



**VCB Board of Directors Meeting
Meeting Packet
2:30 p.m. January 12, 2012
Ponte Vedra Concert Hall
1050 A1A N., Ponte Vedra Beach**

Packet Contents:

Contents

Agenda	Page 1
Minutes from November 28, 2012	Page 2- 5
Financial Statement	Page 6
Partners for Approval	Page 7
STR Report (November 2011)	Page 8 - 9
TDC Bed Tax Collection Reports (October)	Page 10 - 12
Google Analytics (November)	Page 13 – 14
PhotoFest Analytics	Page 15 - 16
Industry Email Blast Stats	Page 17
Consumer Email Blast Stats	Page 18
Facebook Fan Page Stats	Page 19 – 20
Inquiry Report	Page 21 -22
Visitor Centers Reports	Page 23
Partnership Report	Page 24 -25
In-House Creative Report	Page 26
Sales Summary	Page 27
Sales Report	Page 28
Communications Summary	Page 29 -30
Communications Report	Page 31
Promotions Report	Page 32
Florida's First Coast of Golf (November 2011)	Page 33

**St. Augustine, Ponte Vedra & The Beaches
Visitors and Convention Bureau
Board of Directors Meeting
2:30 p.m., Thursday, January 12, 2012
Ponte Vedra Concert Hall
1050 A1A N. Ponte Vedra Beach, FL**

AGENDA

Call to Order – Bob O’Neill

Roll Call – Barbara Golden

Approval of November 28, 2011 Meeting Minutes

Treasurer’s Report – Tina Klinkenberg

Executive Committee Report – Bob O’Neill

- New Partner Approval

Executive Director’s Report –Richard Goldman

- Department Reports

Other Business

- Tourism Day in Tallahassee
- February Board Meeting – Hilton St. Augustine Historic Bayfront (Feb. 16)

Adjournment

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
404 A1A Beach Boulevard, St. Augustine Beach
Board Meeting Minutes

Call to Order – Chairman Bob O’Neill called the meeting to order at 2:35 p.m.

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

Board Members Present: Bob O’Neill, Tina Klinkenberg, Charles Cox, Irving Kass, Kathy Fleming, Virginia Whetstone, Jeffrey Oliasami, David Mariotti, Kirk Wendland and Vice Mayor Andrea Samuels

Board Members Absent: John Fraser, Commissioner Errol Jones, and County Commissioner Jay Morris.

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

Other Present: Sandra Adkins, Scott Adkins and

Approval of Minutes:

Irving Kass made a motion for approval of the October 20, 2011 Board of Directors Meeting Minutes. Charles Cox seconded the motion. **Approved Unanimously**

Treasurer’s Report:

Tina Klinkenberg reported that in September, the VCB had an income of \$24,540 and expenses in the amount of \$18,059, a net monthly activity of \$6,480.62. She reported that the VCB monthly income for October was \$19,546.48 and expenses totaled \$6,373.12, a net monthly activity of \$13,173.46. Treasurer Klinkenberg also reported that the VCB checking account balance was \$352,848. Tourist Development Tax collections for September totals \$374,000 and the fiscal year 2011 ended with collections with almost \$6.5 million dollars. She also stated that the report was subject to audit. Charles Cox made a motion to accept the treasurer’s report. Irving Kass seconded the motion. **Approved Unanimously**

Executive Committee Report:

Bob O’Neill reported that the Executive Committee reviewed 14 Partnership applications for approval. The executive Committee presented the following recommendations:

For approval:

- 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
- 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)

They requested that Body Candy (retail, edible body powder) application for partnership be tabled with a request for additional information.

He also recommended that the Board approve Hilton Garden Inn Palm Coast/Town Center Partnership application which was previously denied. He reported that the Executive Committee reviewed the VCB By Laws regarding out of county partners and that the Hilton Garden Inn of Palm Coast is eligible for partnership, but with no voting rights.

Tina Klinkenberg made a motion to accept Hilton Garden Inn Palm Coast/Town Center; Coldwell Banker Premier Properties; Life and Love Studio Inc.; Segs by the Sea; St. Augustine Music Festival; Surrey Up!; International Bed & Breakfast of Florida; ActivPro; Art Galleries of St. Augustine (AGOSA); Jacksonville Aviation Authority; Pedal St. Augustine; St. Augustine Air Tours; Something Borrowed; Flip Flop Media as new VCB Partners and to table Body Candy's application pending further information. The motion was seconded by David Mariotti. **Approved Unanimously**

Executive Director's Report:

Richard Goldman reported that the October STR indicates that numbers are up in all metrics, Revenue, Demand, Occupancy, ADR, and RevPar. He also reported that the increase in the number of rooms sold and occupancy is up less than 1%, but that marked growth in nine-months out of the last twelve.

He also reported that compared to our destination comp-set, we are ranked right in the middle when measuring Occupancy, but we are second only to Fort Walton Beach when measuring growth in ADR.

He also reported that the Bed Tax collections from September totaled \$374,958, up .6% from September 2010. The Fiscal year end collections totaled \$6,369,254, up 17% for the year, and prior to the 4th penny collections, up 4% for the year. He also reported that collections by zip code were right in keeping with trends.

Richard briefly reported on the Website analytics, informing the Board that since the new site went live in early November the traffic to the site has increased significantly. For the later part of October, the site was in BETA, with half of the viewers seeing the old site and half seeing the new site. In October, unique visitors to the site increased by 22%, and the request for Visitors Guides increased by 39%.

Richard reported that the VCB Facebook Fan Page now has in excess of 40,000 Fans. In October, the Fan Page generated 255,067 content views, and there were 65,177 interactions with VCB Postings to the page.

Richard reported that the response to advertising generated visitor inquiries to the VCB call Center, Phase V, was up by 18%, and web requests were down by 18%. He also reported that the size of the visitor party has gone up slightly and that the planning time for trips to Florida's Historic Coast has increased. The Top 5 feeder states have shifted slightly from 2010 (FL, GA, NY, PA and CA) to 2011 (GA, FL, NC, AL and TN).

Richard reported that the traffic counts from visitor centers were up by 38% for the year. Ponte Vedra Chamber Center visits have increased by 48% over last year. It was asked if the St. Augustine VIC was continuing to estimate visits by parking lot counts. Board members requested that the city that revisit their estimating methods to get accurate counts.

Richard reported that the VCB started FY 2012 with 4% more partners than last year.

He also reported that the total leads and lead room nights generated in October was down. It was explained that October is historically down month when the sales team is preparing for other

programs that take place throughout the rest of the year and that the lead generation report for November will likely show significant increases.

Richard reported that the Communications team's reporting numbers continue to measure off the charts. It was explained that these increases combined with the team's initiatives are a result of the internet exposure. In 2011, impressions increased over 2010 by 151 times and there was a 254% increase in VCB generated stories in publication and online!

Jay Humphreys reported that two of the communications department's recent broadcast projects had recently aired. Univision's *Despierta America* aired on Thanksgiving Day. There were 4 segments that featured St. Augustine's Hispanic heritage and discussed the First Thanksgiving and WSB TV broadcast three travel segments through November. One focused on St. Augustine, one about TPC Sawgrass, and the final about Ponte Vedra Inn & Club.

Jay also commented that the communications team is reorganizing their schedule to allow more time for social media.

Richard reported Florida's First Coast of Golf metrics. He informed the Board that while the organizations performance metrics were down in October, the organization's metrics are ahead by 8% for the year. He also noted that FFCG website visits are down but their advertising responses are up.

Richard also informed the Board about the VCB participation and support of the St. Augustine Marathon held in November. The VCB had chalices made as trophies. They were filled with Fountain of Youth Water and presented to the winners of the Woman's and Men's Masters Categories. The Marathon had a very good turn-out and it is being discussed that in future years to hold it on another weekend other than Nights of Lights Light-up. Irving Kass commented that in his dealings with the organizers of the Marathon that they are very easy to work with, professional and accommodating and he is sure that this event has the potential for future success. It was requested that duplicates of the chalices be made and put on display in a prominent place in the city like the VIC or the Columbia Restaurant.

Richard also reported that he and David Reese of Florida's First Coast of Golf recently attended the International Golf Travel Market show in Turkey. They had 45 appointments and meetings with buyers, with a strong interest specifically from Brazil Germany, UK and Scandinavia.

Richard also informed the Board that he and Barbara Golden would be attending the VIIST FLORIDA Marketing Retreat with representation on the Cultural Heritage and Communications Committees.

The future plans for the St. Augustine Visitors Information Center were discussed. There was mention of ideas to best capture accurate visitor counts, the best uses of the facility as an exhibit hall and events venue. It was noted that staff and Board members have been involved in the facilitation of the planning.

Richard also reported the following highlights

- In the next couple weeks a production company will be coming to film a Travel Channel program called *Park Secrets*. Staff has been working with the production crew on a shoot schedule and permitting.
- The sales Department had conducted 16 meeting planner site visits in the past month.
- The St. Johns County Chamber and the VCB partnered on a community letter encouraging businesses to enhance their lighting display during Nights of Lights.

- Andy Witt, the new executive director of the St. Johns County Cultural Council will be back in town in the next week and Richard will continue to participate in meetings with him.

At the Board's request Rick Hensler and Jay Humphreys presented a plan for marketing the commemoration and celebration of the 500th Anniversary of Ponce de Leon's discovery of La Florida. The primary objectives were reviewed and the Board was in consensus to move forward with developing the plans and programs associated with this initiative.

Other Business

Kathy Fleming made a request to hold the January Board Meeting in Tallahassee since it is scheduled to take place the day after Tourism Day at the Legislation. After discussion it was determined that a pole will be sent to Board members to determine the interest in moving the meeting date or location.

David Mariotti asked that while the Board's Executive Committee should continue to meet every month, would the Board consider meeting just once every other month. After discussion, it was determined that due to the hectic holiday season, the December meeting should be cancelled and that the Board meets just nine times a year.

Irving Kass made a motion that due to the hectic holiday season the December 2011 Board meeting would be waved. The motion was seconded by Tina Klinkenberg. **Passed Unanimously**

Discussion: It was further discussed that a full 12 month calendar of meetings should be considered. In September the Annual Meeting replaces a regular meeting and a summer month could be cut. It was suggested that the month of May is sometimes difficult to find a location and get full attendance because of THE PLAYERS and other activities. It was suggested that the Executive Committee and sub-committees would continue to meet monthly. Staff would present a calendar for meetings and all reports will continue to be communicated monthly.

Virginia Whetstone made a motion to change the VCB meeting calendar to nine times annually, of which the staff would present a meeting calendar, the Executive Committee and sub-committees for initiatives would continue to meet monthly and staff would continue to provide monthly reports to the Board members. **The motion was seconded by Kathy Fleming.**

Motion Passed 7-1

Adjournment

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

Respectfully submitted on behalf of Jeffrey Oliasami by Barbara Golden

St. Augustine, Ponte Vedra & the Beaches Visitors and Convention Bureau
December 2011 Financial Report

All Balances are reported as of month end

Checking Account Balance:		\$ 374,569.70
Less Outstanding checks:		\$ (9,595.99)
Plus Deposits in transit		

BOCC Funds Liability:		\$ 595,366.00
LESS BOCC Funds Incoming	30-Dec	\$ 341,417.74

Other Liability:

VCB Fund Balance:		\$ 79,468.75
Note: Cash available		

VCB:		
Income for Month		\$ 2,810.00
Expenses for Month:		\$ 1,141.74
Net VCB Monthly Activity		<u>\$ 1,668.26</u>

Gross Revenue from Tourist Development Tax:		
	9-Oct	\$ 475,354.48
	9-Nov	
	9-Dec	
	10-Jan	
	10-Feb	
	10-Mar	
	10-Apr	
	10-May	
	10-Jun	
	10-Jul	
	10-Aug	
	10-Sep	
	FYTD Total	\$475,354.48

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

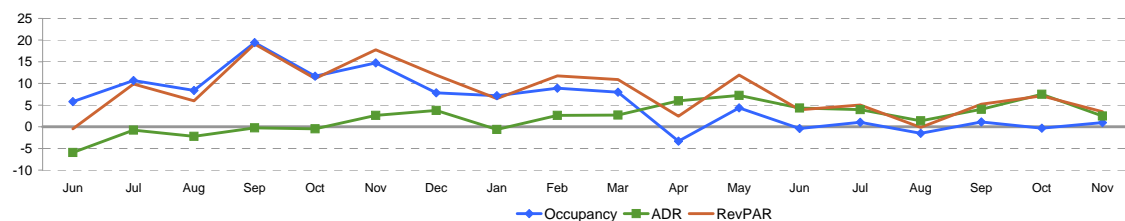


January 2012

Businesses for VCB Partnership Approval:

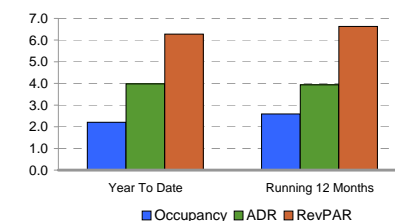
- Aviles Street Merchants Association

Monthly Percent Change



Overall Percent Change

8



Occupancy (%)	2010								2011									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	60.8	66.8	50.8	46.8	56.2	51.2	47.1	45.6	60.6	70.7	65.4	57.7	60.6	67.5	50.1	47.3	56.0	51.7
Last Year	57.5	60.3	46.9	39.2	50.4	44.6	43.7	42.6	55.6	65.5	50.4	55.2	60.8	66.8	50.8	46.8	56.2	51.2
Percent Change	5.8	10.7	8.4	19.4	11.7	14.7	7.8	7.2	8.9	8.0	-3.3	4.4	-0.4	1.0	-1.5	1.1	-0.3	1.0

ADR	2010								2011									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	97.48	100.79	90.39	90.67	94.18	94.97	91.66	91.20	97.90	103.34	105.78	118.64	101.70	104.78	91.62	94.32	101.23	97.34
Last Year	103.63	101.55	92.45	90.90	94.64	92.54	88.32	91.77	95.40	100.64	99.82	110.61	97.48	100.79	90.39	90.67	94.18	94.97
Percent Change	-5.9	-0.8	-2.2	-0.3	-0.5	2.6	3.8	-0.6	2.6	2.7	6.0	7.3	4.3	4.0	1.4	4.0	7.5	2.5

RevPAR	2010								2011									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	59.28	67.29	45.95	42.43	52.95	48.63	43.21	41.61	59.28	73.09	69.22	68.40	61.61	70.68	45.88	44.63	56.72	50.33
Last Year	59.57	61.26	43.36	35.62	47.65	41.30	38.61	39.07	53.05	65.91	67.57	61.10	59.28	67.29	45.95	42.43	52.95	48.63
Percent Change	-0.5	9.8	6.0	19.1	11.1	17.8	11.9	6.5	11.7	10.9	2.5	11.9	3.9	5.0	-0.2	5.2	7.1	3.5

Supply	2010								2011									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	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	167,910
Last Year	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	167,910
Percent Change	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	0.0

Demand	2010								2011									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	104,445	115,843	88,197	78,570	97,559	85,981	81,788	79,167	94,901	122,709	109,877	100,030	101,718	117,035	86,879	79,458	97,225	86,818
Last Year	96,270	105,932	82,357	66,599	88,425	75,840	76,765	74,768	88,246	115,051	114,592	98,033	104,445	115,843	88,197	78,570	97,559	85,981
Percent Change	8.5	9.4	7.1	18.0	10.3	13.4	6.5	5.9	7.5	6.7	-4.1	2.0	-2.6	1.0	-1.5	1.1	-0.3	1.0

Revenue	2010								2011									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	10,180,828	11,675,510	7,972,441	7,124,247	9,187,869	8,166,031	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	9,842,116	8,450,439
Last Year	9,976,889	10,757,898	7,613,878	6,053,967	8,368,623	7,018,319	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	8,166,031
Percent Change	2.0	8.5	4.7	17.7	9.8	16.4	10.6	5.2	10.4	9.5	1.6	9.4	1.6	5.0	-0.2	5.2	7.1	3.5

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

A blank row indicates insufficient data.

Source 2011 SMITH TRAVEL RESEARCH, Inc.

DISCLOSURE Destination Reports are publications of Smith Travel Research, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either Smith Travel Research, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with Smith Travel Research, Inc. or STR Global Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

St. Augustine, Ponte Vedra & The Beaches VCB

For the month of: November 2011

	Current Month - November 2011 vs November 2010												Year to Date - November 2011 vs November 2010												Participation			
	Occ %		ADR		RevPAR		Percent Change from November 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	58.2	53.0	85.82	80.26	49.98	42.53	9.9	6.9	17.5	16.8	-0.6	9.2	62.5	57.2	88.19	86.37	55.13	49.42	9.2	2.1	11.5	10.6	-0.9	8.3	171	129	22022	19670
Nassau County, FL	48.2	38.7	126.26	121.41	60.84	47.04	24.4	4.0	29.3	29.3	0.0	24.4	54.9	51.4	152.94	149.77	83.90	77.02	6.7	2.1	8.9	8.6	-0.3	6.4	23	14	2093	1823
Pinellas County, FL	55.1	51.5	96.47	90.98	53.19	46.84	7.1	6.0	13.5	12.9	-0.5	6.5	62.4	56.4	106.13	103.30	66.18	58.29	10.5	2.7	13.5	13.1	-0.4	10.1	229	89	18360	11367
St Johns County, FL	51.7	51.2	97.34	94.97	50.33	48.63	1.0	2.5	3.5	3.5	0.0	1.0	57.5	56.3	101.35	97.47	58.33	54.88	2.2	4.0	6.3	5.4	-0.8	1.4	77	42	5597	3910
Charleston, SC	57.5	58.0	107.05	101.18	61.56	58.67	-0.8	5.8	4.9	6.6	1.6	0.7	68.3	65.8	110.82	107.26	75.72	70.56	3.9	3.3	7.3	7.5	0.2	4.1	166	116	17798	13995
Jacksonville, FL	55.0	52.7	77.69	75.95	42.77	40.01	4.5	2.3	6.9	8.3	1.3	5.9	58.9	56.9	82.04	80.77	48.31	45.95	3.5	1.6	5.2	5.6	0.4	4.0	263	186	26750	21838
Myrtle Beach, SC	33.9	34.3	67.56	64.03	22.92	21.94	-1.0	5.5	4.5	5.4	0.8	-0.1	51.8	52.6	101.06	97.10	52.39	51.09	-1.5	4.1	2.5	2.0	-0.6	-2.0	206	62	28272	8959
Orlando, FL	63.8	60.2	92.66	88.80	59.16	53.47	6.0	4.3	10.6	10.5	-0.1	5.9	67.9	63.7	93.95	90.30	63.76	57.49	6.6	4.0	10.9	10.9	0.0	6.6	473	307	117841	78343
Sarasota-Bradenton, FL	56.8	51.6	101.84	95.93	57.84	49.54	10.0	6.2	16.7	16.5	-0.2	9.7	59.3	55.0	109.38	104.75	64.91	57.59	7.9	4.4	12.7	12.0	-0.6	7.3	122	59	8564	6192
Savannah, GA	56.8	55.2	88.86	80.67	50.45	44.51	2.9	10.1	13.3	13.3	-0.0	2.9	62.3	60.3	88.94	86.13	55.38	51.92	3.3	3.3	6.7	6.8	0.1	3.4	166	123	15026	12492
Fort Walton Beach, FL	33.4	32.2	82.93	77.43	27.69	24.90	3.8	7.1	11.2	11.1	-0.1	3.7	54.6	48.8	125.08	115.79	68.28	56.47	11.9	8.0	20.9	20.1	-0.7	11.2	85	46	9852	6258
Daytona Beach, FL	41.5	38.6	81.28	81.25	33.73	31.34	7.6	0.0	7.6	8.8	1.1	8.8	48.9	47.7	94.41	94.63	46.18	45.10	2.6	-0.2	2.4	2.0	-0.3	2.3	177	69	13656	8078

A blank row indicates insufficient data.

Source 2011 SMITH TRAVEL RESEARCH, Inc.

DISCLOSURE Destination Reports are publications of Smith Travel Research, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either Smith Travel Research, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with Smith Travel Research, Inc. or STR Global Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

**St. Johns County Florida Bed Tax Collections
Fiscal Year 2011**

MONTH OF OCCUPANCY	GROSS	NET
October	\$ 430,251	\$ 421,646
November	\$ 383,954	\$ 376,275
December	\$ 381,742	\$ 374,107
January	\$ 386,666	\$ 378,933
February	\$ 526,205	\$ 515,681
March	\$ 723,202	\$ 708,738
April	\$ 640,509	\$ 627,698
May	\$ 628,265	\$ 615,700
June	\$ 669,783	\$ 656,387
July	\$ 886,833	\$ 869,097
August	\$ 459,218	\$ 450,034
September	\$ 382,610	\$ 374,958
TOTAL	\$ 6,499,239	\$ 6,369,254

BUDGETED	COLLECTED YTD	VARIANCE YTD
\$ 6,879,026	\$ 6,499,239	\$ (379,787)

Fiscal Year 2012

MONTH OF OCCUPANCY	GROSS	COMPARED TO PREVIOUS YEARS		TC & CC	NET
		FY2011	FY2010		
October	\$ 475,354.48	10.5%	-31.4%	\$ 9,507	\$ 465,847.39
November				\$ -	\$ -
December				\$ -	\$ -
January				\$ -	\$ -
February				\$ -	\$ -
March				\$ -	\$ -
April				\$ -	\$ -
May				\$ -	\$ -
June				\$ -	\$ -
July				\$ -	\$ -
August				\$ -	\$ -
September				\$ -	\$ -
TOTAL	\$ 475,354	-92.7%	-31.4%	\$ 9,507	\$ 465,847

BUDGETED	COLLECTED	VARIANCE YTD
\$ 7,019,414	\$ 475,354	\$ 6,544,060

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	
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	
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
	October	\$ 353,889.85	74.4%	7.0%	\$ 66,319.22	14.0%	20.9%	\$ 14,785.24	3.1%	26.7%	\$ 11,669.98	2.5%	0.8%	\$ 28,690.19	6.0%	8.1%	\$ 475,354.48
	November															\$ -	
	December															\$ -	
2012	January															\$ -	
	February															\$ -	
	March															\$ -	
	April															\$ -	
	May															\$ -	
	June															\$ -	
	July															\$ -	
	August															\$ -	
	September															\$ -	
	October															\$ -	
	November															\$ -	
	December															\$ -	

St. Augustine & Ponte Vedra & the Beaches VCB

Measurement Dashboard

November 2011



LM = vs. Last Month LY = vs. Last Year B = vs. Baseline

ENGAGEMENT

		LM	LY	B
Time on site:	3.32	4%	10%	2.56
<i>Minutes</i>				
Bounce Rate:	28.87%	-24%	-26%	33%
<i>of Home Page</i>				
Bounce Rate:	35.50%	-18%	-12%	45%
<i>Overall</i>				

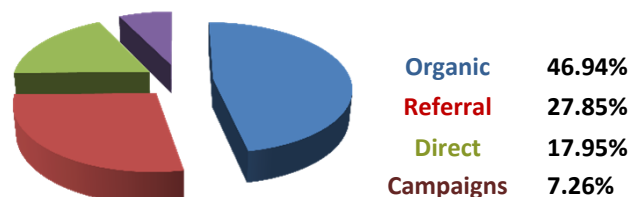
VISITORS BY GEOGRAPHY

US State	
1 Florida	35,735
2 Georgia	5,319
3 Michigan	1,914
4 New York	1,548
5 North Carolina	1,122
6 Texas	892
7 California	763
8 Illinois	729
9 Ohio	706
10 Pennsylvania	661
International Traffic	1,471

ACTIVITY

		LM	LY
54,503 visits		59%	72%
428,174 visits to date 2011			-4%
266,688 page views		79%	123%
2,002,880 page views to date 2011			28%

SOURCES OF TRAFFIC



B (2010) - Organic: 44%; Referral: 25%; Direct: 31%

MOST REQUESTED PAGES

	pageviews
1 Home	35,763
2 Nights of Lights	28,948
3 Nights of Lights / Events	14,277
4 Nights of Lights / About	9,608
5 Things to Do	7,694
6 Things To Do / Attractions	5,500
7 Things To Do / Romance	5,068
8 Listings / Hotels	4,416
9 Listings / Events	4,134
10 Things to Do / History	3,469

ONLINE CAMPAIGN RESPONSE

y part fall	3,757
y part addedvalue	58
2011/2012	52
Google Paid Search	43
Total Online Campaign Responses:	19,169

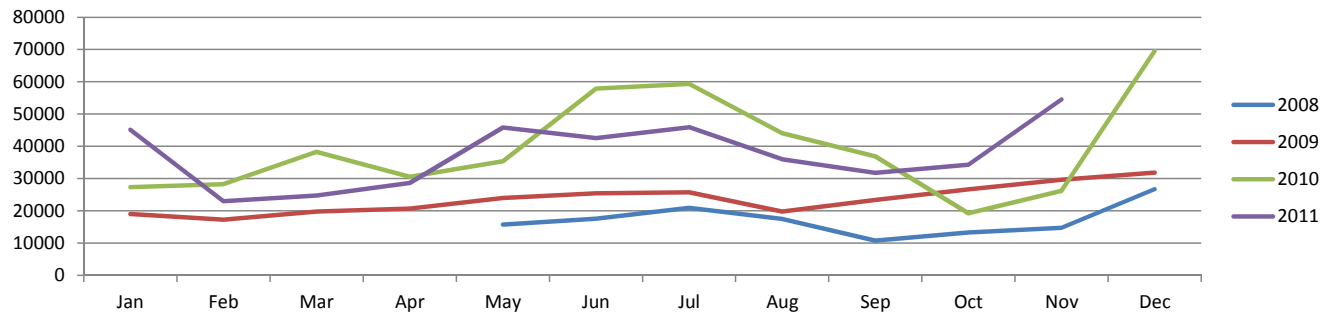
SITs BREAKDOWN (CONVERSIONS)

		LM
Guide Orders	471	31%
Property Profile Views	26,897	546%

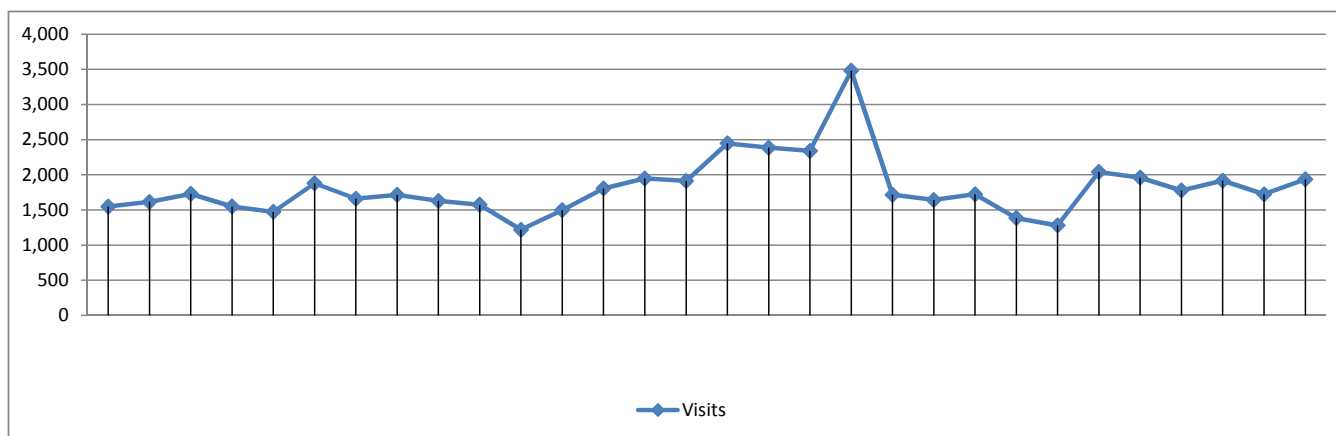
SIGNALS OF INTENT TO TRAVEL (SITs)

Total Conversions	10.3%	27,368
of total pg views*		Signals of Intent to Travel

Visits By Month 2008-2011



Visits By Day for This Month



International Audience

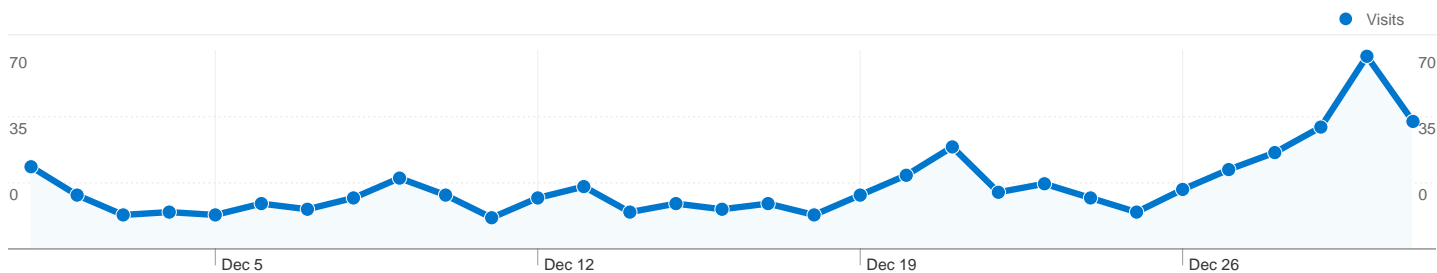
	Visits	LM
USA	53,035	60%
International	1,468	25%
Canada	528	43%
Germany	151	32%
UK	174	-14%



GREEN numbers = positive change over last month (LM) or last year (LY)
AMBER numbers = negative change of more than 1% and less than 12% over last month (LM) or last year (LY)
RED numbers = negative change of more than 12% over last month (LM) or last year (LY)

Dashboard

Comparing to: Site



Site Usage

693 Visits

51.23% Bounce Rate

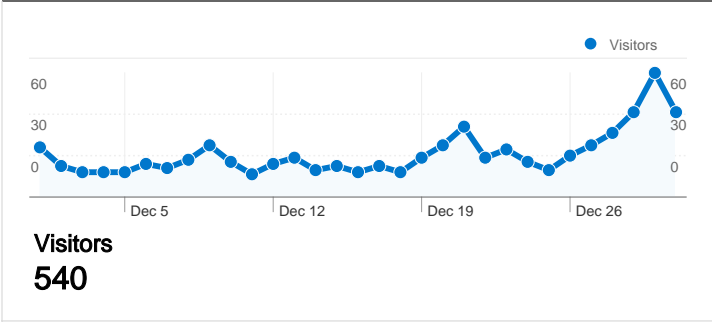
1,498 Pageviews

00:01:52 Avg. Time on Site

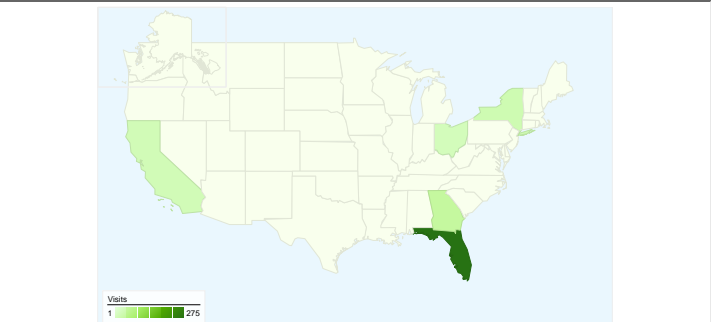
2.16 Pages/Visit

69.99% % New Visits

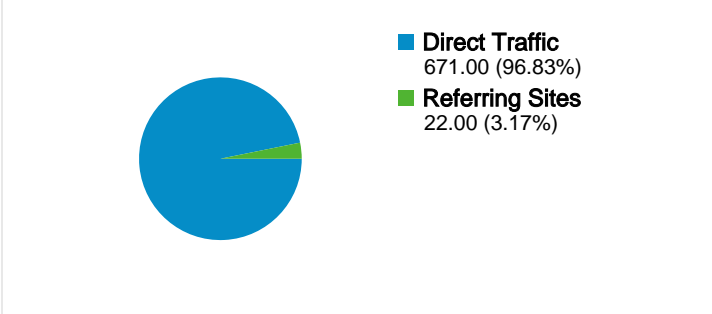
Visitors Overview



Country/Territory Detail: United States



Traffic Sources Overview



Content Overview

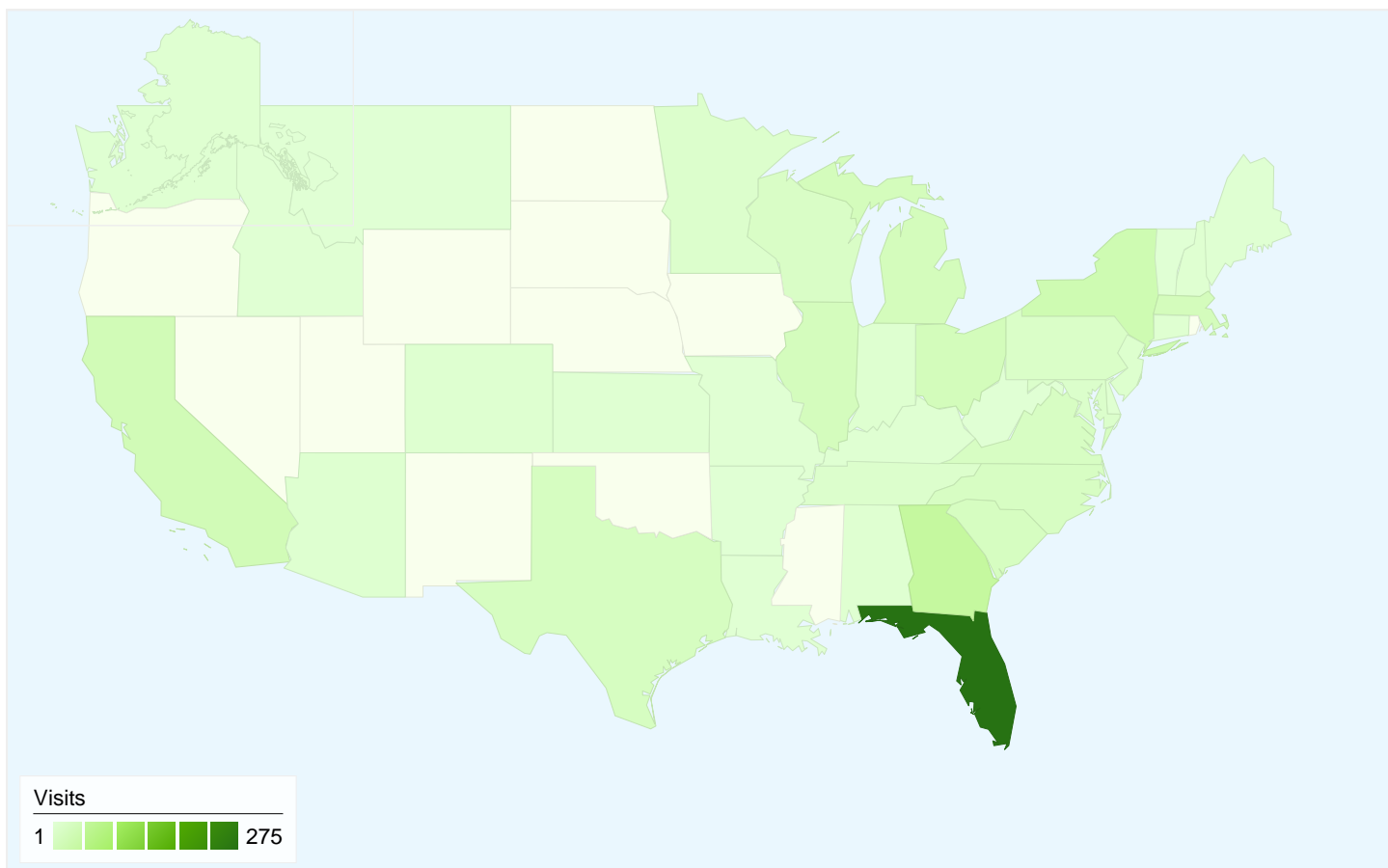
Pages	Pageviews	% Pageviews
/PhotoFest//Welcome_files/wid	1,134	75.70%
/PhotoFest//Photography_Cont	193	12.88%
/sjcvcb/PhotoFest//Welcome_fil	40	2.67%
/PhotoFest//Thank_You!_files/w	17	1.13%
/PhotoFest//Thank_You!_files/w	17	1.13%

Country/Territory Detail:

United States

Dec 1, 2011 - Dec 31, 2011

Comparing to: Site

**This country/territory sent 637 visits via 40 regions**

Site Usage

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 637 % of Site Total: 91.92%	Pages/Visit 2.14 Site Avg: 2.16 (-0.87%)	Avg. Time on Site 00:01:47 Site Avg: 00:01:52 (-4.56%)	% New Visits 68.60% Site Avg: 69.99% (-1.98%)	Bounce Rate 51.81% Site Avg: 51.23% (1.13%)	
Florida	275	2.22	00:01:47	72.00%	46.18%
Georgia	44	1.34	00:01:15	38.64%	70.45%
New York	29	1.79	00:00:55	68.97%	68.97%
California	25	2.40	00:01:34	64.00%	36.00%
Ohio	22	1.91	00:01:58	50.00%	72.73%
Massachusetts	21	1.57	00:00:25	38.10%	76.19%
Michigan	21	2.90	00:02:45	66.67%	38.10%
Illinois	20	1.55	00:00:43	50.00%	70.00%
South Carolina	17	1.47	00:01:26	35.29%	70.59%

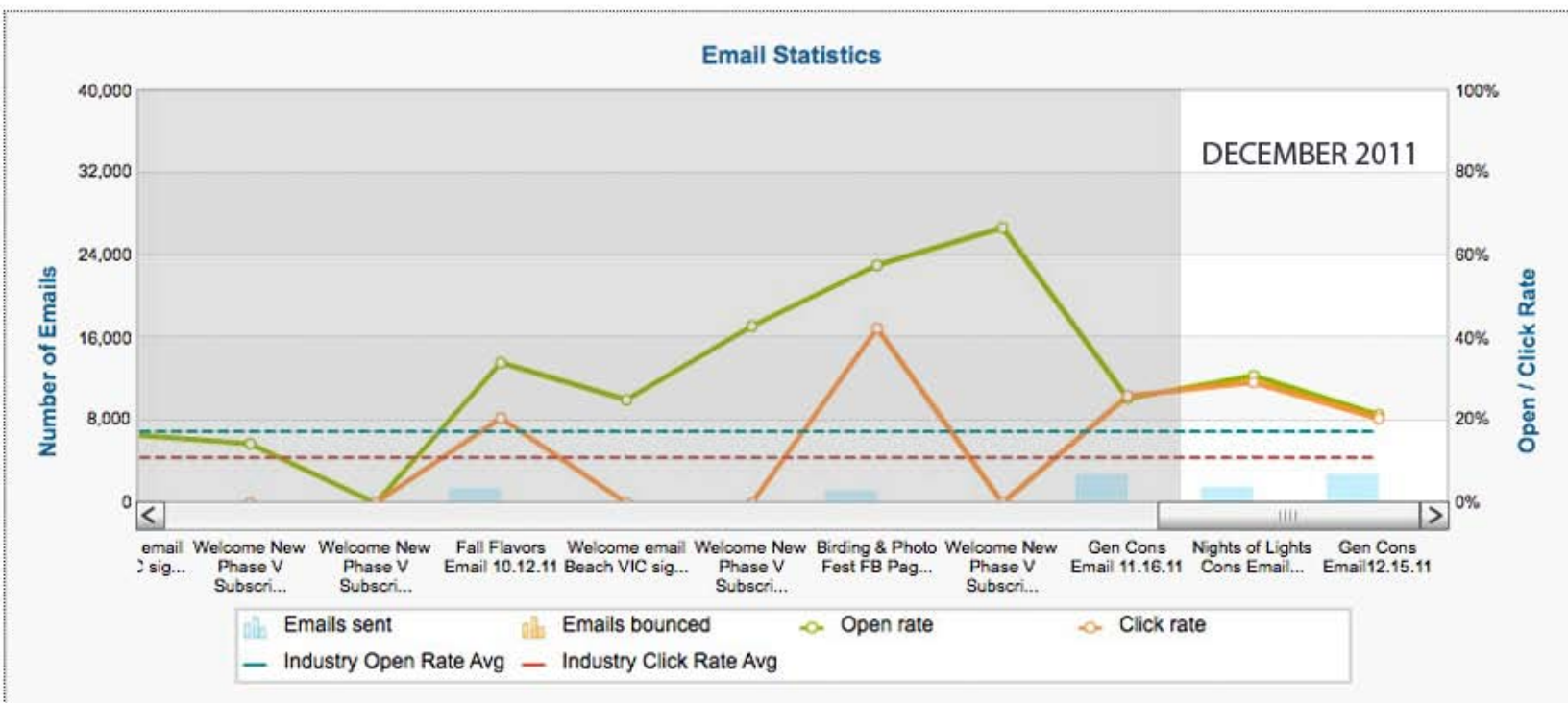


VCB INDUSTRY EMAIL STATISTICS DECEMBER 2011

Date Sent ▾	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards	
12/28/2011	This Weekend December 28, 2011	807	5.8% (47)	0	0.1% (1)	27.6% (210)	8.1% (17)	1.0% (2)	
12/27/2011	PartnerCom 12.27.11	505	5.0% (25)	0	0	32.1% (154)	7.8% (12)	0	
12/22/2011	Warm Holiday Wishes	521	4.2% (22)	0	0	33.7% (168)	4.8% (8)	0	
12/22/2011	PartnerCom 12.20.11	507	4.9% (25)	0	0.4% (2)	28.6% (138)	10.1% (14)	0	
12/21/2011	This Weekend December 21, 2011	805	5.5% (44)	0	0.1% (1)	25.6% (195)	5.6% (11)	0	
12/20/2011	NoL Top 10 In the World Release	1243	10.8% (134)	0	0.2% (2)	27.9% (309)	16.5% (51)	0	
12/20/2011	New Year's Eve on FHC	802	8.6% (69)	0	0	27.4% (201)	8.0% (16)	0.5% (1)	
12/14/2011	This Weekend December 14, 2011	802	8.0% (64)	0	0.1% (1)	25.5% (188)	5.9% (11)	0	
12/14/2011	PartnerCom 12.14.11	505	3.4% (17)	0	0	31.4% (153)	8.5% (13)	1.3% (2)	
12/12/2011	Gator Bowl Buckeye Release	49	16.3% (8)	1	2.0% (1)	22.0% (9)	0	0	
12/9/2011	Ypartnership MMG Merger 2	797	7.7% (61)	0	0	27.3% (201)	2.5% (5)	0	
12/9/2011	Ypartnership MMG Merger	18	0	0	0	44.4% (8)	0	0	
12/8/2011	PartnerCom 12.8.11	502	3.4% (17)	0	0	33.4% (162)	3.1% (5)	0	
12/7/2011	This Weekend December 7, 2011	799	7.5% (60)	0	0	28.7% (212)	10.8% (23)	0	
12/6/2011	First America Pirate Presentation	804	4.1% (33)	0	0	29.4% (227)	1.8% (4)	0	

VCB CONSUMER EMAIL BLAST STATISTICS NOVEMBER 2011

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
12/14/2011	Gen Cons Email12.15.11	2847	2.1% (61)	3	0.3% (8)	21.3% (593)	20.4% (121)	0.2% (1)
12/1/2011	Nights of Lights Cons Email 12.1.11	1575	1.1% (18)	1	0.3% (4)	30.8% (480)	29.2% (140)	0.4% (2)



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

Facebook Fans:	42,352
Fans added in December	702
Total Fan Page Interactions in December	1,190,144
VCB Posts Only	344,691
Total VCB Posts	80
VCB Posts for December 2011	

	Date	Impressions	Feedback
"Like" if you are a UF Gator Fan	12/29 12:43 p.m.	5323	9.87%
St. Augustine Beach sunrise photo	12/29 8:25 a.m.	4882	6.62%
Wishing all of our fans, friends & family the happiest of Ne	12/31/2012 at 4:46 p.m.	4012	3.09%
And here she is in all her glory!	12/31 @ 3:03 p.m.	4756	6.33%
We were up early this morning and stopped to catch the st	12/31 2:21 p.m.	3276	2.59%
Good morning from The Castillo de San Marcos, St. August	12/31 10:26 p.m.	4741	6.31%
And then... we waited for the lights to shine bright in town	12/30 @ 10:08 p.m.	5194	6.43%
We made it to the top and the view to the West, over the t	12/30 @ 9:27 p.m.	4016	3.29%
We zoomed in on the beautiful sky to the East, over the At	12/30 @ 9:06 p.m.	4451	3.77%
Tonight we took a hike up the St. Augustine Lighthouse...	12/30 @ 8:45 p.m.	4195	2.67%
Don't forget to include some fireworks in your New Year's p	12/30, at 12:22pm	3208	2.09%
There's still 3 days left to visit Winter Wonderland at the S	12/ 30 at 12:20pm	3261	0.37%
Have you checked our Share a Little Sunshine's page yet?	12/30at 11:42am	3124	0.86%
Good Morning form San Sebastian River	12/30 @ 8:21 a.m.	3786	4.01%
We're still enjoying Nights of lights	12/29 @ 7:29 p.m.	4252	4.21%
Ok - photo challenge	12/29 3:39 p.m.	3983	1.46%
Here's opne form this morning's sunrise	12/29 10:28 a.m.	5268	5.87%
Lights at Pier Park	12/29 9:04 a.m.	3691	3.49%
TaxSlayer logo for buskeye fans	12/28 at 3:05 p.m.	3756	0.88%
Exhilarating way to start new year	12/28 2:34 p.m.	3542	0.40%
Nights of Lights	12/28 at 11:38 a.m.	3911	2.61%
Fountain of Youth Viseo	12/28 at 10:17 a.m.	4237	0.61%
Landmark Art deco motel restoration	12/28 9:45 a.m.	4178	1.03%
Chilly monring sunrise	12/28 7:45 a.m.	3896	3.39%
Fireworks	12/28 10:12 a.m.	3735	1.69%
Fireworks	12/27 @ 4:14 p.m.	3622	2.26%
Fireworks	12/27 2:35 p.m.	3724	1.18%
Beach Pier	12/27 @ 10:20 a.m.	4174	3.93%
Good Monring	12/24 @ 4:52 a.m.	3207	3.02%
Window Shopping	12/24 3:39 a.m.	3119	0.96%
Cool Cars	12/23 7:31 p.m.	3557	1.57%
Architecture	12/23 @ 2:39 p.m.	5223	2.37%
Sun and Palms	12?23 @ 1:15 p.m.	3688	2.55%
Beautiful Day	12/23 @ 1:05 p.m.	5200	3.65%
Bayfront Morning	12/23 @11:53 a.m.	4214	3.42%
Photo Challenge	12/23 8:35 a.m.	3373	0.65%
Pone at Plaza	12/23 @ 6:49 am	3981	3.52%
Good Monring From San Sebastian	12/22 7:03 a.m.	3802	3.08%
Holiday Spirit	12/22 @ 6:31 am	3793	3.06%

Love the lights	12/21 @11:11 p.m.	4259	1.71%
Bed & Breakfast Lights	12/21 10:43 p.m.	4031	2.58%
Casa Monica Lights	12/21 10:31 p.m.	4410	3.74%
Flagler Lights	12/21/2012 10:22 p.m.	3861	2.25%
Lightner Museum Lights	12/21/2012 10:05 p.m.	4247	3.44%
Nights of Lights	12/21/ 9:34 p.m.	5354	6.43%
St. Augustine Holiday Spirit	12/21/2012 @ 7:46:00 AM	4566	0.68%
This Weekend	12/21 4:16 p.m.	3420	0.32%
Wow - Sunshine responses	12/21 10:30 a.m.	7075	1.16%
Simple moments sunrise	12/21 10:23 a.m.	4394	3.30%
Nat Geo announcemnet	12/20 12:42 p.m.	7182	5.99%
New Year events	12/20 10:29 a.m.	3593	1.09%
2012 events	12/20 9:16 a.m.	3314	0.30%
Bridge of Lions Monring	12/20 5:32 a.m.	4160	5.22%
Ice Slide	12/19 @4:03 p.m.	3917	1.07%
Aviles Lights	12/19/2012 @ 2:35:00 AM	4951	4.67%
Colorful plaza	12/18 10:49 p.m.	5383	5.07%
ice skating at ww1	12/18 10:22 p.m.	3770	2.23%
one more plaza	12/18 @ 9:44 p.m.	3911	1.71%
Plaza lights	12/18 9:32 p.m.	4678	4.06%
Plaza on way to WWL	12/18 n8:53	4071	2.78%
Winter Wonderland	12/18 2:06 p.m.	4001	0.75%
Sailing Anyone?	12/18 1:12 p.m.	4853	4.51%
Changing of Guard	12/18 9:44 a.m.	3946	1.80%
Gove House Guard	12/18 7:48 a.m.	3620	1.85%
carriage ride	12/18 7:11 a.m.	3741	1.84%
cannon from London	12/17/2012 @10:42:00 PM	4087	1.57%
Good Night	12/17 9:29 p.m.	3997	0.60%
Go to NOL	12/17 3:36 p.m.	3710	1.02%
Thanks for the hsares	12/17/2012 @ 2:56:00 AM	3846	1.56%
Another Beautiful Sunrise	12/17 8:37 a.m.	5195	7.30%
Good Monring form Bayfront	12/17 8:17 a.m.	4938	6.91%
Name that Bar	12/14 12:32 p.m.	4720	1.74%
Travel Offers	12/14/2012 @10:11:00 AM	3498	0.37%
Aviles Lights	12/14 9 a.m.	4411	3.36%
Sunrise	12/13/2012 @12:47:00 PM	3761	3.19%
Lightner grand Fashion	12/13/2012 @11:09:00 AM	5045	5.17%
Plaza Tree	12/13/2012 @10:59:00 AM	4826	5.66%
NOL through January	12/12 11:57 a.m.	4894	2.53%
BiPlane Tours	12/12 9 a.m.	3774	2.89%
Discover First America	12/6/2012 @8:43:00 AM	4016	0.70%
Lighthouse luminaries	12/5/2012 @ 5:23:00 PM	4041	2.82%

**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	4	-											7	-	#DIV/0!
Magazine and Newspaper Inserts	1,499	652	62											2,213	1,597	39%
Consumer Magazines	2,846	73	114											3,033	6,196	-51%
Consumer Online	452	4,269	7,502											12,223	975	1154%
Past Marketing Initiatives	10	1,534	285											1,829	4,375	-58%
Other/Unknown	16	23	19											58	83	-30%
Previous Visitor	14	11	10											35	35	0%
VCB Referral	6	4	2											12	18	-33%
Friend/ Family	20	17	5											42	33	27%
Travel Agent	1	2	1											4	3	33%
Total for FY 2012	4,867	6,589	8,000	-	-	-	-	-	-	-	-	-	-	19,456	13,315	46%
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%	105%	33%	-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	618	409											1,255	955	31%
React2Media	-	3,441	6,874											10,315	-	
Other/Unknown	1	5	4											10	17	-41%
Travel Meredith	3	7	1											11	-	#DIV/0!
Augustine.com	220	201	214											635	-	#DIV/0!
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	25	25										74	34%	33%	34%
No	49	56	41										146	66%	27%	66%
Total No of Responses	73	81	66	0	0	0	0	0	0	0	0	0	220			
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	5	14										23	10%	7%	5%
2 days	10	6	11										27	12%	18%	9%
3 days	17	21	12										50	23%	27%	26%
1 week	18	17	13										48	22%	22%	31%
2 weeks	5	8	1										14	6%	5%	7%
3 weeks	3	1	1										5	2%	1%	1%
1 to 3 months	4	4	4										12	5%	4%	3%
Don't Know	12	19	10										41	19%	16%	18%
Total No of Responses	73	81	66	0	0	0	0	0	0	0	0	0	220			

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	5	2										10	5%	5%	7%
2	42	43	35										120	55%	51%	47%
3	5	4	3										12	5%	12%	8%
4+	18	17	16										51	23%	22%	27%
Unknown	5	12	10										27	12%	11%	11%
Total No of Responses	73	81	66	0	0	0	0	0	0	0	0	0	220			
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	55	51										163	74%	85%	78%
B&B	2	5	2										9	4%	3%	4%
Hotel/Motel	7	14	7										28	13%	9%	13%
RV Park	3	3	2										8	4%	1%	1%
Condo	1	3	2										6	3%	2%	3%
Efficiency/Suite	1	0	1										2	1%	0%	1%
Single Family Home	2	1	1										4	2%	0%	1%
Total No of Responses	73	81	66	0	0	0	0	0	0	0	0	0	220			
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	36	45										109	50%	54%	41%
One Month to Three Months	20	18	10										48	22%	26%	28%
Four Months to Eight Months	15	12	3										30	14%	10%	15%
Nine Months or More	2	13	0										15	7%	2%	7%
Unknown or Refused	8	2	8										18	8%	7%	9%
Total No of Responses	73	81	66	0	0	0	0	0	0	0	0	0	220			
Top States	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD 2012	FYTD 2011	FY12/FY11 Percent Change	
Florida	438	3,016	5,303										8,757	2,271	286%	
New York	223	133	50										406	703	-42%	
Ohio	147	131	65										343	484	-29%	
Pennsylvania	184	131	42										357	594	-40%	
Georgia	471	1,059	1,816										3,346	1,316	154%	
Texas	155	104	33										292	643	-55%	
North Carolina	368	171	43										582	403	44%	
California	121	90	23										234	787	-70%	

**Visitor Center Inquiries
December 2011**

Ponte Vedra Beach Chamber of Commerce

	Dec 2010	Dec 2011	% of Total Visitors	FYTD	YTD FY 2011	Total 2011
Total Visitors	20	22	0.05%	90	77	473

City of St. Augustine Downtown Visitors Center

	Dec 2010	Dec 2011	% of Total Visitors	FYTD	YTD FY 2011	Total 2011
Total Visitors	24,478	40,691	96%	99,609	67,433	380,210

St. Augustine Beach Visitors Center

	Dec-10	Dec 2011	% of Total Visitors	FYTD	YTFD FY 2011	Total 2011
Total Visitors	854	1,142	3%	3,402	3,062	16,105

Jacksonville Airport Visitor Information Center

	Dec 2010	Dec 2011	% of Total Visitors	FYTD	YTD FY 2011	Total 2011
St. Augustine	1,413	434	1%	1,803	4175	9,507
Ponte Vedra	85	5	0%	245	330	871

Total Inquiries at Visitors Centers

	Total Dec			FY 2011	
	2010	Total		YTD	Total 2011
	26,850	42,294		136,530	407,166



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

Inquiries:

Partners Applied (requires Board action):

- Aviles Street Merchant Association

Non-Renewals (requires Board action):

1. Alexander Homestead Bed & Breakfast Inn
2. Anastasia Condo (ACA Realty)
3. Ancient City Inn
4. Ann O'Malley's Deli & Pub
5. Augustine.com
6. Avalon Carriage Company
7. Brochure Displays, Inc.
8. Casa de Suenos Bed & Breakfast
9. Casa del Sol Vacation Rental
10. Casa Yallaha
11. Casablanca Inn on the Bay
12. Castle Garden Bed & Breakfast
13. City Coffee Company
14. City Gate Productions
15. Clockwork Marketing Services, Inc.
16. Cooweeme.com
17. Country Inn & Suites Historic
18. Cozy Inn East
19. Creekside Dinery
20. Del Sol
21. DMC Ventures, LLC
22. Donovan's Irish Pub
23. EcoMotion Segway Tours
24. Flamingo Travel
25. Galactic Frozen Yogurt
26. Gaufre's & Goods
27. Goldfinch Boutique
28. Golf Made Simple, Inc
29. Hampton Inn St. Augustine I-95
30. Hazzard's Open Pit Beef on the Beach
31. Hurricane Patty's
32. HW Davis Clothing
33. Inns of Elegance
34. North Beach Camp Resort
35. Ocean Sands Beach Inn
36. Old City Life Magazine, Inc.
37. Old Powder House Inn, The
38. Pacetti's Marina & RV Park

39. Panama Hattie's
40. Paradigm'D Consulting Group
41. Pizzalley's Chianti Room
42. Prince of Wales, The
43. Publishing Partners, Inc.
44. Raging Water Sports
45. S.O.S. Antiques
46. SA GPS Adventure Tours, Inc.
47. Saltwater Cowboys
48. Saragossa Bed & Breakfast Inn, The
49. SEE Coastal Media, LLC
50. Showboat Car Wash
51. Silver Feather Jewelry & Gifts
52. Spanish Bakery
53. St. Augustine Island Inn
54. St. Augustine Outlets
55. St. Augustine Wild Reserve
56. StAugustine.com
57. Sun and Sea Beach Weddings, Inc.
58. Sydney McKenna Gallery & Studio
59. The St. Augustine Historical Society
60. Vacation Rental Pros
61. Wedding Authority, The
62. Worley Faver Pottery Studio and Gallery

Partners Approved Previously:

- 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)
- Pearl of the Sea International Bed & Breakfast
- 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)

FY 2011 Partnership Recap

- New Partner Businesses FY 2012 – 13
- Total Partners September 2011 – 260
- Total Non-renewals – 62
- Total Partners FY 2012 - 211



**ST. AUGUSTINE
PONTE VEDRA**
ON FLORIDA'S HISTORIC COAST®

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

Creative, Advertising and Promotions

- THE PLAYERS co-op packages, email deployment
- 2012 Birding & Photo Fest collaterals & website
- FHC 2012 Travel Planner finalize, proof, press approval and delivery
- Ponce de Leon 30°8' collateral updates
- FHC Facebook Fan page image posting and interaction
- COSA/CSQ Artisan Day poster printing
- SmugMug image library development
- FHC website CMS tutorial
- Bi-monthly General Consumer email campaign email deployment & database review
- November monthly report
- Photography, image processing & management

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

- Restructuring of VCB Image Library via SmugMug
- Photography, image processing & management
- 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: December 2011

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

December Highlights:

Site Visits

- Jayne Stone, Hotelbeds.com 12/2
- Ricarda Gehrke, American Ring 12/2
- Site inspection Communications Company Jan 26-29, 2012 12/5
- Register & Doolin Wedding Follow-up Meeting & Site 12/10
- Site inspection acting firm training meeting lead from collaborate May 2014 program 12/10-11
- Visit Florida Welcome Center Managers Retreat – Meet & Greet 12/13
- Site inspection meeting planner May 2013 program 12/13-14
- Mary Ann McKay, AAA Palm Harbor office, 12/15

Upcoming Site Visits

- Life & Love Studios Site- New Partner
- Connection Christian Tours/ Fred Weeks (For Feb)
- Church of Epiphany Sages/Matt & Suzanne Mosley (For Feb)

Sales Initiatives

- International Assn. Hispanic Meeting Planners, Tradeshow & Conference 12/7-10
- National Tour Association Luncheon Sponsorship-12/9

Upcoming Sales Initiatives

- American Bus Association- 1/6-11
- Florida Huddle, 2/2-5
- Jax Bridal Connection, 2/19
- Destination Showcase DC, 2/28
- Washington DC Client Event, 2/29

Meetings

- St. Johns Golf & Country Club Reception – Meet & Greet 12/06
- Meeting Sharon Kelly, Sawgrass Marriott 12/7
- Anastasia State Park – Michelle Hopkins Meeting & Site 12/14

Upcoming Meetings

- Quarterly Partner iDSS Orientation 01/10
- Ancient City Tours/ Diane Lane 01/18
- ABC Northeast Monthly Meeting 01/25
- Comfort Inn I-95/ Malik Patel (TBA)
- Pacetti Marina & RV Park- Meeting & Site
- Ancient City Shooting Range - Last Stand Shooting Tournament/ Missy Usina (TBA)
- FL Sun Cats Assoc – 21st Annual Cat Show/ Michelle Thomas (TBA)

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

	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
NOVEMBER- TOTALS FOR ALL SEGMENTS											
LEADS ISSUED - ALL SEGMENTS	17	22	-23%	59	66	-11%	59	66	-11%	265	22.26%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	3,118	4,833	-35%	19,428	15,000	130%	19,428	15,000	30%	58,000	33.50%
DEFINITE ROOM NIGHTS - ALL SEGMENTS	526			2,651			2,651				
TENTATIVE ROOM NIGHTS - ALL SEGMENTS	2,193			1,194			1,194				
CANCELLED ROOM NIGHTS - ALL SEGMENTS	669			1,225			1,225				
LOST ROOM NIGHTS - ALL SEGMENTS	9,939			15,603			15,603				
NON HOTEL LEADS - ALL SEGMENTS	1			12			12				
SITE INSPECTIONS - ALL SEGMENTS											
TELEMARKETING CALLS - ALL SEGMENTS	218	83	163%	373	250	149%	373	250	49%	1,000	37.30%
	MONTHLY TOTAL			1ST QUARTER TOTALS			YEAR TO DATE TOTALS				
TRADE SHOWS	1			6			6				
Fifteen & Forever Expo 11/04-06											
Rejuvenate Marketplace 11/07-09											
Reunion Friendly Network 11/09-11											
Florida Encounter 11/13-15											
Florida Encounter Post FAM 11/16-18											
International Assn. Hispanic MP conference 12/7-10											



COMMUNICATIONS DEPARTMENT REPORT: December 2011

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

December 2011 Media Results:

of print and internet news media impressions: 748,216,504

Publicity Value: \$29,787

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

Total Number of Social Media Stories posted: 524

Publicity Value: \$16,147

Facebook

Fans added: 702 Total Fans on December 31: 42,352

December 2011 REPORT:

Stories Pitched:

Kim Orlando, Travelling Mom Blog – Nights of Lights – Barbara

Frances Folsom, Antiques and Fine Arts, Flagler, Ponce and Pedro (cultural events)- Barbara

Southern Living – THE PLAYERS as a feature event for May 2012 – Barbara

Media Inquiries:

Ann Champagne, Florida Travel Guide (Canada), Nights of Lights – Jay

Allison Tibaldi, Off Manhattan, media tour – Jay

Renee Unsworth, The Record, NoL events – Jay

Shelly Stieg, Home & Away, January media visit – Jay

Sheldon Gardner, The Record, holiday tourism -- Jay

Mitchell Smyth, information about 500th and 450th for Toronto Sun, arranged visit for February 2012 for fall 2012 stories – Barbara

Jay Clarke, Miami Herald, information about Flagler – Jay and Barbara

Fact Check story for Prevue Magazine – Barbara

News Releases:

FHC To Be Represented by World's Largest Travel Marketing Firm – Jay

FHC Accommodation Deals Available for Buckeye Fans – Jay

National Geographic Selects St. Augustine Among World's Best Holiday Lights – Jay

New Year's Eve on Florida's Historic Coast – Jay

This Weekend (4) -- Jay

Writers Hosted:

Richard Basch, aol and Arts (NYC) – Jay

Lola Brown, Travel Media Assoc. of Canada and SATW – Jay

Allison Clark, Florida Travel+Life -- Jay

Lisa Allen, Golf Channel Publication, World of Golf – Barbara

Broadcast and Film:

Fuxion Media Visit Florida project, provided location and permit information – Jay

Interview with Jessica Clark, First Coast News, re: planned distillery – Jay

Permit information for Britt Daley productions -- Jay

Lucid Media Travel Channel special, Park Secrets – Barbara

Executive Producer, site visits and story ideas Travel Channel (various programs) – Barbara

Joe Abbey, Cape 98 scouting trip for SW Florida programming – Barbara

Image Access:

Natacha Waltchick, Vizergy.com, for Comfort Suites website – Barbara
 Jennie Berger, Lucid Media (Travel Channel) Beach B-Roll- Barbara
 Peter Ker, The Montrealer, Canada, images to accompany story about golf (FFCG) – Barbara
 Leslie White, St. Augustine Lighthouse, Oldest Port Study report - Barbara
 Maggie Gebert – images for Jalaram Hotels website – Barbara
 Karen Snyder, Southwest Georgia Living Magazine – images to accompany story in January issue – Barbara

Other:

Re-wrote several items for 2012 Travel Planner – Jay
 Completed final edit on 2012 Travel Planner – Jay
 Served as judge for Regatta of Lights – Jay
 Prepared COE and Did You Know for January issue of MINT -- Jay
 Re-formatted destination sizzle reel and sent to Las Vegas for Sales Dept. – Jay
 Provided PR assistance for The Last Stand event – Jay
 Attended 450th presentation on Pirates – Jay
 Located Washington Post letter for Gerald Eubanks, Ariel Productions -- Jay
 Wrote Not the Same Old Story for consumer email blast -- Jay
 Provided u-boat and FHC info to Warren Clark for artwork –Jay
 Participated in Visit Florida/Google webinar - Jay
 Drafted Foto Fest welcome letter – Jay
 Developed social media Icon links for email signature -- Jay
 Participated in CSM Training for new website – Barbara and Jay
 Participated in Trip Advisor event loading training – Barbara
 Troubleshoot and participation in review of VivaFlorida.org site – Barbara
 Uploaded events to new format on website – Barbara
 Wrote, edited and researched Feb – May events for print calendar – Barbara
 Loaded cultural events on VivaFlorida.org and Trip Advisor – Barbara
 Attended VISIT FLORIDA Marketing Retreat and VF Communications Committee Meeting – Barbara
 Worked with Han Tak to create HDDVC B-roll products – Barbara
 Arranged film permit for Beach for Travel Channel – Barbara
 Loaded additional images and BRoll to Cleanpix.com – Barbara
 Polled BOD about Board meeting dates – Barbara
 Scheduled participation in May 2012 International Pow Wow – Barbara
 Monitored and reported on FHC Travel News and social media coverage – Barbara

St. Augustine, Ponte Vedra & The Beaches

Communications Department Monthly Report - Executive Summary FY 2012

Media Impressions	Oct-11	Nov-11	Dec-11	Oct-10	Nov-10	Dec-10	11/2010 compared to 11/2011	YTD FY2012	YTD Compared to FY 2011	FY 11/FY 12 % Difference	FY 2011 Totals
	National	535,327,444	1,253,326,309	675,383,902	195,312,412	313,797,196		142,605,376	373.60%	2,463,969,361	651,714,984
Florida	15,276,310	54,553,500	44,732,496	664,073	2,577,966	2,213,447	1920.94%	114,753,111	5,455,486	2003%	115,776,078
International		60,412,000	2,287,000	385,517			#DIV/0!	62,699,000	385,517		416373
Broadcast	15,000,000	15,000,000	25,813,106			5,135,091	402.68%	55,813,106	5,135,091		172,148,549
Total	565,644,571	1,383,291,809	748,216,504	196,362,002	316,375,162	149,953,914	398.96%	2,697,234,578	662,691,078	307%	472,133,994
Value of Impressions	Oct-11	Nov-11	Dec-11	Oct-10	Nov-10	Dec-10	11/2010 compared to 11/2011	YTD 2012	YTD Compare FY2011	FY11/FY12 % difference	FY 2011 Totals
	National	\$334,091	\$ 1,250,087	\$337,773	\$74,352	\$ 56,198		\$2,281,506	-85.20%	1,921,951	2,412,056
Florida	\$30,610	\$ 63,258	\$55,240	\$9,377	\$ 22,405	\$15,577	254.63%	149,108	47,359	215%	\$445,856
International		\$ 12,341	\$33,349	\$18,460	\$ -		#DIV/0!	45,690	18,460	148%	\$24,087
Broadcast	\$75,000	\$ 79,733	\$3,425			\$4,472	-23.41%	158,158	4,472		\$1,712,642
Total	\$439,701	\$ 1,405,419	\$429,787	\$102,189	\$78,603	\$2,301,555	1688.00%	2,274,907	2,482,347	-8%	\$7,557,552
New for FY 2011	Oct-11	Nov-11	Dec-11	Oct-10	Nov-11	Dec-10	11/2010 compared to 11/2011	YTD FY2012	YTD Compare FY 2011	FY11/FY12 % difference	FY 2011 Totals
	Social Media Monitoring										
Number Social Media Feeds & Blogs with impact	265	346	524	323	987	900	-41.78%	1,135	2,210	-49%	11,828
Promotional Value of Social Media Feeds	\$5,709	\$6,288	\$16,147	\$4,536	\$ 13,860	\$35,317	-54.28%	28,144	53,713	-48%	\$1,875,074
Media Inquiries Answered:	14	10	8	19	9	5	60.00%	32	33	-3%	145
Media Visitors Hosted:	10	1	4	8	11	1	300.00%	15	20	-25%	66
Broadcast Media Hosted:	9	5	6	0	2	5	20.00%	20	7	186%	46
Event News Releases Issued:	4	3	5	7	4	6	-16.67%	12	17	-29%	59
Feature News Releases Issued:	2	4	3	4	1	2	50.00%	9	7	29%	23
Stories Pitched	6	14	3	11	5	22	-86.36%	23	38	-39%	200
VCB supported Stories in Print	96	117		25	45	70	-100.00%	213	140	52%	587
Image access	13	18		13	13	16	-100.00%	31	42	-26%	129
Value of VCB supported stories	\$66,900	\$738,740	\$69,165	\$32,118.60	\$48,342	\$17,927.00	285.81%	874,805	98,388	789%	1,058,284
Impressions from VCB supported stories	93,308,785	83,403,522	132,899,268	33,812,417	47,666,683	28,704,768	362.99%	309,611,575	110,183,868	181%	494,072,355

Dec. Highlights:

Promo Development

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

- THE PLAYERS ... Developed rough :30 sec TV spot with PGA Entertainment, to air in PGA media in months prior to THE PLAYERS, promoting NE Florida as vacation destination; final spot due mid-Jan.
- Database Marketing ... Evolving direct marketing (email) program showing steady improvements in format, strategy and response. Alternating hard sales pitch with soft destination news.
- FHC/PDL/500 ... Moving forward with Ponce 500 initiative; B2B awareness phase communicating strategy and benefits; defining deal points and securing wholesale/retail partners
- St. Augustine 450th ... Working with COSA on marketing initiatives to support 450 event calendar (in development)
- Culturally la Florida ... Providing marketing support and web site development assistance for Viva Florida event May 3-6 at Flagler College
- SJC Amphitheater ... In discussion with management re: extended Spanish music series themed to 500th.
- Warren Clark ... 5-year plan with historical illustrator progressing, focusing on story-based locations
- 30.8 ... Esprit de corps movement behind PDL/500 gaining momentum
- Birding and Photo Fest ... Event in development; RFP for management assistance issued and negotiations in progress.
- St. Augustine Film Festival ... Assisting in marketing of inaugural event Jan. 19-22



**St Johns County Total Golf Tourism November 2011
(FL Sports Foundation Model - tracks direct and wholesale bookings)**

	Nov 11	Nov 10	% Change
Rooms	1,766	1,845	-4.28%
Rounds	4,156	4,341	-4.26%
	2011 YTD	2010 YTD	% Change
Rooms	21,291	19,855	7.23%
Rounds	50,100	46,713	7.25%

Advertising Response (From all sources)

Nov 11	Nov 10	% Change
90	1,225	-92.65%
FY 2011-12	FY 2010-11	% Change
796	1,311	-39.28%

Website Statistics

	Nov 11	Nov 10	% Change
Visitation	6,128	6,965	-12.02%
	FY 2011-12	FY 2010-11	% Change
Visitation	11,231	13,961	-19.55%

Email Program - FFCG Newsletter

Date	Subscribers	
11/8/2011	47,644	
Open Rate	7/08 Baseline Av	% Change
8.53%	9.05%	-5.75%
Click Rate	7/08 Baseline Av	% Change
5.78%	11.05%	-47.69%

Media Equivalencies

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