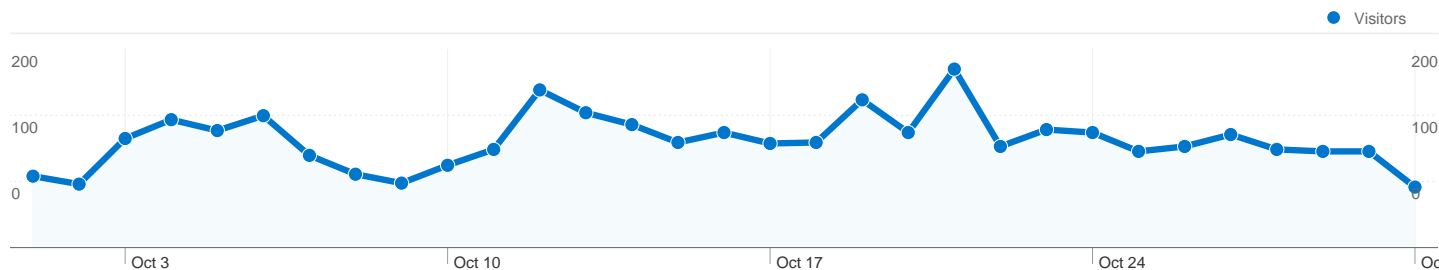


- **Direct Traffic**
3,241.00 (90.66%)
- **Referring Sites**
333.00 (9.31%)
- **Search Engines**
1.00 (0.03%)

Content Overview

Pages	Pageviews	% Pageviews
/Flavors_of_Floridas_Historic_	9,495	57.31%
/Flavors_of_Floridas_Historic_	427	2.58%
/Flavors_of_Floridas_Historic_	419	2.53%
/Flavors_of_Floridas_Historic_	407	2.46%
/Flavors_of_Floridas_Historic_	397	2.40%

Visitors Overview



2,973 people visited this site

3,575 Visits

2,973 Absolute Unique Visitors

16,568 Pageviews

4.63 Average Pageviews

00:02:58 Time on Site

52.64% Bounce Rate

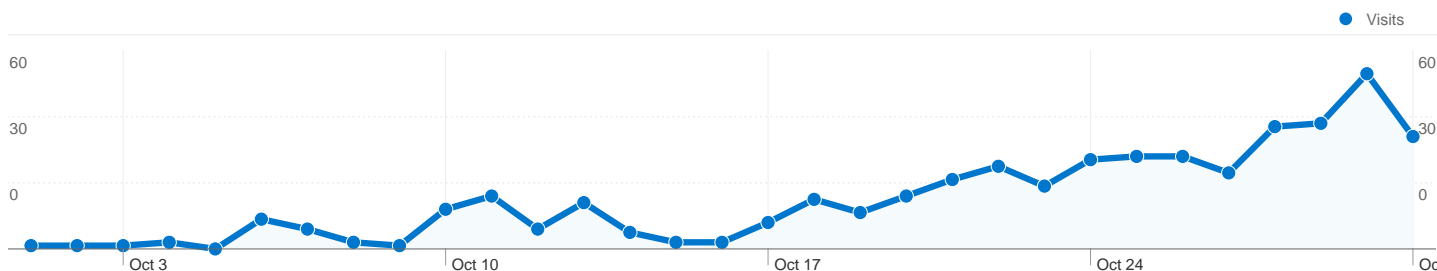
80.42% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	1,720	48.11%
Firefox	661	18.49%
Safari	571	15.97%
Chrome	359	10.04%
Android Browser	203	5.68%

Dashboard

Comparing to: Site



Site Usage

463 Visits

72.35% Bounce Rate

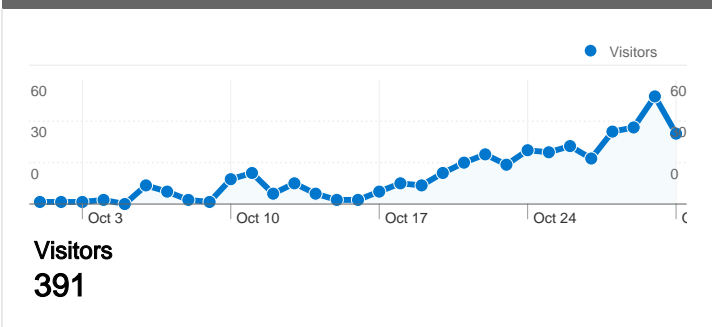
723 Pageviews

00:01:34 Avg. Time on Site

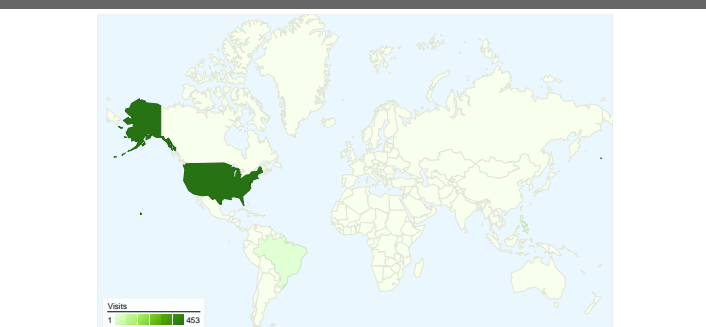
1.56 Pages/Visit

83.15% % New Visits

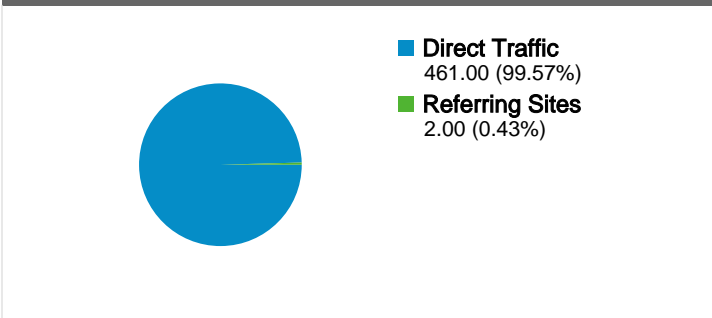
Visitors Overview



Map Overlay



Traffic Sources Overview

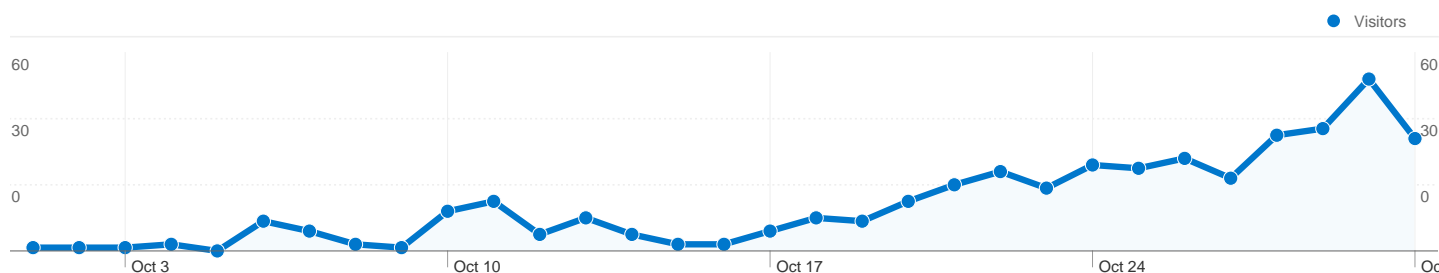


Content Overview

Pages	Pageviews	% Pageviews
/FifteenAndForever.com//fifteen	467	64.59%
/FifteenAndForever.com//home	81	11.20%
/FifteenAndForever.com//Photo	76	10.51%
/FifteenAndForever.com//EXPO	48	6.64%
/FifteenAndForever.com//Your_	37	5.12%

Visitors Overview

Comparing to: Site



391 people visited this site

463 Visits

391 Absolute Unique Visitors

723 Pageviews

1.56 Average Pageviews

00:01:34 Time on Site

72.35% Bounce Rate

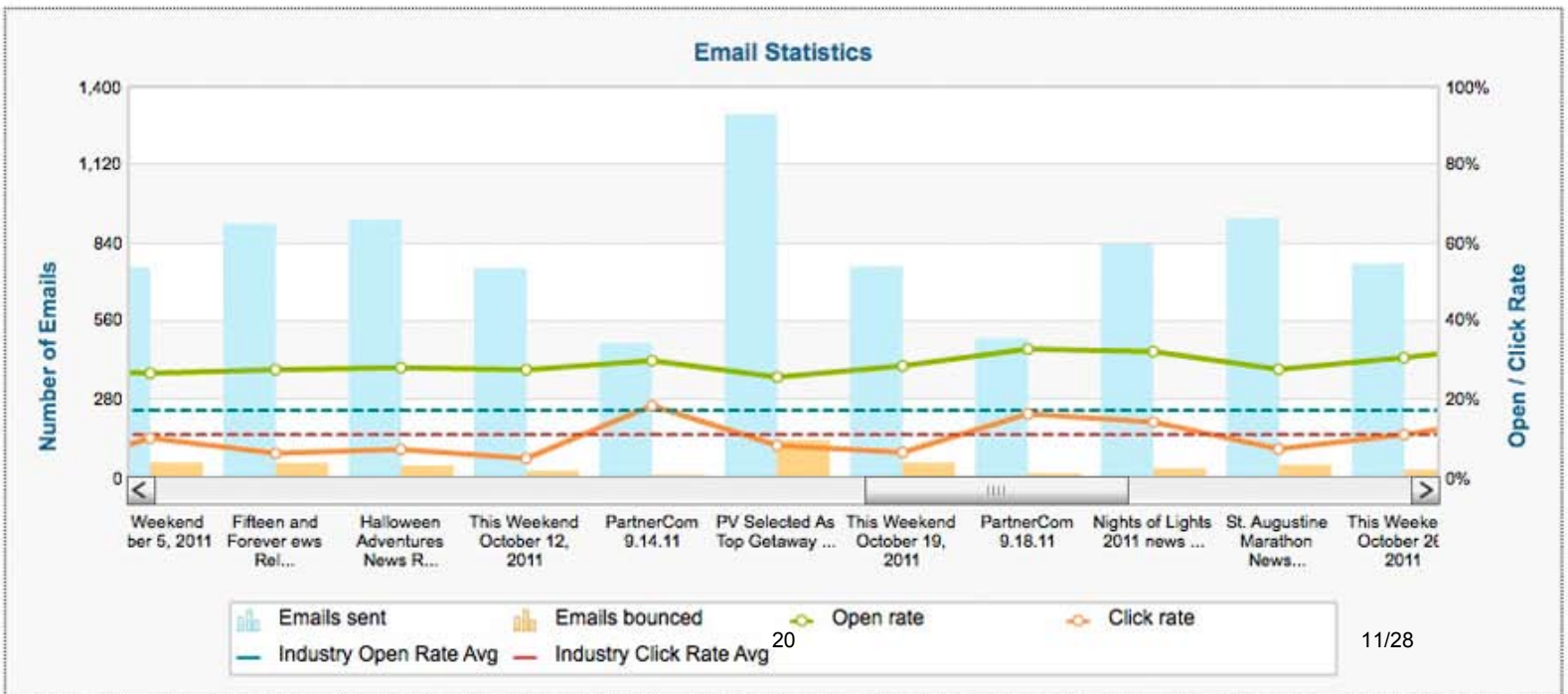
83.15% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	262	56.59%
Safari	77	16.63%
Firefox	56	12.10%
Chrome	53	11.45%
Mozilla Compatible Agent	7	1.51%

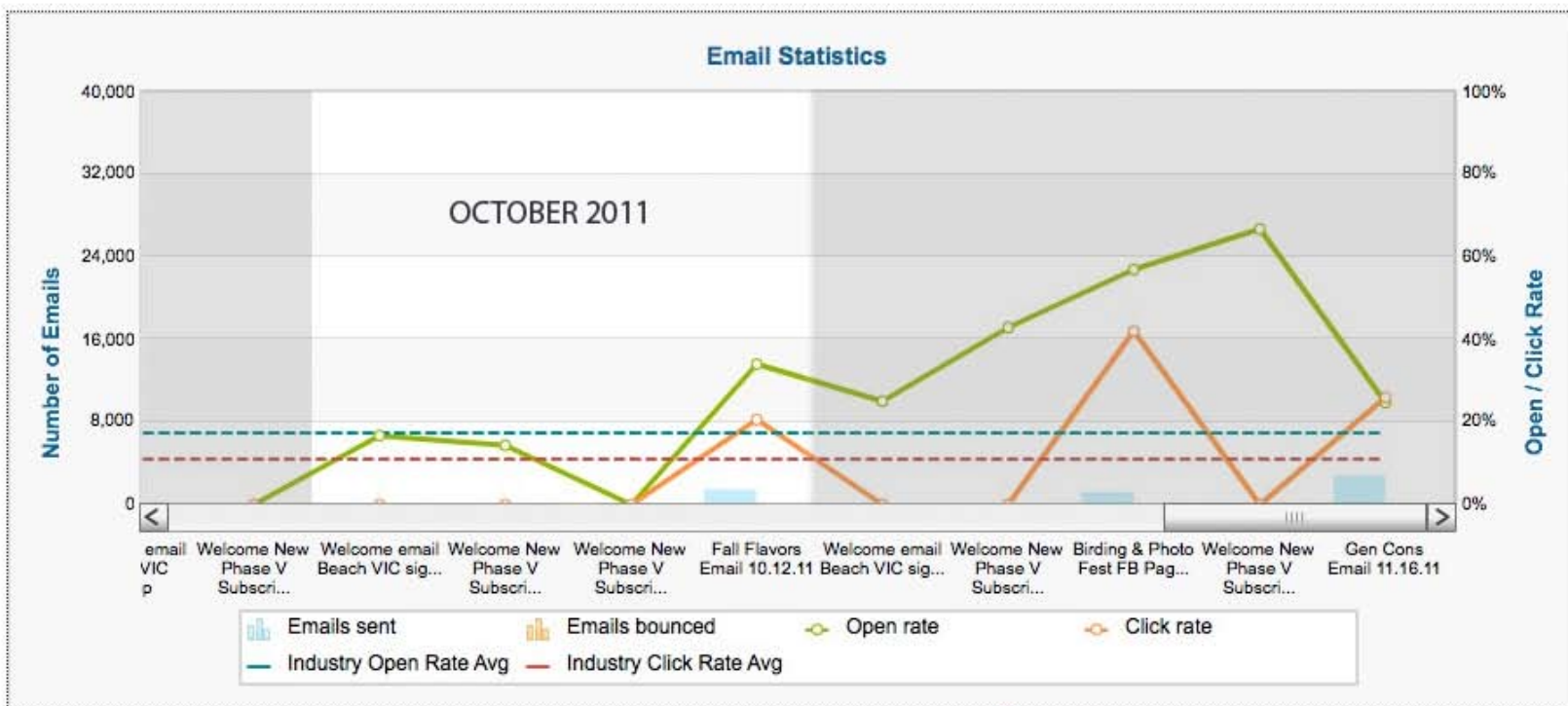
VCB INDUSTRY EMAIL STATISTICS OCTOBER 2011

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards	
10/26/2011	This Weekend October 26, 2011	766	3.9% (30)	0	0.1% (1)	30.7% (226)	11.1% (25)	0	
10/26/2011	St. Augustine Marathon News Release	930	4.9% (46)	0	0.1% (1)	27.7% (245)	7.3% (18)	0.4% (1)	
10/24/2011	Nights of Lights 2011 news release	836	4.2% (35)	0	0	32.3% (259)	14.3% (37)	0	
10/19/2011	PartnerCom 9.18.11	499	3.2% (16)	0	0	32.9% (159)	16.4% (26)	0	
10/19/2011	This Weekend October 19, 2011	756	7.3% (55)	0	0	28.7% (201)	6.5% (13)	0	
10/18/2011	PV Selected As Top Getaway News Release	1301	10.4% (135)	0	0.2% (3)	25.7% (300)	8.3% (25)	0	
10/14/2011	PartnerCom 9.14.11	482	2.3% (11)	0	0.2% (1)	29.9% (141)	18.4% (26)	0	
10/12/2011	This Weekend October 12, 2011	751	3.3% (25)	0	0.1% (1)	27.7% (201)	5.0% (10)	0	
10/11/2011	Halloween Adventures News Release	923	4.7% (43)	0	0	28.2% (248)	7.3% (18)	0	
10/6/2011	Fifteen and Forever ews Release	909	5.8% (53)	0	0	27.7% (237)	6.3% (15)	0.4% (1)	
10/5/2011	This Weekend October 5, 2011	755	7.3% (55)	0	0	26.7% (187)	10.2% (19)	0	



VCB CONSUMER EMAIL BLAST STATISTICS OCTOBER 2011

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
10/12/2011	Fall Flavors Email 10.12.11	1442	0.6% (9)	2	0.7% (10)	33.9% (486)	20.6% (100)	0
10/10/2011	Welcome New Phase V Subscribers 10.10.11	3	66.7% (2)	0	0	0	0	0
10/4/2011	Welcome New Phase V Subscribers 10.03.11	11	36.4% (4)	0	0	14.3% (1)	0	0
10/4/2011	Welcome email Beach VIC signup 092811	41	26.8% (11)	1	2.4% (1)	16.7% (5)	0	0



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

Facebook Fans:	40,669
Fans added in October	901
Total Fan Page Interactions in October VCB Posts Only	65,177
Total Impression of content on Fan Page Fans and Non-Fans	255,067

October 2011 VCB Fanpage Posts:

	Date	Impressions	Feedback
Flavor's OF Florida's Hsitoric Coast	10/21/2011	8318	0.31%
Flavor's OF Florida's Hsitoric Coast	10/21/2011	7708	0.30%
Don't miss out!	10/20/2011	8262	0.18%
Nighttime Cruise	10/20/2011	7573	0.59%
Get the Latest	10/21/2011	8086	0.40%
Flavors video posting	10/12/2011	9116	0
Raintree Restaurant Posting	10/12/2011	9088	0.51%
Flavors Posting	10/11/2011	8403	0.35%
Twilight Sail	10/6/2011	3439	2.62%
Raintree Restaurant Posting	10/5/2011	9389	0.53%
Chef Waldon Video	10/5/2011	8812	0.39%
		88,194	

**St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Monthly Inquiry Report FY 2012**

SOURCE TYPE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP		YTD 2012	FYTD 2011	FY12/FY11 Percent Change
Leisure/Directories	3													3	-	#DIV/0!
Magazine and Newspaper Inserts	1,499													1,499	4	37375%
Consumer Magazines	2,846													2,846	996	186%
Consumer Online	452													452	267	69%
Past Marketing Initiatives	10													10	2,780	-100%
Billboard	-													-	-	
Television, Out of Home, Outdoor & E-Marketing	-													-	-	
Other/Unknown	16													16	30	-47%
Previous Visitor	14													14	10	40%
VCB Referral	6													6	11	-45%
Friend/ Family	20													20	9	122%
Weddings	-													-	-	#DIV/0!
Travel Agent	1													1	1	0%
Total for FY 2012	4,867	-	-	-	-	-	-	-	-	-	-	-	-	4,867	4,108	18%
FY11 Totals	4,108	3,213	5,995	5,940	7,821	5,711	4,906	17,276	12,836	7,241	4,351	7,065				
% Change	18%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%				

WEB REQUESTS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP		YTD 2012	FYTD 2011	FY12/FY11 Percent Change
FloridasHistoricCoast.com	228													228	261	-13%
COSA.com	-													-	-	
Google October-November 2010	-													-	-	#DIV/0!
Other/Unknown	1													1	6	-83%
Travel Meredith	3													3	-	#DIV/0!
Augustine.com	220													220	267	-18%

VISITED BEFORE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2012 Total	YTD 2012	FYTD 2011	FY 11
Yes	24												24	33%	26%	34%
No	49												49	67%	74%	66%
Total No of Responses	73	0	0	0	0	0	0	0	0	0	0	0	73			

LENGTH OF STAY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2012 Total	YTD 2012	FYTD 2011	FY 11
1 day	4												4	5%	2%	5%
2 days	10												10	14%	9%	9%
3 days	17												17	23%	37%	26%
1 week	18												18	25%	26%	31%
2 weeks	5												5	7%	4%	7%
3 weeks	3												3	4%	0%	1%
1 to 3 months	4												4	5%	3%	3%
Don't Know	12												12	16%	18%	18%
Total No of Responses	73	0	0	0	0	0	0	0	0	0	0	0	73			

SIZE OF PARTY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2012 Total	YTD 2012	FYTD 2011	FY 11
1	3												3	4%	3%	7%
2	42												42	58%	54%	47%
3	5												5	7%	14%	8%
4+	18												18	25%	20%	27%
Unknown	5												5	7%	9%	11%
Total No of Responses	73	0	0	0	0	0	0	0	0	0	0	0	73			
ACCOMMODATIONS TYPE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2012 Total	YTD 2012	FYTD 2011	FY 11
All	57												57	78%	84%	78%
B&B	2												2	3%	3%	4%
Hotel/Motel	7												7	10%	8%	13%
RV Park	3												3	4%	0%	1%
Condo	1												1	1%	3%	3%
Efficiency/Suite	1												1	1%	0%	1%
Single Family Home	2												2	3%	1%	1%
Total No of Responses	73	0	0	0	0	0	0	0	0	0	0	0	73			
PLANNING TIME	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2012 Total	YTD 2012	FYTD 2011	FY 11
Tomorrow to One Month	28												28	38%	42%	41%
One Month to Three Months	20												20	27%	36%	28%
Four Months to Eight Months	15												15	21%	11%	15%
Nine Months or More	2												2	3%	1%	7%
Unknown or Refused	8												8	11%	11%	9%
Total No of Responses	73	0	0	0	0	0	0	0	0	0	0	0	73			
Top States	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2012	FYTD 2011	FY12/FY11 Percent Change	
Florida	438												438	449	-2%	
New York	223												223	240	-7%	
Ohio	147												147	185	-21%	
Pennsylvania	184												184	235	-22%	
Georgia	471												471	307	53%	
Texas	155												155	172	-10%	
North Carolina	368												368	101	264%	
California	121												121	197	-39%	

Visitor Center Inquiries October 2011

Ponte Vedra Beach Chamber of Commerce

	Oct 2010	Oct 2011	% of Total Visitors	FYTD
Total Visitors	25	37	0.12%	37

City of St. Augustine Downtown Visitors Center

	Oct 2010	Oct 2011	% of Total Visitors	FYTD
Total Visitors	20,158	29,358	93%	29,358

St. Augustine Beach Visitors Center

	Oct 2010	Oct 2011	% of Total Visitors	FYTD
Total Visitors	1,079	1,126	4%	1,126

Jacksonville Airport Visitor Information Center

	Oct 2010	Oct 2011	% of Total Visitors	FYTD
St. Augustine	1,413	892	3%	892
Ponte Vedra	85	81	0.26%	81

Total Inquiries at Visitors Centers

	Total		FYTD
	Total Oct 2010	October 2011	
	22,760	31,494	31,494



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

Inquiries:

- Premier Properties
- Life and Love Studio
- Surrey Up!
- Segs by the Sea
- Body Candy
- ActivPro
- Jacksonville Aviation Authority
- Rembrandtz American Craft Gallery
- Art Galleries of St. Augustine (AGOSA)
- Pedal St. Augustine

Partners Applied (requires Board Action):

- Coldwell Banker Premier Properties (vacation rentals)
- Life and Love Studio Inc. (photography, videography)
- Segs by the Sea (Segway tours)
- St. Augustine Music Festival
- Surrey Up! (surrey bicycle rentals)
- International Bed & Breakfast of Florida
- Body Candy (retail, edible body powder)
- ActivPro (website highlighting activities, attractions)
- Art Galleries of St. Augustine (AGOSA)
- Jacksonville Aviation Authority
- Pedal St. Augustine (bike rentals)
- St. Augustine Air Tours
- Something Borrowed (formal Wear – weddings)
- Flip Flop Media (TravelHost Magazine)

Partners Approved Previously:

- Bagan & Company (photography, videography)

FY 2011 Partnership Recap

- New Partner Businesses FY 2011 – 65
- Total Partners September 2011 - 281



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

Creative, Advertising and Promotions

- *Flavors of Florida's Historic Coast* web updates
- *Celebrate: Fifteen & Forever* quince & bridal expo collaterals
- *Group & Meeting Guide* update and redesign
- FHC Beach Update microsite maintenance
- FHC website redesign review
- FHC region & downtown map updates
- Bi-monthly General Consumer email campaign email deployment & database review
- FHC website home page weekly screenshot archive

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* website updates
- *Celebrate: Fifteen & Forever* quince & bridal expo collaterals
- *Group & Meeting Guide* update and redesign
- Restructuring of VCB Image Library via SmugMug or Zenfolio
- Photography & image processing
- Weekly PartnerCom email design & deployment
- Bi-Monthly consumer email deployment
- Monthly report
- Ongoing research - web programming webinars and educational resources
- YPartnership - ongoing creative review & support



Sales Department Report: October 2011

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

October Highlights:

Site Visits

- Dinner SR meeting planner medical supply company fall 2012 – 2 training programs and 1 incentive 10/4
- Medical assn site inspection July 2013, 10/4
- Association site inspection, 10/4
- Aircraft manufacturer site inspection June 2012, 10/5-6
- Association site inspection July 2013, 10/19-20
- Site inspection new Sales Manager Karen Howell Renaissance Resort 10/25
- T&B Owners of America Rally Lead: Meet & greet lunch with event contact. 10/27
- Dinner & tour for Mr. & Mrs. Kim Ferrigno, Go-to-Golf, Denmark golf tour operator, 10/27
- Site inspection association June 2014, 10/28-30

Upcoming Site Visits

- Lunch & site Helms Briscoe, 11/1
- Site inspection corporate meeting planner 11/18-20

Sales Initiatives

- Hispanic Art Walk Festival, 10/5

Upcoming Sales Initiatives

- Fifteen & Forever Expo, 11/4-6
- Rejuvenate Marketplace 11/7-9
- Northrop Grumman Presentation (Jaya) 11/7
- Reunion Friendly Network 11/9-11
- FL Encounter Hilton Daytona, 11/13-15
- Post FL Encounter FAM hosting 11 meeting planners with Partners 11/16-18
- Central Florida Concierges' Assn Fam Tour, 11/28-29

Meetings

- Flip-Flop Media Meeting w/ Eric Kennedy & Ann Meyer, 10/5
- NFMPI, 10/11
- Northrop Grumman Meeting w/ Mel Minson, 10/12
- St. Augustine Wedding & Events Association Meeting 10/12
- St. Augustine Wedding & Events Association Meeting at Amici's, 10/13
- N.A.C.E. (National Assoc. of Catering Executives) Luncheon 10/19
- National Association of Catering Executives luncheon with Crystal Hill, Jacksonville, 10/19
- Northrop Grumman Presentation (Evelyn), 10/24
- Client Appreciation Event at Courtyard, 10/26
- Courtyard by Marriott Client Appreciation Reception, 10/26
- Taking Back America – Client lunch and group welcome 10/26
- CNFBTA Omni Downtown, 10/27
- Partner Meeting – Old City Weddings w/ Bill Jones, 10/31
- Weekly – Fifteen & Forever Expo Meetings (every Thursday)

Upcoming Meetings

- FSAE Omni Downtown, 11/3
- NFMPI Season 52, 11/8

**St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Sales Department Report OCTOBER 2011/2012**

OCTOBER - TOTALS FOR ALL SEGMENTS	MONTHLY	MONTHLY GOALS	Monthly % of Actual vs Goal	1ST 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	16	22	-27%	16	66	24%	16	22	-27%	265	6.04%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	4,212	4,680	-10%	4,212	15,000	28%	4,212	4,833	-13%	58,000	7.26%
DEFINITE ROOM NIGHTS - ALL SEGMENTS	723			723			723				
TENTATIVE ROOM NIGHTS - ALL SEGMENTS	8			8			8				
CANCELLED ROOM NIGHTS - ALL SEGMENTS	556			556			556				
LOST ROOM NIGHTS - ALL SEGMENTS	424			424			424				
NON HOTEL LEADS - ALL SEGMENTS	6			6			6				
SITE INSPECTIONS - ALL SEGMENTS											
TELEMARKETING CALLS - ALL SEGMENTS	90	83	8%	90	250	36%	90	83	8%	1,000	9.00%
	MONTHLY TOTAL			1ST QUARTER TOTALS			YEAR TO DATE TOTALS				
TRADE SHOWS											
No shows in October											



COMMUNICATIONS DEPARTMENT REPORT: October 2011

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

October 2011 Media Results:

of print and internet news media impressions: 550,794,559

Publicity Value: \$369,605

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

Total Number of Social Media Stories posted: 10

Impressions: 255,746

Fans added: 901 Total Fans on October 31: 40,669

October 2011 REPORT:

Stories Pitched:

El Conquistador and Pirate Museum to Kate Pocock for new Visit Florida publication – Jay

Flavors of Florida's Historic Coast, various food pubs, and blogs – Barbara

Nelson Hicks, WSB TV – Barbara

Univision, First America – Barbara

Media Inquiries:

Chelle Koster Walton, Adrenaline Alligator for Fox News – Jay

Nicole Blair, Atlanta Lifestyles magazine, Nights of Lights -- Jay

VISIT FLORIDIA – Flagler Experiences – Barbara

Robert Bundy, Third Coast Digest – Barbara

Trish Utter, Good Life Community News, Nights of Lights events – Barbara

Manos Angelakis, Luxury Web Travel – Follow-up from Media Tour – Barbara

Babbie De Darien, LASplash, Follow up from media tour – Barbara

Libby Platus, follow up form media tour – Barbara

Karen Galvin, Meetings Newsletter for VF- Barbara

Sara Sekula, Where Magazine - Barbara

Natalie Rubino, Event Management Group– Barbara

Karen Eakins, Home and Away (AAA) – Barbara

Nicole Blair, Lifestyles Magazine, Nights of Lights – Barbara

Jenna Carberg, Florida Home Magazine – Barbara

Image Access:

Liz Mitchell, Speakers International – web promotions – Barbara

Erin Cash, Pizza Hut – St. Augustine Wall Mural – Barbara

Sarah Munoz, Recommend, VF Honeymoon and Weddings website – Barbara

Laura Bluhm, Orlando Home & Leisure Magazine – Barbara

Jessica Hoffman, Morris Publications, Travel Guide – Barbara

Marlene Canniff, Trailer Life Magazine- Nights of Lights feature – Barbara

Melissa O'Conner Johnson, Camp Florida Directory, St. Augustine images – Barbara

Jill Carstens-Faust, Home and Away, St. Augustine Feature- Barbara

Penelope Geismer, Florida Home Media, St. Augustine Feature – Barbara

Nicole Blair, Lifestyles Magazine, Nights of Lights Feature, Barbara

Nelson Hicks, WSB TV Atlanta, to accommodate FHC broadcast and online features in November – Barbara

Babbie DeDarien, Talent in Motion, Food Images for Flavors story – Barbara

YPartnership – Nights of Lights images – Barbara

Loudres Diego, The Rodriguez Group, access to CleanPix – Jay

Emilio Lezcano, Car and Travel, 10 images – Jay

News Releases:

Fifteen and Forever – Jay
 Halloween Adventures Await in Ancient City – Jay
 This Weekend (4) -- Jay

Writers Hosted:

Andy Schrader, freelance writer, Southern Living – Jay
 Ed Rubin, freelance writer, NYC, d'Art and other publications – Jay
 Dale Nichols, Oyster magazine – Jay
 Susan Ward, Home & Away assignment Pirate Food and Pat Croce – Jay
 Jim Byers, Toronto Star travel editor – Jay
 Susan Friedman, Senior Editor, Florida Travel + Life -- Jay
 Meryl Pearlstein, MDP Publicity, Flavors Media Tour – Barbara
 Libby Palatkus, Freelance (Relish), Flavors Media Tour – Barbara
 Babbie De Derian, Talent in Motion, Flavors Media Tour – Barbara
 Manos Angelakis, Luxury Web Travel, Flavors Media Tour – Barbara

Broadcast and Film:

Pearl Malt, video for broadcast on YouTube destination channel --Jay
 Loudres Diego, The Rodriguez Group, re-enactments for Univision – Jay
 Alexis Parker, WAGT-TV, airplane graveyard in St. Augustine – Jay
 Patricia Jimenez, First Coast News, arranged visit by St. Augustine ghosts and goblins to Good Morning Jacksonville – Jay
 Mari Geraci, HGI Productions, locations for European-look car commercials – Jay
 Frank Greco, The Travel Guy Cooking Show featuring FHC -- Jay
 BBC Top Gear locations -- Jay
 Univision, Despierata America – Filming feature segment about the first Real Thanksgiving and FSDB – Barbara
 Nelson Hicks WSB TV, Feature about FHC, Nights of Lights – Barbara

Other:

Review of work on new website – Jay
 Attended review of THE PLAYERS marketing/promotion activities – Jay
 Reviewed and edited COSA news release regarding NoL preparations – Jay
 Talked with Aviles Street Merchants Association re: VCB partnership benefits – Jay
 Wrote Not The Same Old Stories for Ypartnership – Jay
 Wrote Evelyn bio for Hispanic Meetings and Travel – Jay
 Wrote Marathon Did You Know for MINT magazine – Jay
 Travis Claytor, Tampa CVB, Nights of Lights – Jay
 MINT magazine community calendar – Jay
 Determined the value of one light of NoL with regard to visitor spending – Jay
 Janet Kanterman, catalog photo shoot locations – Jay
 Wrote text for Eco Latino supplement on Fifteen and Forever -- Jay
 Website reviews – Barbara
 Event Calendar Updates – Barbara
 Meetings website and e-news content – Barbara

St. Augustine, Ponte Vedra & The Beaches

Communications Department Monthly Report - Executive Summary FY 2011

Media Impressions	Aug-11	Sep-11	Oct-11	Aug-10	Sep-10	Oct-10	9/2011 compared to 9/2011	TTD Compared FY 11/FY 12			
								YTD FY2012	to FY 2011	% Difference	Fy 2011 Totals
National	659,844,767	446,472,181	535,327,444	5,979,762	4,760,027	2,582,772	20627%	535,327,444	2,582,772	20627%	3,807,595,764
Florida	10,198,253	18,775,300	15,276,310	5,121,720	3,647,227	435,615	3407%	15,367,310	435,615	3428%	115,776,078
International		29,543				385,517	-100%		385,517		416373
Broadcast		124,000,000	TBD								172,148,549
Events	1892207	0	190,805	1166719	16,241,533	228,458	-16%	190,805	228,458	-16%	52,980,791
Total	671,935,227	589,277,024	550,794,559	12,268,201	24,648,787	3,632,362	15064%	550,794,559	3,632,362	15064%	472,133,994
Value of Impressions	Aug-11	Sep-11	Oct-11	Aug-10	Sep-10	Oct-10	10/2010 compared to 10/2011	YTD Compare FY11/FY12			
								YTD 2012	FY2011	% difference	FY 2011 Totals
National	\$311,855	\$270,756	\$334,091	\$132,708	\$102,001	\$24,194	1281%	334,091	\$24,194	1281%	\$2,759,119
Florida	\$16,740	\$36,798	\$30,610	\$71,692	\$61,074	\$8,296	269%	30,610	\$8,296	269%	\$445,856
International	\$371	\$2,606				\$18,460			\$18,460	-100%	\$24,087
Broadcast		\$1,671,600	TBD								\$1,712,642
Events	\$3,712	\$393	\$4,904	\$7,602	\$163,207	\$1,081	354%	4,904	\$1,081	354%	\$67,546
Total	\$332,678	\$1,982,153	\$369,605	\$212,002	\$326,282	\$52,031	610%	369,605	\$52,031	610%	\$7,557,552
New for FY 2011	Aug-11	Sep-11	Oct-11	Aug-10	Sep-10	Oct-10	10/2010 compared to 10/2011	YTD Compare FY11/FY12			
								YTD FY2012	FY 2011	% difference	FY 2011 Totals
Social Media Monitoring											
Number Social Media Feeds & Blogs with impact	673	507	265	N/A	N/A	323	-18%	265	\$323	-18%	11,828
Promotional Value of Social Media Feeds	\$13,705	\$11,669	\$5,709	N/A	N/A	\$4,536	26%	\$5,709	\$4,536	26%	\$1,875,074
Media Inquiries Answered:	12	13	14	8	6	19	-26%		19	-100%	145
Media Visitors Hosted:	3	3	10	6	3	8	25%	10	8	25%	66
Broadcast Media Hosted:	4	5	9	3	1	0	#DIV/0!	9	0	#DIV/0!	46
Event News Releases Issued:	3	4	4	5	5	7	-43%	4	7	-43%	59
Feature News Releases Issued:	2	2	2	2	7	4	-50%	2	4	-50%	23
Stories Pitched	8	7	6	9	5	11	-45%	6	11	-45%	200
VCB supported Stories in Print	78	89	96	36	56	25	284%	96	25	284%	587
Image access	8	9	13	8	8	13	0%	13	13	0%	129
Value of VCB supported stories	\$43,751	\$48,878	\$66,900	\$37,619	\$291,945	\$32,118.60	108%	\$66,900	\$32,118.60	108%	1,058,284
Impressions from VCB supported stories	51,112,372	41,413,503	93,308,785	19,914,430	64,347,089	33,812,417	176%	93,308,785	33,812,417	176%	494,072,355

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. Halloween message rotated into COX radio promos above. 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. Flavors message rotated into COX radio promos above.
- St. Augustine Marathon ... Masters Marathon concept focused on Ponce de Leon 500 initiative by awarding Ponce de Leon Grail of Endurance
- Database Marketing ... Evolving direct marketing (email) program showing steady improvements in format, strategy and response. Alternating hard sales pitch with soft destination news.
- Warren Clark ... Relationship with historical illustrator in development with long-term focus ... usage/distribution plans in development ... first year planned out to cover Ponte Vedra, old St. Augustine and the beaches, plus heavy Ponce connection.



St Johns October 2011

Total Golf Tourism

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

	Oct 11	Oct 10	% Change
Rooms	1,860	2,046	-9.09%
Rounds	4,376	4,813	-9.08%
	2011 YTD	2010 YTD	% Change
Rooms	19,525	18,074	8.03%
Rounds	45,944	42,523	8.05%

Advertising Response (From all sources)

Oct 11	Oct 10	% Change
706	86	720.93%
FY 2011-12	FY 2010-11	% Change
706	86	720.93%

Website Statistics

	Oct 11	Oct 10	% Change
Visitation	5,103	5,696	-10.41%
	FY 2011-12	FY 2010-11	% Change
Visitation	5,103	5,696	-10.41%

Email Program - FFCG Newsletter

Date	Subscribers	
10/11/2011	47,547	
Open Rate	07/08 Baseline Avg.	% Change
6.90%	9.05%	-23.76%
Click Rate	07/08 Baseline Avg.	% Change
7.32%	11.05%	-33.76%

Media Equivalencies

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