ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
JUNE 16, 2025 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Irving Kass, Chair

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. APPROVAL OF AGENDA (Action Required)

5. APPROVAL OF MINUTES (Action Required) (Pages 2 -6)
   - Regular Meeting Minutes – May 19, 2025
   - Public Comment

6. PUBLIC COMMENT – 3 minutes, not related to agenda items

7. FY26 TOURISM BUDGET DISCUSSION – Jesse Dunn (Pages 7 – 11)

A. City of St. Augustine Beach Funding Request – Max Royle, City Manager, Russell Adams, Public Works Director (Pages 12 – 14)

B. City of St. Augustine Nights of Lights Funding Request – City of St. Augustine (Pages 15 – 16)

8. FY26 PROMOTIONAL PLAN PRESENTATION FROM THE CULTURAL COUNCIL – Jeff Potts (Pages 17 – 34)

9. FY26 PROMOTIONAL PLAN PRESENTATION FROM THE VCB – Susan Phillips (Pages 35 – 83)

10. MONTHLY REPORTS PROVIDED IN PACKETS (Pages 84 – 169)

11. MEMBER COMMENTS

12. NEXT MEETING DATE – July 21, 2025

13. ADJOURN

TDC Regular Meeting – June 16, 2025

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – May 19, 2025
- Public Comment

Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
May 19, 2025 - 1:30 p.m.

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1. CALL TO ORDER

Kass called the meeting to order at 1:33 p.m.

Present: Irving Kass, District 2, Chair
Troy Blevins, District 5, Vice Chair
Regina G. Phillips, District 2
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2
Charles Cox, District 3
Michael Gordon, District 4

Absent: Krista Joseph, BCC Representative
Michael Wicks, District 4

Staff Present: Dena Masters, Senior Tourist Development Council Administrator
Jesse Dunn, Deputy County Administrator
Lex Taylor, Deputy County Attorney
Artricia K. Allen, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Kass led the Pledge of Allegiance.

3. ROLL CALL

Masters called the roll. Council members Gordon, Phillips, Sikes-Kline, Rumrell, Kass, Cox, and Blevins were present. Joseph and Wicks were absent.

4. APPROVAL OF AGENDA

Motion by Rumrell, seconded by Cox, carried 7/0, with Wicks and Joseph absent, to approve the Agenda, as submitted.

Draft

Yea: Rumrell, Cox, Kass, Gordon, Phillips, Sikes-Kline, Blevins
Nay: None
Absent: Joseph, Wicks

5. APPROVAL OF MINUTES

Phillips stated that the minutes needed to be amended to reflect her reference to Excelsior High School's 100th anniversary, rather than the 130th.

Motion by Cox, seconded by Rumrell, carried 7/0, with Wicks and Joseph absent, to approve the minutes for the April 21, 2025, meeting, as amended.

Yea: Cox, Rumrell, Kass, Blevins, Sikes-Kline, Phillips, Gordon
Nay: None
Absent: Joseph, Wicks

6. PUBLIC COMMENT

There was none.

7. FOLLOW-UP FROM PRIOR MEETING ON THE USE OF TOURIST DEVELOPMENT TAX (TDT) FUNDS FOR PUBLIC SAFETY AND TDT REVENUE COLLECTIONS UPDATE

Lex provided an update explaining that there was no practical way to use TDT funds for public safety items in St. Johns County. He noted there were no concerns with purchasing items like barricades, as public safety is a typical County expense. However, he concluded that he could not find a path forward to proceed with using the funds in that manner.

Discussion ensued regarding the differences between leasing and purchasing. Leasing was identified as a permissible use, along with custodial services and lighting, as allowable public safety expenses. However, restrictions remained on using the funds for employee salaries.

Masters presented the details of the Revenue Collection update.

8. INITIAL DISCUSSION OF FISCAL YEAR 2026 TOURISM BUDGET

Dunn presented an overview of the budget. Discussion ensued regarding Category 3 reserves, noting that last year the percentage of reserves was not aligned with the State's expectations, whereas the current year's reserves were generally in compliance. Concerns were raised about the location and justification of certain reserves, including the use of impact fees for parks. It was noted that Category 2 reserves were at zero, and questions were raised about the status of State funding that had been pulled the previous year and whether it had been restored in the current budget.

Jeff Potts, Executive Director of St. Johns Cultural Council, provided additional information on Governor DeSantis' decision to veto specific grant funding for the arts and cultural programs

statewide last year. He explained that the funding was not zeroed out, but the threshold for receiving grants had been increased to 95 percent.

9. INITIAL DISCUSSION OF FIVE SEASONS TO DRIVE YEAR-ROUND BUSINESS

Kass presented the details of the five seasons and expressed hope that the Cultural Council and the Visitor and Convention Bureau (VCB) would collaborate with the agency to develop strong concepts for building the five sub-brands, each lasting 10 weeks.

Discussion ensued about the Nights of Lights and the Sing Out Loud events, targeting groups and focusing on the history season. The council expressed their position on the five seasons. Gordon expressed being concise, determine how your months would go, all the factors have to be planned into it, themes incorporating history seasons, and the role of the cultural council and the VCB.

Susan Phillips responded to Sikes-Kline's questions about the Tinsley Agency process. She explained that the agency was already on board and working on the Nights of Lights campaign, and that she planned to provide directions from the Council to guide the development of the creative materials. Discussion ensued on the Save the Summer program, local pilot, and Undiscovered Florida, with a theme centered on key points and various ongoing projects.

10. ST. JOHNS COUNTY VISITOR TRACKING STUDY REPORT

Masters provided background information on the visitor tracking study and introduced Erin Dinkel, Downs and St. Germain Research Consultant, who presented an overview of the visitor tracking and beach study data report. She also responded to the Council's questions regarding the length of stay, and the median age for surveys was similar across other areas in Florida.

11. MONTHLY REPORTS PROVIDED IN PACKETS

Susan Phillips presented the monthly update for the St. Augustine, Ponte Vedra, and the Beaches Visitors and Convention Bureau, including visitor and convention information, and the digital ads. She displayed a video from Tinsley advertising for the State of Tourism Industry Event.

12. MEMBER COMMENTS

Dylan Rumrell discussed House Bill 1221, noting that it did not appear likely to pass during the current session. The bill proposed eliminating the Tourist Development Tax (TDT) to use the funds to offset property taxes. He stated that to keep monitoring and reaching out to everyone to ensure the bill does not resurface next year. Additionally, he thanked staff for the additional backup material and reported that, based on conversation with beach residents, activity at restaurants and shops were higher than last year.

Phillips noted a correction regarding the 100th anniversary and explained that the proposed date had to be changed due to the equipment being back-ordered. She stated she would inform the Council once a new date was determined. Additionally, she noted the need to speak out against the land swap involving Parks and Recreation GTM and to block any commercial development.

Blevins noted that occupancy and average daily rates were remaining flat and asked if others were seeing similar trends. Discussion ensued regarding average daily rates, bed tax revenue, and a decline in booking pace during the month of April.

Kass reported speaking with David about additional ways they could assist and noted that the City would not be able to develop an app. He suggested that the project be handled through TDC or Susan Phillips, proposing the use of an outside contractor to create a Nights of Lights app and directing the VCB to take the lead. Discussion ensued, focusing not only on the Nights of Lights but also on utilizing the app for broader promotional efforts related to all events hosted in the city.

Sikes-Kline recommended that Melissa Wissel provide an update on the City's activities. Melissa Wissel, City of St. Augustine Communication Director, shared details about a city project involving an innovative, web-based interface to display general parking availability. She clarified that the city was not pursuing a mobile app and encouraged the Council to help spread the word about attending the City's public meetings. Discussion ensued on collaborating with Troy Blevins and Susan Phillips (VCB).

13. NEXT MEETING DATE

Masters stated that the next meeting was scheduled for June 16, 2025. She also noted that the VCB and Cultural Council would present their marketing plans, and the Council would review the budget.

14. ADJOURN

With no further business to come before the Council, the meeting adjourned at 3:09 p.m.

Approved _____, 2025

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Irving Kass, Chair

ATTEST: BRANDON J. PATTY,
CLERK OF THE CIRCUIT COURT & COMPTROLLER

By: _____
Deputy Clerk

draft

TDC Regular Meeting – June 16, 2025

Agenda Item 7 – FY26 Tourism Budget Discussion

Tourist Development Tax Revenues: FY 2026 Requested Budget

	Category I	Category II	Category III	Category IV	Category V
Projected Beginning Balance Prior Year	2,194,657	257,838	429,861	762,429	3,971,110
TDT 2%	2,459,627	2,459,627	983,851	-	3,935,404
TDT 1%	-	-	-	3,935,404	983,851
TDT 1%	4,919,255	-	-	-	-
TDT 1%	491,925	491,925	1,967,702	-	1,967,702
Interest Earnings	59,385	22,195	75,952	33,322	64,541
5% Statutory Reduction on Revenue	(396,510)	(148,687)	(151,375)	(198,436)	(347,575)
Total Requested Revenue	**9,728,340**	**3,082,898**	**3,305,991**	**4,532,718**	**10,575,033**

Category I: Destination Marketing - Expense Budget

Account	Account Description	Description of Request	Request
53120	Contractual Services	VCB Contract Marketing	4,400,000
53120	Contractual Services	VCB Core Services	3,254,000
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	52,388
58200	Aid To Private Orgs	SJCCE Cultural Series	1,028,000
59920	**Reserve**	**Category I Reserve**	**993,952**
		Total Requested FY 2026 Budget	**9,728,340**

Category II: Arts, Culture & Heritage - Expense Budget

Account	Account Description	Description of Request	Request
53120	Contractual Services	Cultural Council Contract	1,402,168
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	19,645
53728	Category Ii Grants	ACH Grant Program	633,085
58200	Aid To Private Orgs	SJCCE Annual Operations	851,184
58200	Aid To Private Orgs	SJCCE Cultural Series	176,816
		Total Requested FY 2026 Budget	**3,082,898**

Category III: Leisure & Recreation - Expense Budget

Account	Account Description	Description of Request	Request
51200 - 52400	Salaries & Benefits: County Employees	Salary & Benefits	124,309
53120	Contractual Services	Pressure Wash Vilano Pier	9,212
53120	Contractual Services	Huddle Up App	6,076
53120	Contractual Services	Self-Guided Tour Hosting Fee	2,295
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	19,646
53705	Sports Marketing	Sports Marketing	325,000
54100	Communications	Communications/Cell Phone	600
54500	Insurance	Vehicle FACT Insurance	225
54602	Vehicle Maintenance	Vehicle Maintenance	750
54603	Other Maintenance	Artificial Reef Maintenance	50,000
54626	Athletic Field Maint	Tournament Ballfield Maintenance	250,000
54628	Waterway Access Maint	Boat Ramp Maintenance	275,000
54900	Advertising	Sports Marketing Advertising	31,800
55102	Software	Geo-Tracking Software	10,000
55200	Operating Supplies	Operating Supplies	5,000
55201	Gas, Oil, And Lubricants	Gas	970
55401	Training	Travel & Training	15,000
56301	Improvements O/T Building	Rivertown Park CIP	500,000
56301	Improvements O/T Building	Artificial Reef Deployment	100,000
56400	Equipment	Infield Laser Leveler	48,890
59100	Transfer To Funds	2024A Spec Obl Rev Bnd	750,000
59920	**Reserve**	**Cat III Reserve**	**781,218**
		Total Requested FY 2026 Budget	**3,305,991**

Category IV: Administrative / Special Uses / Special Events - Expense Budget

Account	Account Description	Description of Request	Request
51200 - 52400	Salaries & Benefits: County Employees	Salary & Benefits	778,802
53100	Professional Fees	Tourism Autism Certification Program	75,000
53100	Professional Fees	Tourism Strategic Plan	68,000
53100	Professional Fees	Placer Data	44,307
53120	Contractual Services	COSA Expanded Shuttle (NOL & Festivals)	200,000
53120	Contractual Services	COSA Circulation Shuttle	100,000
53120	Contractual Services	IT Services	15,000
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	26,194
53708	Holiday Lighting Program	COSA Nights Of Lights	100,000
53708	Holiday Lighting Program	COSAB Nights of Lights	50,000
53708	Holiday Lighting Program	Chamber of Commerce	20,000
53727	St. Aug Visitors Info Ctr	COSA Vistors Information Center	400,000
53727	St. Aug Visitors Info Ctr	PV Vistors Information Center	156,000
54000	Travel And Per Diem	Travel and Per Diem	1,000
54100	Communications	Communications/Cell Phone	6,888
54110	Postage	Postage	100
54400	Lease/Rental Of Equipment	Copier Lease	2,340
54500	Insurance	Liability Insurance	14,704
54500	Insurance	Vehicle FACT Insurance	173
54602	Vehicle Maintenance	Vehicle Maintenance	500
54801	Special Events	Fireworks City of St Augustine	60,000
54801	Special Events	Fireworks St Augustine Beach	35,000
54900	Advertising	Visit Florida Advertising	50,000
54900	Advertising	Direct In-Room Streaming	24,500
55102	Software	MIS-recommended Software	858
55200	Operating Supplies	Operating Supplies	3,950
55201	Gas, Oil, And Lubricants	Gas	194
55405	Dues And Memberships	Dues & Memberships	800
58200	Aid To Private Orgs	SJCCE Maintenance	793,354
58200	Aid To Private Orgs	SJCCE Cultural Series	604,013
58200	Aid To Private Orgs	Contribution to PGA	325,000
59100	Transfer To Funds	Amphitheatre Debt Service	454,788
59920	**Reserve**	**Cat IV Reserve**	**121,253**
		Total Requested FY 2026 Budget	**4,532,718**

Category V: Beach Assets - Expense Budget

Account	Account Description	Description of Request	Request
53150	Consulting Services	Summerhaven Inlet Managment	500,000
53150	Consulting Services	Sea Oats Program	25,000
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	45,840

59100	Transfer To Funds	Beach Services Subsidy	1,999,976
59100	Transfer To Funds	Annual Allocation St Aug Beach Renourish	475,000
59100	Transfer To Funds	SPV Project	411,200
59100	Transfer To Funds	CSRM Project	394,041
59100	Transfer To Funds	CSRM Debt Service	305,959
59100	Transfer To Funds	SPV Debt Service	70,272
59920	**Reserve**	**Cat V Reserve**	**5,680,745**
59923	**Contigency Reserve**	**Cat V Restricted Reserve (PV Project)**	**667,000**
		Total Requested FY 2026 Budget	**10,575,033**

TDC Regular Meeting – June 16, 2025

Agenda Item 7A

City of St. Augustine Beach Funding Request for Splash Park Upgrades at Pier Park

City of St. Augustine Beach

2200 A1A South
St. Augustine Beach, FL 32080
www.staugbch.com

Tourist Development Council Board Members
St. Johns County
500 San Sebastain View
St. Augustine, 32084

Subject: Splash Park Upgrades at Pier Park

On behalf of the City of St. Augustine Beach, I am writing to formally request funding support from the Tourist Development Council for upgrades to Splash Park at Pier Park. As a growing community, we are committed to enhancing the quality of life for our residents and visitors.

To successfully implement this initiative, we are seeking financial assistance in the amount of $125,000. These funds will be allocated towards repair or replacement of nonfunctioning or deteriorating water features, new playground equipment and replacing the armature on the shade structures that cover the playground and picnic areas (See attached photos). Your support will play a crucial role in ensuring the success of this project, benefiting the many tourists and locals that visit this site.

We greatly appreciate the work that the Tourist Development Council has done in supporting initiatives that align with our shared goals, and we hope to collaborate further to make a lasting impact on our community.

Please feel free to contact me at mroyle@cityofsab.org or 904-471-2122 to arrange a meeting at your earliest convenience. Thank you for your time and consideration, and we look forward to your support in strengthening our city's future.

Max Royle

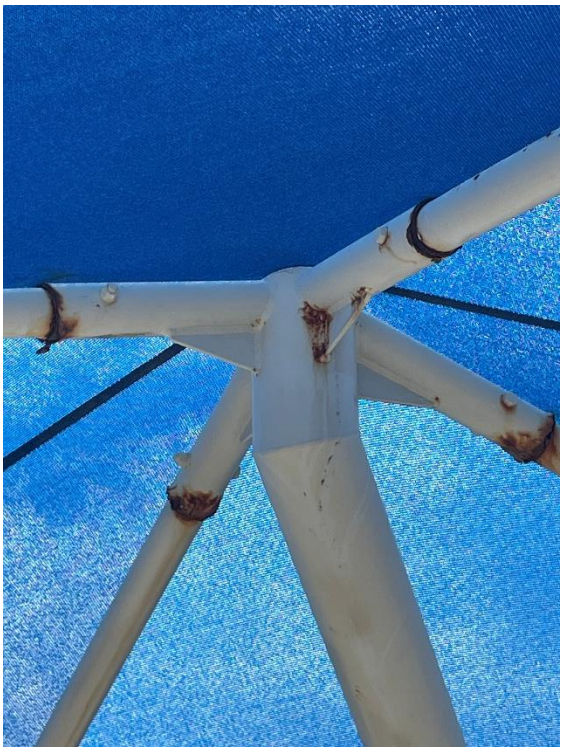
City Manager, City of St. Augustine Beach

Playground Structure that was removed





Shade Structure Deterioration:





TDC Regular Meeting – June 16, 2025

Agenda Item 7B

City of St. Augustine Funding Request for Night of Lights

City of St. Augustine Nights of Lights Financial Detail										
Category		**Description**		**FY24-25 NOL Actual Expenses**		**FY24-25 TDC Allocations**		**FY25-26 NOL Proposed Expenses**		**FY25-26 TDC Requests**
Shuttle		TDC funding for shuttle service				(100,000)				(550,000)
Shuttle	~	NOL season total shuttle expense		140,000				581,000		
Shuttle	~	Shuttle Security, Lighting, Land Rental		3,000				11,200		
	~	*Increased Shuttle Days dependant on SJC parking lot availability.*								
Restrooms	*	TDC funding for restrooms								(320,000)
Restrooms		Restrooms in Plaza for Light up Night Only		3,000						
Restrooms	*	Restooms/handwashing at BOA lot						194,880		
Restrooms	*	BOA Lot rental						70,000		
Restrooms		Add'l restooms at VIC						34,800		
Restrooms		Delivery and Pickup						10,320		
Restrooms		Contractual Staff for restrooms, litter pickup						10,000		
	*	*BOA Lot Rental will be piloted this July 4. Not yet known if it will be available for rental during NOL season.*								
Crowd Control		TDC funding for crowd control								(190,000)
Crowd Control		Barricades--Meridian Rental						160,000		
Crowd Control		Barricades--Bike Rack Purchase						30,000		
Lighting		TDC funding for Lighting				(100,000)				(141,500)
Lighting		Lighting (Angels in the Architecture)		100,000				141,500		
Various		OT for full 10 week event and set up(all City departments)		152,000				152,000		
Various		Increase in average Sales Tax		(25,000)				(25,000)		
Various		Contractual Staff for traffic/pedestrian crossings						48,780		
Various		SJSO assistance at intersections & crosswalks						125,000		
Various		Electrical repairs throughout season		57,800				57,800		
Various		Entertainment (All Star Orchestra & Toes in the Sand)		6,200				6,200		
Various		Christmas Tree		6,600				6,600		
Various		FP&L throughout the season		5,000				5,000		
Various		Switch Ceremony		1,700				1,700		
Various		Holiday Décor		6,720				6,720		
Various		Promotional Activities to advertise shuttle service		18,000				18,000		
Various		Misc Hardware & Equip, Op Supplies		5,000				5,000		
$1,651,000 less $1,201,500 equals net City expense of $450,000				**480,020**		**(200,000)**		**1,651,500**		**(1,201,500)**

TDC Regular Meeting – June 16, 2025

Agenda Item 8 – St. Johns Cultural Council FY26 Promotion Plan Presentation

In accordance with the agreement between the County and the Cultural Council, the agency is required to develop and present its Fiscal Year 2026 Annual Promotion Plan at the June TDC meeting.

The proposed plan was previously distributed via email for initial review. A printed copy will be available for board members at the meeting.

At this meeting, the Board will have the opportunity to review and discuss the plan and, if necessary, recommend revisions. The finalized version of the plan will be presented for approval at the July meeting, as part of the Fiscal Year 2026 recommended budget package.



ST. JOHNS
CULTURAL COUNCIL

CULTURE AROUND EVERY CORNER.

ANNUAL PROMOTION PLAN

FISCAL YEAR 2026

Contents

Background

- SJCC Mission
- Goals
- Cultural Brand Promise
- FY26 Objectives

Scope of Services

- Experts on Arts, Culture & Heritage
- Develop & Implement County Cultural Plan
- Administer Cultural Grants Program
- Product Development
- Strategic Marketing of ACH assets

FY2026 Budget



Our Mission

Support local artists and arts organizations, and promote St. Johns County as a premier arts destination where the lives of both residents and visitors are enriched through art, culture, history, and heritage.



Goals

- Maximize existing cultural assets in St. Johns County
- Attract & retain new visitors
- Increase year-round tourism
- Increase tourism throughout St. Johns County
- Establish St. Johns County as an important cultural destination in the USA





Cultural Brand Promise

Only in St. Johns County can you experience five centuries of diverse, authentic heritage and cultural assets with an overwhelming number of firsts and only in the United States of America, housed among expansive cultural landscapes, beautiful beaches, and friendly Florida hospitality.

2026 Objectives

- Serve as experts on ACH
- Continue development of Cultural Plan for St. Johns County
- Manage ACH grant program
- Support new Product Development
- Market ACH specific initiatives



INDUSTRY EXPERTS



Waves of Change Exhibition



Sister Cities Exchange & Exhibition



Gullah Geechee Heritage Festival



James Beard Foundation Dinner



Gamble Rogers Folk Festival



Cabbage Potato & Bacon Festival



St. Augustine PoetFest



St. Augustine Music Festival

Develop & Implement Cultural plan

- The Public Art Master Plan will be complete in FY2025/fall 2025--the first step of the five-year cultural plan
- Next steps: Selection of agency for Public Art Master Plan; issue RFQ for Cultural Plan
- In FY2026, research, community engagement/stakeholder meetings, data collection, and other information collection will occur.
- A draft plan will be provided to the TDC by fall 2026.

Administer Cultural Grants

Current Recipients:

- Gullah Geechee Heritage Festival
- Fort Mose Flight to Freedom
- Crisp-Ellert Art Museum
- Historic Florida Militia
- Vilano Main Street (Vibe-Rations)
- Limelight Theatre
- The Women’s Exchange of St. Augustine
- Hastings Fall Festival of Art
- Historic Lincolnville Festival
- Lightner Museum of Hobbies
- Vilano Holiday Village
- 15th Annual St. Augustine Film Festival
- St. Augustine Music Festival
- First Coast Cultural Center exhibition
- St. Augustine Art Association
- First Coast Opera 25th Anniversary Season
- Whiskey, Wine & Wildlife
- EMMA Concert Series
- Ximenez Fatio House Museum
- St. Augustine Lighthouse & Maritime Museum
- Hastings Cabbage, Potato and Bacon Festival
- Romanza
- Unidos en la Musica: A Latin American Festival
- Apex Theatre Studio
- St. Augustine Food + Wine Festival
- St. Augustine Ballet Nutcracker performance

FY26 Applicant Data

- 30 eligible applicants
- $1,430,450 eligible amount requested from applicants
- Funding gap $489,550 (using proposed $633,000)

Product Development

2025	2026
Black Heritage Trail & Guide	**Black Heritage Trail** Phase 2 activation
Gamble Rogers Festival & Concert Series	**Gamble Rogers: Live from The Waterworks** Focus on Concert Series
Hispanic Heritage Month Events	Hispanic Heritage Month Events
History on the Streets (Historic Florida Militia)	History on the Streets (Historic Florida Militia)
Art in Public Spaces Exhibitions & Events	Art in Public Spaces Exhibitions & Events
Mural Trail Development	Mural Trail Development
Bartram Living History Festival	Bartram Living History Festival

New Product Development

Black Heritage Trail

- Phase Two

Culinary Tourism

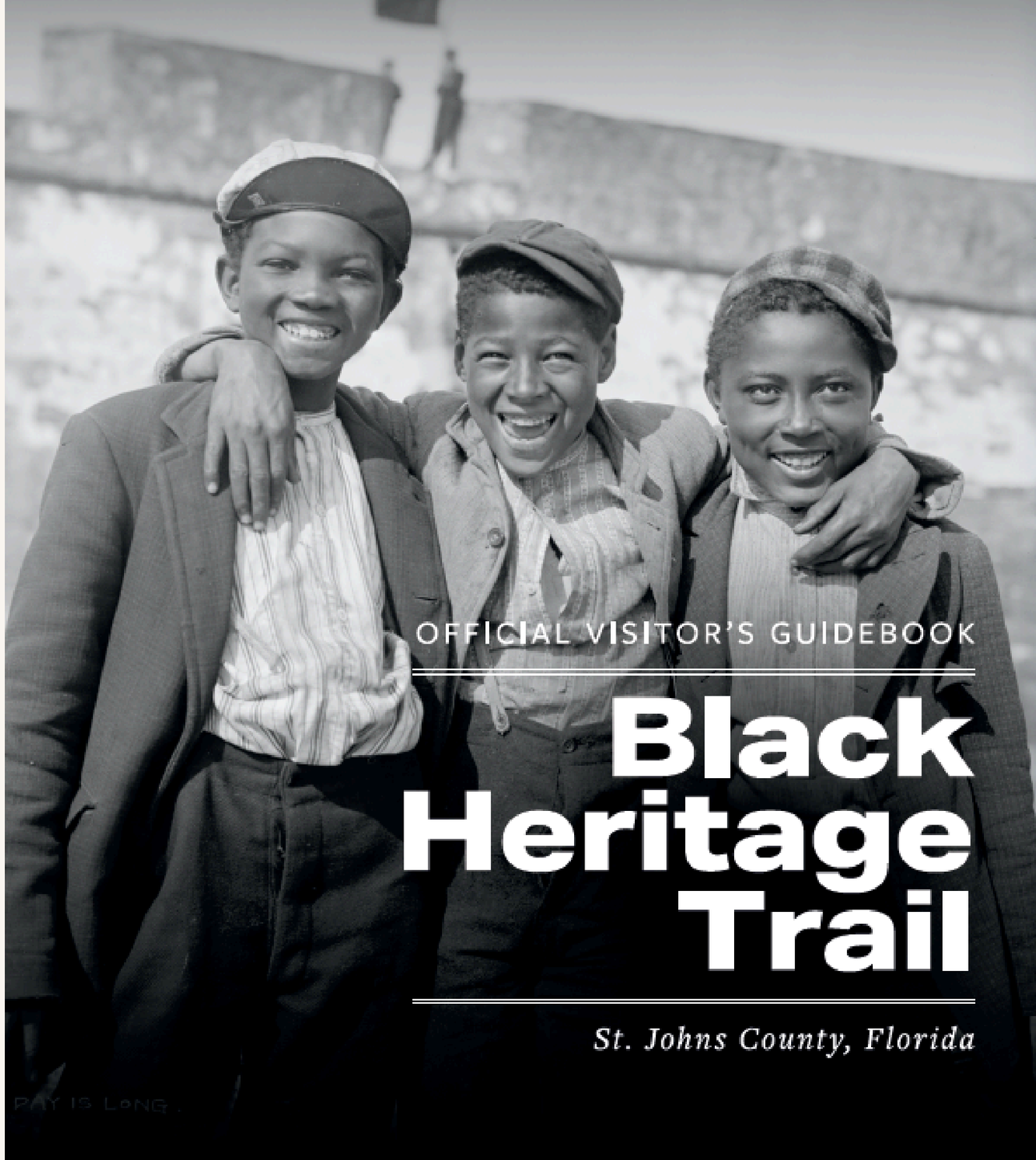
- Host additional James Beard-style events
- Update Taste Through Time culinary guide

Agritourism

- Create new partnerships!

America's 250th Events

- Support for related County events



Marketing/Advertising /Public Relations

External Support

- **Bettie Bomb** - Culinary Public Relations
  - Expected 25% increase in Earned (National) Media
  - Reputation Event Support and Creation
  - Storytelling
- **Savor Agency** - Social Media
  - Expected Growth of 10%+ across all social platforms
- **Cause Inspired** - Google Grant Optimization, SEO
  - Leverage monthly Google Grants at 75% or higher optimization

Local Partnerships

- Visitors & Conventions Bureau
  - Published Calendar of Events
  - Collaborate on the Tourism Promotions Working Group
  - Share Data, Strategy and Industry Expertise
- Expand in FY26 to SJCCE, SJCCC, others



Budget Item	FY2025	FY2026	Variation
Agency Fees (Design, PR, Social Media)	$100,000	$100,000	$0
Advertising	$175,000	$185,000	+ $10,000 increased match support for grantees
Product Development	$361,000	$386,000	+ $25,000 add culinary, agritourism, 250th
Five Year Cultural Plan	$100,000	$100,000	$0
Public Art Master Plan	$40,000	$0	-$40,000 completed FY25: reallocated
Photography/Videography	$20,000	$20,000	$0
Travel industry Conference	$20,000	$20,000	$0
Calendar of Events (VCB collab)	$20,000	$20,000	$0

Budget Item	2025	2026	Change
Website Development, Hosting, SEO	$20,000	$20,000	$0
Hosted Media Visits	$10,000	$10,000	$0
Commercial Printing	$20,000	$25,000	+ $5,000 new products & demand-driven print runs
Grant Software & Admin Expenses	$100,000	$100,000	$0
Admin & Core Services	$458,000	$458,000	$0
SJCC Contract	**$1,444,000**	**$1,444,000**	**$0**
ACH Grants	$725,000*	$633,000	Please Consider Increasing
Special Events	$175,000	$175,000	
TOTAL ACH	**$2,344,000**	**$2,252,000**	

Advertising Budget

Budget Item	FY2025	FY2026	Change
Grantee Matching Funds	$100,000	$110,000	$10,000
Social Media	$25,000	$25,000	$0
Radio & Television	$25,000	$25,000	$0
Print	$25,000	$25,000	$0
Visit Florida Welcome Center Programs	$5,000	$5,000	$0
TOTAL ADVERTISING	**$175,000**	**$185,000**	**+$10,000**



ST. JOHNS CULTURAL COUNCIL

CULTURE AROUND EVERY CORNER.

TDC Regular Meeting – June 16, 2025

Agenda Item 9 – St. Johns Visitors and Convention Bureau FY26 Promotion Plan Presentation

In accordance with the agreement between the County and the Cultural Council, the agency is required to develop and present its Fiscal Year 2026 Annual Promotion Plan at the June TDC meeting.

The proposed plan was previously distributed via email for initial review. A printed copy will be available for board members at the meeting.

At this meeting, the Board will have the opportunity to review and discuss the plan and, if necessary, recommend revisions. The finalized version of the plan will be presented for approval at the July meeting, as part of the Fiscal Year 2026 recommended budget package.



FY2026 MARKETING PLAN

Florida's Historic Coast©

www.FloridasHistoricCoast.com

ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®



Ponte Vedra Inn & Club - Credit Ponte Vedra Resorts



Young Pirates - Credit Visit Florida

FY2026 Marketing Plan

04 Introduction

08 Situation Analysis
- Tourism Travel Trends
- State of the Brand
- Target Audiences

21 Media Strategy & Tactics

26 Sales

30 Communications

31 Promotions & Strategic Alliances

33 Electronic Consumer Relationship Management

36 Research Resources

39 Marketing Budget

40 Appendices

Front Cover - River to Sea Trail - Credit Visit Florida



Bridge of Lions

FLORIDA'S HISTORIC COAST

St. Augustine, Ponte Vedra & The Beaches

Introduction

The Visitors and Convention Bureau (VCB) is committed to positioning St. Augustine, Ponte Vedra & The Beaches as a premier, experience-rich destination for purposeful travel. Recognizing the region's unmatched combination of history, natural beauty, and cultural depth, our FY2026 plan responds to shifting travel behaviors with a focus on value, emotional resonance, and audience relevance.

With traveler sentiment remaining high yet financially cautious, our strategy centers on creating compelling reasons for both domestic and select international visitors to stay longer, spend more, and engage deeper—with the destination and with its people.

Our plan supports tourism that benefits both visitors and residents, promoting shared prosperity through sustainable visitation, high-value group business, cultural and nature-based experiences, and authentic storytelling.

INVESTMENT OVERVIEW:

THE FY2026 BUDGET IS PROJECTED AT $7.8 MILLION
sustaining momentum and responding to economic and competitive conditions with an optimized, research-driven mix of media, sales, and digital programming.

STRATEGIC PILLARS FOR FY2026

+ **Destination Branding:** We'll evolve our "It's About Time" campaign to a new campaign emphasizing immersive discovery, wellness travel, and cultural legacy—positioning Florida's Historic Coast as a "trail town of time and taste" that rewards slower, intentional travel.

+ **Midweek + Shoulder Season Growth:** Through event-based marketing, small group sales, and trail-linked experiences, we'll strategically attract high-value visitors during lower-demand periods.

+ **Niche Activation:** We will activate campaigns for music tourism, heritage tourism, culinary experiences, and wellness travelers—targeting affinity audiences such as LGBTQ+, multicultural, luxury, and purpose-driven travelers.

+ **Digital Experience Expansion:** Enhancements to SEO, AI-based itinerary tools, immersive video content, and live chat on FloridasHistoricCoast.com will engage our 3M+ annual site visitors and provide mobile-first, multilingual, and accessible planning smart tools.

+ **Email & Content Personalization:** A smart email strategy will segment by interest (events, trails, culture, food) and origin markets—focusing on high conversion and deeper video and storytelling to inspire bookings.

FY2026 STRATEGIC PILLARS

+ **Communications & Media:** Our communication strategy will enhance brand value and convert interest into overnight visitation by emphasizing:

+ Compelling video storytelling, Facebook Live, Reels, and travel writer collaborations

+ Proactive earned media and PR outreach, aligned with national editorial calendars and multicultural media

+ A refreshed content calendar that features real locals, resident voices, and immersive visual storytelling

New in FY2026: Launch a "Voices of the Coast" series to highlight locals and amplify cultural identity.

+ **Group Sales & Business Development:** The VCB Sales team will continue strategic outreach to:

+ Higher-yield executive groups, reunions, and SMERF markets, emphasizing midweek and shoulder season travel

+ Offer flexible packages and small meetings incentives that meet evolving planner needs (especially under 200 attendees)

+ Engage planners through Connect, MPI, FSAE, GSAE, and targeted in-state shows

New in FY2026: Expand custom itinerary tools and storytelling for planners to position Florida's Historic Coast as "Small Meetings. Big Moments."

+ **Partnerships:** We will grow our impact through robust partnerships with:

+ VISIT FLORIDA, regional DMOs, and film industry influencers

+ Organizations such as the PGA TOUR, Jax Sports Authority, and the African American Heritage Trail Initiative

+ Content creators, media houses, and brand ambassadors to amplify unique experiences

New in FY2026: Co-create cross-promotional campaigns with arts & cultural organizations to connect marketing spend directly to authentic narratives.

+ **Cultural Heritage Promotion:** We will elevate the stories and experiences of:

+ African American and Hispanic heritage through enhanced promotion of Fort Mose, Lincolnville, and cultural festivals

+ Curated itineraries, Black History trails, and Spanish heritage content across social, email, and PR

New in FY2026: Launch a dedicated microsite and mobile-first experience for "Voices of Legacy: African American & Hispanic Heritage."

+ **Unique Experiences & Events:** We will continue developing and promoting:

+ Events such as Sing Out Loud, Fort Mose Jazz & Blues Series, and new culinary and music activations as both seasonal and year-round drivers.

+ Music tourism as a strategic anchor for September and shoulder season travel

New in FY2026: Pilot the "Trails of Time" campaign, connecting music, heritage, and slow travel through immersive storytelling

+ **Community Engagement:** Tourism is more than economics–it's about belonging. In FY 2026, we will:

+ Host a variety of public info sessions throughout the year, blending data and storytelling to celebrate the tourism economy.

+ Provide new economic storytelling tools that show how tourism supports local businesses, parks, beaches, and job creation

New in FY2026: Build a digital "Tourism Benefits Tracker" for residents and stakeholders.

KEY OPPORTUNITIES AND CHALLENGES IN FY2026

+ **Value-Conscious Travelers, High Intent:** Nearly 88% of Americans remain eager to travel, but 56% anticipate a recession. Our messaging will focus on experiential value and emotional reward, rather than luxury price tags.
+ **Shorter Planning Windows:** The average trip planning time is just over 10 weeks. Our digital and social content must drive spontaneous but meaningful travel decisions.
+ **Experience & Culture as Primary Drivers:** Dining, history, local exploration, and nature are top motivators for travel. We'll build cross-cutting campaigns around "Trails of Time & Taste," encouraging visitors to explore history, culture, cuisine, and community on foot, by kayak, or on wheels.
+ **Crowded Competitive Landscape:** To stand out, we must lead with authenticity. That means continuing to amplify Black and Hispanic heritage, local art and music, and real resident voices.
+ **Local Sentiment & Sustainability:** We'll deepen engagement with residents to co-create tourism that reflects community values—balancing economic benefits with cultural preservation and quality of life.

Through these strategies, the VCB is committed to elevating the visibility and appeal of St. Johns County, transforming it into a must-visit destination for travelers from around the globe. By fostering a thriving tourism industry, we also strive to create a vibrant, prosperous community that our residents are proud to call home and where businesses can flourish.

FLORIDA'S HISTORIC COAST

Mission Statement & Brand Promise

Mission Statement

The mission of the St. Johns County Visitors and Convention Bureau is to strategically brand and market Florida's Historic Coast as a globally recognized, high-value leisure and group destination. We seek to amplify the destination's distinct offerings—from centuries of layered history and heritage to coastal beauty, culinary depth, and community culture—while supporting local businesses, driving economic development, and enhancing the well-being of our residents.

We empower our partners to thrive by integrating their products into a cohesive brand story and by offering opportunities to reach targeted visitors through marketing, media, events, and travel trade initiatives.

Brand Promise

For discerning travelers—those seeking deeper meaning, cultural richness, and unhurried experiences—Florida's Historic Coast offers a timeless, immersive journey. Here, travelers discover more than a place: they engage with a living narrative of five centuries, coastal serenity, and vibrant communities. Each visit opens new doors—to the past, to new flavors, to soulful music, and to memories that linger long after the trip ends.



Reconstruction of Fort Mose

SITUATION ANALYSIS

Key Trends & Strategic Response

The National Picture

American travelers remain eager, but cautious. Nearly 88% expect to travel this year, with an average of 3.5 trips planned. However, inflationary concerns and recession fears have created a tension between desire and affordability

Our strategy embraces this shift: by focusing on experiential value, flexible options, and niche inspiration, we meet travelers where they are—budget-conscious but emotionally ready to travel.



Credit Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort

Key **Opportunities**

+ **Emphasize Digital Planning:** Travelers rely heavily on websites, email, and social media for planning. We'll prioritize personalized digital journeys, using SEO, AI tools, and visual-first storytelling.

+ **Appeal to Purposeful Travel:** Today's travelers are increasingly drawn to destinations that offer meaningful experiences, not just checklists. Cultural exploration, nature immersion, wellness, and slow travel continue to rise in priority—reflecting a desire for deeper connection, personal renewal, and authenticity. Florida's Historic Coast is uniquely positioned to meet this demand through its rich heritage, scenic beauty, and sense of place.

+ **Stay Nimble:** Travel sentiment is volatile—our media buys and sales strategy will remain fluid, with fast adaptation based on current traveler signals and economic conditions.

Key **Challenges**

+ **High Competition:** Domestic and international markets are aggressively targeting U.S. travelers. We'll differentiate with emotional storytelling and a hyper-local voice.

+ **Local Balance:** We must continue to address community concerns by promoting responsible, well-paced tourism, investing in communication, and measuring tourism's positive impact on local quality of life.

SITUATION ANALYSIS
Key Trends & Strategic Response

Travel Trends Breakdown

Domestic Leisure

- Optimism persists, but trips are fewer and more intentional.
- Shorter planning windows and value sensitivity require responsive campaigns.
- **Top motivators:** time with friends and family, self-care, culinary and cultural exploration.

Opportunities

+ Decompress with Depth: A Soulful Coastal Experience
Position St. Augustine | Ponte Vedra as a place to decompress with depth—not just a beach getaway, but a destination where visitors find balance, beauty, and meaning.

Travelers can relax by the ocean while also immersing themselves in history, music, and culinary traditions that leave a lasting emotional imprint. This appeals to the rising demand for purposeful, enriching escapes.

Why now? 65% of U.S. travelers say they are more likely to choose destinations that support emotional well-being, culture, and slower-paced travel.

+ Elevate Cultural Travel as an Economic Driver
Leverage Florida's Historic Coast as a leader in cultural and heritage tourism—especially among diverse, multigenerational, and interest-based travelers.

Opportunities abound to promote Fort Mose, Gullah Geechee heritage, Spanish roots, and contemporary music festivals as pillars of high-value, off-peak travel.

Why now? Cultural travelers spend more, stay longer, and are more likely to visit year-round. Expanding heritage and arts-driven marketing unlocks new demand and reinforces local pride.

Domestic Groups (B2B)

- Smaller group sizes, flexible formats, and midweek bookings dominate.
- Planners seek value-conscious destinations that are easy to access, walkable, and rich in experience.

Opportunities

+ Highlight Distinctive Meeting Zones with a Personal Touch
From the refined elegance of Ponte Vedra Beach to the historic charm of downtown St. Augustine, Florida's Historic Coast offers planners a range of venues with intimate scale and big experience value.

- Our destination resonates with groups under 200 who are seeking:
- Memorable, easy-to-manage environments
- Walkable enclaves like the Historic District

- Upscale coastal resorts, golf, and spa experiences in Ponte Vedra

- Layered activities—historic tours, culinary outings, beachfront downtime—all without needing complex transportation logistics

Why now? Smaller markets with big stories and strong support are gaining traction with planners. Our region provides variety, personality, and planning ease in one unforgettable package.

+ Deliver Seamless, Supported Group Experiences

With 42 miles of diverse coastline and a range of venues from historic downtown to beachfront resorts, Florida's Historic Coast offers easy-to-navigate experiences with a personal touch.

Planners value destinations that combine venue flexibility, local charm, and planning support—and we're ready to deliver with:

- A dedicated VCB sales team that simplifies site selection and logistics

- Regional accessibility with drive-market appeal and proximity to the Jacksonville International Airport

- A variety of unique, compact zones—including the walkable St. Augustine Historic District—where groups can enjoy culture, cuisine, and coastal beauty with minimal coordination hassle



Credit - Roscolusa Songwriters Festival

SITUATION ANALYSIS
Key Trends & Strategic Response

Why it matters? Planners are looking for destinations that feel "big enough to inspire, small enough to manage." Our mix of convenience, variety, and hosted hospitality hits that sweet spot.

Florida & Statewide

- Travelers want eco-conscious, wellness-aligned, and slow travel experiences.
- VISIT FLORIDA® continues to lean into domestic market share while cautiously rebuilding international presence.

Opportunities

+ Maximize VISIT FLORIDA Co-Op for Broader Reach & Credibility
By aligning with VISIT FLORIDA's national and international campaigns, Florida's Historic Coast can expand its media footprint, access new markets, and benefit from trusted brand halo. We'll take full advantage of:

- Matched investments in digital, video, and print co-op campaigns
- Access to VISIT FLORIDA's research, content platforms, and partner programs
- Visibility at key media and trade events that elevate our destination's profile

Why it matters? With budgets under pressure and competition heating up, amplifying local efforts through statewide channels creates exponential marketing value and reach.

+ Differentiate as Florida's Cultural & Sustainable Alternative
While many destinations lead with attractions and resorts, Florida's Historic Coast offers something deeper: heritage, character, and conservation-minded experiences that today's travelers are actively seeking. We'll position our destination as:

- A history-rich, locally grounded coastal community
- Home to the walkable Historic District, nature trails, and living heritage sites like Fort Mose and Lincolnville
- A low-density, slow-paced escape—an antidote to over-tourism and mega-resorts

Why it matters? 72% of U.S. travelers say sustainability and cultural integrity factor into destination choice. Our story aligns with this shift—and sets us apart.

International Outlook

Opportunities

+ Stay Present Through Soft Power & Storytelling
While international visitation remains below pre-pandemic levels, staying visible, relevant, and emotionally resonant is key. We'll lean into:

- Multilingual website content to support exploration and planning

- Earned media and PR in priority feeder markets
- Still below pre-pandemic levels, but rebounding slowly.
- Tariffs and travel sentiment vary widely by market.
- Maintaining relationships with tour operators, trade reps, and media contacts through co-op, educational outreach, and digital updates
- This “always on” soft approach builds long-term equity and keeps Florida’s Historic Coast front of mind for future travel decisions.

Why it matters? International travelers book further out and seek destinations that reflect warmth, cultural depth, and preparation. Showing up with hospitality—even quietly—pays off when sentiment rebounds.

+ Position as Florida’s Authentic, Low-Density Alternative

As some global travelers express fatigue with over-touristed or high-density destinations, there’s an opportunity to position Florida’s Historic Coast as:

- A more serene, immersive experience in contrast to crowded resort corridors
- A destination with walkable towns, historical depth, and natural landscapes


Credit - See America Tours

- A place where international visitors can feel safe, welcomed, and culturally enriched

Why it matters? Shifting global sentiment—especially in European and Canadian markets—favors meaningful, slower travel that aligns perfectly with our destination’s DNA.

SITUATION ANALYSIS
State of the Brand

Where We Stand

Florida's Historic Coast continues to shine as a destination rooted in authenticity, natural beauty, and cultural depth. As traveler behaviors evolve and competition grows, our brand remains differentiated by its ability to offer timeless experiences in a modern travel environment.

Spanning 42 miles of beaches, historic landmarks, charming neighborhoods, and culinary treasures, the destination invites exploration, reflection, and connection. Whether through outdoor adventures, family escapes, heritage travel, or cultural celebrations, visitors consistently describe their experience here as memorable, enriching, and restorative.

Brand Evolution & Future Direction

Our brand continues to evolve to meet the expectations of today's travelers—especially the purpose-driven, experience-seeking audience who values culture, authenticity, and emotional resonance.

Moving forward, our strategy will focus on:

- Crafting immersive narratives that position Florida's Historic Coast as a destination with soul, depth, and discovery.
- Expanding our identity to appeal to diverse, multi-generational, and niche audiences (including heritage, wellness, LGBTQ+, culinary, and music travelers).
- Highlighting seasonal strengths, local stories, and resident voices to strengthen emotional connections and local pride.
- Continuing to emphasize our position as a heritage-rich, uncrowded alternative to high-density beach markets.

KEY BRAND PRIORITIES FOR FY2026

- **Reinforce a distinctive identity: Leverage our rich historical and cultural narrative to stand apart from trend-based destinations.**
- **Increase perceived value: Frame the destination as an "affordable luxury" where emotional payoff and travel satisfaction are high.**
- **Showcase diversity and inclusion: Ensure our brand reflects the depth and richness of the people and cultures that define the region.**
- **Support longer stays and higher spend: Market bundled experiences and multi-day itineraries to extend visit length and increase impact.**
- **Promote authenticity over commercialism: Lead with real stories, local insights, and heritage-focused visuals across channels.**



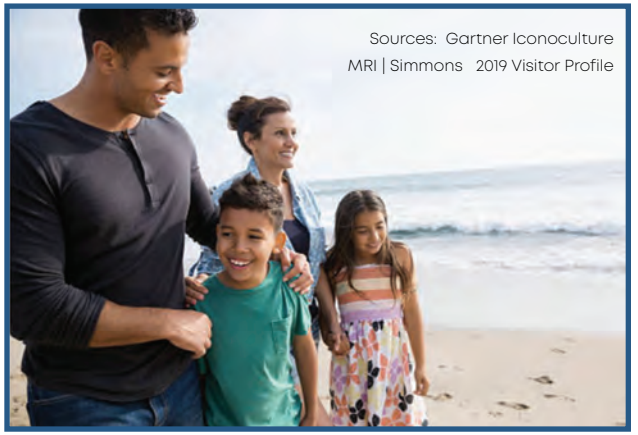
Hastings Cabbage Potato & Bacon Festival - Credit Melissa Marcarelli



Sing Out Loud Festival fans - Credit Melissa Marcarelli

TARGET AUDIENCES

One Umbrella Audience, Two Sub-Segments





YOUNGER
PURPOSE PURSUERS

Primarily made up of affluent Millennials, they're diverse, open-minded, and in pursuit of self-discovery

MATURE
PURPOSE PURSUERS

Primarily made up of affluent Baby Boomers, they have a youthful spirit and continue to defy conventions



A Deeper Dive into our Millennial Sub-Segment:



Sarah & Mike

AGE
35

TRAVELING FROM
ATLANTA

TARGETED HHI
$100K+

HOUSEHOLD
MARRIED
TWO CHILDREN

CORE VALUES
AUTHENTICITY
HAVING FUN & ADVENTURE
LEARNING & AMBITION
ROMANCE

ACTIVITIES/HOBBIES
LEARNING ABOUT NEW CULTURES
READING NOVELS
GOING TO THE BEACH

HOW THEY TRAVEL
54% BY CAR (140i)
49% BY PLANE (176i)

TRAVEL BRANDS
PLATFORMS + MEDIA BRANDS

PAST TRAVEL
3 TRIPS/ YEAR

PLANS TO VISIT
ST. AUGUSTINE DISTILLERY
PIRATE & TREASURE MUSEUM
GTM RESEARCH RESERVE

A Deeper Dive into our Baby Boomer Sub-Segment:



Lynne & John

AGE
60

TRAVELING FROM
NEW YORK

TARGETED HHI
$125K+

HOUSEHOLD
MARRIED/
EMPTY NESTERS

CORE VALUES
AUTHENTICITY
YOUTH
ROMANCE
FULFILLMENT

ACTIVITIES/HOBBIES
VISITING MUSEUMS
DINING OUT
GOING TO THE BEACH

HOW THEY TRAVEL
50% BY CAR (129i)
45% BY PLANE (161i)

TRAVEL BRANDS
DELTA
Hilton HONORS
tripadvisor

PLATFORMS + MEDIA BRANDS
CNN
The New York Times

PAST TRAVEL
7 NIGHTS / PER TRIP

PLANS TO VISIT
PONTE VEDRA INN & CLUB
SAN SEBASTIAN WINERY
SAWGRASS SPA

TARGET AUDIENCES
Secondary & Niche Priorities

Secondary & Niche Priorities (Families), Couples, Multi-Generational

In FY2026, Florida's Historic Coast will continue refining its targeting strategy to reflect the diverse motivations, backgrounds, and values of today's purpose-driven travelers. While our core audience—Younger and Mature Purpose Pursuers—remains central, we are strengthening our outreach to niche segments who are more likely to stay longer, spend more, and travel deeper into our destination's story.

Secondary Audiences
Expanding Influence & Relevance

HISPANIC TRAVELERS
With 30% of Florida's population identifying as Hispanic, this audience continues to be a growth driver for domestic travel. We will expand bilingual content and emphasize our region's Spanish roots and culturally rich experiences.

These travelers are more likely to travel in multigenerational groups and spend more per trip, often driven by food, heritage, and family connection.

AFRICAN AMERICAN TRAVELERS
Accounting for 13% of the U.S. leisure market and over $109 billion in travel spend, African American travelers seek authentic cultural destinations. Our promotion of Fort Mose, Civil Rights landmarks, and our rich Black History and heritage position us to be a leader in this space.

FAMILIES & MULTI-GEN TRAVELERS
These travelers value flexibility, variety, and shared memory-making. Our content and sales outreach will reflect family-friendly itineraries, generational travel tips, and curated lodging options.

B2B SEGMENTS (MEETINGS, GROUPS, REUNIONS)
We will continue outreach to planners of executive retreats, weddings, faith-based groups, military reunions, and small meetings—all of which help drive midweek and off-peak demand.

Niche Activation

To ensure our brand remains highly relevant to modern travel mindsets, we are actively investing in marketing that reaches beyond traditional demographics and speaks to interest-based identities.

LGBTQ+ TRAVELERS
Known for robust spending and frequency of travel (4–6 trips annually), LGBTQ+ audiences prioritize safety, inclusivity, and local flavor. Our messaging will emphasize cultural openness, welcoming businesses, and inclusive storytelling.

MUSIC TOURISTS
With music being a top decision factor for one-third of Millennials, and the global music tourism market expected to reach $14 billion, we will elevate events like Sing Out Loud, Fort Mose Jazz & Blues Series, and intimate songwriter festivals and venues as core pillars of our year-round strategy.

CULINARY TRAVELERS
With more than 50% of leisure travelers selecting destinations based on food and beverage experiences, we will continue highlighting chef-driven events, local farms and trails, and the growing influence of our craft beverage scene.

Culinary travel becomes even more powerful when combined with culture, wellness, or music.

HERITAGE TRAVELERS
These travelers seek immersive, place-based experiences. Our marketing will connect visitors to early American history, Gullah Geechee culture, Hispanic legacy sites, and Native heritage through self-guided content, video storytelling, and group experiences.

BRIDAL & ROMANCE TRAVEL
Nearly 1 in 4 U.S. weddings are now destination-based—87% domestic. St. Augustine | Ponte Vedra's historic venues, coastal settings, and culinary excellence make us a natural choice for couples seeking a distinctive, meaningful celebration.

LUXURY TRAVELERS
As luxury travel continues to outpace broader leisure trends, we will focus on attracting affluent, experience-driven visitors who value privacy, authenticity, and personalized service. Florida's Historic Coast offers an ideal blend of historic elegance, coastal serenity, and elevated experiences—from intimate culinary adventures to wellness escapes and custom-curated itineraries.

A new generation of luxury travelers—particularly Millennials and older Gen Z—are redefining luxury as approachable, meaningful, and immersive. Our messaging and visuals will reflect this shift, showcasing refined yet relaxed moments that blend sophistication with soul.

OUTDOOR ENTHUSIASTS
Florida's Historic Coast offers an extraordinary canvas for outdoor adventure—from beachcombing and birding to paddling tidal creeks, hiking heritage trails, and cycling scenic coastal roads. In FY2026, we'll highlight how outdoor enthusiasts can immerse themselves in natural beauty with historical depth—whether exploring Anastasia State Park, kayaking beneath ancient oaks, or discovering coastal wildlife preserves, and so much more.

We'll amplify this message across digital channels using trail maps, video storytelling, and seasonal itineraries, inviting nature lovers to experience active exploration without

the crowds. Our destination's combination of eco-diversity, mild year-round climate, and accessibility makes it ideal for travelers seeking rejuvenation through movement and meaningful connection with nature.

Summary
Inclusive + Experiential Targeting

The future of tourism is inclusive, interest-driven, and emotionally engaging.

OUR FY2026 MARKETING PLAN ENSURES THAT FLORIDA'S HISTORIC COAST IS:

+ Seen as a place of discovery for every traveler
+ Accessible and welcoming to all
+ Deeply rooted in heritage and flavor
+ A reflection of modern values with timeless charm
+ We don't just market a destination—we invite people into a story they can belong to



4th of July St. Augustine bayfront fireworks

MEDIA
Strategy & Tactics

FY2026 Media Plan Pillars

- **Effective** and **efficient delivery** of the primary and secondary audiences, including additional niche audience segments
- **Demographically appropriate,contextually relevant, behavioral, brand-friendly,** and **creatively compatible** placements
- Media plan **fluidity** and **flexibility**
- **Customizable plans and buys** based on research insights, market conditions, real-time analytics and opportunities

Media Objectives

- **Top line awareness** and initial **interest**
- **Engagement** among highly qualified audiences
- **Organic search** and **site visitation volume** growth
- Positive impact on **actual destination visitation**
- Qualified **lead generation**

Media Strategies

- **Full-funnel connections** with potential visitors throughout their entire travel journey
- **Media mix** reflecting current and emerging trends
- **Research** and **analytics driven** solutions
- Continued emphasis on **targetable** and **measurable digital media**
- **Proven tactics** complemented by **new tests**
- Robust and diverse **co-op buy-in program**



Visit Florida Satellite Media Tour

MEDIA
Strategy & Tactics

Target Audience: Leisure

OVERARCHING: PURPOSE PURSUERS
- Prioritization of media with dual appeal to younger and mature audiences

OVERLAYS: NICHE SEGMENTATION
- Luxury travelers
- Family travelers
- Destination attributes
  - +Beaches
  - +History
  - +Culture
  - +Outdoor
  - +Culinary
  - +Weddings
  - +Golf
- Diverse audiences
  - +African American
  - +Hispanic
- Competitive Conquests

GEOGRAPHY
- Utilize varying market lists (drive markets vs. expanded fly markets) throughout the year depending upon seasonal travel periods.







Target Audience: B2B

Key Decision Makers and Influencers

- Corporate meeting planners
- Association and incentive planners
- SMERF planners
- Travel agents
- Tour operators
- Sports event planners

MEDIA
Strategy & Tactics

Media KPI Recommendations

We are expanding KPI measurement to not only include the website and sub-landing page metrics, but also to reflect media performance KPIs and conversions (Travel Planner Guide orders and E-Newsletter subscriptions).

Secondary KPIs reflect soft-button clicks for "Trip Planner", "Plan Your Trip", and "Find a Room/Search."

- **Digital Display:** Site engagement, comparison against previous St. Augustine | Ponte Vedra campaigns, interaction with content, relevant performance versus media company benchmarks
- **Digital Native:** Content views, time spent with content, site clicks, site engagement, relevant performance versus media company benchmarks
- **Digital Video:** Video completion rate (VCR), site engagement, and cost per view (CPV)
- **Print:** Ad exposures/impressions
- **Search:** CTR (Click Through Rate) and site engagement
- **Social:** Site engagement, comparison against previous St. Augustine | Ponte Vedra campaigns, interaction with content
- **Television & Radio:** Actual audience delivery versus rating/impression projections
- **OOH:** Geopath Impressions





St. Augustine Lighthouse



Florida Skimboarding Pro-Am Tournament - Credit Julie Abella Photography

SALES

The VCB Sales Team actively promotes St. Augustine, Ponte Vedra & The Beaches at more than 50 industry conferences and trade shows annually across the U.S. and in select international markets. The team's strategic focus remains on attracting upscale, mid-week group business, which aligns with the destination's strengths and supports year-round economic impact.

TARGET AUDIENCES INCLUDE:

- **Meeting and event professionals**
- **Travel advisors and tour operators**
- **Third-party planners**
- **Sports rights holders and tournament organizers**
- **Leisure consumers seeking curated group travel experiences**
- **Through face-to-face engagement, networking, and destination education, the Sales Team builds relationships that convert to booked business and long-term loyalty**

Objectives

- Highlight the breadth of group offerings across St. Johns County, including accommodations, meeting venues, attractions, and amenities tailored for diverse group needs
- Drive planner engagement and foster destination growth, measured through increases in group room nights and expansion into higher-yield, higher-value segments
- Increase out-of-state sales efforts by reallocating resources to markets that generate longer stays and higher per-group spending
- Strengthen in-state sales strategy with a continued focus on midweek group bookings, while prioritizing ROI-driven targeting of Florida-based groups with out-of-state reach or expansion potential
- Elevate performance benchmarks, with Key Performance Metrics (KPMs) increased by 3% year-over-year, reflecting growth targets and team accountability



Surf Fishing on Florida's Historic Coast

SALES

Conference **Sales**

Efforts will focus on leveraging the destination's distinctive brand appeal—historic charm, coastal beauty, and high-quality amenities—to attract senior executives and meeting professionals. Target segments include the corporate, association, incentive, financial, medical, and other upscale business markets that value authenticity, accessibility, and memorable experiences.

Objectives

+ Generate 113 leads capable of producing 60,092 group room nights
+ Agressively seek opportunities for higher-yield medium-sized corporate and incentive groups (50-250 attendees)
+ Target and strengthen relationships with Southeastern state and regional associations, national associations, and corporations, as well as with third-party meeting professionals

Leisure **Sales**

Efforts will focus on showcasing the destination's unique brand attributes—historic charm, coastal experiences, rich culture, and family-friendly appeal—to attract both domestic and international travelers. Target audiences include families, couples, adult friend groups, as well as organized motorcoach tours and packaged travel programs seeking authentic, enriching, and accessible getaways.

Objectives

+ Generate 127 leads capable of producing 41,610 leisure group room nights
+ Secure sales commitments through active engagement at out-of-state travel trade shows, sales missions, travel expos, and sales calls; include tourism stakeholders
+ Target new and enhanced relationships with retail travel agents, especially luxury/upscale agents and AAA counselors



Nights of Lights. Credit - Historic Tours of America

Group Sales SMERF (Social, Military, Education, Religious, Fraternal) and Executive Size Meetings

Efforts will focus on providing sales services to individuals and planners to leverage the destination's unique brand attributes attractive to small meetings (executive groups), family and social reunions, military gatherings, government groups, wedding/ special events, amateur sports, religous and recreational events.

Objectives

+ Generate 155 leads capable of producing 60,102 group room nights
+ Secure higher-spend executive corporate business (50 rooms per night or less) with a focus on markets in Florida, Georgia, North Carolina, South Carolina, Texas, New York, New Jersey, and Illinois
+ Capture special/unique sporting events by highlighting the destination's array of unique venues

Group Closing Fund (GCF)

This initiative addresses the competitive disadvantage meeting planners faced regarding the cost of ground transportation to and from the Jacksonville International Airport to St. Johns County hotels. To offset this disadvantage and secure more room nights, properties may request funds on behalf of the meetings group to offset their ground transportation costs. The VCB is projecting a $46,058 allocation for FY2025, a 3.5% year over year increase over the FY2024 budget.

KEY PERFORMANCE MEASURES

- **Convert at least 25% of proposals which include a GCF offer**
- **No over-commitment of available funds**


Gullah Geechee Heritage Festival. Credit - St. Johns Cultural Council



Credit - Ponte Vedra Resorts Ocean Course

COMMUNICATIONS

The VCB Communications Department leads the destination's media relations and social media strategies with the goal of driving overnight visitation to St. Johns County. The team focuses on delivering impactful, inspiring messages—tailored to meet potential visitors and journalists where they are, whether that's through digital platforms, earned media, or influencer engagement.

The objective is to spark interest, build awareness, and deepen engagement with Florida's Historic Coast through storytelling that resonates and converts.

KEY PERFORMANCE MEASURES

- **Generate 19 billion earned media impressions**
- **Host 90 or more targeted journalists focused on upscale amenities, ecotourism, Black and American history, heritage, music, and culinary**
- **Grow Facebook to 633,500, Instagram to 138,036, Threads to 14,161, LinkedIn to 2,508 and TikTok to 25,350**
- **Conduct 22 Facebook Live sessions**
- **Increase YouTube lifetime views to 2,322,977**
- **Increase Hispanic media impressions to 1 billion**
- **Increase Viaja San Agustin's Facebook followers to 28,014 and Instagram followers to 2,057**

Objectives

+ Monitor and measure impact by tracking tourism-related media coverage, earned media value, and social media engagement across platforms
+ Maintain a highly selective media relations strategy, prioritizing hosted visits from digital influencers, broadcast outlets, national publications, and key regional media in out-of-state markets with strong potential for upscale and culturally motivated travelers
+ Elevate destination storytelling by focusing communications on key differentiators, including:
  - 400+ years of Black and American history
  - Stunning beaches and natural beauty
  - Iconic architecture and upscale accommodations
  - Abundant ecotourism and golf offerings
  - Vibrant music and culinary scenes
  - Distinctive venues for meetings and group travel



Credit - St. Augustine Celtic Music and Heritage Festival

PROMOTIONS & STRATEGIC ALLIANCES

The Promotions & Strategic Alliances department plays a key role in generating off-peak visitation, media awareness, and community goodwill through creative campaigns, media partnerships, and experiential activations.

FY2026 Objectives

+ Expand themed promotions (e.g., Sing Out Loud, Nights of Lights, Flavors of the Coast, Trails of Time)
+ Maximize ROI through earned media leverage and lead generation
+ Pursue film, podcast, and broadcast opportunities to position the destination on a national stage
+ Strengthen collaboration with VISIT FLORIDA, community partners, and regional alliances

KEY PERFORMANCE GOALS

- **Generate $1.75M+ in earned media value.**
- **Launch 4+ seasonal promotions targeting midweek and shoulder seasons**
- **Secure at least one national TV or digital broadcast production featuring the destination**
- **Activate multi-platform sweepstakes with email opt-ins and high engagement metrics**

Innovation in **Music, Culinary & Signature Events**

Events are a cornerstone of our midweek and shoulder season strategy, drawing high-value, experience-seeking audiences.

FY2026 Objectives

+ Collaborate on cultural and culinary events tied to key traveler motivations
+ Create one or more anchor events with room night potential
+ Elevate music tourism by integrating destination branding into festival storytelling and media placement

KEY PERFORMANCE MEASURES

- **Generate shoulder-season room nights through newly developed or expanded signature events**
- **Position our events in earned media and digital content to increase awareness, attendance, and conversion**

Community Engagement & Advocacy

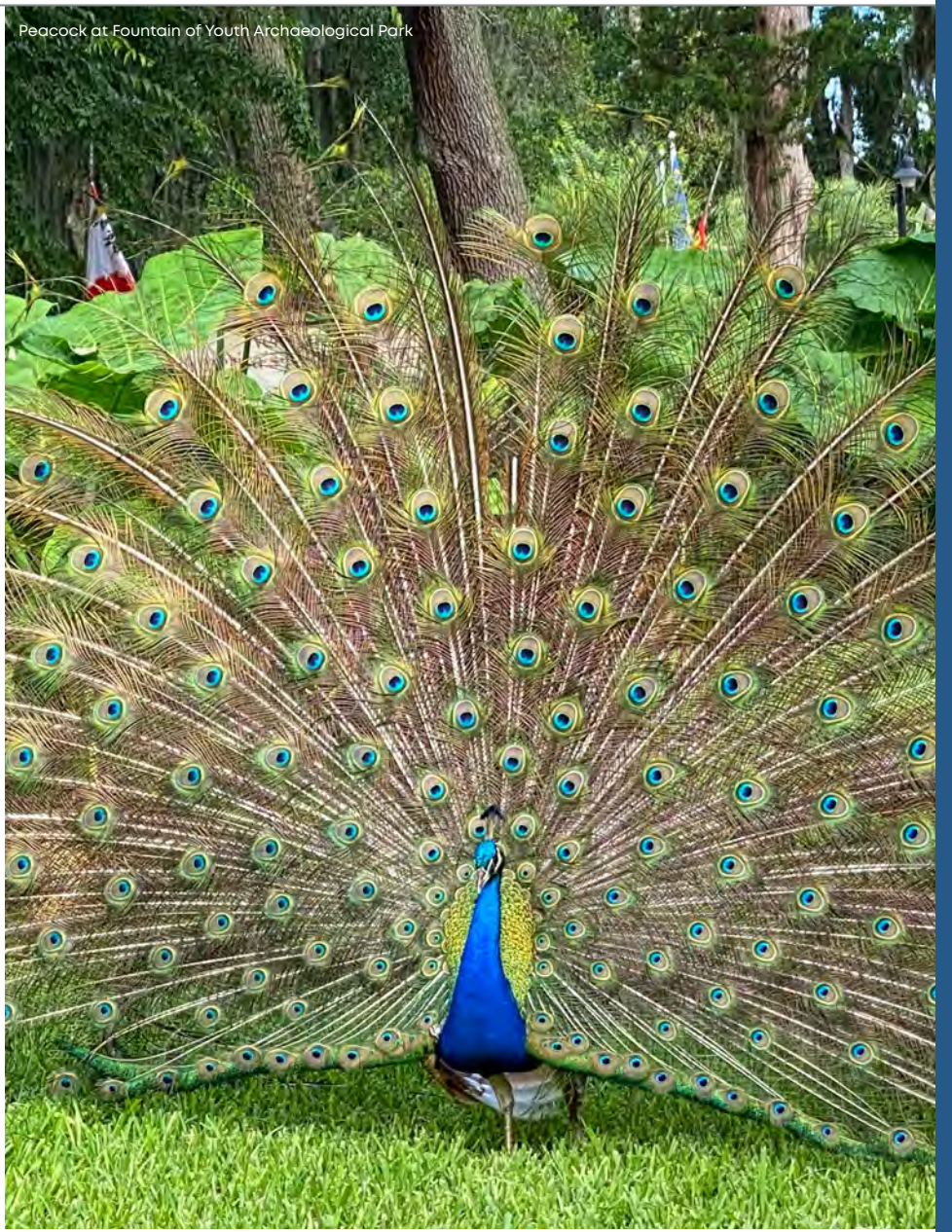
Our community is our greatest partner. Through presentations, outreach, and transparent storytelling, we will champion the visitor economy's role in local prosperity.

FY2026 Objectives

+ Produce a refreshed State of the Industry annual event with 200+ attendees
+ Deliver monthly presentations to community groups, civic organizations, and neighborhood associations
+ Share metrics and stories that illustrate how tourism supports local culture, businesses, and quality of life

KEY PERFORMANCE METRICS

- **Host 4+ outreach events and maintain presentation-ready materials year-round**
- **Develop and share data showing ROI of tourism funding, including reinvestment in beach renourishment, parks, and infrastructure**



Peacock at Fountain of Youth Archaeological Park

ELECTRONIC CONSUMER RELATIONSHIP MANAGEMENT

Email **Marketing Strategy**

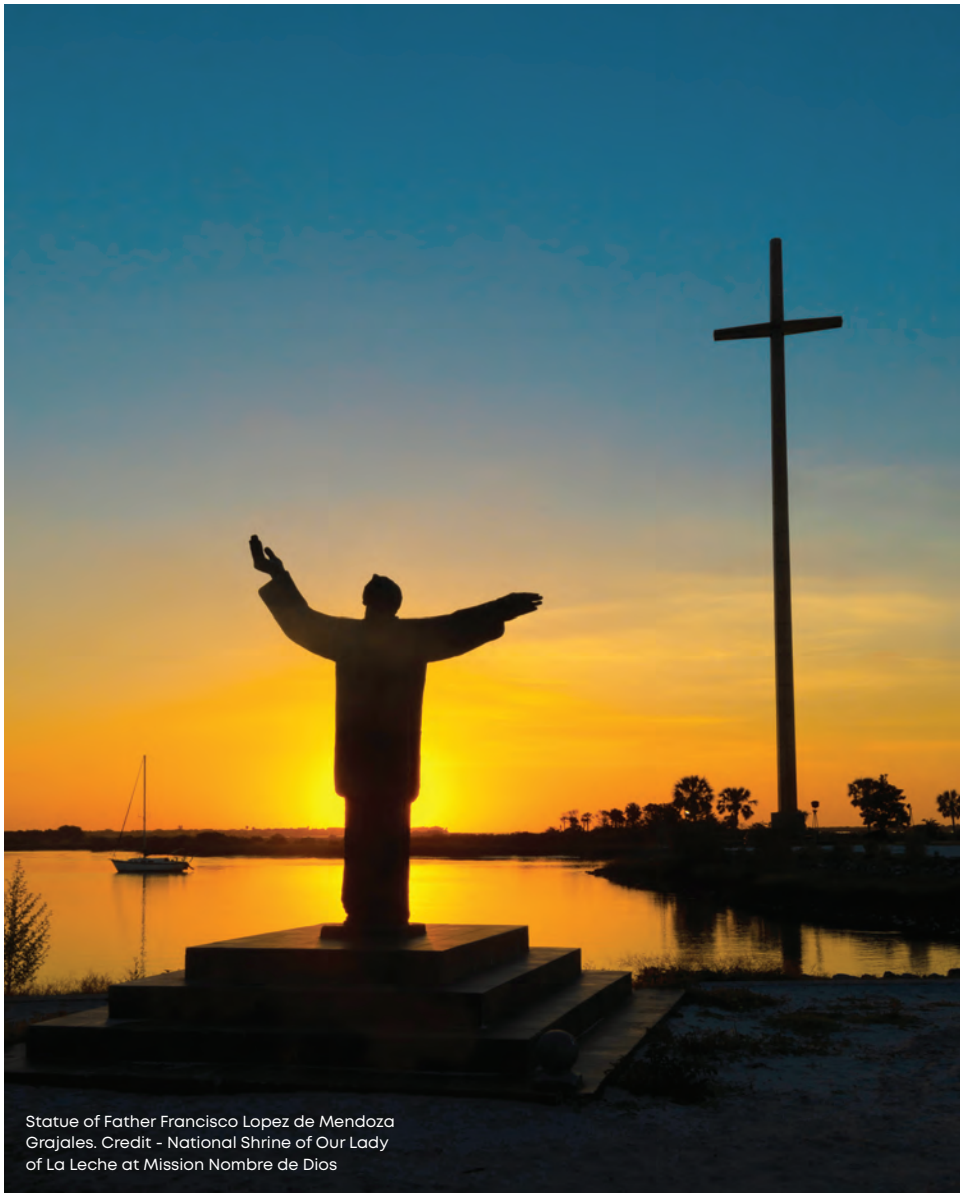
Through targeted email marketing, the VCB will highlight key destination features and experiences, including local attractions, area activities, culinary favorites, and more. Email content will be tailored to reflect seasonal offerings and promote upcoming events, including live music. By reaching our broad and diverse newsletter subscriber base across multiple regions and markets, we aim to encourage trip planning, support local economic growth, and drive increased website traffic, engagement, and conversions.

FY2026 Objectives

+ Deliver 12+ monthly consumer campaigns, plus seasonal interest-based campaigns with additional messages crafted as needed to consumers
+ Optimize design for mobile use, accessibility, and personalization
+ Use AI segmentation to refine audience lists based on click behavior and interest tagging

KEY PERFORMANCE TARGETS

- **Achieve 30–35% click-to-open rate average across segments**
- **Increase average click-thru rate to 7% while maintaining average time on site of 3:30**



Statue of Father Francisco Lopez de Mendoza Grajales. Credit - National Shrine of Our Lady of La Leche at Mission Nombre de Dios

Web **Strategy & SEO**

Our website is our #1 digital storefront, welcoming over 3 million visits annually. For FY2026, we'll invest in SEO dominance, content and video storytelling, and interactive planning tools that match traveler behavior.

We will also explore opportunities to broaden and enhance storytelling capabilities to deepen brand visibility online while spurring increased user engagement within the destination website. As part of this effort, a strategic focus will be placed on optimizing for Google's AI Overviews and AI Mode, as well as leading Large Language Models (LLMs) such as ChatGPT and Perplexity, to increase overall visibility in organic search. This includes strengthening the VCB's authority on key destination attributes — such as live music, outdoor activities, culinary experiences, and signature cultural elements — positioning the organization as the leading source of information across emerging search platforms.


St. Augustine Food + Wine Festival

FY2026 Objectives

+ Continue to drive organic traffic growth through content SEO focused on key attributes: history, live music, trails, outdoor, and culinary
+ Integrate AI-powered itinerary planning and a live chat concierge to assist with visitor questions and trip curation
+ Expand multilingual content and accessibility tools to support all audiences

KEY PERFORMANCE GOALS

- **975,000+ visits via organic search, factoring in the anticipated impact of AI search behavior and reduced click-thru rates**
- **160,000+ outbound clicks to partner businesses**
- **70%+ engagement rate for organic visitors**
- **Enhanced conversion points (email sign-ups, brochure requests, itinerary downloads)**



St. Augustine bayfront sunrise

RESEARCH & INSIGHTS STRATEGY

Research & Insights **Strategy**

Robust research is the foundation of everything we do. In FY2026, we will continue to elevate our data-informed approach to marketing, leveraging cutting-edge analytics to optimize campaigns, monitor traveler sentiment, and assess the visitor economy's real-world impacts.

KEY RESEARCH TOOLS & SOURCES

+ **Visitor Profile Surveys:** Continuous monitoring of traveler demographics, interests, trip planning behaviors, and satisfaction.
+ **Visa Destination Insights:** Analysis of international visitor origin points and spending behavior.
+ **STR and Key Data Reports:** Tracks lodging and vacation rental performance by segment, occupancy, and average daily rate (ADR).
+ **Future Partners (State of the American Traveler®):** National sentiment data on travel intention, planning windows, and economic impact.
+ **Meetings & Group Data:** Trend reports from Meetings Today, Knowland, and the Business Travel Index.
+ **Custom Surveys:** Targeted community, visitor, and partner feedback surveys to guide program development and engagement.

FY2026 Objectives

+ **Optimize Targeting:** Use demographic and psychographic insights to deepen relevance with high-potential leisure and B2B audiences
+ **Benchmark Destination Health:** Regularly evaluate Florida's Historic Coast against competitive destinations for awareness, appeal, and visitation
+ **Demonstrate Value:** Communicate the ROI of tourism investments to the public and stakeholders, emphasizing job creation, quality-of-life enhancements, and tax benefits

KEY PERFORMANCE MEASURES

- **Monthly reporting on lodging and rental performance**
- **Quarterly tourism sentiment reports and partner briefings**
- **Ongoing monitoring of search demand, media performance, and destination awareness levels**



TPC Sawgrass 17th Green - Credit TPC Sawgrass

FY2026 MARKETING INVESTMENT STRATEGY

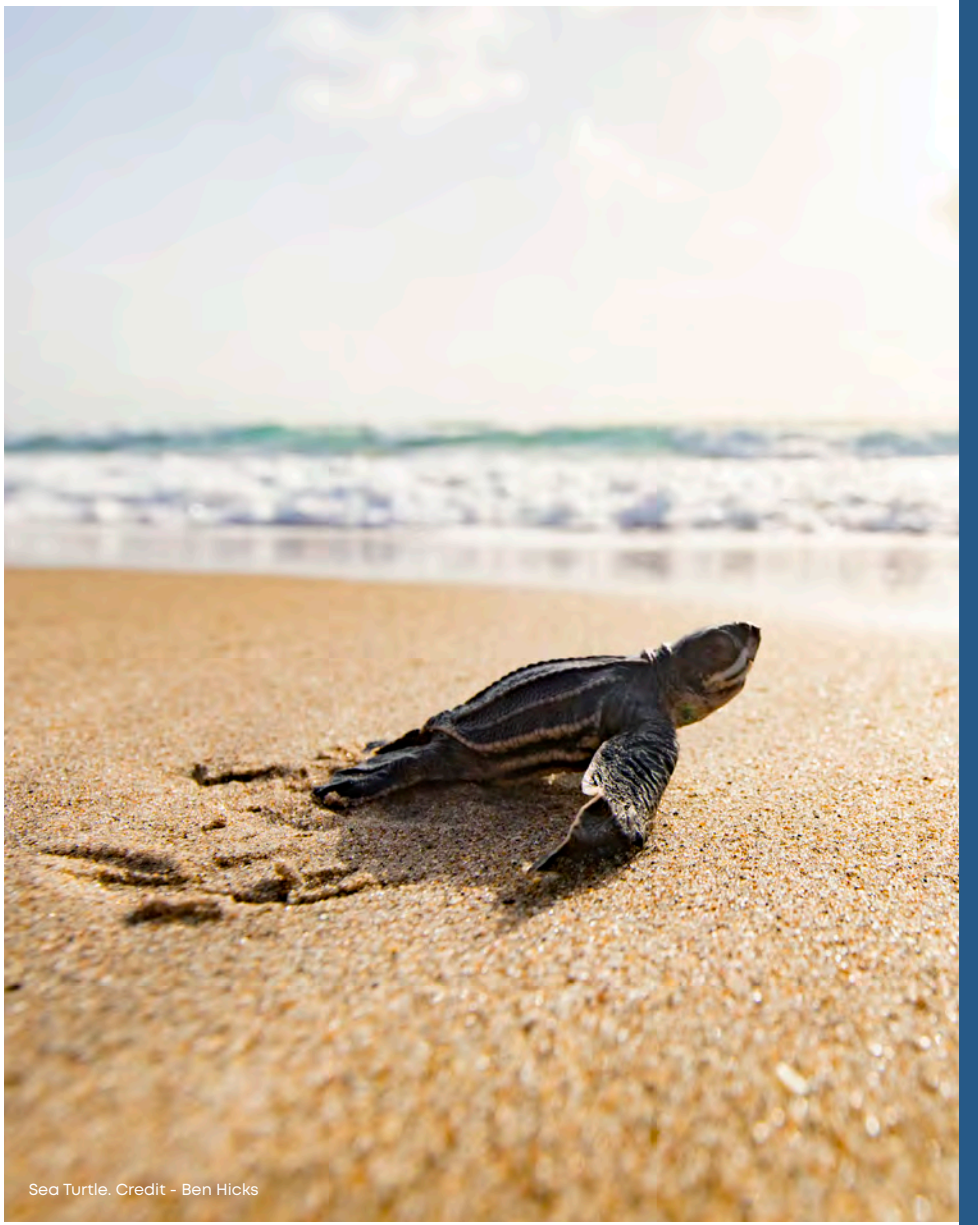
Tourism is both a catalyst for economic development and a steward of community benefit. Our FY2026 Marketing Plan reflects a balanced, high-impact strategy that supports overnight visitation, event-based travel, and sustainable industry growth.

FY2026 OBJECTIVES

+ **Maximize Marketing ROI:** Ensure that at least 70% of the total spend remains invested in direct marketing, sales, and promotion
+ **Maintain Co-Op Strength:** Expand collaboration with VISIT FLORIDA and partners to amplify dollars through matched investment programs
+ **Support Innovation:** Allocate a flexible fund to pilot emerging platforms (e.g., AI tools, podcast sponsorships, CTV)
+ **Track & Report Impact:** Provide transparent, digestible reporting to partners and elected officials on key campaign and visitor economy metrics

FINAL THOUGHT

Tourism is more than numbers—it's a catalyst for connection, culture, and community prosperity. Our FY2026 strategy is designed to adapt in real time, stay grounded in research, and keep Florida's Historic Coast visible, valuable, and loved—by visitors and residents alike.



Sea Turtle. Credit - Ben Hicks

FY2026 MARKETING BUDGET*

ADVERTISING	$4,500,000
SALES, MEETINGS & TRAVEL INDUSTRY	$436,506
(Sales Missions, Trade Shows, Travel & Related Activities)	
PROMOTIONS, SPONSORSHIPS & COLLATERAL	$690,432
(Promotions, Filming, Major Sponsorships, Printed Collateral)	
WEB DEVELOPMENT & ECRM	$194,678
COMMUNICATIONS	$314,401
(Communication Services, Social Media, Media Relations including Hispanic PR & Travel)	
FULFILLMENT & DISTRIBUTION	$160,062
(Inquiry Services/Call Center, Brochure Distribution, Postage)	
RESEARCH	$120,405
(Professional Fees, STR, Key Data, VISA Destination Insights & Air DNA)	
OVERHEAD	$1,435,257
(Employee Salaries/Benefits, Rent/Office Expenses & Dues/Memberships)	
GRAND TOTAL	**$7,851,741**

*FY2026 Marketing Budget numbers are preliminary and based on recent budget workshop data, which is subject to change.

APPENDIX A
Meetings & Incentives Initiatives

MEETINGS & INCENTIVES INITIATIVES

IMEX America - Las Vegas, NV

International booth and appointment show for incentive travel and meetings.

VCB Stakeholder Opportunity

Expected attendance 14,000

Connect Corporate Marketplace - TBD

Produced by Connect Meetings, Marketplace is a one-on-one appointment show for corporate meeting and event organizers.

VCB Stakeholder Opportunity

Expected attendance 2000

Society for Incentive Travel Excellence (SITE) Southeast Educational Summit - New Orleans, LA

SITE Southeast is part of a global professional organization dedicated to creating motivational experiences that produce business results within the meetings and incentive industry.

Expected attendance 160

Independent Planner Education Conference - Phoenix, AZ

Produced by Northstar Media, this is a one-on-one appointment tradeshow and educational conference for meeting professionals of all market segments who have current RFPs. **VCB Stakeholder Opportunity**

Expected attendance 240

Destination Southeast - TBD

Produced by Northstar Media, this is a one-on-one appointment tradeshow for meeting professionals of all market segments who have current RFP or history of booking group business in Florida. **VCB Stakeholder Opportunity**

Expected attendance 150

SMART Meetings National Tradeshow - TBD

Hosted buyer one-on-one appointment show produced by Bright Media bringing in planners from all market segments for pre-arranged one-on-one appointments. **VCB Stakeholder Opportunity**

Expected attendance 240

Florida Society of Association Executives (FSAE) Monthly Meetings - Tallahassee, FL

Attend two monthly luncheons, months TBD.

VCB Stakeholder Opportunity

Expected attendance 40 people

Florida Society of Association Executives (FSAE) Annual Conference – Orlando, FL

Annual convention of Florida association executives and planners.

VCB Stakeholder Opportunity

Expected attendance 440

Georgia Society of Association Executives (GSAE) Annual Conference – TBD

Annual convention for Georgia association executives and planners..

VCB Stakeholder Opportunity

Monthly attendance 300

Florida Society of Association Executives (FSAE) Education Expo - Tallahassee, FL

Educational Expo, networking with executives and planners and tradeshow.

VCB Stakeholder Opportunity

Expected attendance 60-80

Incentive Live - TBD

Produced by Northstar Media, this is a one-on-one appointment tradeshow for corporate meeting professionals in the incentive market who have current RFPs. **VCB Stakeholder Opportunity**

Expected attendance 200

Meetings Today Live! - St. Augustine

Meetings Today LIVE! are the ideal events for planners looking to connect with suppliers in specific regions

Expected attendance 120

APPENDIX A
Meetings & Incentives Initiative

FLORIDA ENCOUNTER - Orlando, FL
Expected attendance 550

XSITE - Tallahassee, FL
Attracts high level meeting planners from all market segments (association, corporate, government, etc.)

Expected attendance 100

Prevue Incentive Evolution
Incentive Appointment Show designed exclusively for incentive planners & focused on the latest incentive trends.

Expected attendance 90

Small & Boutique Meetings (SBM) – TBD
Produced by Northstar Media, this show is designed to connect top suppliers and destinations with planners looking for creative solutions to elevate their small and boutique-sized meetings.

Expected attendance 125

NEW INITIATIVES FOR FY2026

Luxury & Wellness Meetings - TBD
Northstar Meetings Group's Luxury & Wellness Meetings event connects North American planners seeking luxury or wellness-focused venues for their meetings or incentives.

Expected attendance 120

Retreat Resources: Showcase and "Destination University"
A two-night regional hosted buyers event.

Expected attendance 40

FHC Familiarization Tours
Two Annual Familiarization tours for qualified travel planners.
2 day site tours of hotel properties and attractions.

Expected attendance 12-15



BMX biking on Florida's Historic Coast

APPENDIX B
Domestic Leisure Initiatives

DOMESTIC LEISURE INITIATIVES

American Bus Association - TBD

ABA is the premier business event for the leisure group travel industry.

Expected attendance 2,760

Select Traveler - Buffalo, NY

Select Traveler Conference is the nation's leading organization for Loyalty Program Directors for Banks and financial institutions nationwide.

Expected attendance 3,000

Travel Agent Forum - TBD

The Forum represents a balance of established travel sellers, invited and hosted as part of the Travel Agent SELECT program as well as travel sellers keen to grow their business and supplier network.

Expected attendance 1000

INTERNATIONAL LEISURE INITIATIVES

IPW FKA International Pow Wow - TBD

U.S. Travel Association's IPW is the travel industry's premier international marketplace and is the largest generator of USA travel.

Expected attendance 5,000

Florida Huddle - Orlando, FL

This show brings tour operators who target international travelers who have more leisure time, travel more, stay longer, and have a higher discretionary income together with Florida suppliers. **VCB Stakeholder Opportunity**

Expected attendance 500

IITA Annual Summit - TBD

Returning to this conference to continue building relationships with U.S. based receptive tour operators and assist them in promoting Florida's Historic Coast to their tour operator clients in prospective countries.

Expected attendance 100

NEW INITIATIVES FOR FY2026

Tap Dance

North American tour operators whose main purpose is to create tour product that is entertaining, exclusive, and fairly priced for consumers.

TREX - National Tour Association Tradeshow

The National Tour Association's annual conference features buyers of all types and specialties who meet with tour suppliers, DMOs, DMCs, and receptive operators to build partnerships, collaborations, and creative itineraries.

Connect RTO

This specialized track brings hundreds of North American travel suppliers and receptive tour operator buyers that represent all the major international markets under one roof.

IITA Board Retreat - TBD

VISIT FLORIDA Sales Missions - TBD

SPORTS & RECREATION

Sports - Las Vegas, NV

Sports ETA, formerly known as NASC, attracts hundreds of sport tourism professionals and industry stakeholders who gather to exchange resources, strategies, and solutions. **VCB Stakeholder Opportunity**

Expected attendance 2,000

Florida Sports Foundation (FSF) Annual Sports Summit

The annual sports summit brings together representatives from Florida's 31 sports commissions and sporting event rights holders from throughout the United States.

Expected attendance 1,000

Professional Fraternity Association (PFA) - TBD

Provides educational and other support services for the professional development of its members and promotes the values and successes of the professional fraternal community.

Expected attendance 200

APPENDIX C

Segment Initiatives • Executive Groups

RELIGIOUS INITIATIVES

Connect Faith - TBD

Connect Faith gives the VCB team the opportunity to meet face-to-face with preset appointments with qualified planners of faith-based meetings.

Expected attendance 900

Religious Conference Management Association (RCMA) - TBD

This association holds a three-day event called EMERGE which provides a two-day tradeshow featuring 300 unique venues, destination, and event-based products and services.

Expected attendance 1,000

Christian Meetings & Conventions Association - TBD

The CMCA is an association of religious meeting planners which holds an intimate Christian showcase for the hospitality industry with programs that feature faith-based devotions, prayer, and music.

Expected attendance 1,000

Small Market Meetings - TBD

The Small Market Meetings is a gathering of destinations, hotels, conference centers and meeting planners looking for small to medium size conferences and everything in between.

Going on Faith - TBD

An association of religious group travel planners for 3-day event.

Expected attendance 3,000

Small & Boutique Meetings (SBM) - TBD

Produced by Northstar Media, this show is designed to connect top suppliers and destinations with planners looking for creative solutions to elevate their small and boutique-sized meetings.

Expected attendance 125



Roseate Spoonbill at St. Augustine Alligator Farm



Fort Mose Jazz & Blues Series.
Credit - First Coast Headshots

APPENDIX C

Segment Initiatives • Executive Groups

Rendezvous South - Myrtle Beach, SC

Event planners from across the country and destination teams from the southeast come together annually for this intimate, boutique-style event that features all the charms of a unique Southern destination.

Expected attendance 125

GOVERNMENT

Society of Government Meeting Professionals (SGMP) Gainesville, FL

Monthly SGMP meetings to maintain the VCB's visibility in Alachua County (University of Florida), strengthen current relationships, and build new ones.

Expected attendance 30

Society of Government Meeting Professionals (SGMP) National Education Conference - TBD

This annual conference is the largest annual event in the government meeting industry.

Expected attendance 2,000

REUNIONS, SOCIAL DIVERSITY

Military Reunion Network Con-FAM

Formerly known as the Reunion Friendly Network, this is a one-on-one appointment show and conference welcoming military reunions of all branches to consider our destination.

VCB Stakeholder Opportunity

Expected attendance 40

WEDDINGS & SPECIAL EVENTS

Premier Bridal Expo - Jacksonville, FL

Wedding and special event show to market Florida's Historic Coast to this important destination wedding's feeder market.

VCB Stakeholder Opportunity

Expected attendance 500



Surfing Florida's Historic Coast. Credit - Jeff Greene



Credit - St. Augustine Amphitheatre



Intracoastal Waterway kayakers

ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

TDC Regular Meeting – June 16, 2025

Monthly Reports

- Bed Tax Collection Reports for April Occupancy
- Visitors and Convention Bureau Monthly Report

FY2025 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
April	$ 2,204,047	4.5%
FYTD	$ 13,868,195	-0.1%
% OF BUDGET		58.3%
% OF FY		55.3%

BUDGETED $ $25,084,566

April 25 Collection Accounts

Description	Count
RV/MH Park or Campground	26
Hotel or Motel	90
Condo / COOP	2316
Apartment / House / Mobile Home	2276
Bed & Breakfast	31
Other	6
Total	4745

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2025

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	$27,592,427.26	-15.1%	$35,478,105.61	8.7%	$47,278,718.11	7.3%	$38,400,339.41	4.3%
EXEMPT RECEIPTS	-$1,181,211.46	-31.0%	$ (1,320,708.41)	39.9%	-$1,433,321.11	1.6%	-$1,194,918.21	-17.8%
TAXABLE RECEIPTS	$ 26,411,215.80	-14.2%	$ 34,157,397.20	7.8%	$ 45,845,397.00	7.5%	$ 37,205,421.20	5.2%
TOTAL TAX COLLECTED	**$ 1,320,560.79**	-14.2%	**$ 1,707,869.86**	7.8%	**$2,292,269.85**	7.5%	**$1,860,271.06**	5.2%
ADJUSTMENTS								
TOTAL TAX DUE	$ 1,320,560.79	-14.2%	$ 1,707,869.86	7.8%	$ 2,292,269.85	7.5%	$ 1,860,271.06	5.2%
LESS COLLECTION ALLOWANCE	-$10,886.83		$ (12,138.80)		-$16,438.52		-$12,995.36	
PLUS PENALTY	$10,068.36		$ 19,738.92		$15,201.82		$14,247.28	
PLUS INTEREST	$378.31		$ 631.74		$661.32		$963.78	
TOTAL AMOUNT REMITTED	**$ 1,320,120.63**	-13.9%	**$ 1,716,101.72**	8.2%	**$ 2,291,694.47**	7.5%	**$ 1,862,486.76**	5.4%
LESS TAX COLLECTOR & CLERK	$ (26,402.41)	-13.9%	$ (34,322.03)	8.2%	$ (45,833.89)	7.5%	$ (37,249.74)	5.4%
NET TO TDC	**$ 1,293,718.22**	-13.9%	**$ 1,681,779.69**	8.2%	**$ 2,245,860.58**	7.5%	**$ 1,825,237.02**	5.4%

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	$ 40,719,522.38	-3.5%	$57,643,609.00	-4.8%	$45,832,407.89	2.8%		
EXEMPT RECEIPTS	-$2,541,163.98	92.3%	-$1,328,630.80	14.2%	-$1,216,631.49	-13.2%		
TAXABLE RECEIPTS	$ 38,178,358.40	-6.6%	$ 56,314,978.20	-5.2%	$ 44,615,776.40	3.3%		
TOTAL TAX COLLECTED	**$ 1,908,917.92**	-6.6%	**$ 2,815,748.91**	-5.2%	**$ 2,230,788.82**	3.3%		
ADJUSTMENTS	$ -							
TOTAL TAX DUE	$ 1,908,917.92	-6.6%	$ 2,815,748.91	-5.2%	$ 2,230,788.82	3.3%		
LESS COLLECTION ALLOWANCE	-$14,216.41		-$21,684.57		-$17,304.41			
PLUS PENALTY	$ 12,500.79		$9,639.18		$34,585.66			
PLUS INTEREST	$ 302.88		$579.14		$957.88			
TOTAL AMOUNT REMITTED	**$ 1,907,505.18**	-6.3%	**$ 2,804,282.66**	-5.3%	**$ 2,249,027.95**	4.5%		
LESS TAX COLLECTOR & CLERK	$ (38,150.10)	-6.3%	$ (56,085.65)	-5.3%	$ (44,980.56)	4.5%		
NET TO TDC	**$ 1,869,355.08**	-6.3%	**$ 2,748,197.01**	-5.3%	**$ 2,204,047.39**	4.5%		

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS									**$292,945,129.66**
EXEMPT RECEIPTS									**-$10,216,585.46**
TAXABLE RECEIPTS									**$282,728,544.20**
TOTAL TAX COLLECTED									**$14,136,427.21**
ADJUSTMENTS									
TOTAL TAX DUE									**$14,136,427.21**
LESS COLLECTION ALLOWANCE									
PLUS PENALTY									
PLUS INTEREST									
TOTAL AMOUNT REMITTED									**$14,151,219.37**
LESS TAX COLLECTOR & CLERK									**-$283,024.39**
NET TO TDC									**$13,868,194.98**

Budgeted	$25,084,566
% of Budget	58.3%
% of FY	55.3%

FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	% of Ttl	PV+-	Condo	% of Ttl	PV+-	Apts	% of Ttl	PV+-
October	$831,589.44	63.0%	**-13.9%**	$150,640.19	11.4%	**-13.8%**	$258,887.70	19.6%	**-11.0%**
November	$1,118,948.60	65.2%	**12.3%**	$157,385.40	9.2%	**12.4%**	$338,867.19	19.7%	**4.4%**
December	$1,423,365.12	62.1%	**6.0%**	$196,800.91	8.6%	**-9.3%**	$507,725.79	22.2%	**21.7%**
2025 January	$1,070,233.46	57.5%	**10.1%**	$258,708.48	13.9%	**-8.4%**	$404,603.49	21.7%	**12.2%**
February	$1,089,405.16	57.1%	**-5.5%**	$323,880.55	17.0%	**-4.3%**	$357,851.32	18.8%	**-8.4%**
March	$1,577,812.82	56.3%	**-6.0%**	$466,116.13	16.6%	**-6.6%**	$598,757.85	21.4%	**-4.4%**
April	$1,276,570.35	56.8%	**-0.1%**	$335,280.33	14.9%	**5.6%**	$502,471.46	22.3%	**17.3%**
May									
June									
July									
August									
September									
TOTAL	**$ 8,387,924.95**			**$ 1,888,811.99**			**$ 2,969,164.80**		

OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL
October	$33,042.41	2.5%	**-28.0%**	$45,960.89	3.5%	**-18.2%**	$ 1,320,120.63
November	$38,680.67	2.3%	**-33.9%**	$62,219.86	3.6%	**-6.6%**	$ 1,716,101.72
December	$67,927.97	3.0%	**32.1%**	$95,874.68	4.2%	**-7.7%**	$ 2,291,694.47
2025 January	$65,609.95	3.5%	**-19.6%**	$63,331.38	3.4%	**-10.5%**	$ 1,862,486.76
February	$77,163.52	4.0%	**-6.3%**	$59,204.63	3.1%	**-16.5%**	$ 1,907,505.18
March	$85,562.96	3.1%	**18.4%**	$76,032.90	2.7%	**-10.6%**	$ 2,804,282.66
April	$66,628.72	3.0%	**12.4%**	$68,077.09	3.0%	**-1.6%**	$ 2,249,027.95
May							
June							
July							
August							
September							
TOTAL	**$ 434,616.20**			**$ 470,701.43**			**$ 14,151,219.37**

FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2025												
OCT	**$388,397.75**	29.4%	-15.3%	**$249,063.57**	18.9%	-28.2%	**$542,600.54**	41.1%	-9.4%	**$22,125.58**	1.7%	2.8%
NOV	**$502,601.36**	29.3%	18.8%	**$304,702.42**	17.8%	-3.1%	**$774,005.27**	45.1%	7.5%	**$12,746.40**	0.7%	-56.6%
DEC	**$658,287.57**	28.7%	4.7%	**$241,630.95**	10.5%	-11.4%	**$1,186,923.21**	51.8%	10.7%	**$43,263.01**	1.9%	82.3%
JAN	**$555,175.32**	29.8%	-3.3%	**$369,761.37**	19.9%	23.1%	**$789,635.44**	42.4%	6.9%	**$33,834.34**	1.8%	-15.5%
FEB	**$664,840.53**	34.9%	-5.2%	**$317,754.18**	16.7%	-15.9%	**$762,459.53**	40.0%	-3.0%	**$39,143.53**	2.1%	-5.0%
MAR	**$1,049,553.84**	37.4%	-0.7%	**$529,032.15**	18.9%	-17.7%	$1,031,772.56	36.8%	-3.2%	$43,050.22	1.5%	54.6%
APR	**$839,665.80**	37.3%	11.9%	**$436,975.62**	19.4%	-6.3%	**$828,671.08**	36.8%	5.5%	**$30,043.36**	1.3%	59.8%
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	**$ 4,658,522**			**$ 2,448,920**			**$ 5,916,068**			**$ 224,206**		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	**$87,517.29**	6.6%	-3.1%	**$14,402.56**	1.1%	30.2%	7.7%	**$16,013.34**	1.2%	147.8%	**$1,320,120.63**
NOV	**$98,374.55**	5.7%	21.3%	**$16,879.96**	1.0%	23.4%	6.7%	**$6,791.76**	0.4%	37.7%	**$1,716,101.72**
DEC	**$120,448.10**	5.3%	12.1%	**$23,200.63**	1.0%	32.2%	6.3%	**$17,941.00**	0.8%	79.9%	**$2,291,694.47**
JAN	**$91,329.46**	4.9%	5.6%	**$13,512.13**	0.7%	-5.7%	5.6%	**$9,238.70**	0.5%	-28.3%	**$1,862,486.76**
FEB	**$95,972.78**	5.0%	-8.4%	**$16,560.17**	0.9%	-0.7%	5.9%	**$10,774.46**	0.6%	42.7%	**$1,907,505.18**
MAR	$116,438.45	4.2%	-16.3%	**$22,518.54**	0.8%	16.0%	5.0%	$11,916.90	0.4%	19.7%	**$2,804,282.66**
APR	**$88,283.90**	3.9%	-18.1%	**$15,617.90**	0.7%	0.8%	4.6%	**$9,770.29**	0.4%	22.5%	**$2,249,027.95**
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	**$ 698,365**			**$ 122,692**				**$ 82,446**			**$ 14,151,219**

VCB Report to the Tourist Development Council June 16, 2025



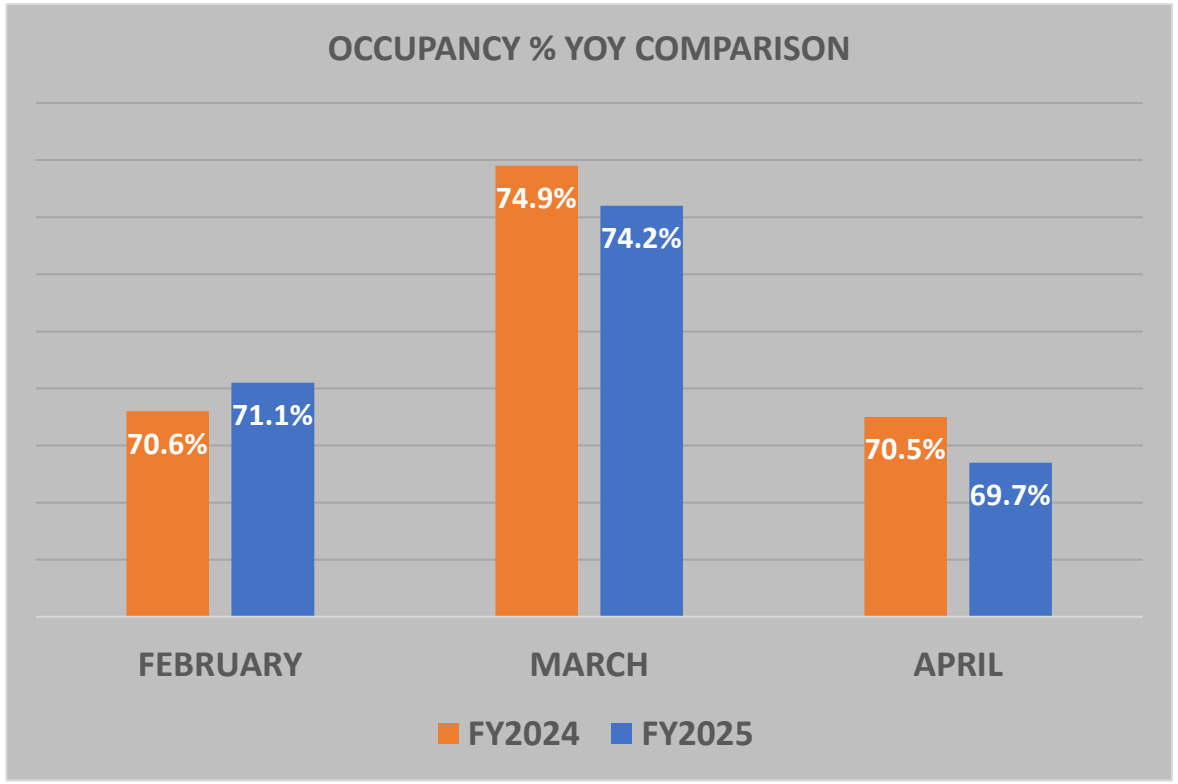
ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

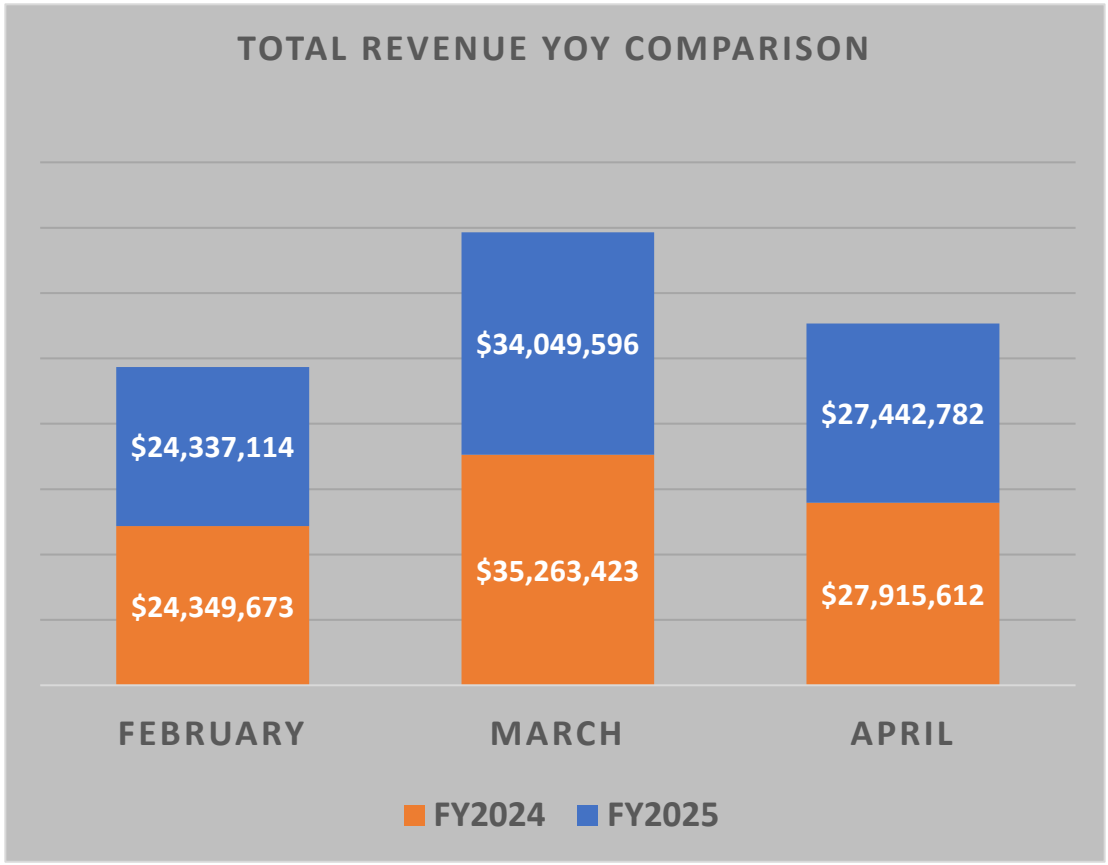
Smith Travel Research

Smith Travel Research
April 2025

Occupancy % April 2025

- **April 2025 Occupancy %** decreased **-1.1% YOY**

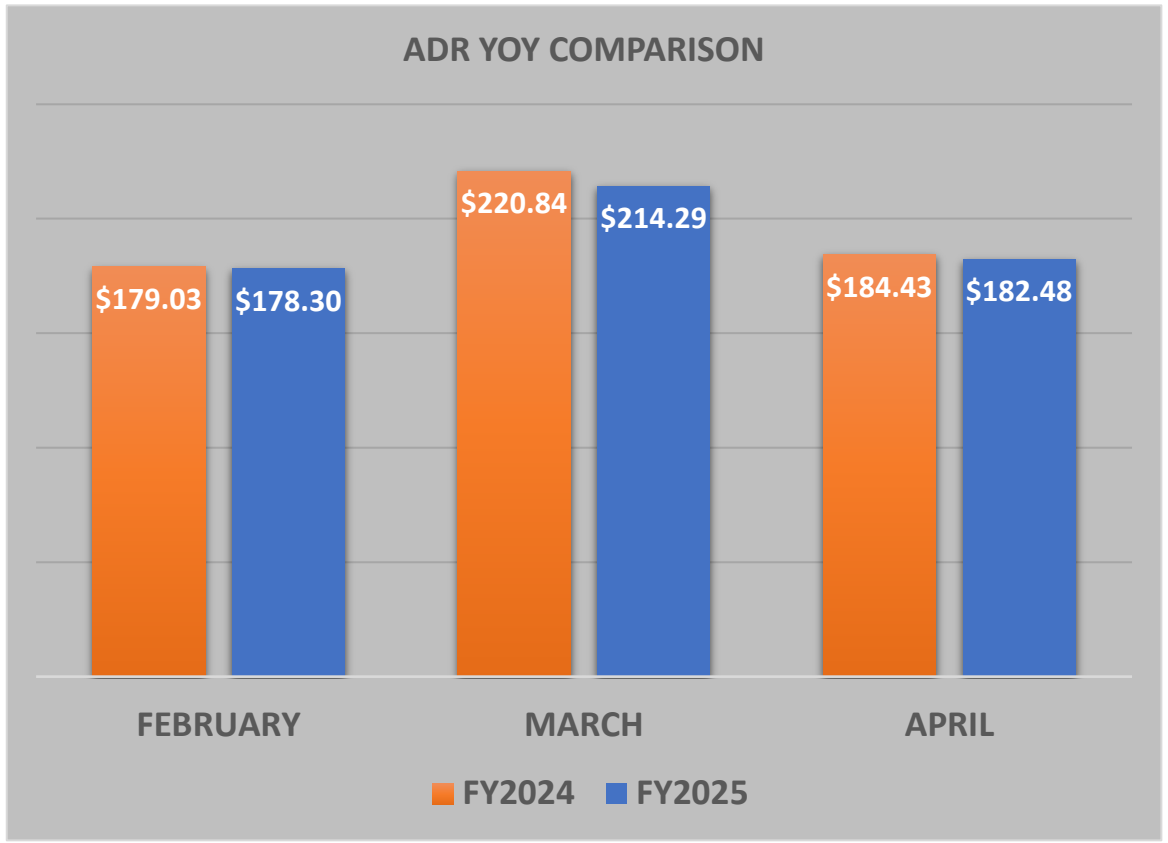




Total Revenue April 2025

- **April 2025 Total Revenue** decreased -1.7% **YOY**

Smith Travel Research
April 2025

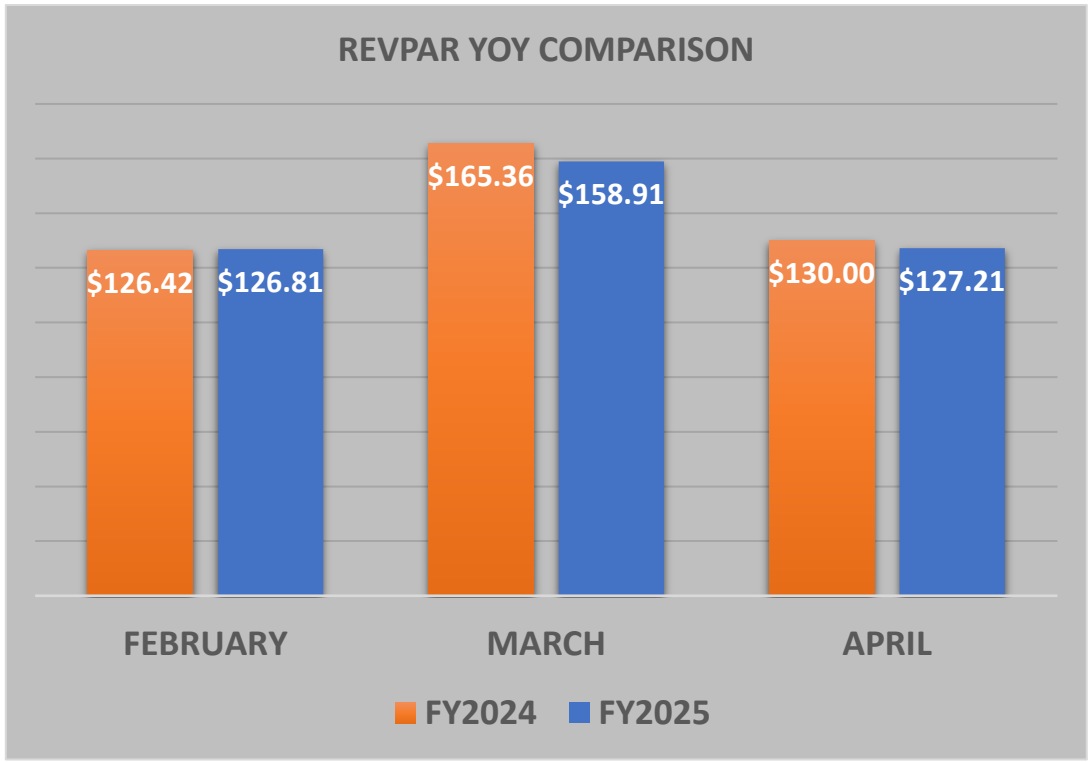


ADR April 2025

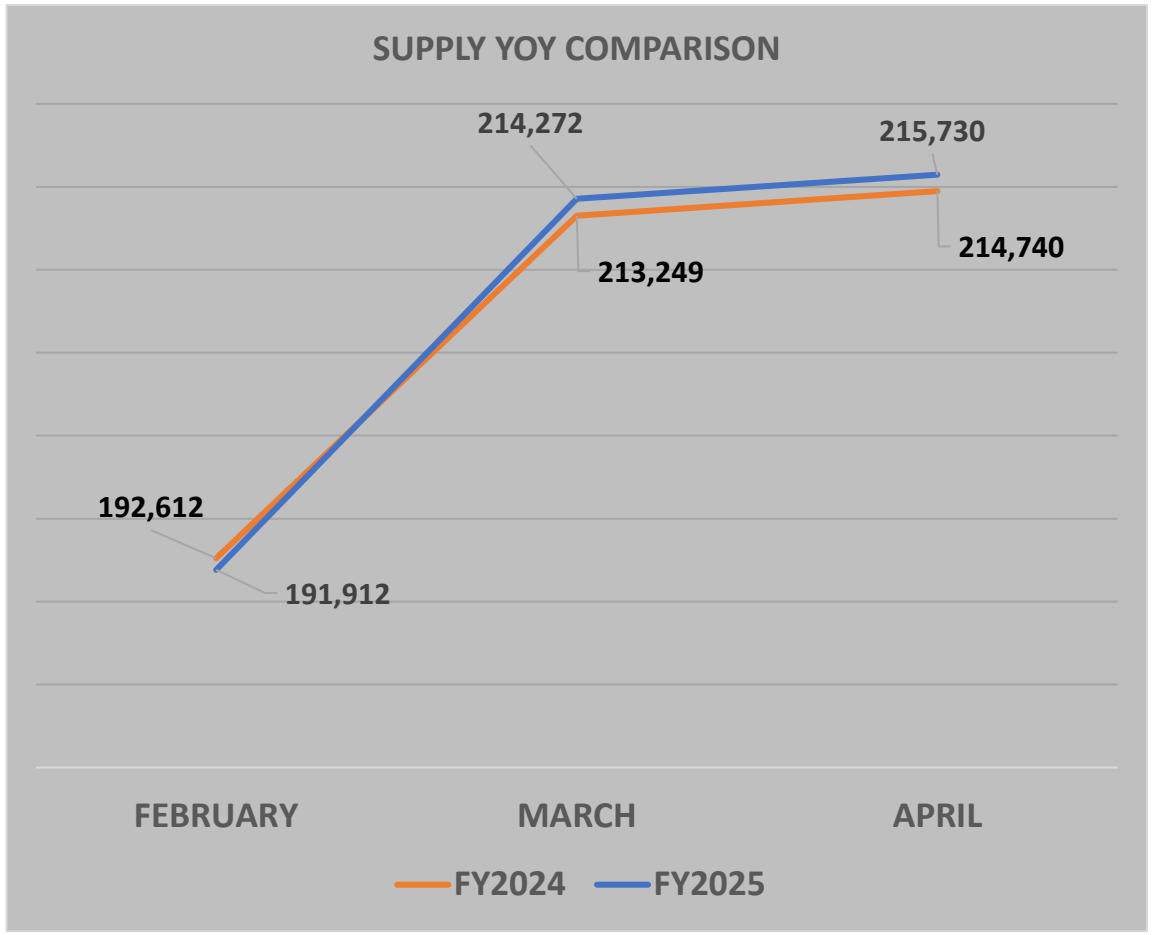
- **ADR** for **April 2025** decreased -1.1% **YOY**

RevPAR April 2025

- **RevPAR** for **April 2025** decreased -2.1% **YOY**



Smith Travel Research
April 2025

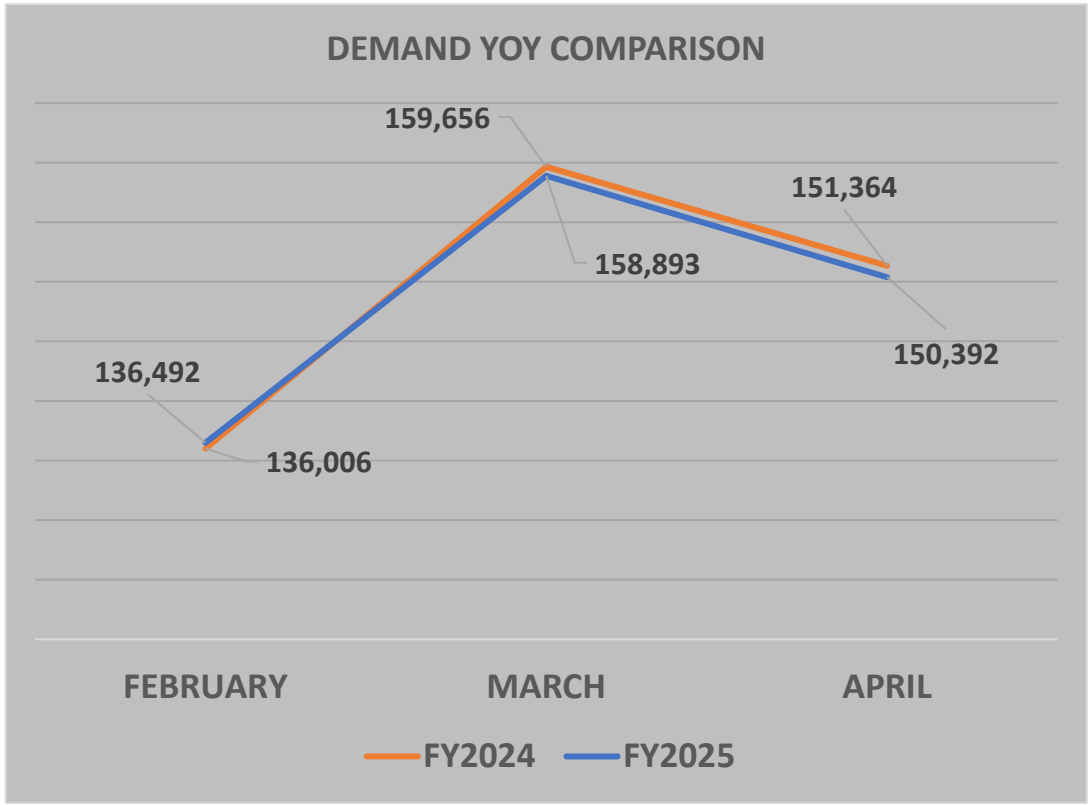


Supply April 2025

- **April 2025 Supply** increased **+0.5% YOY**

Demand April 2025

- **April 2025 Demand** decreased **-0.6% YOY**



April 2025 vs. April 2024 Comp Set

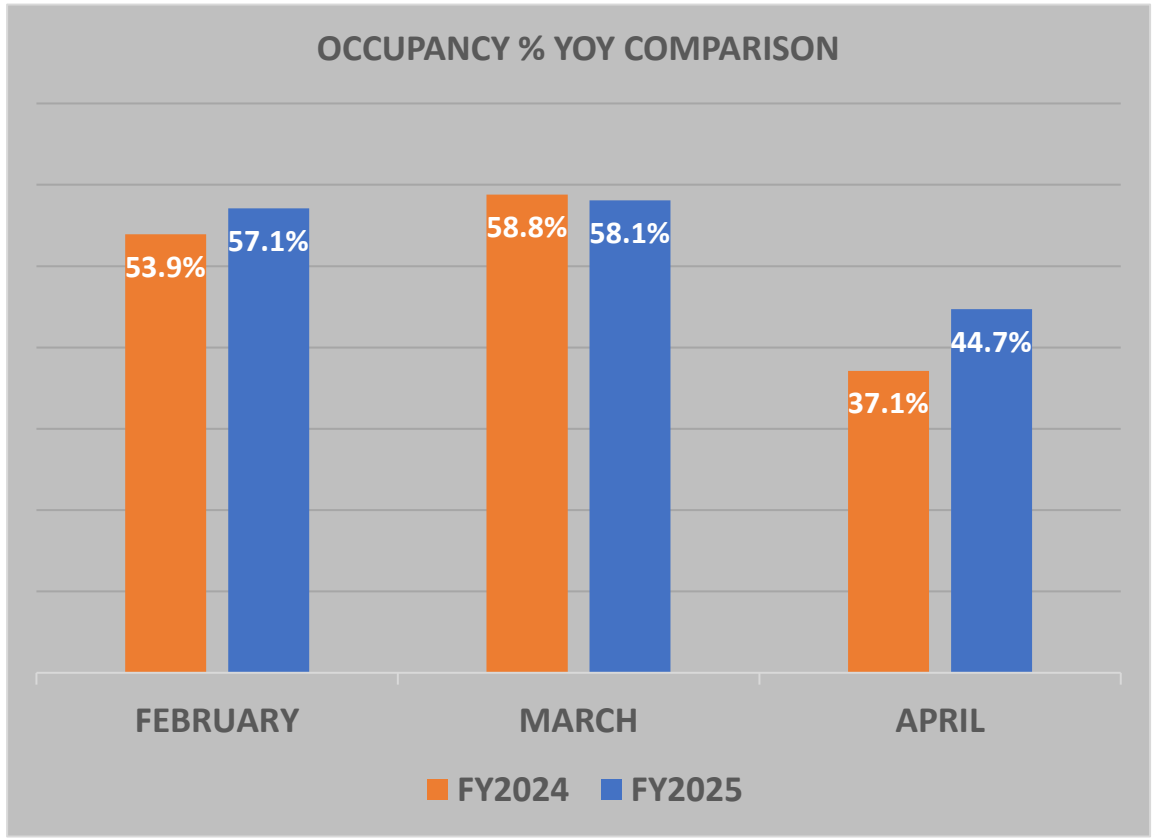
	Current Month - April 2025 vs April 2024					
	Occ %	ADR	Percent Change from April 2024			
	2025	2025	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	75.8	197.75	-0.8	9.1	8.2	9.1
Nassau County, FL	75.0	332.77	1.5	5.8	7.5	7.5
Pinellas County, FL	75.4	238.30	1.0	8.0	9.0	5.7
St Johns County, FL	69.7	182.48	-1.1	-1.1	-2.1	-1.7
Charleston, SC	81.7	212.10	1.6	4.2	5.8	4.9
Jacksonville, FL	70.2	153.13	-1.5	2.1	0.6	1.5
Myrtle Beach, SC	60.3	129.05	3.1	5.5	8.8	8.5
Orlando, FL	73.0	223.44	2.1	6.7	9.0	10.0
Sarasota, FL	71.2	245.86	-2.8	9.9	6.9	10.4
Savannah, GA	75.9	168.24	-4.6	-1.2	-5.7	-2.2
Fort Walton Beach, FL	66.9	183.77	4.6	1.8	6.4	8.8
Daytona Beach, FL	60.9	162.32	-5.7	4.3	-1.7	-0.3
Zip Code 32084+	72.4	166.13	0.8	-0.8	-0.1	1.9
Zip Code 32080+	70.1	172.09	0.8	2.5	3.3	3.3
Zip Code 32092+	63.6	110.27	-5.1	-2.5	-7.5	-7.5
Ponte Vedra+	72.8	317.57	-5.0	-1.9	-6.8	-9.0

Glossary of Terms

- Room Night=> One room times one night, it is a basic component of calculations for occupancy, demand, supply, ADR and RevPAR/L;
- Occupancy=> Percent of available room nights that are occupied in a given period of time (Room nights sold divided by available room nights expressed as a percentage);
- ADR=> Average Daily Room Rate (Revenue from the sale of room nights divided by the number of room nights occupied);
- RevPAR/L=> Average revenue per available room night or listing night (Revenue from the sale of rooms in a specific period divided by all available room nights for the period);
- Demand=> Number of room nights sold in a given period of time;
- Supply=> Total number of room nights or listing nights available for sale in a given period (Smith Travel Research (STR) requires that a room be out of order for at least six months before it can be taken out of available room counts);
- Gross Revenue=> Revenue from the sale of rooms in a given period;
- FYTD=> Fiscal year to date

Vacation Rental Analytics (Key Data)
+
Tourist Development Tax Collections

Vacation Rental Analytics
April 2025

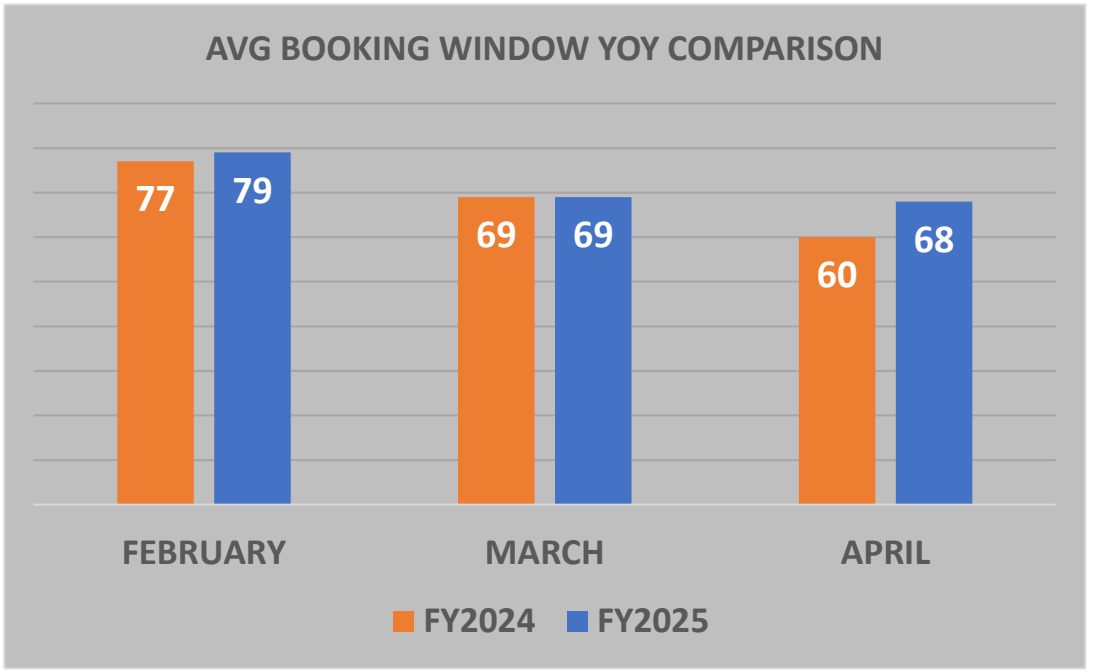


Paid Occupancy % April 2025

- **Paid Occupancy %** for **April 2025** increased **+20.5% YOY**

Average Booking Window April 2025

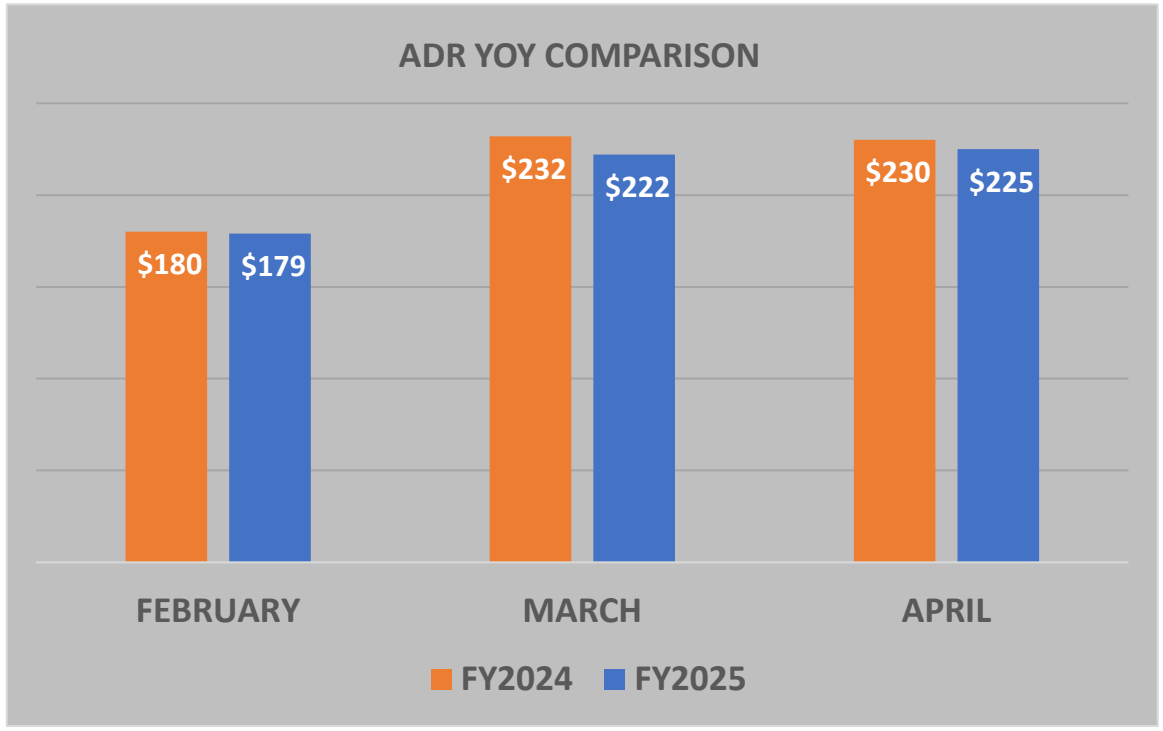
- **Average Booking Window** for **April 2025** increased +13.3%

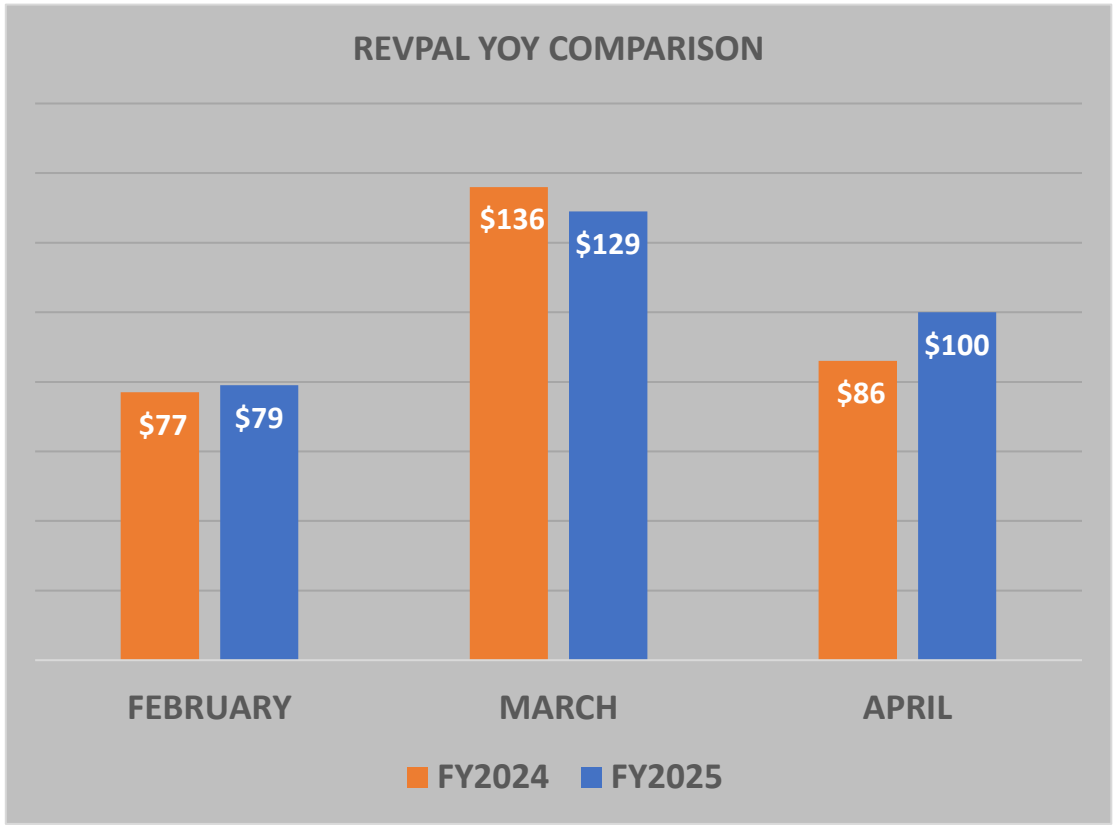


Vacation Rental Analytics
April 2025

ADR April 2025

- **ADR YOY** decreased -2.2% for **April 2025**

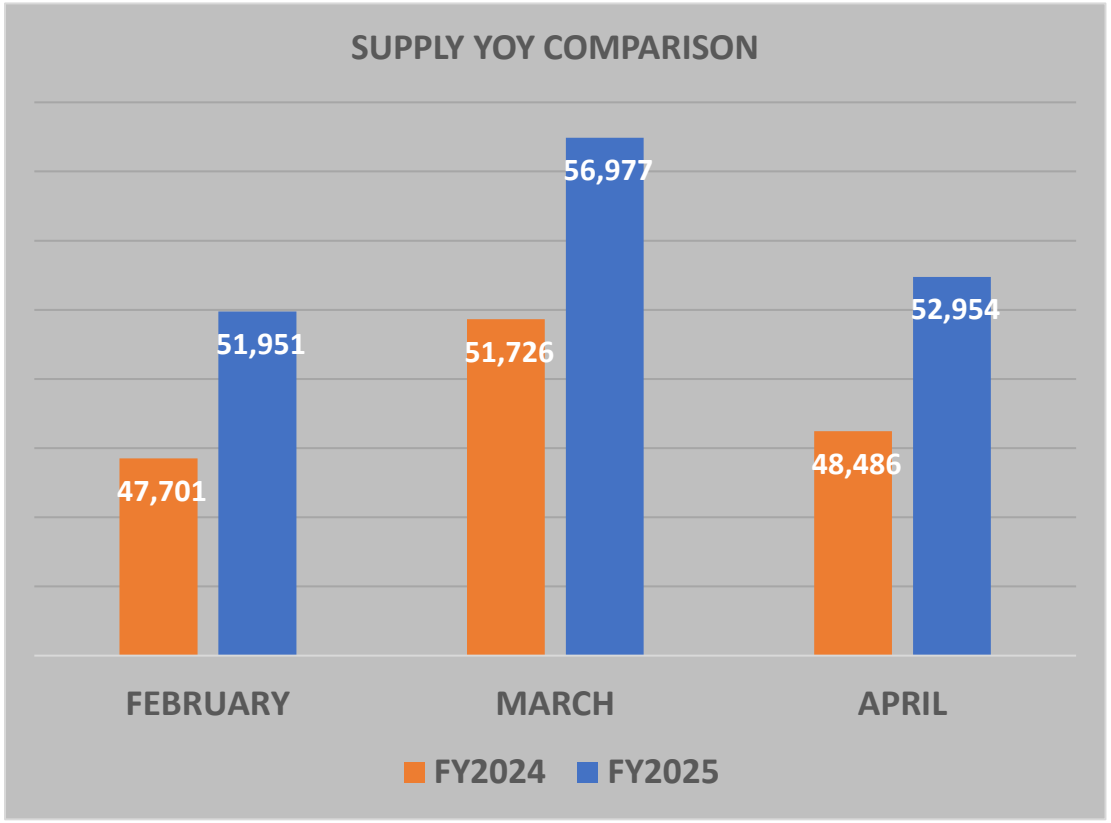




RevPAL April 2025

- **RevPAL** increased +16.3% **YOY** in **April 2025**

Vacation Rental Analytics
April 2025

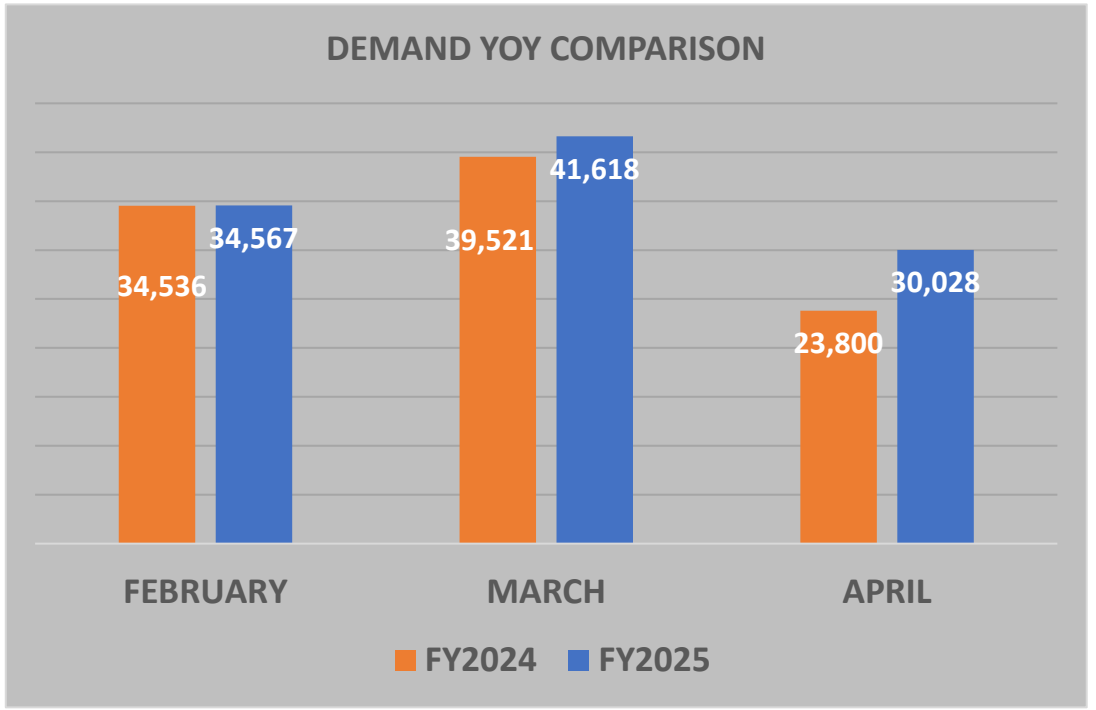


Supply April 2025

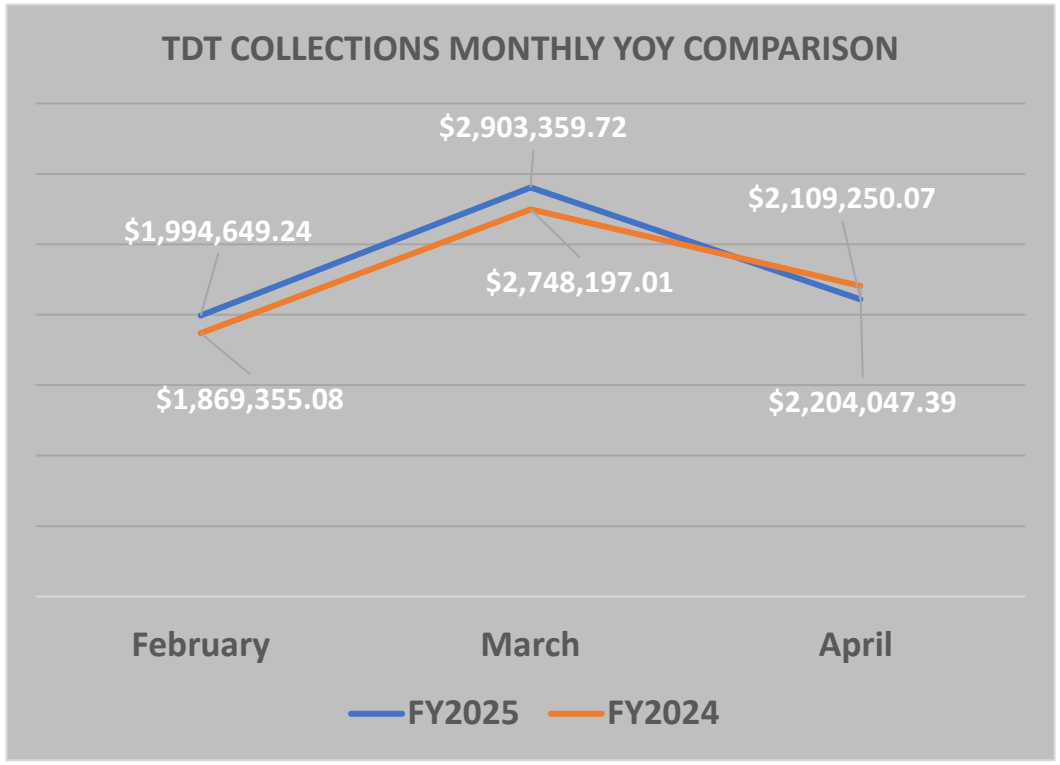
- **April 2025 Supply** increased **+9.22% YOY**

Demand April 2025

- **April 2025 Demand** increased **+26.2% YOY**



Tourist Development Tax Collections
April 2025

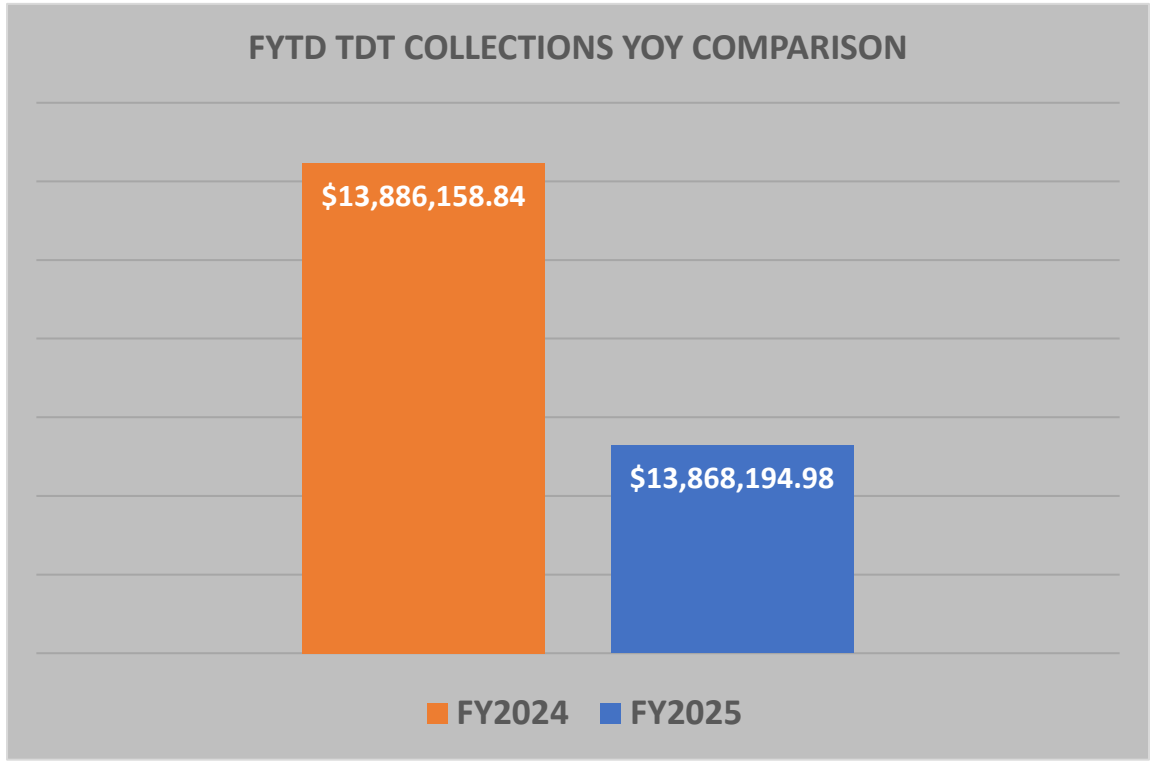


TDT Collections April 2025

- **April 2025 TDT Collections** increased **+4.5% YOY**

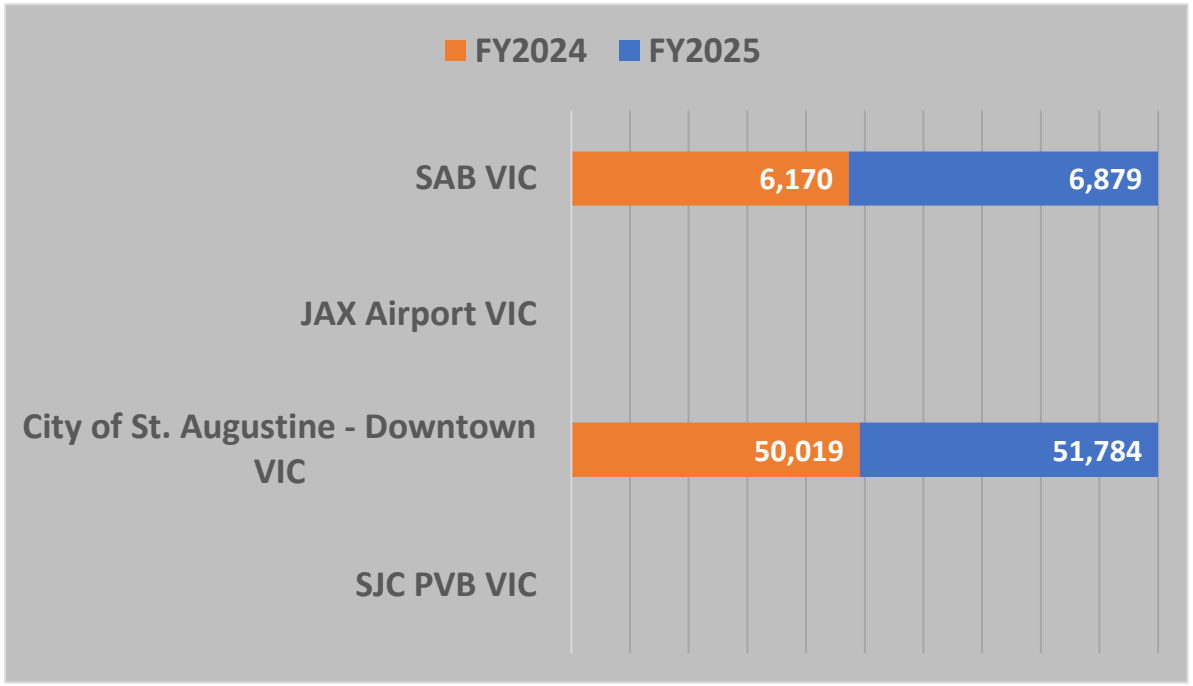
FYTD TDT Collections April 2025

- **FYTD TDT Collections** decreased **-0.1% YOY**



Visitor Information Centers Visitation

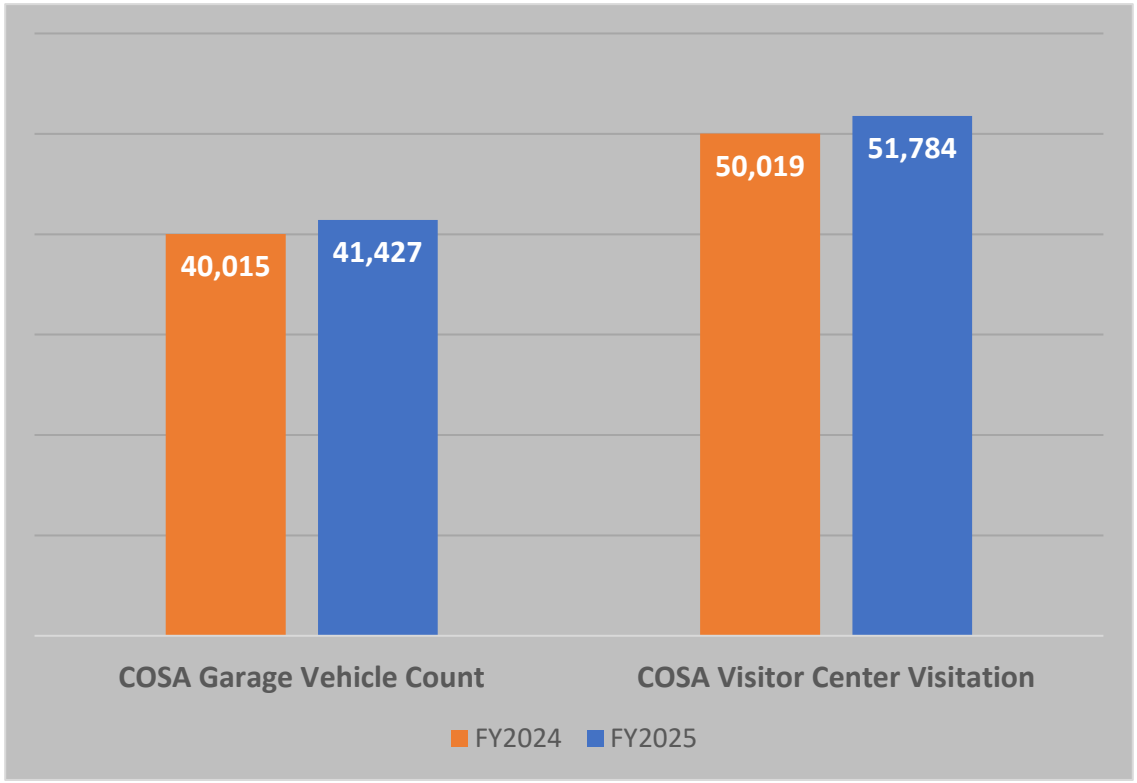
VIC Visitation
May 2025



VIC Visitation - May 2025

- Visitation to the **St. Augustine Beach Visitor Information Center** increased **+11.5% YOY**
- Visitation to the **Jacksonville Airport Visitor Information Center** data unavailable at time of reporting
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+3.5% YOY**
- Visitation to the **SJC PVB Visitor Information Center** data unavailable at time of reporting

City of St Augustine Downtown VIC Visitation
May 2025

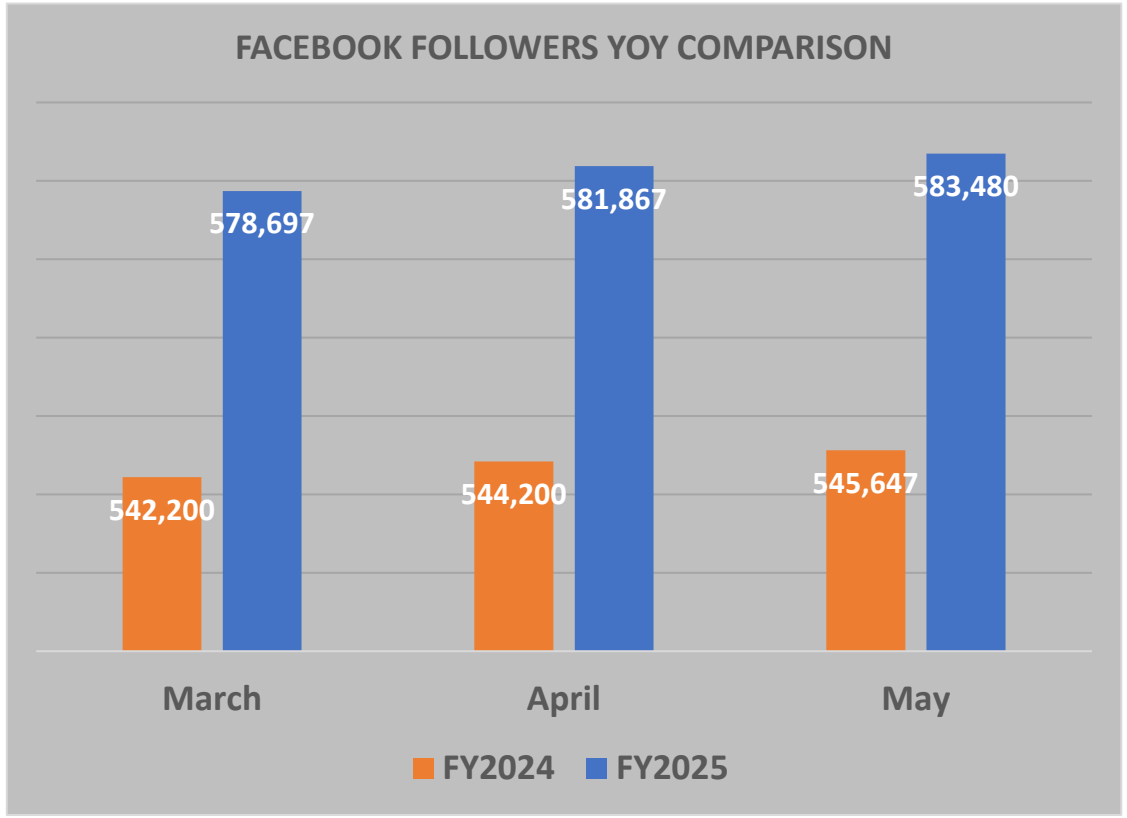


City of St Augustine Downtown VIC Visitation - May 2025

- **Visitor Information Center Vehicle Count 2024 40,015**
- **Visitor Information Center Vehicle Count 2025 41,424**
- **Visitor Information Center In-Person 2024 50,119**
- **Visitor Information Center In-Person 2025 51,784**

Social Media

Social Media
May 2025

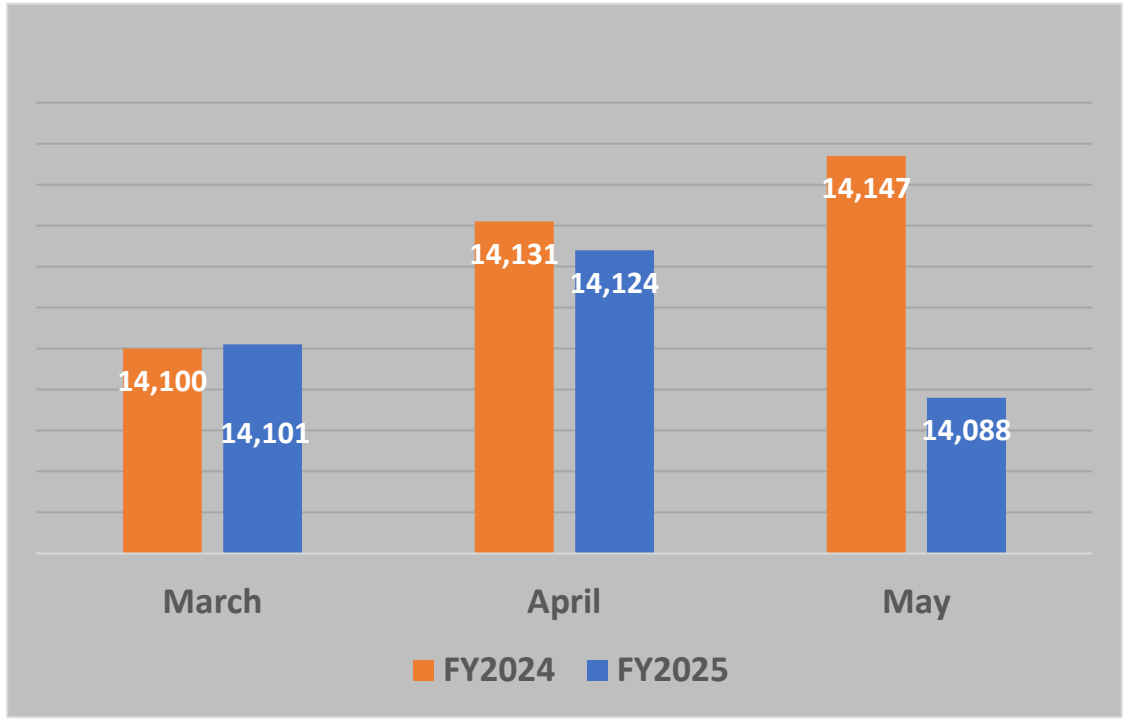


Facebook Followers May 2025

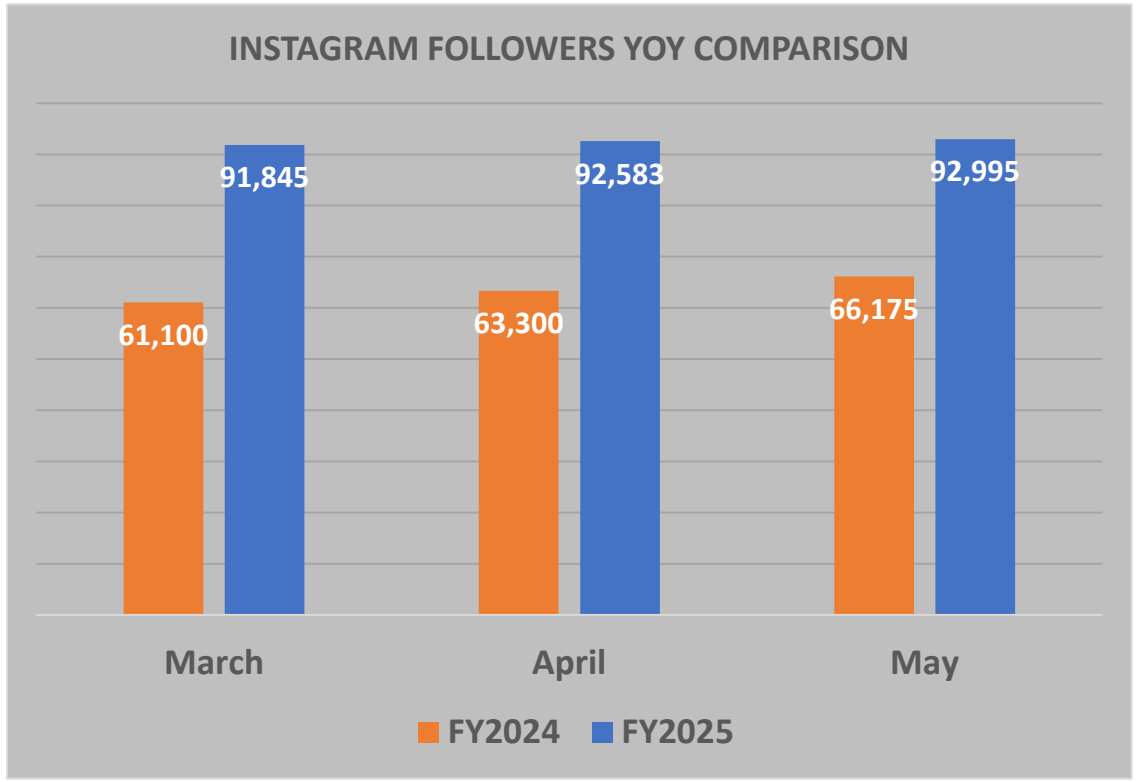
- **Facebook Followers increased** in **May 2025 +6.93% YOY**

Twitter Followers May 2025

- **Twitter Followers** decreased -0.42% in **May 2025 YOY**



Social Media
May 2025

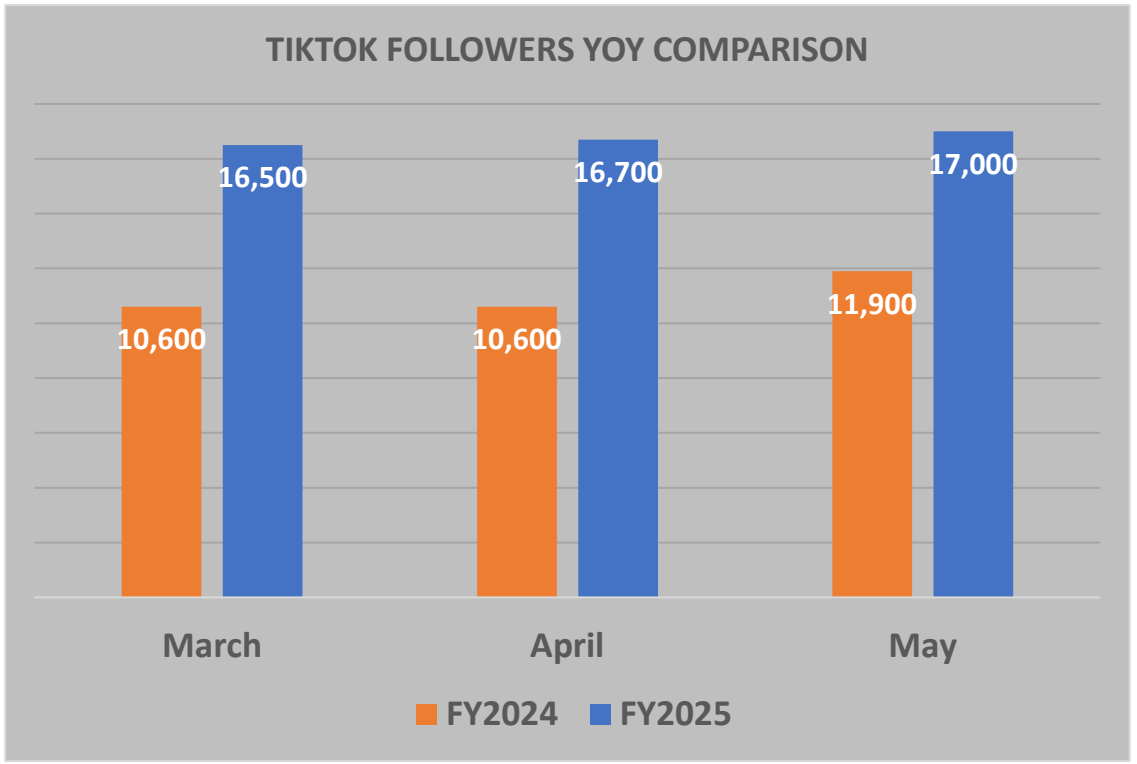


Instagram Followers May 2025

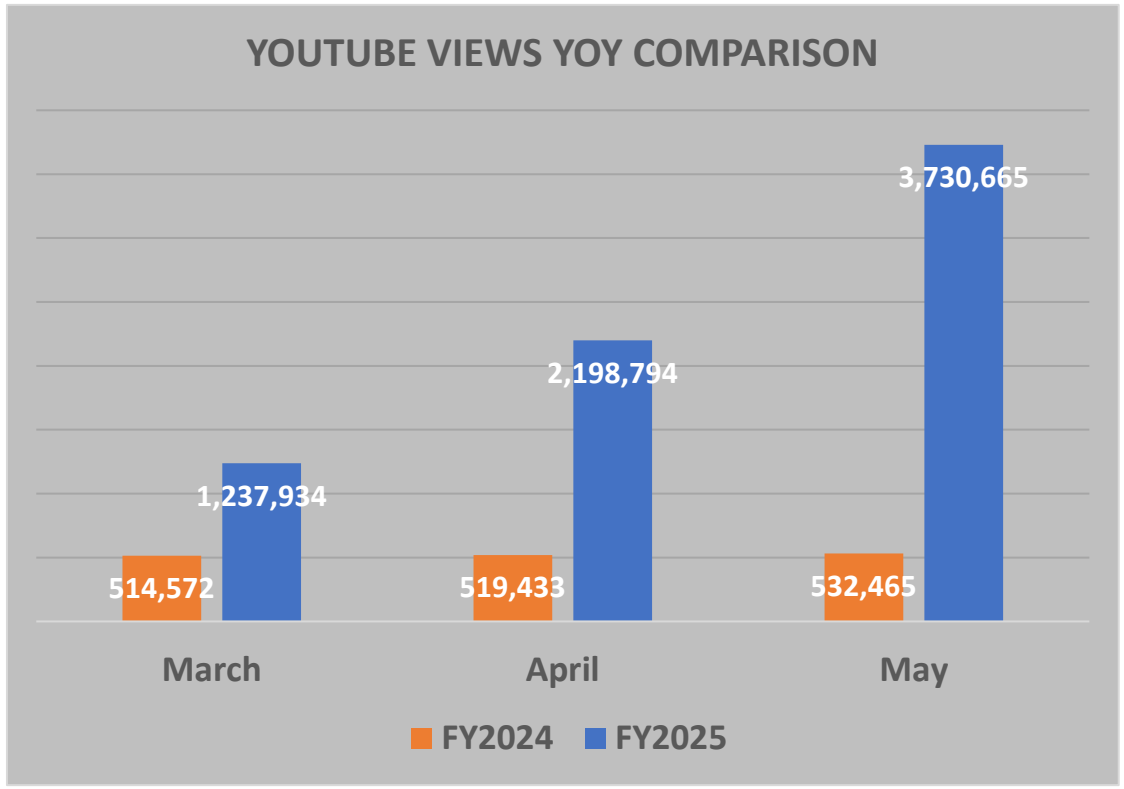
- **Instagram** increased in **May 2025 +40.5% YOY**

TikTok Followers May 2025

- **TikTok** Followers increased in **May 2025 +42.9% YOY**



Social Media
May 2025



YouTube Views May 2025

- **YouTube Views** increased in **May 2025 +600.6% YOY**

Media Relations

Top National Stories – May 2025

- AAA Club Alliance Magazine – 48 Hours in St. Augustine



3.3 Million Impressions

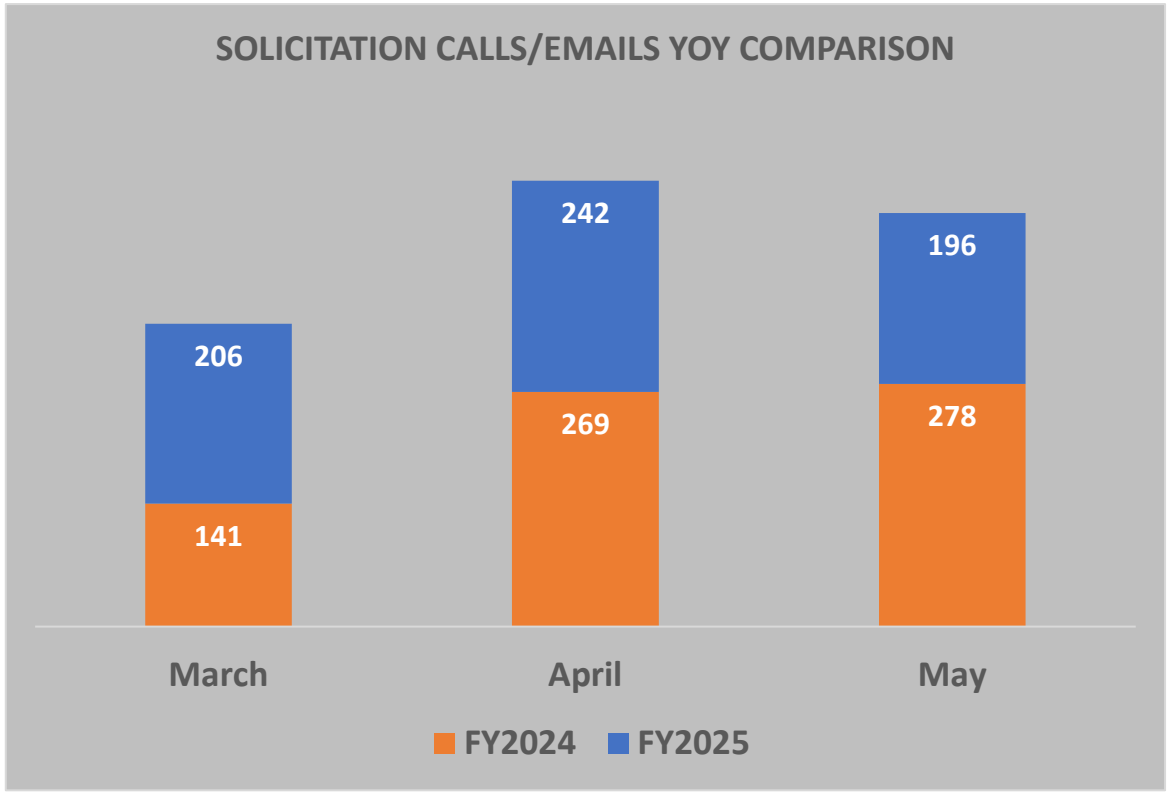
- South Florida Sun Sentinel- Ten Great Things to do in Florida This Summer (San Sebastian Winery #1)



919,278 Impressions

Sales

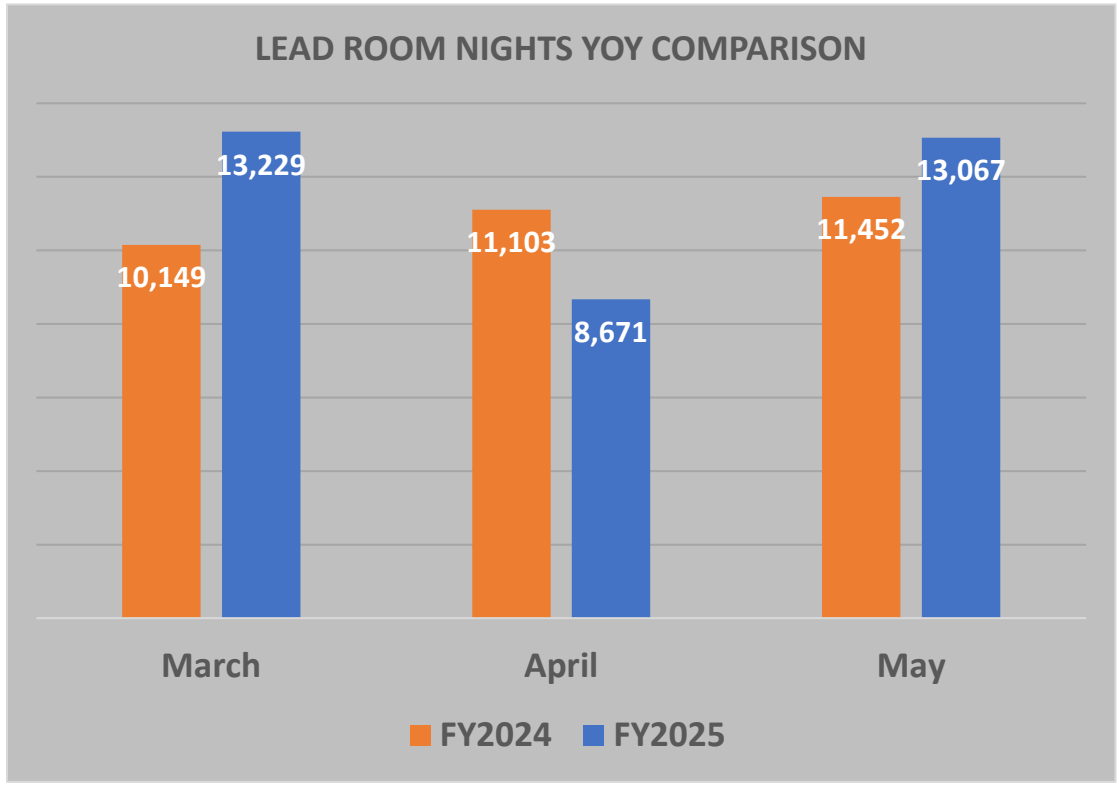
Sales Measurement Summary



Solicitations May 2025

- **Solicitations** for May 2025 decreased **-29.5% YOY**

Sales Report
May 2025

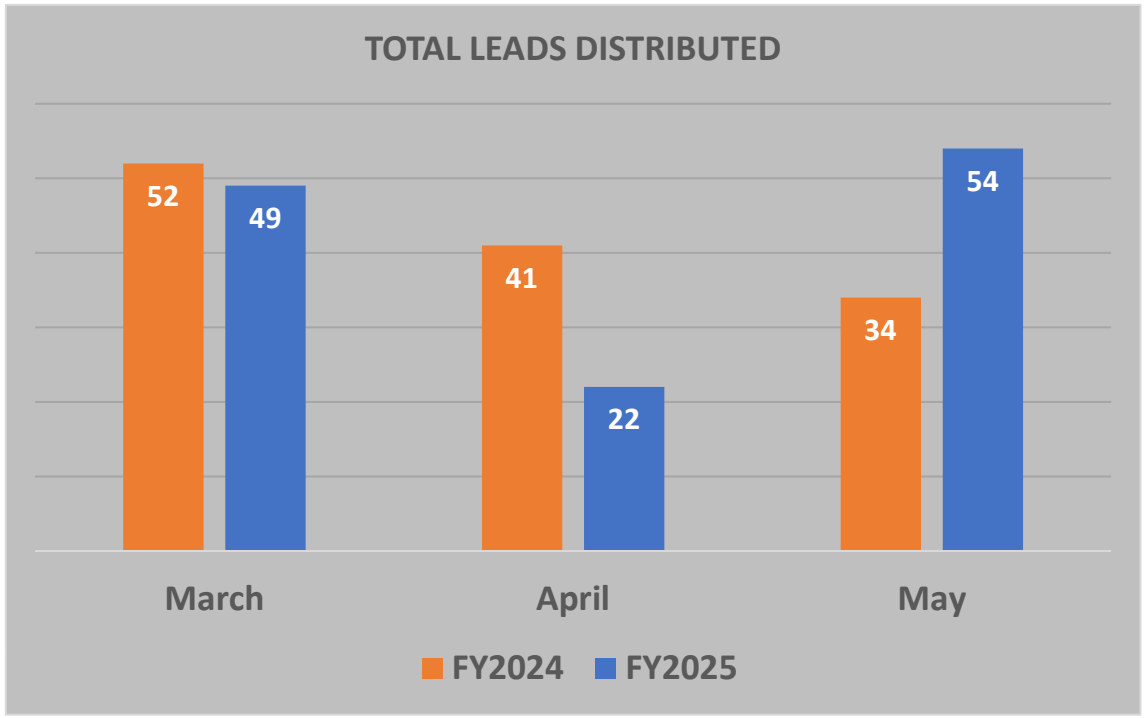


Lead Room Nights May 2025

- **May 2025 Lead Room Nights** increased **+14.1% YOY**

Lead Distribution May 2025

- **May 2025 Lead Distribution** increased **+58.82% YOY**



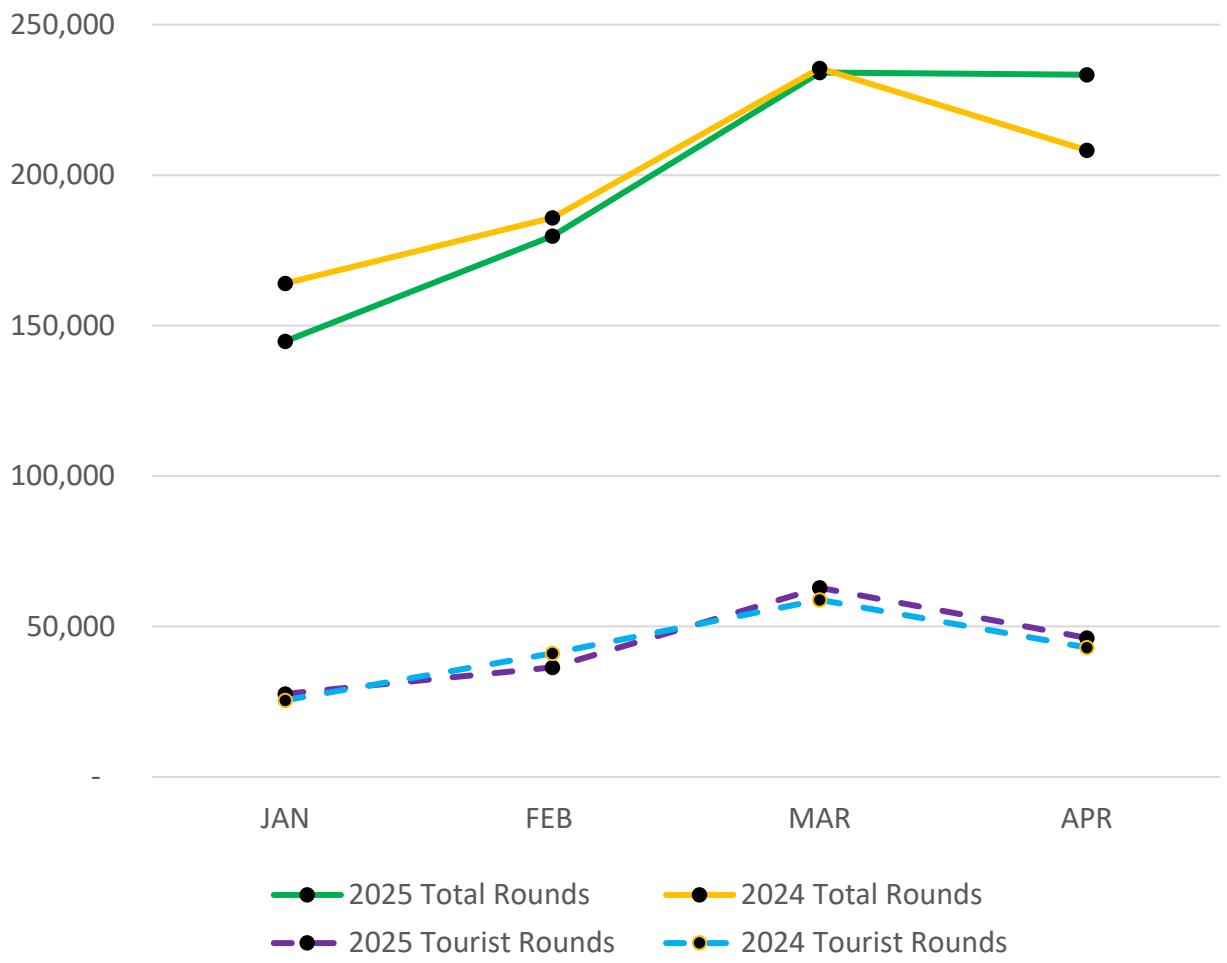
Florida’s First Coast of Golf

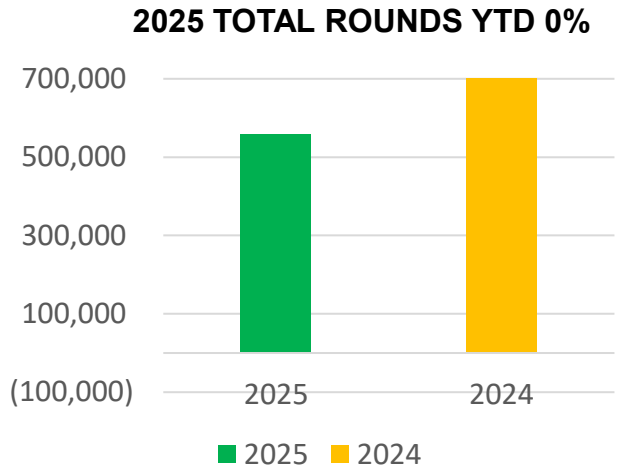
ST. AUGUSTINE PONTE VEDRA
FLORIDA’S HISTORIC COAST®

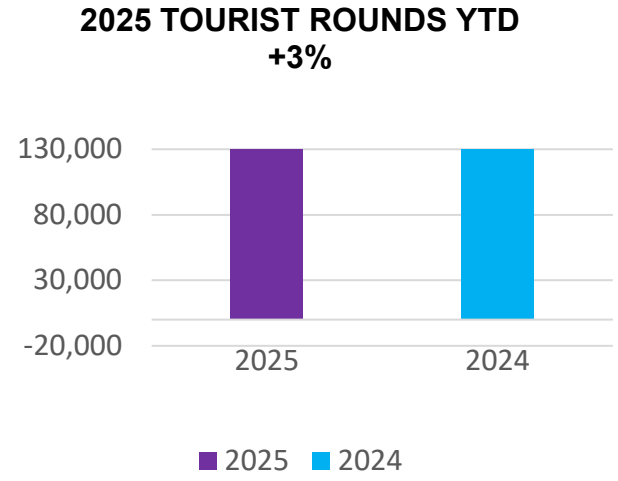
NORTHEAST FLORIDA GOLF TOURIST ACTIVITY

Total Rounds Apr: +12%

Tourist Rounds Apr: +7%

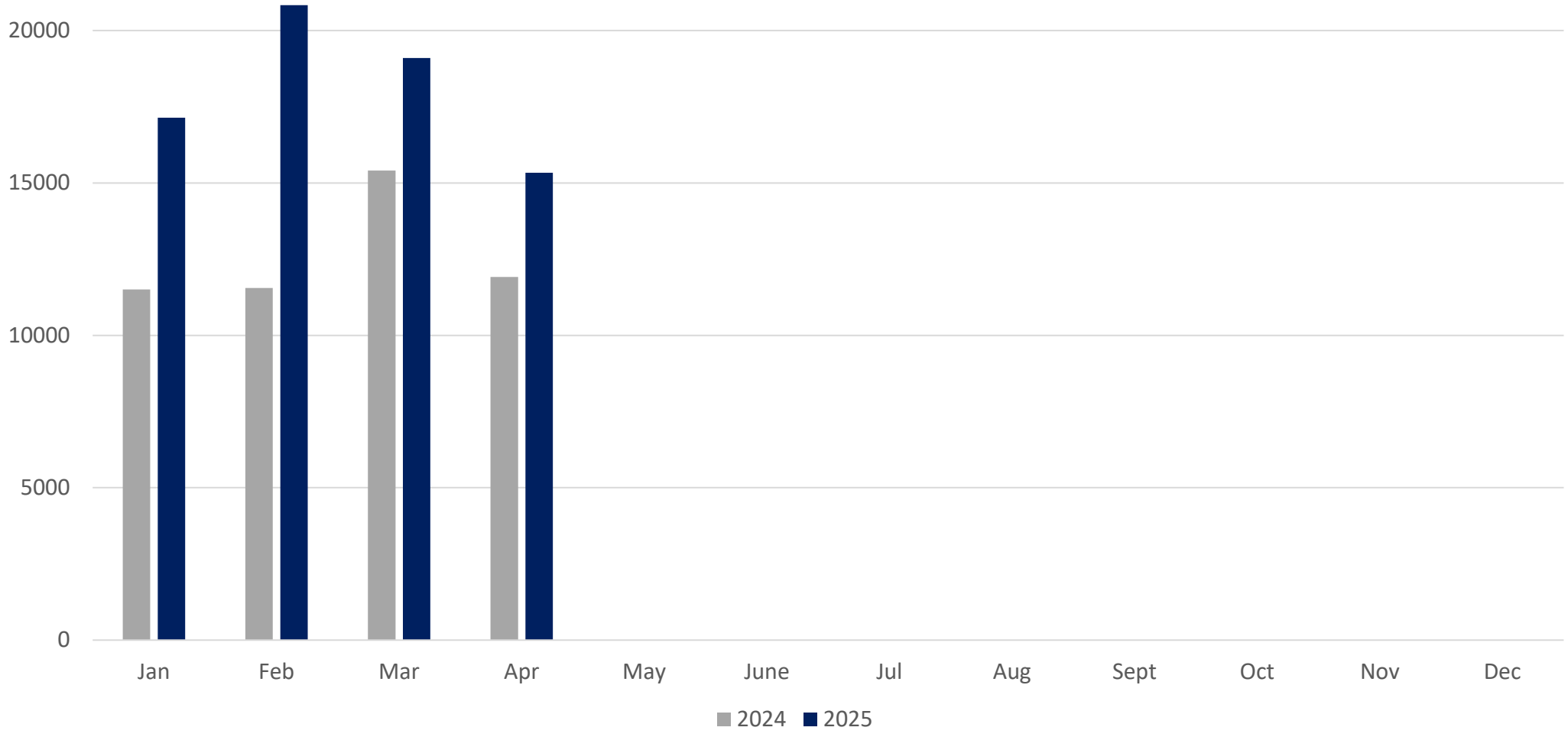






Florida's First Coast of Golf Digital Traffic

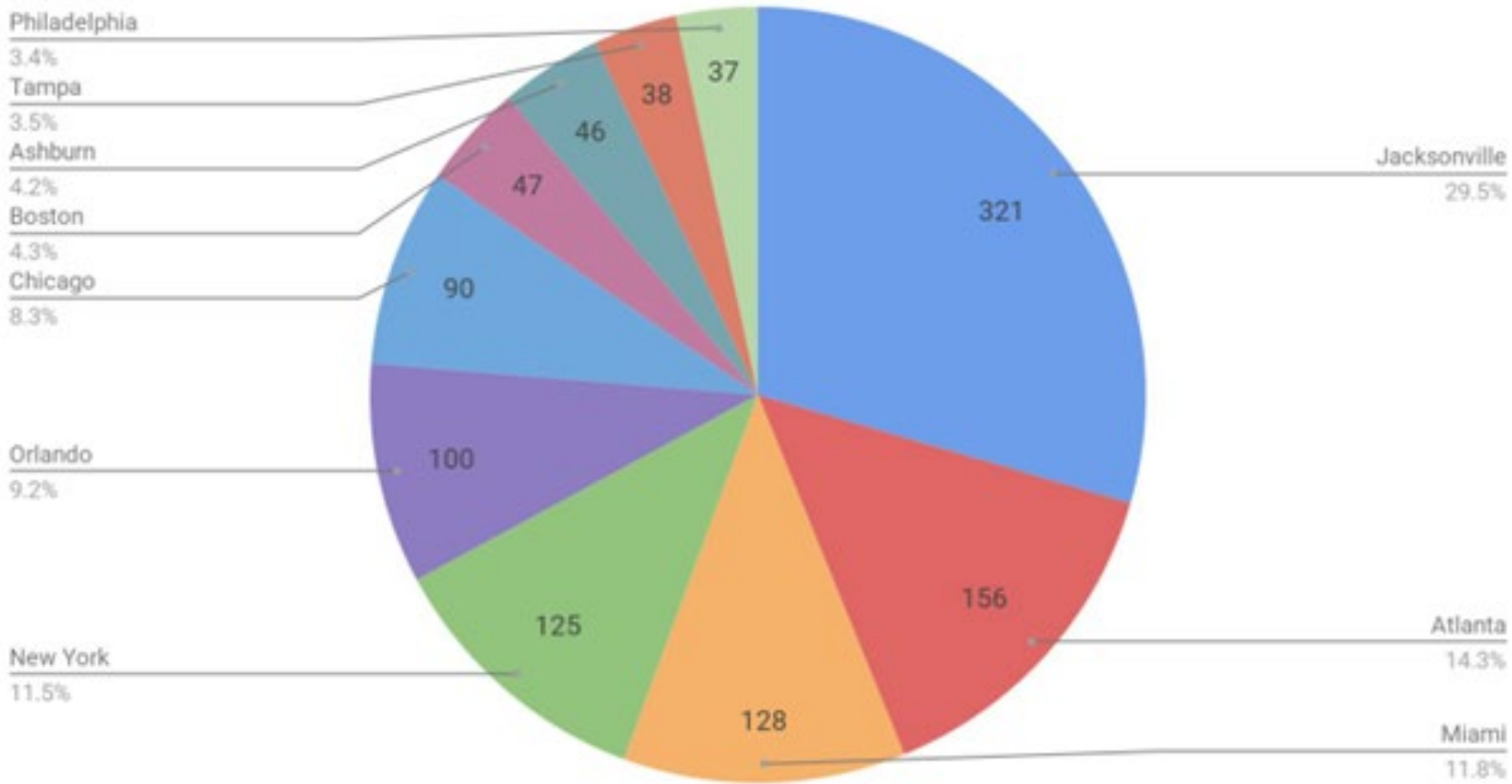
+29% Apr | +44% YTD



ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

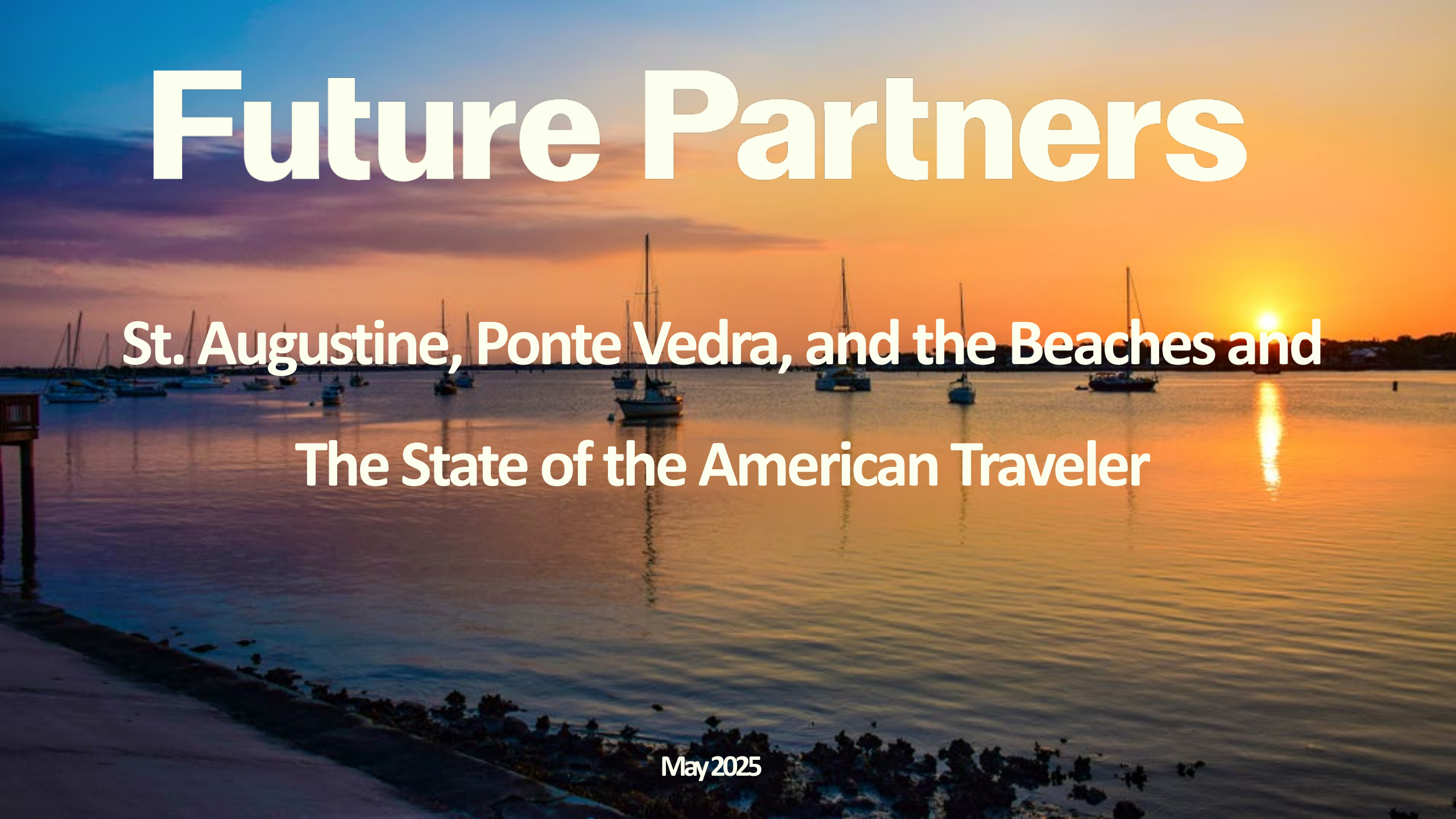
Sessions By City

Jacksonville traffic increased 44% year-over-year.



CEO’s Comments

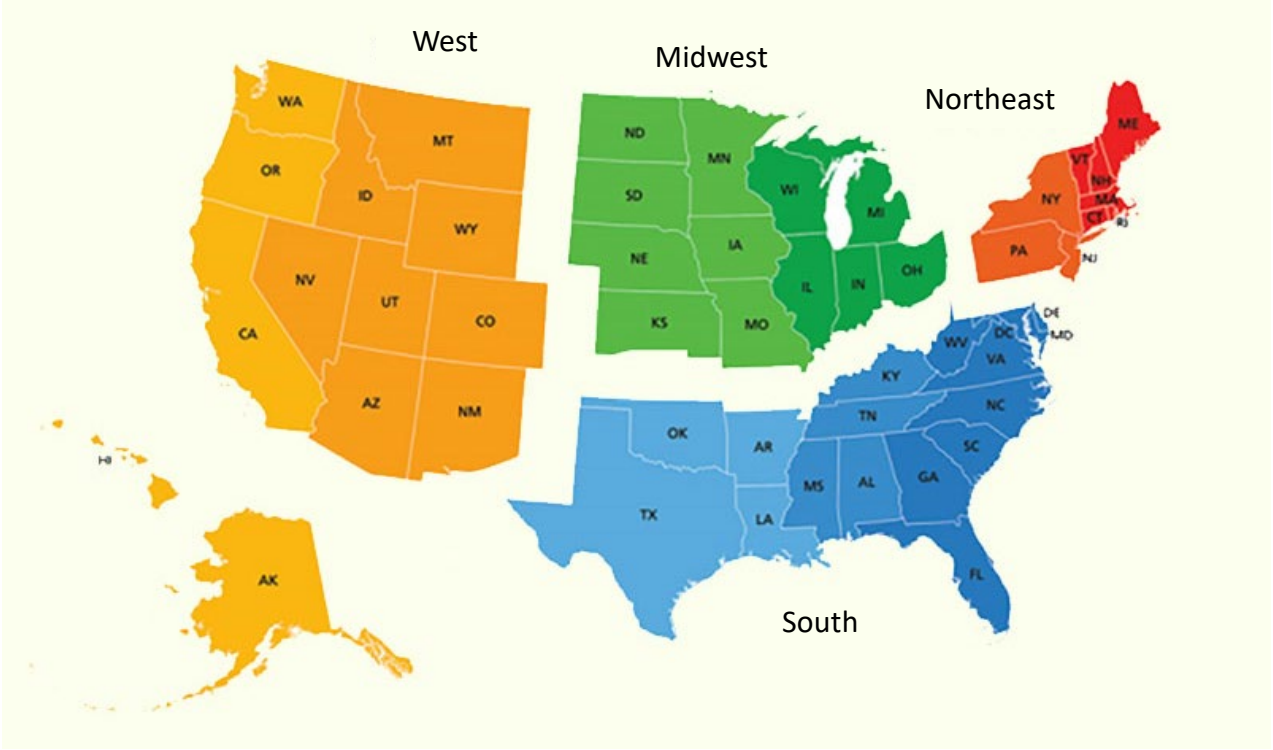
- April 2025 Traditional Lodging Stats: Occupancy 69.7% (-1.1%), ADR $182.48 (-1.1%), RevPAR $127.21 (-2.1%), Demand (-0.6%), Revenue (-1.7%), Supply is +0.5%.
- April 2025 Vacation Rental Stats: Paid Occupancy 44.7% (+20.5%), ADR $225 (-2.2%), RevPAL $100 (+16.3%), Demand (+26.2%); Supply (+9.22%).
- March 2025 TDT Collections were down -5.3% YOY
- May VIC Visitation YOY for the PVB VIC and JAX Airport were unavailable at time of reporting. CoSA VIC was +3.5%; SAB VIC was +11.5%
- May 2025 Social Media YOY for Facebook/Meta was +6.93%, Instagram was +40.5%, TikTok was +42.9%, and YouTube was +600.6%
- May 2025 Sales team solicitations are down -29.5% YOY; lead room nights are +14.1% YOY; lead distributions are +58.82% YOY.


Future Partners
St. Augustine, Ponte Vedra, and the Beaches and
The State of the American Traveler
May 2025

Methodology

- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- 4,000+ fully completed surveys collected each wave.
- Survey collected April 16-22
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region

United States Census Regions



Today

- American Travel Sentiment
- St. Augustine Visitors



Current Traveler Sentiment

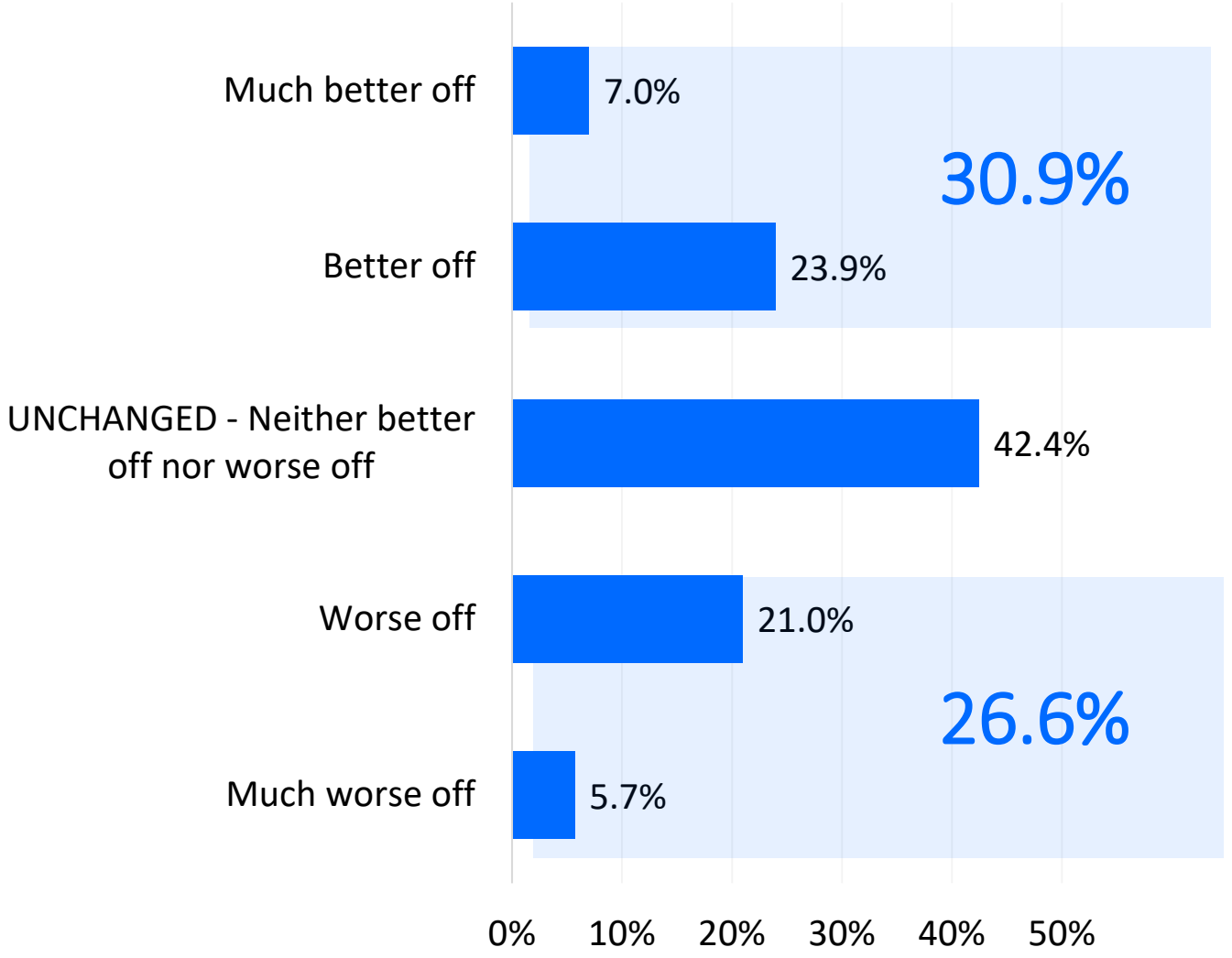
The Story of the Data:

- **Despite extraordinary recent uncertainty, traveler sentiment remains generally strong.**
- **Americans remain excited to travel and still expect to prioritize travel spending in their family budgets.**
- **However, signs of weakening are evident. Travelers are bracing for economic trouble, as recession fears are rising fast.**
- **A significant (and growing) proportion of travelers say they expect to change their travel buying and behaviors as a result of these concerns.**

Travelers' assessment of their current financial situation dipped this month.

Question:

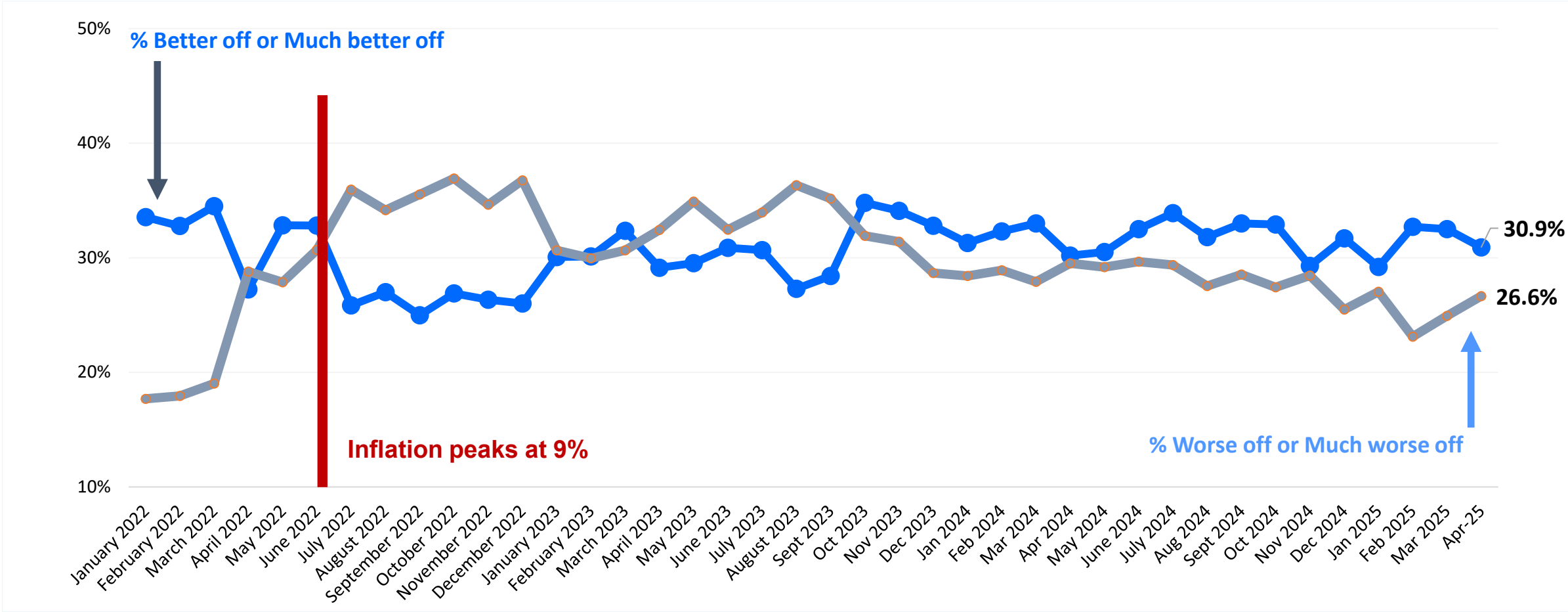
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



Base: All respondents, 4,122 completed surveys

Travelers' assessment of their current financial situation dipped this month.

Question:
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



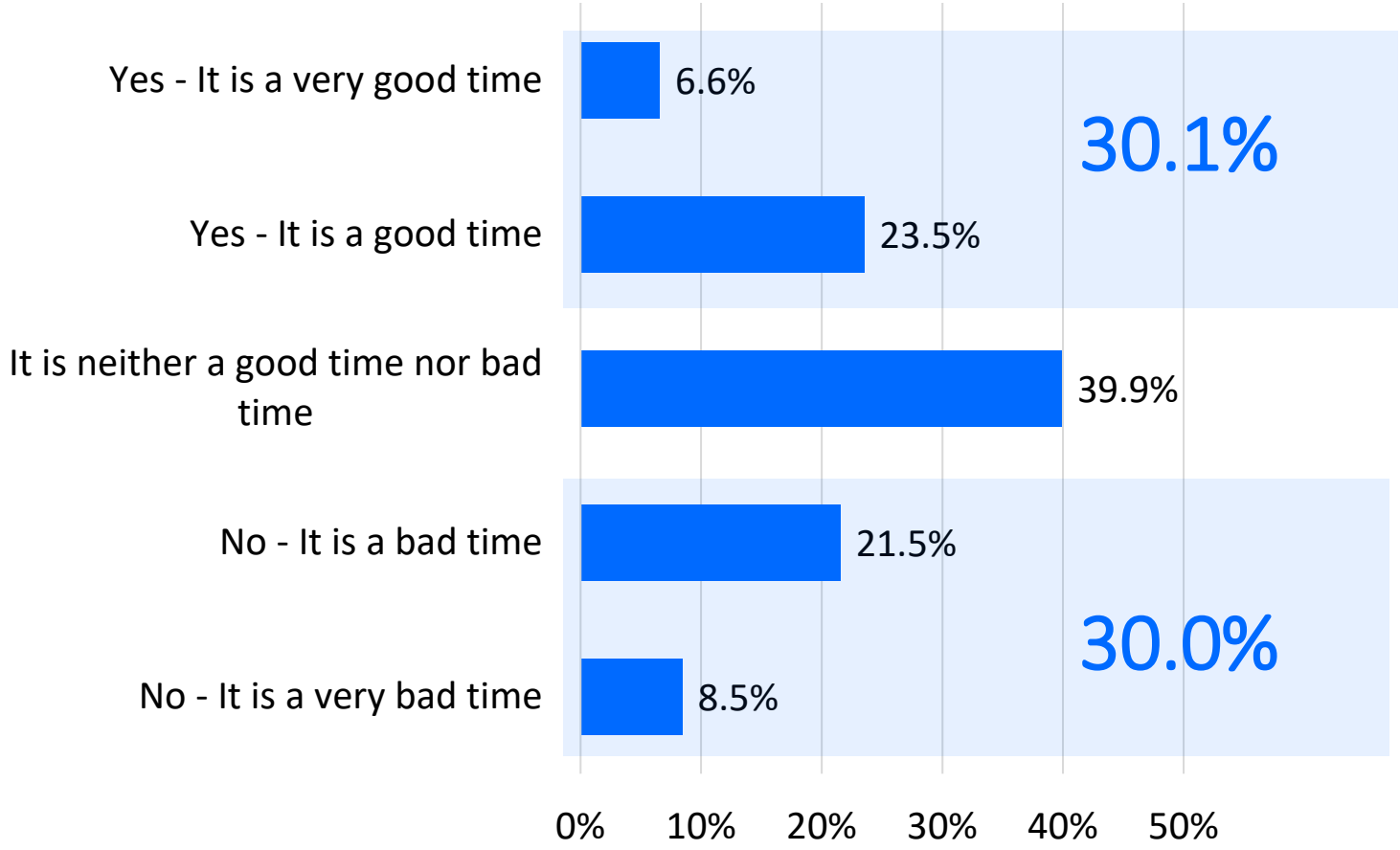
Future Partners

Base: All respondents, approx. 4,000 completed surveys per wave

Confidence that now is a good time to spend on leisure travel continues to decline.

Question:

Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

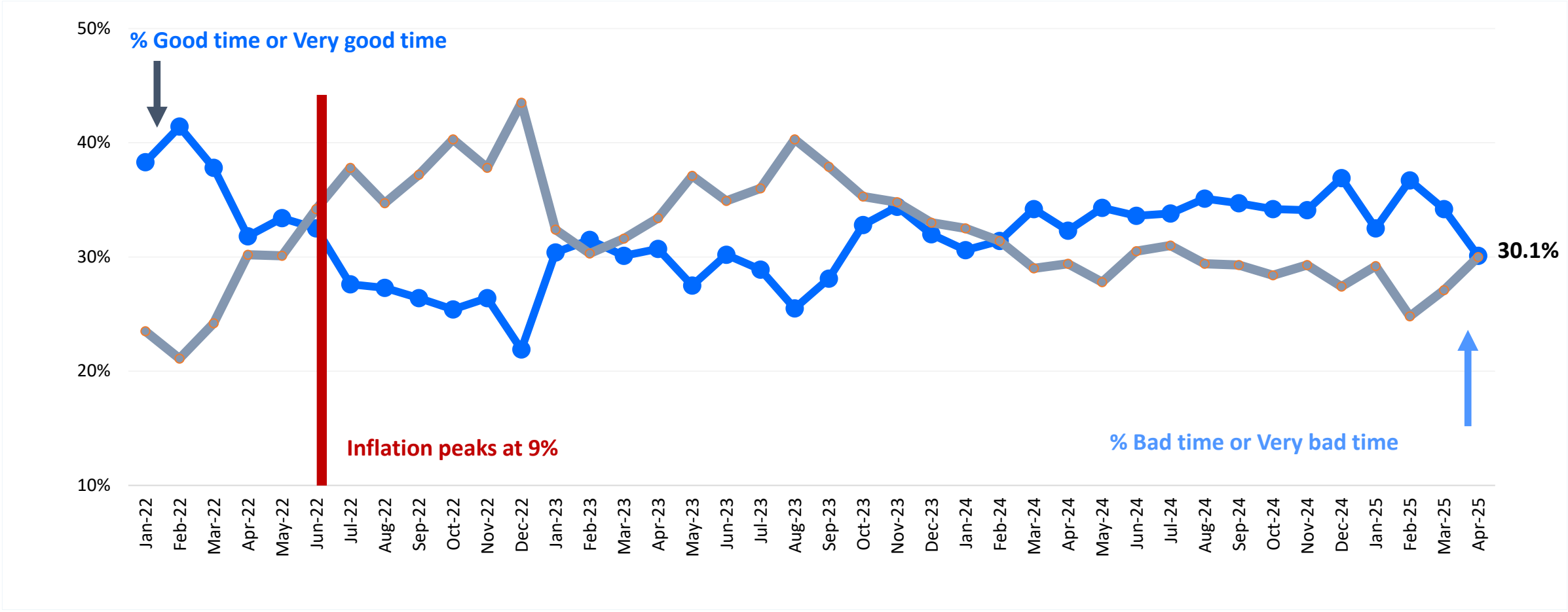


Base: All respondents, 4,122 completed surveys

Confidence that now is a good time to spend on leisure travel continues to decline.

Question:

Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



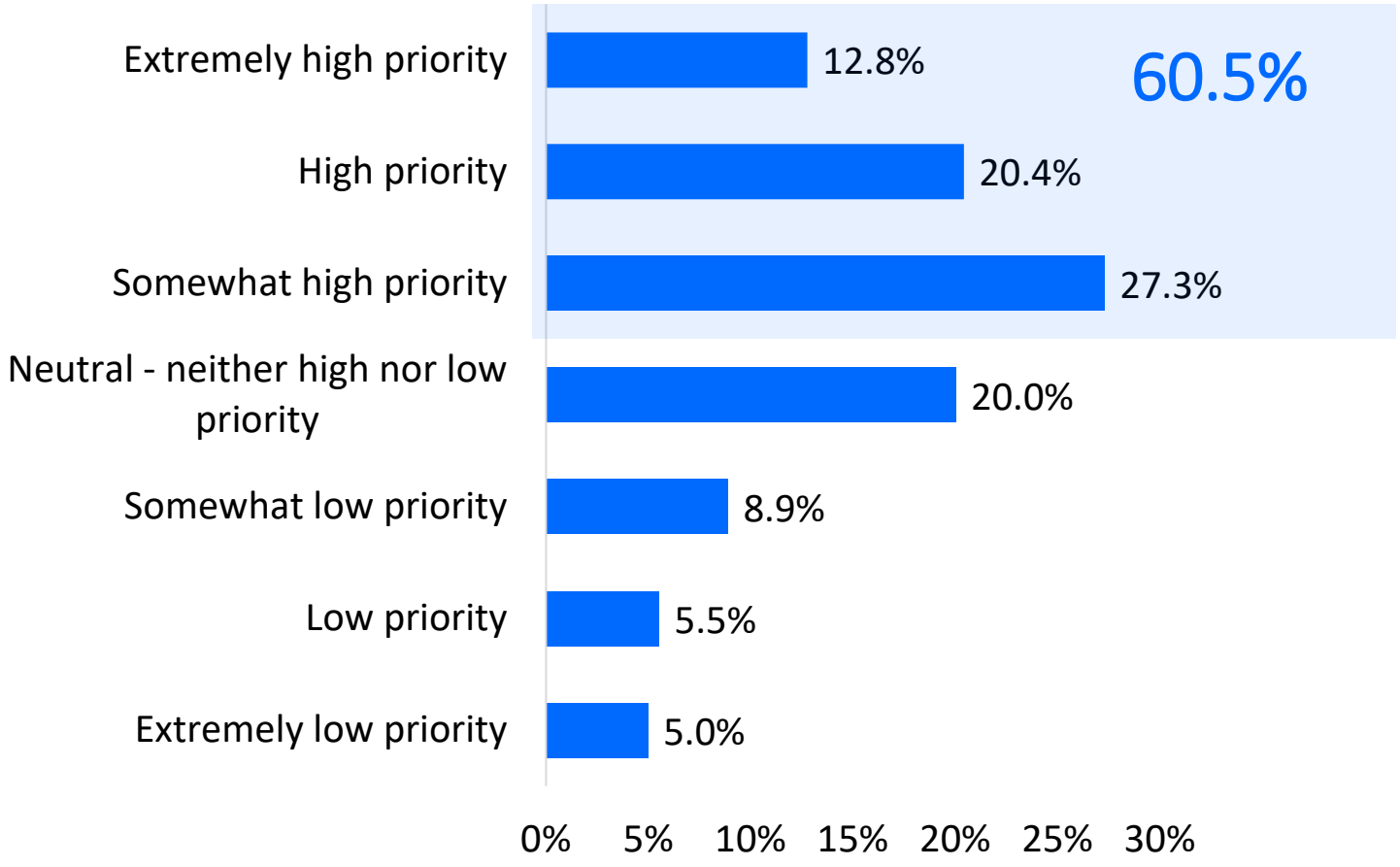
Base: All respondents, approx. 4,000 completed surveys per wave

Americans' intent to make travel a budget priority in the near-term future is strong.

Question:

Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

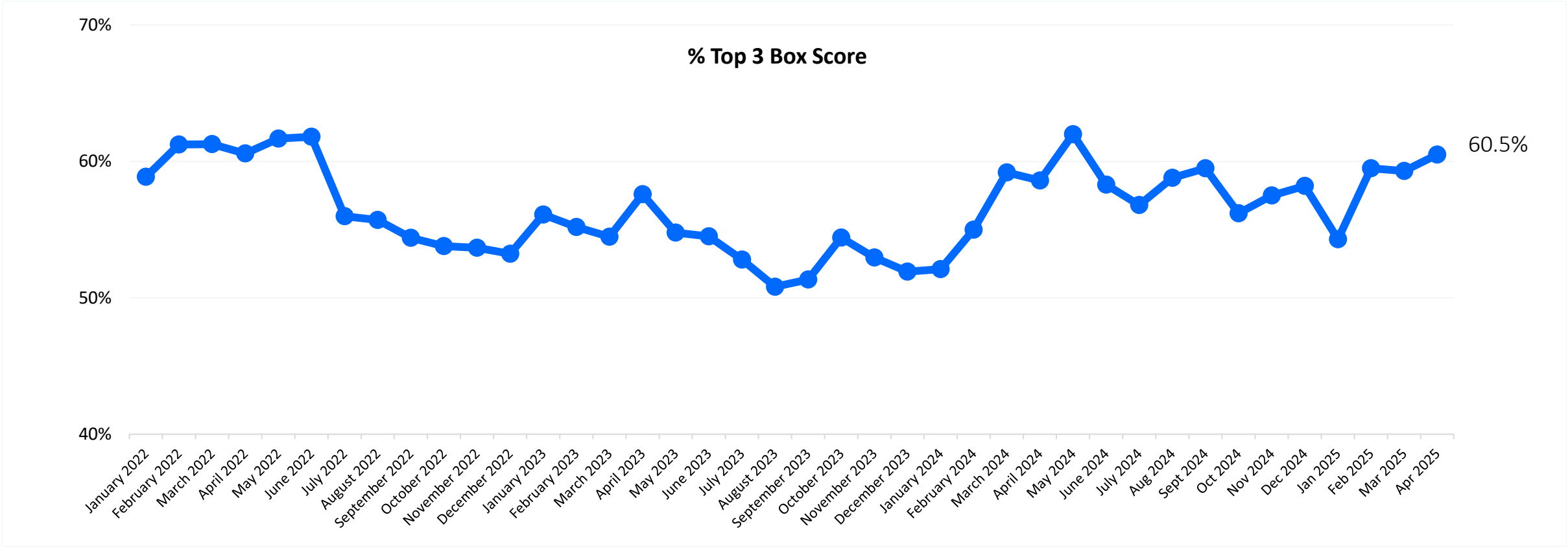
Leisure travel will be a(n) _____.



Base: All respondents, 4,122 completed surveys

Americans' intent to make travel a budget priority in the near-term future is strong.

Question:
Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.



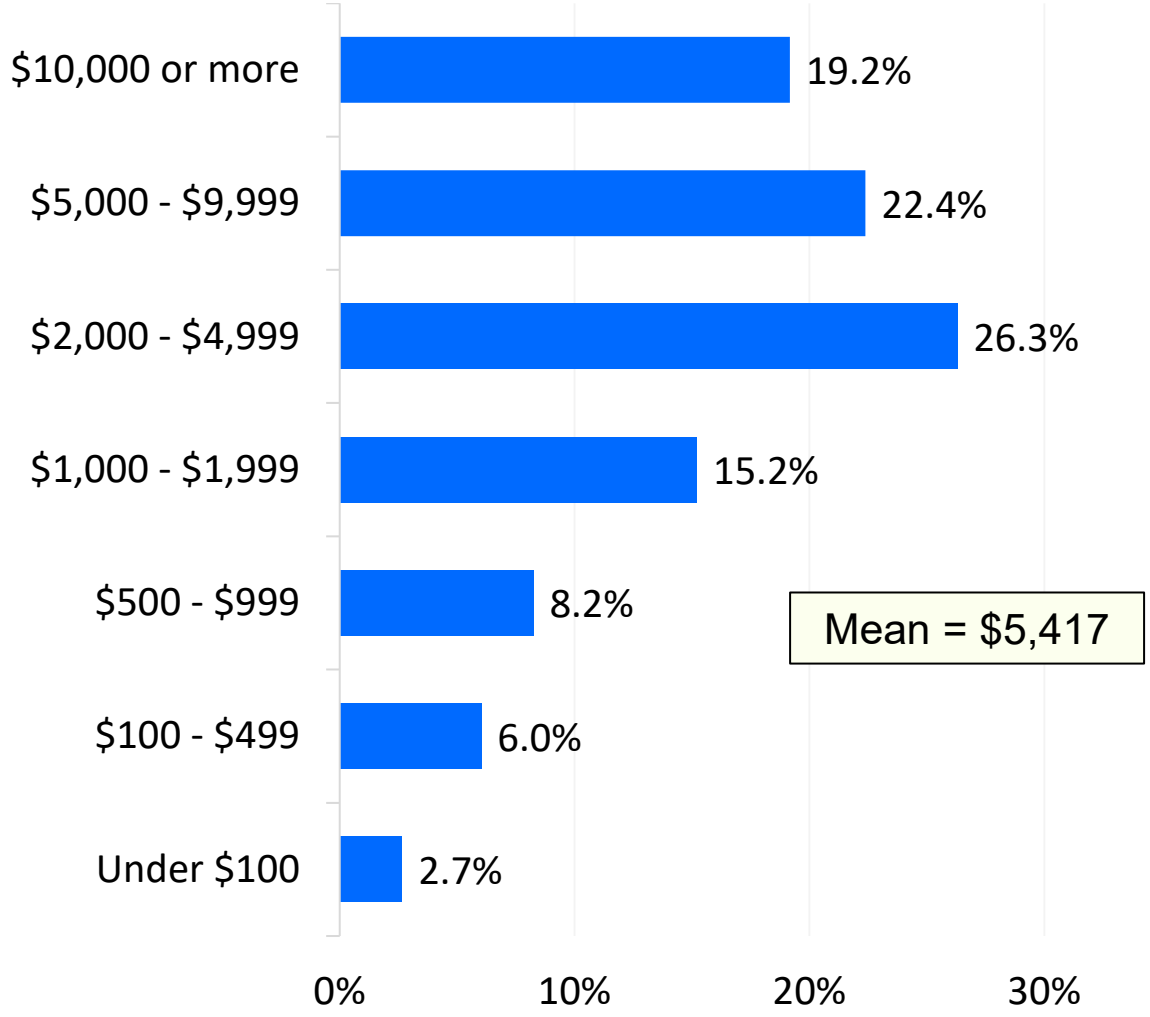
Future Partners

Base: All respondents, approx. 4,000 completed surveys per wave

Expected travel budgets are still strong, but dipped slightly this month.

Question:

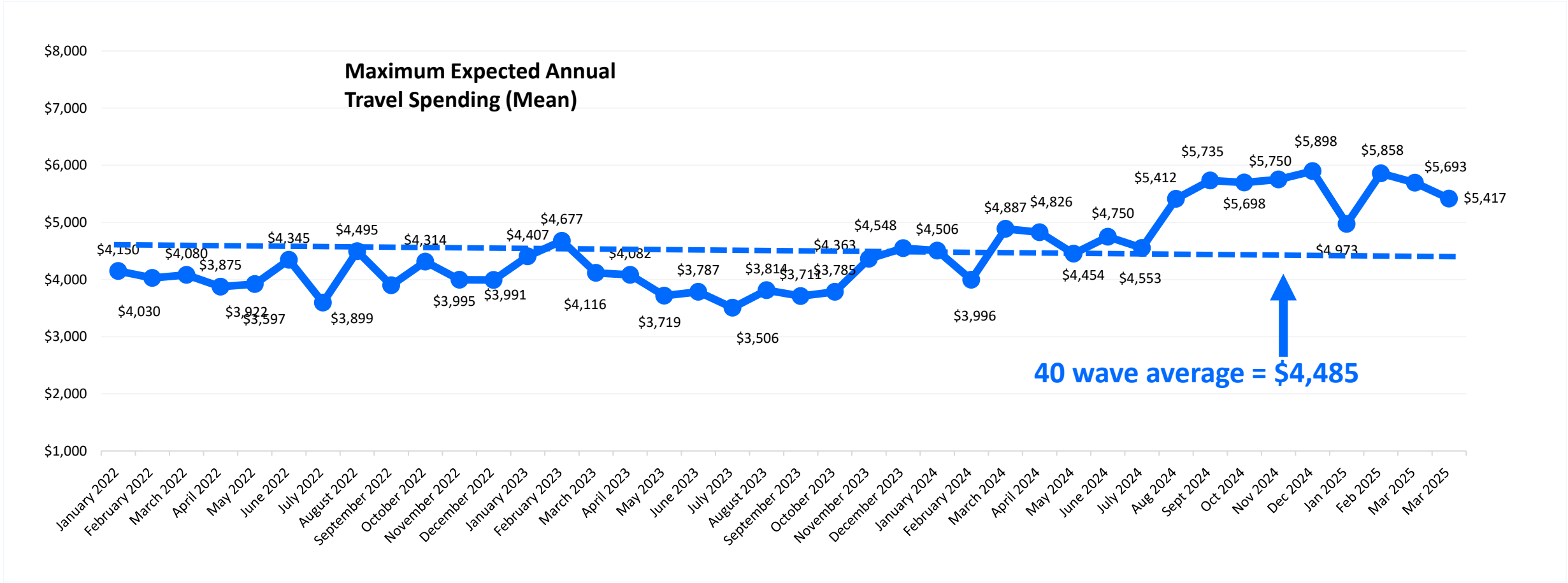
How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?



Base: All respondents, 4,047 completed surveys

Expected travel budgets are still strong, but dipped slightly this month.

Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? Maximum I would spend on leisure travel (next 12 months):



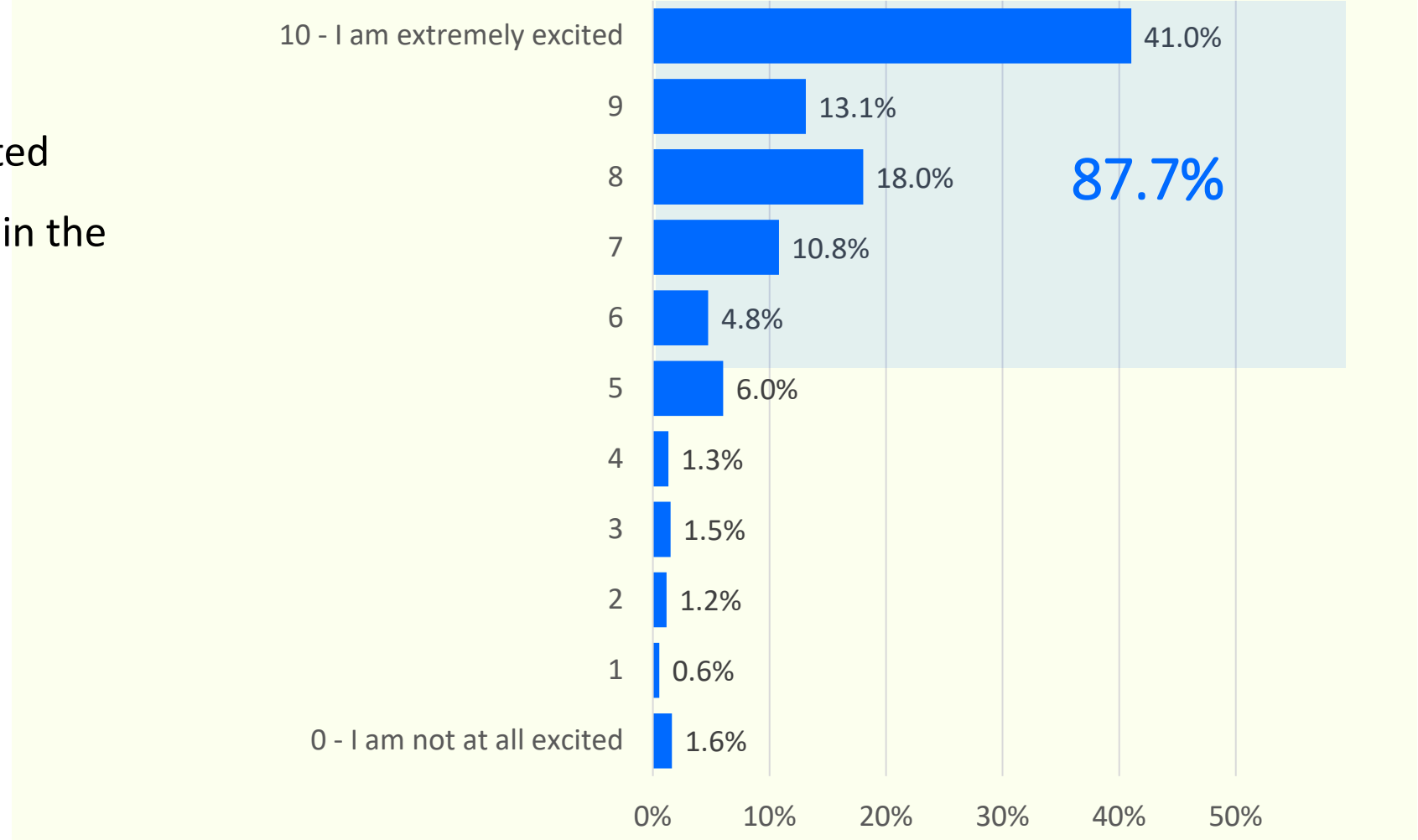
Future Partners

Base: All respondents, approx. 4,000 completed surveys per wave

Still Excited: Nearly 88% of American travelers register high excitement levels for travel

Question:

Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?

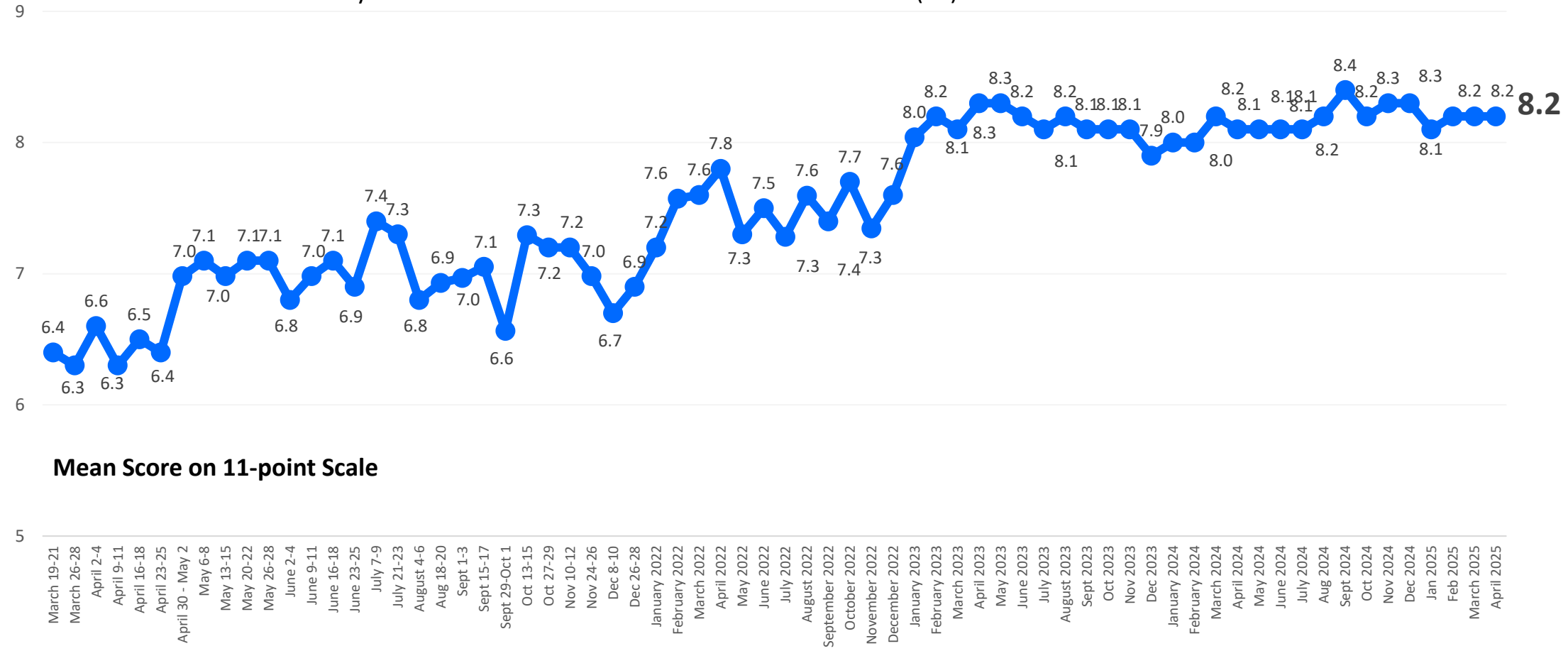


Base: All respondents, 4,122 completed surveys

Still Excited: Nearly 88% of American travelers register high excitement levels for travel

Question:

Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?



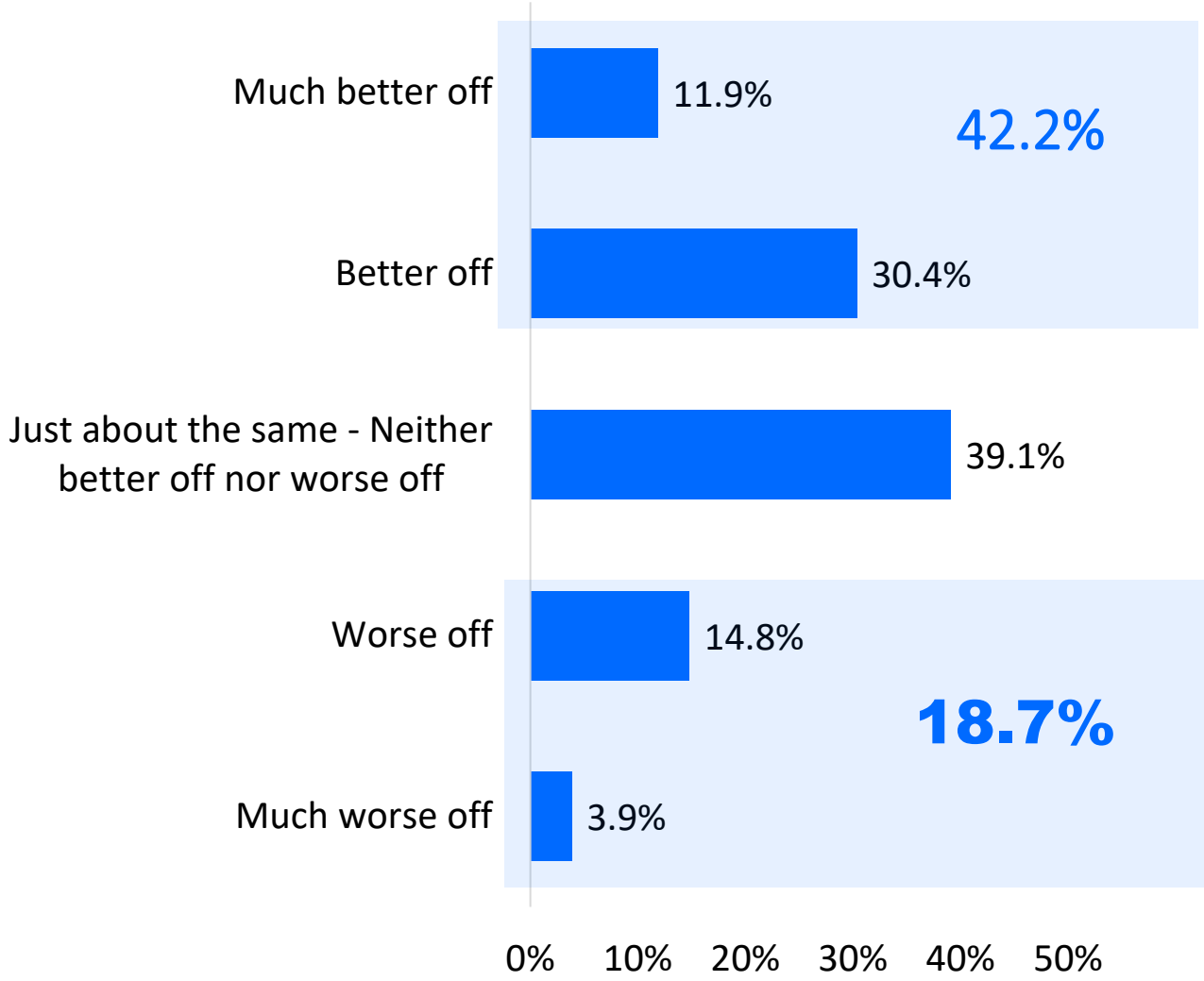
Future Partners

Base: All respondents, approx. 4,000 completed surveys per wave

Travelers feelings about their financial future dropped sharply this month.

Question:

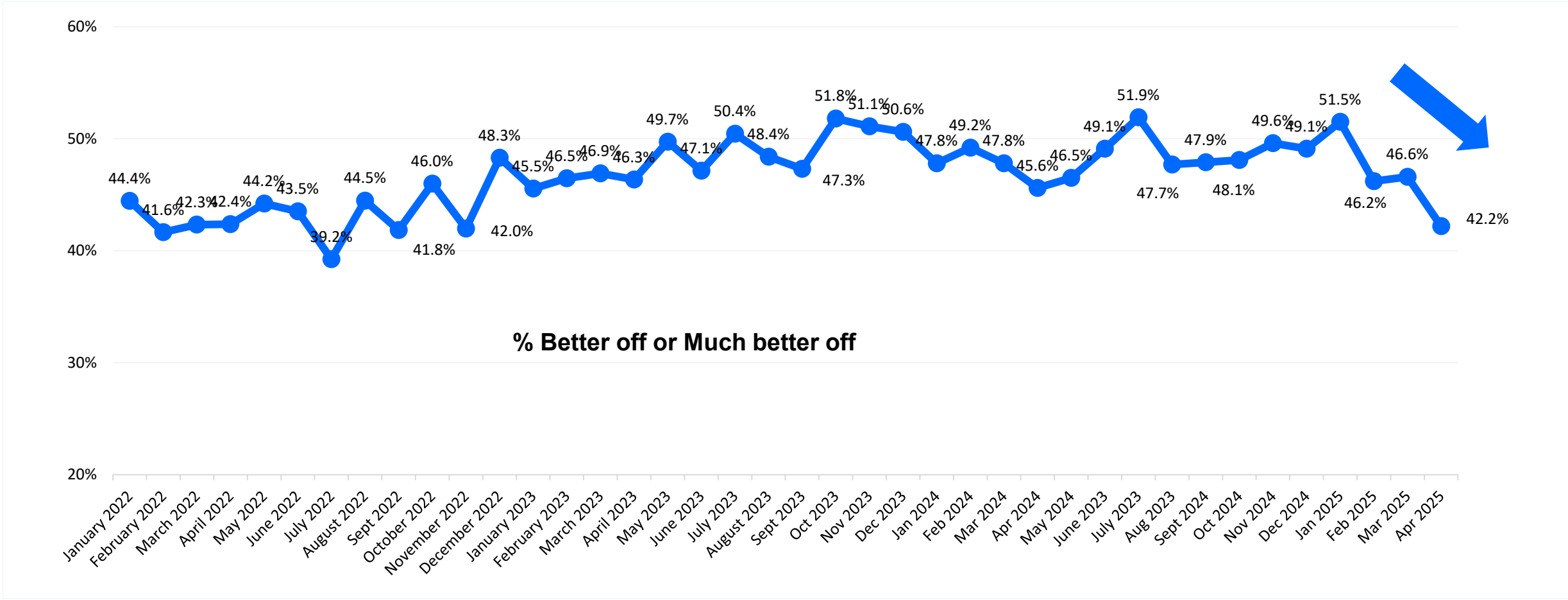
LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



Base: All respondents, 4,122 completed surveys

Travelers feelings about their financial future dropped sharply this month.

Question: LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off or just about the same as now?



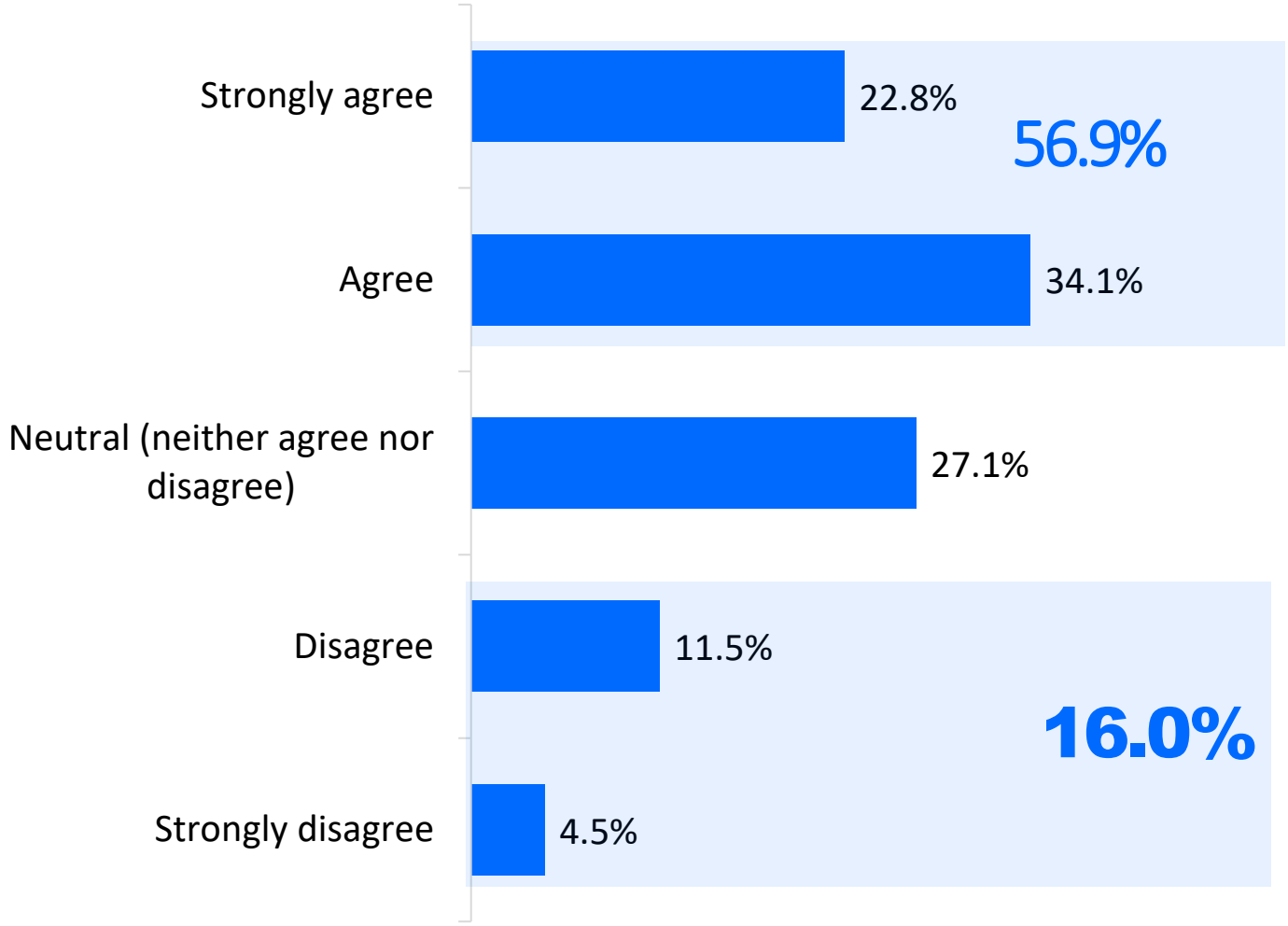
Future Partners

Base: All respondents, approx. 4,000 completed surveys per wave

More than half of travelers now expect an recession in the next six months.

Question:

I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.

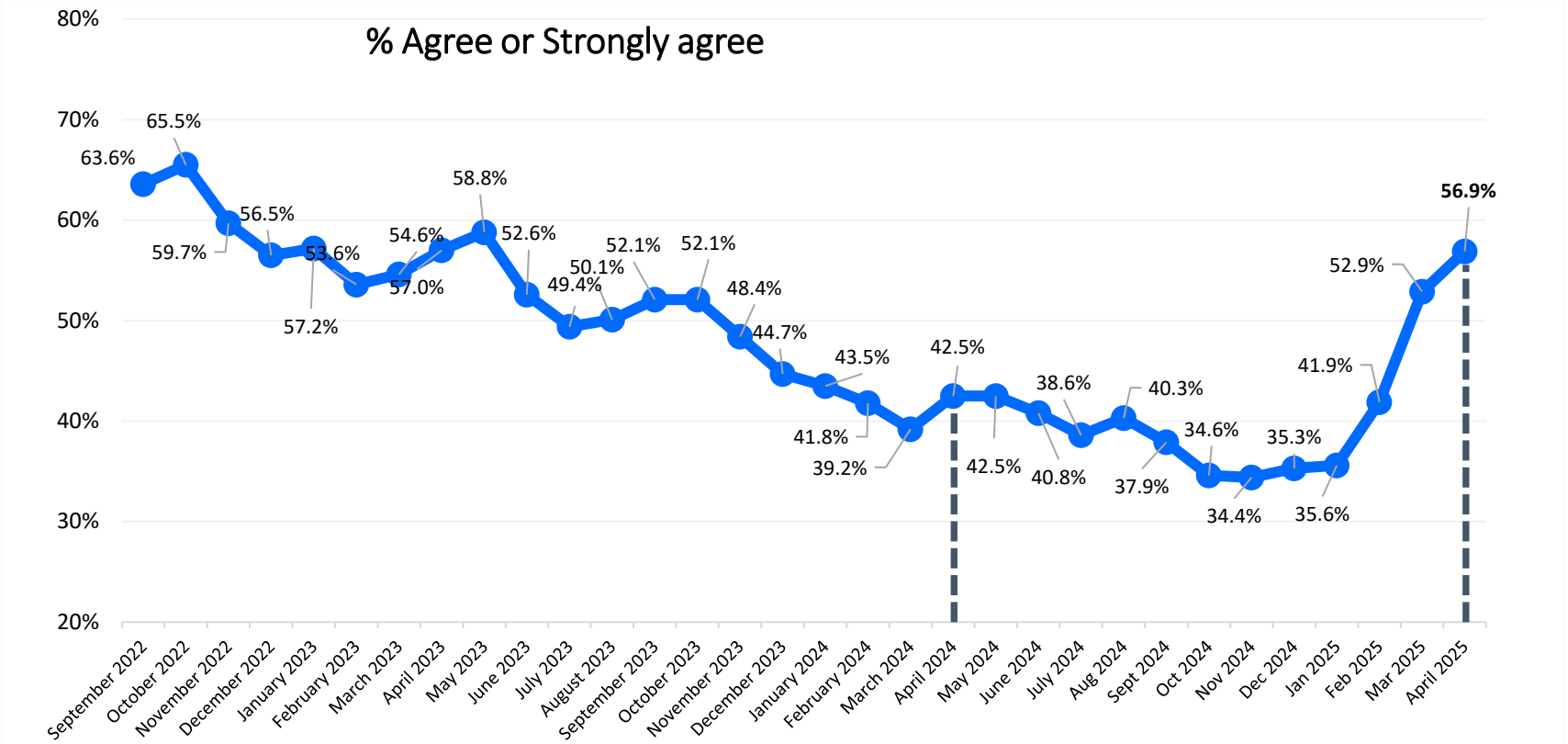


Base: All respondents, 4,122 completed surveys

Most travelers now expect an recession in the next six months.

Statement:

I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.

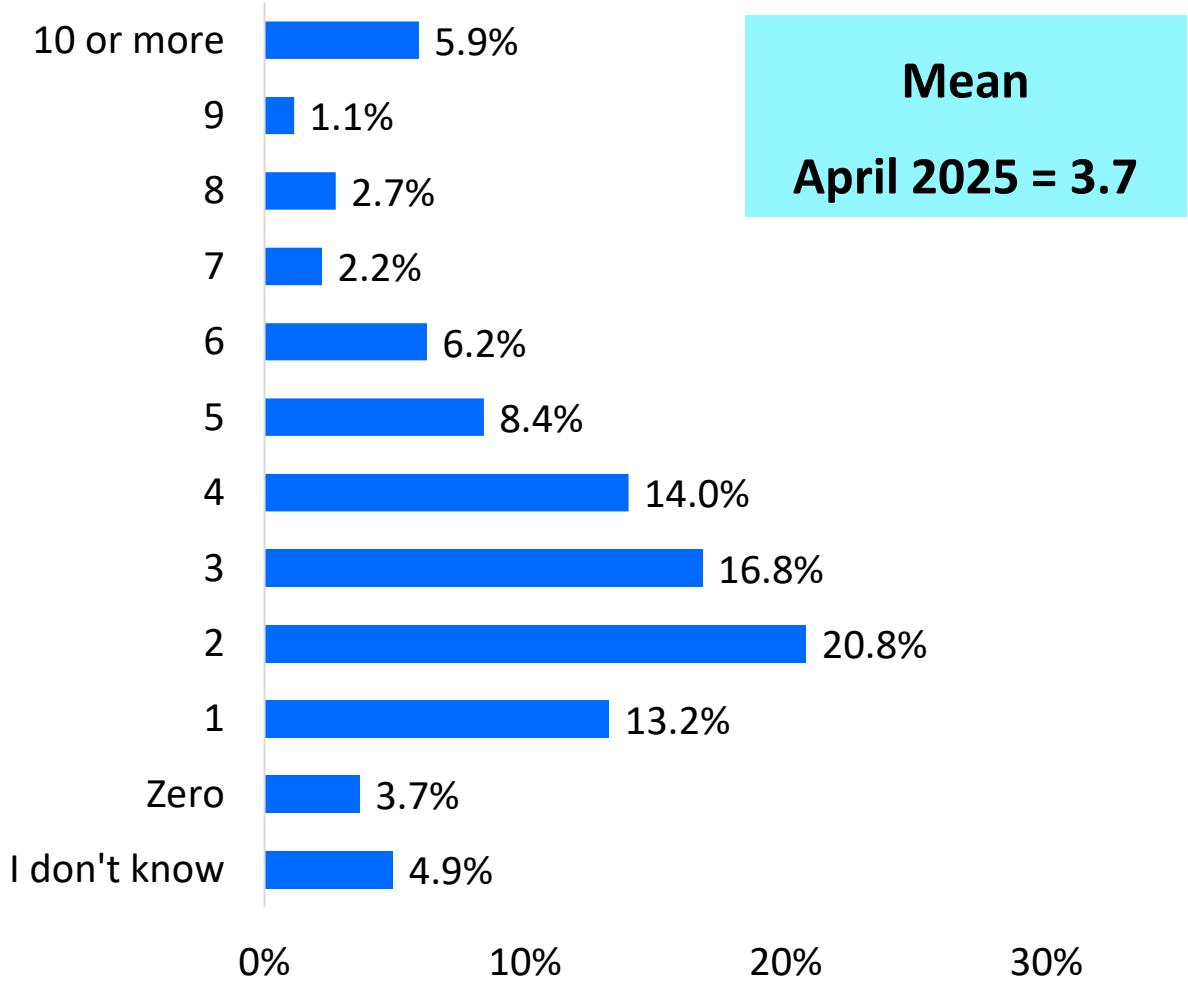


Base: All respondents, approx. 4,000 completed surveys per wave

Travelers have cut back on the number of trips they are planning.

Question:

IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?

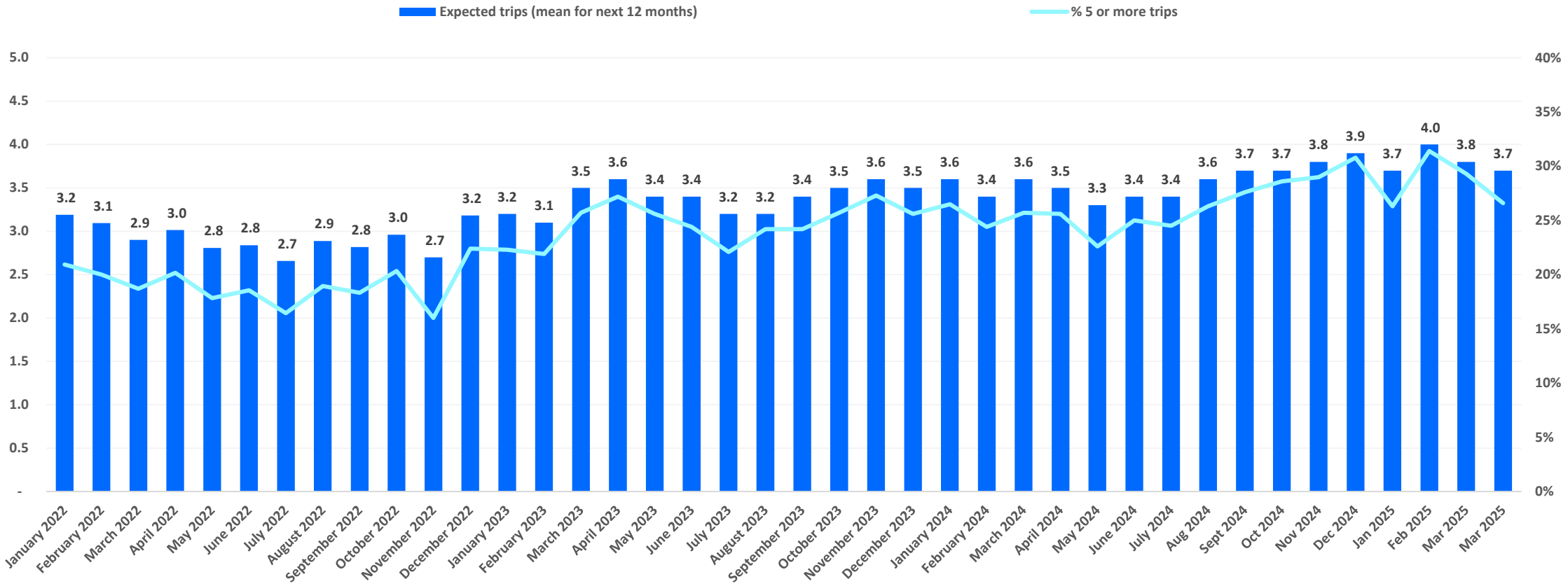


Base: All respondents, 4,122 completed surveys

Travelers continue to cut back on the number of trips they are planning.

Question:

IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?



Base: All respondents, approx. 4,000 completed surveys per wave

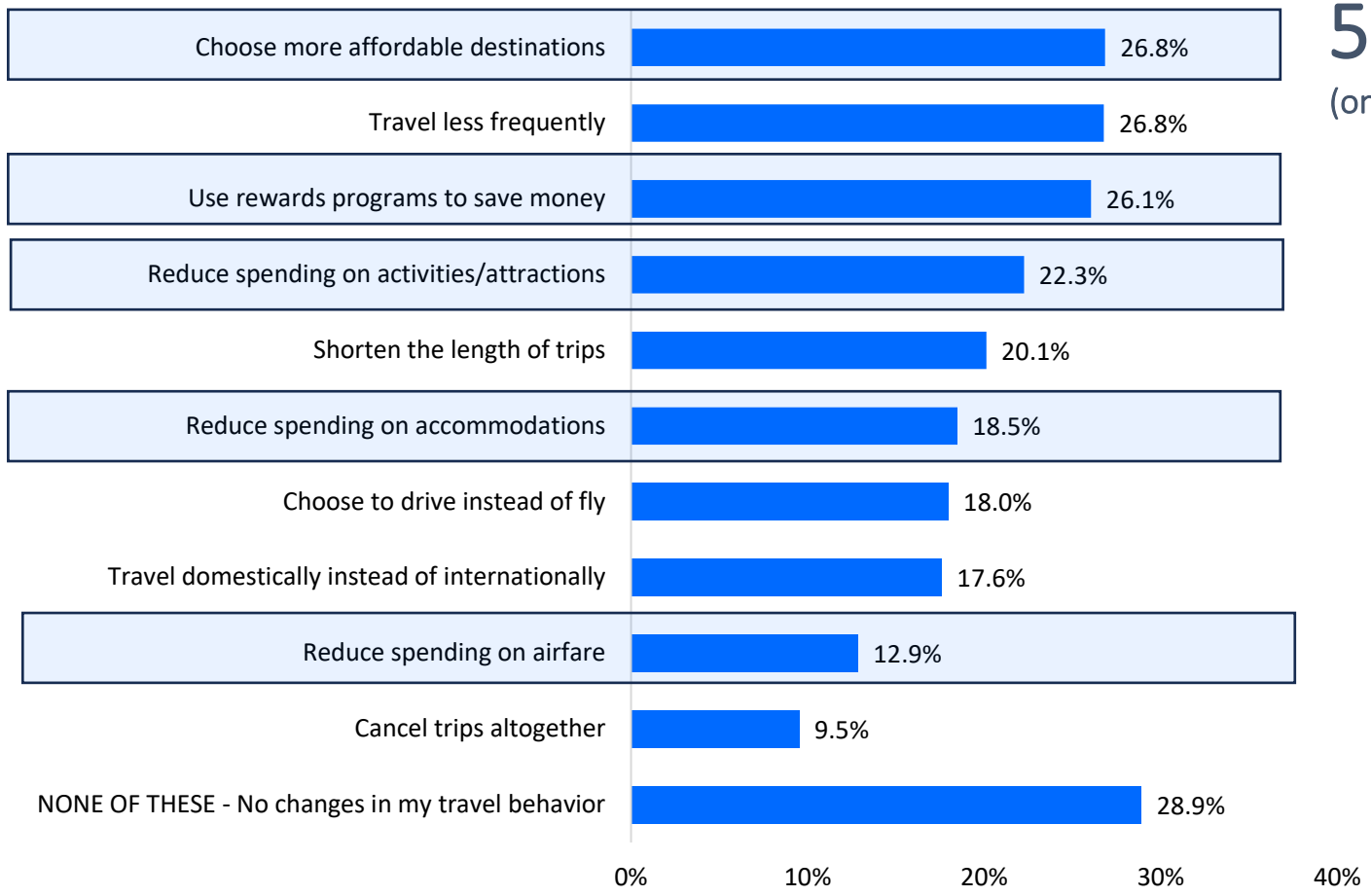
Over 70% of travelers expects to be using one of these (in the next 6 months) to deal with economic concerns.

Question:

Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.

Due specifically to concerns about the economy, I expect to

_____



55.1%
(one of these)

Base: All respondents, 4,122 completed surveys

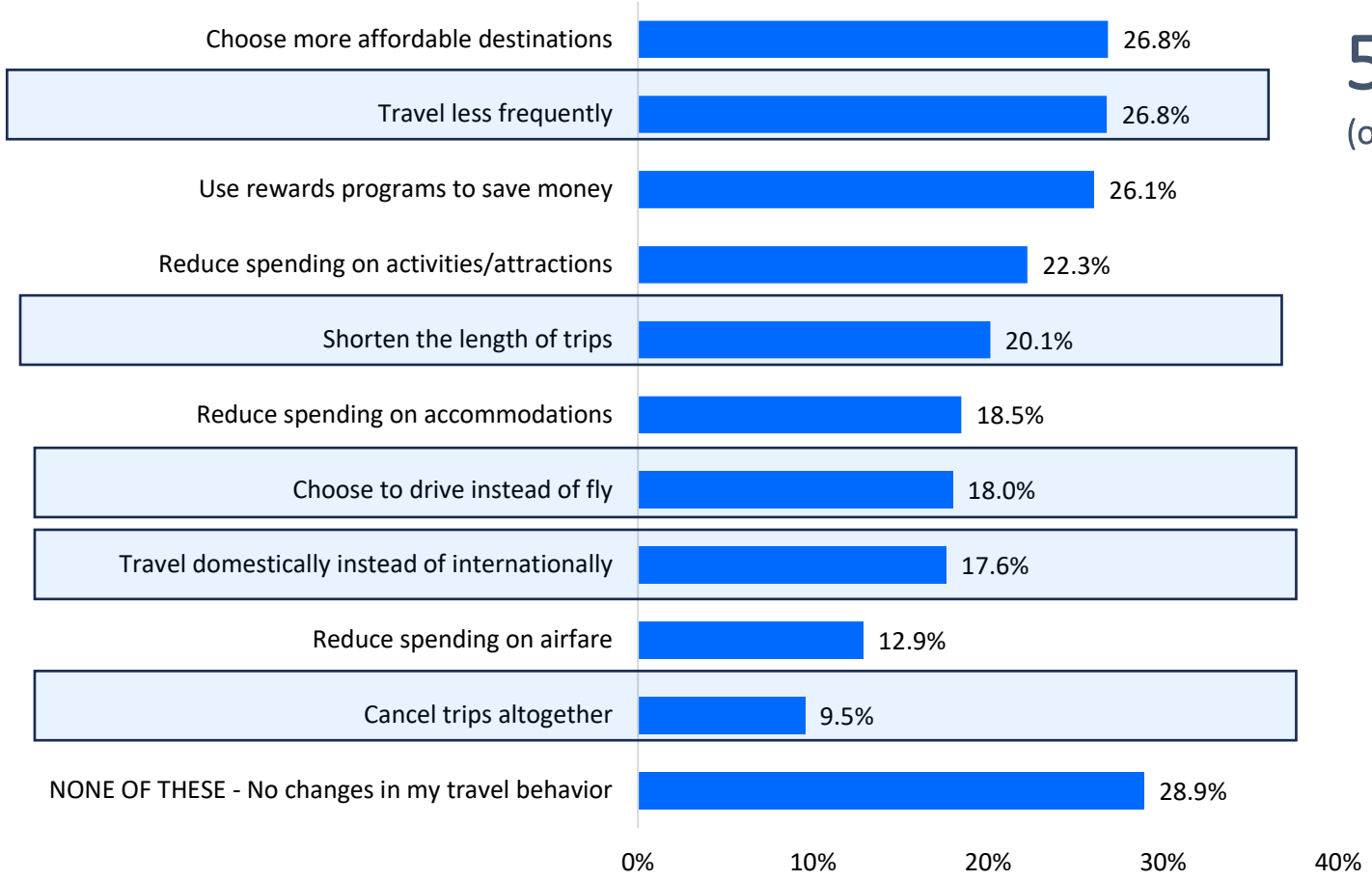
Nearly 70% of travelers expects to be using one of these (in the next 6 months) to deal with economic concerns.

Question:

Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.

Due specifically to concerns about the economy, I expect to

_____



52.8%
(one of these)

Base: All respondents, 4,122 completed surveys


How is
Your
Domestic Audience
Feeling?

Definition:

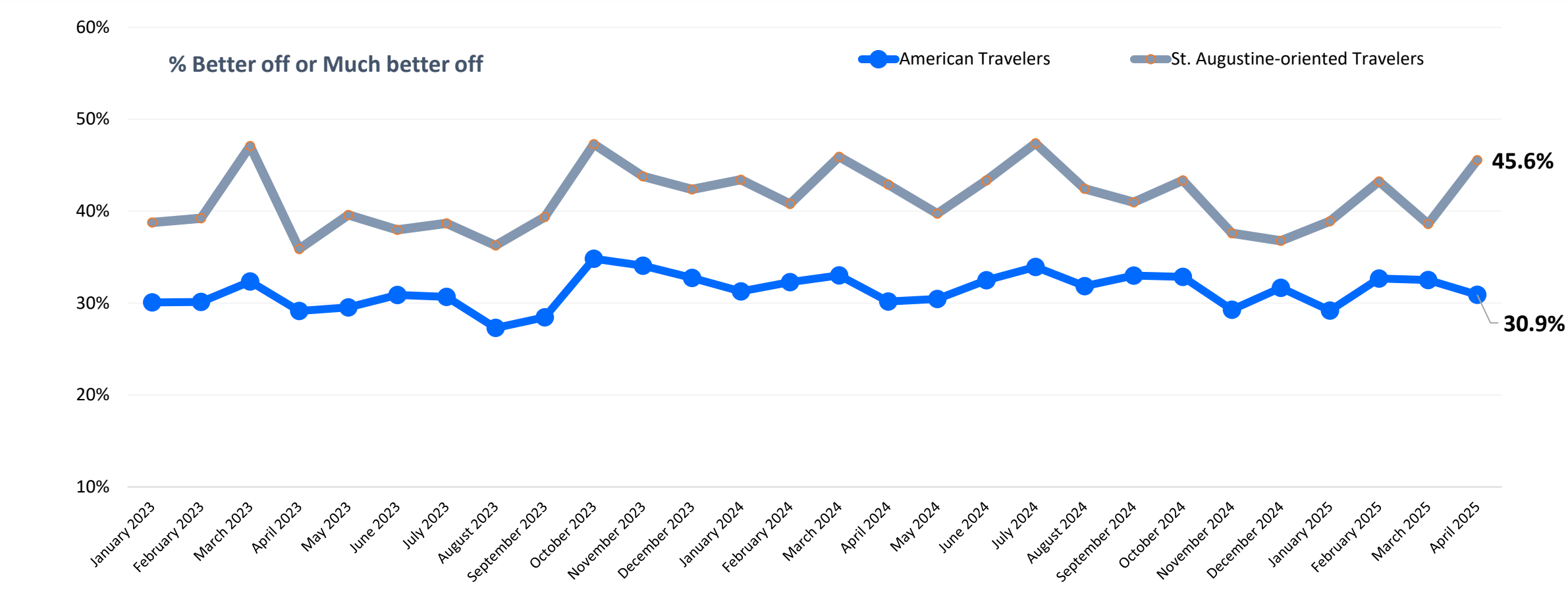
St. Augustine-oriented Traveler

A person who has visited St. Augustine in the past 12 months or who says they are likely to visit in the next 12 months.



St. Augustine-oriented travelers are feeling much better than the norm about their finances.

Question:
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



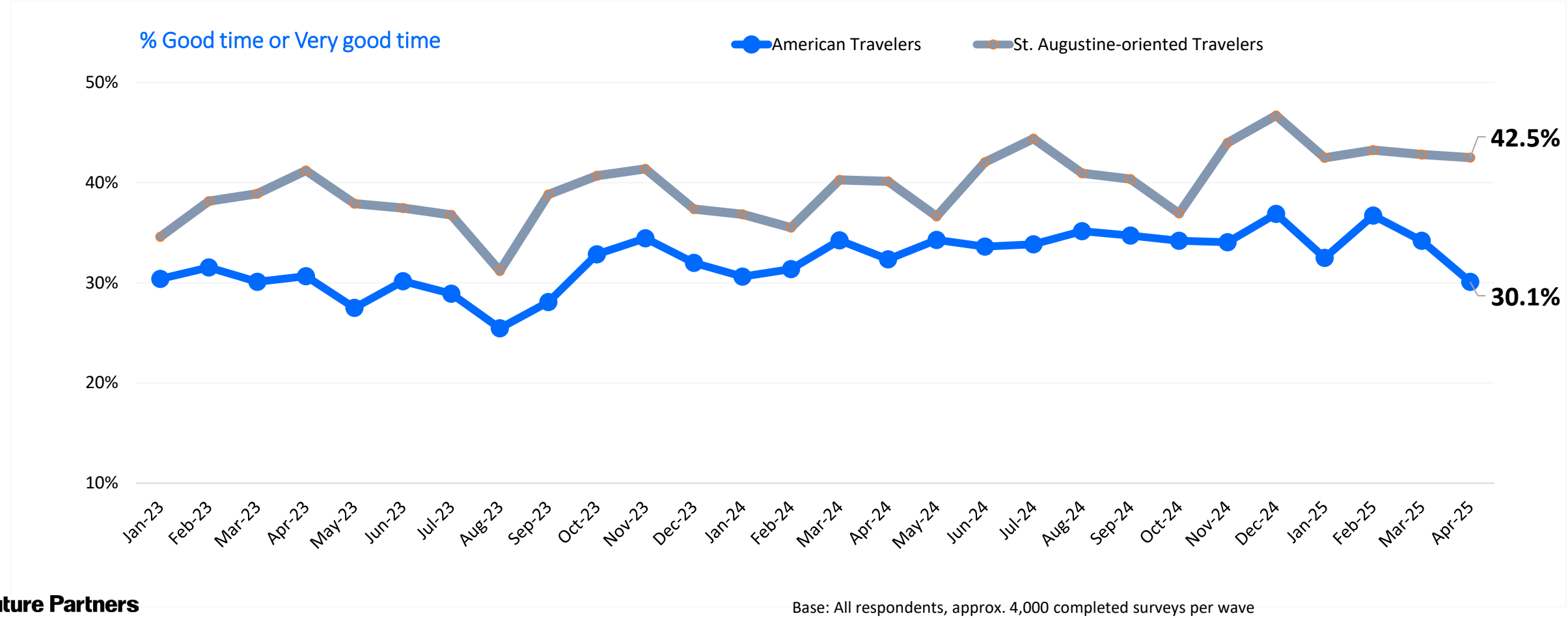
Future Partners

Base: All respondents, approx. 4,000 completed surveys per wave

They’re also more likely to feel like now is a good time to spend on travel.

Question:

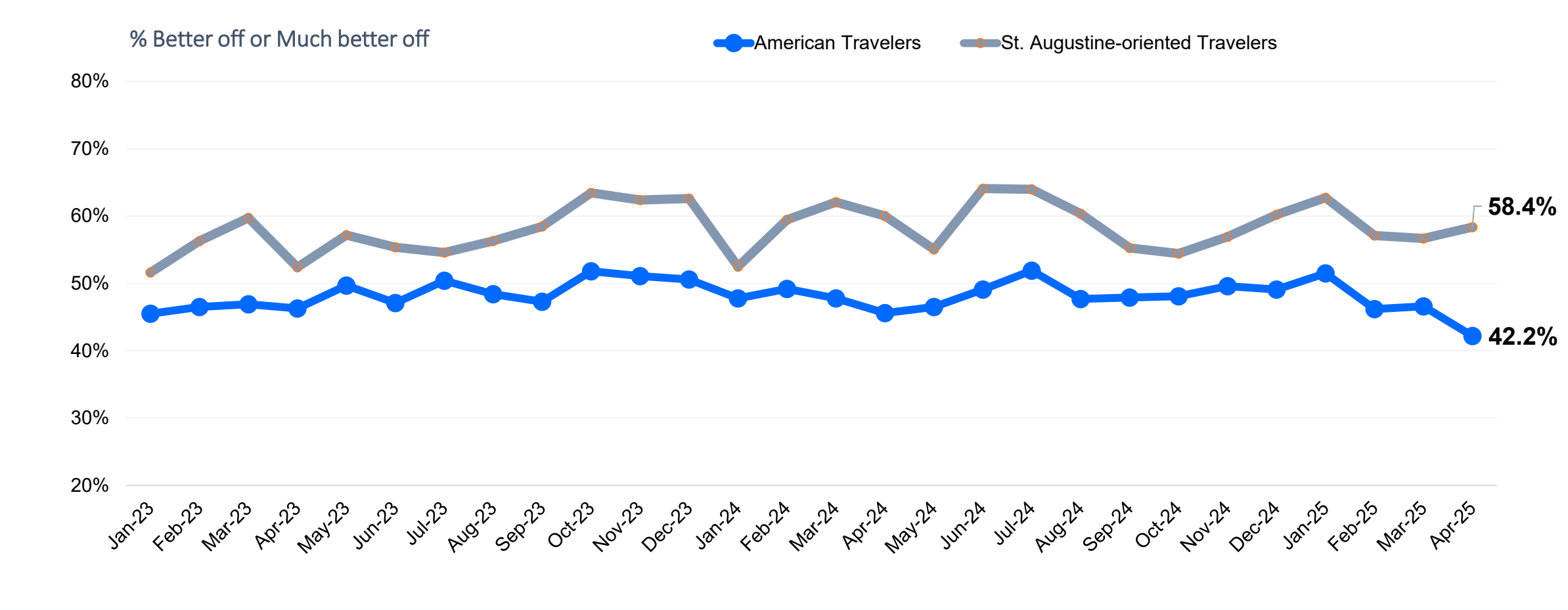
Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



Base: All respondents, approx. 4,000 completed surveys per wave

They're more optimistic about their financial futures.

Question: LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



Future Partners

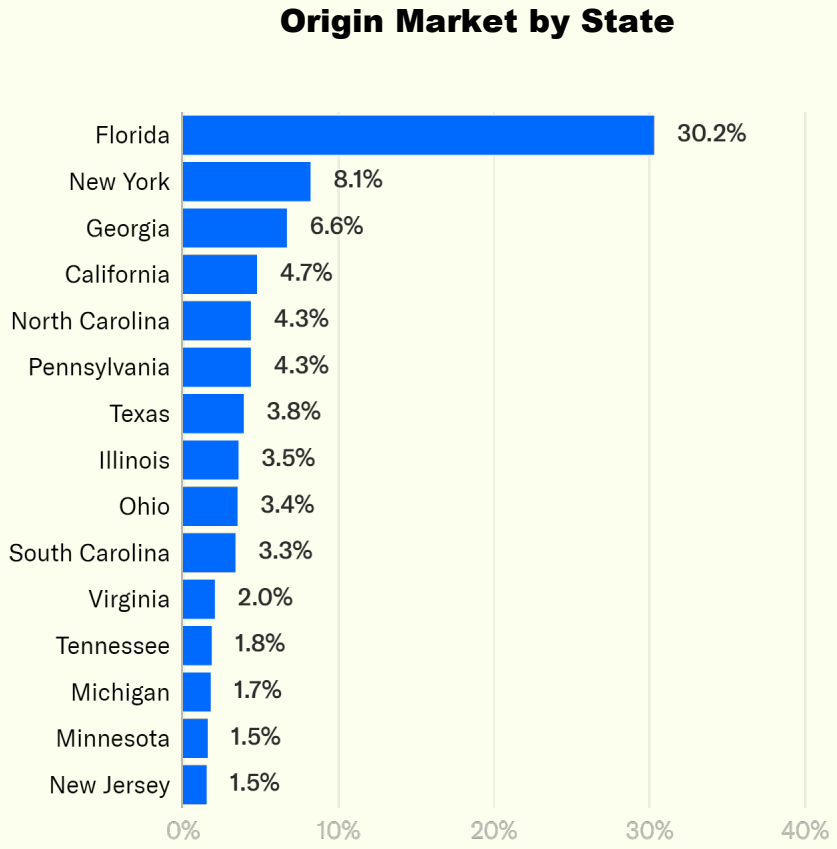
Base: All respondents, approx. 4,000 completed surveys per wave

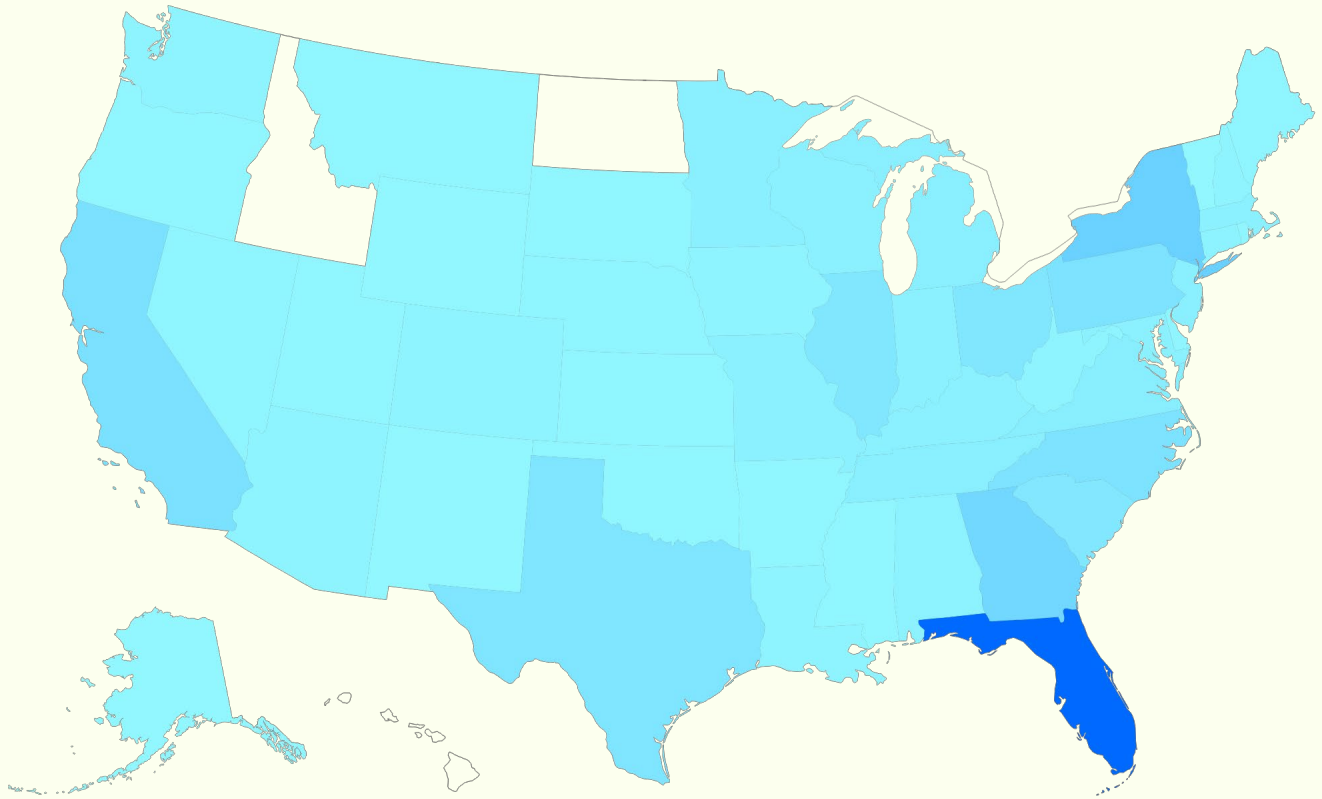


Domestic Visitors: St. Augustine, Ponte Vedra, and the Beaches

Origin Markets by State

Recent Visitors to St. Augustine, FL (Past 12 Months)





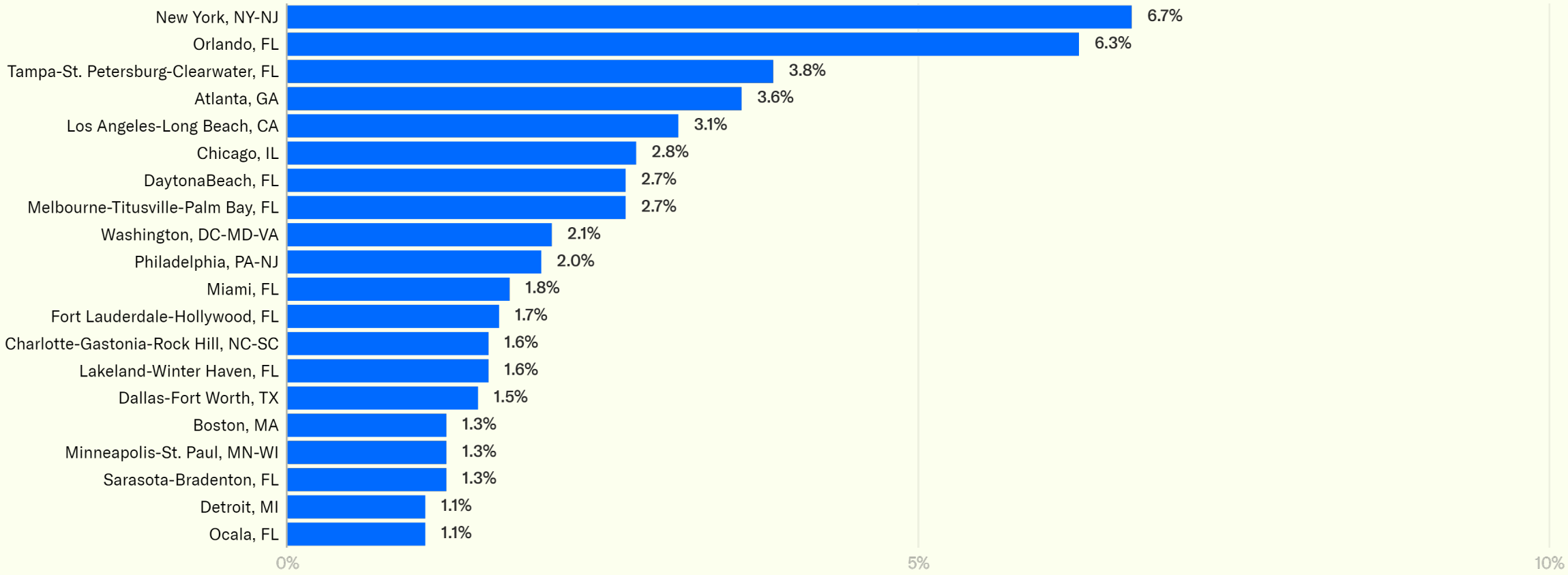
Question: In which state do you currently live in?

Base: Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,512 completed surveys.

Origin Markets by Metro

Out-of-Market Recent Visitor to St. Augustine, FL (Past 12 Months)

Origin Market by Metro

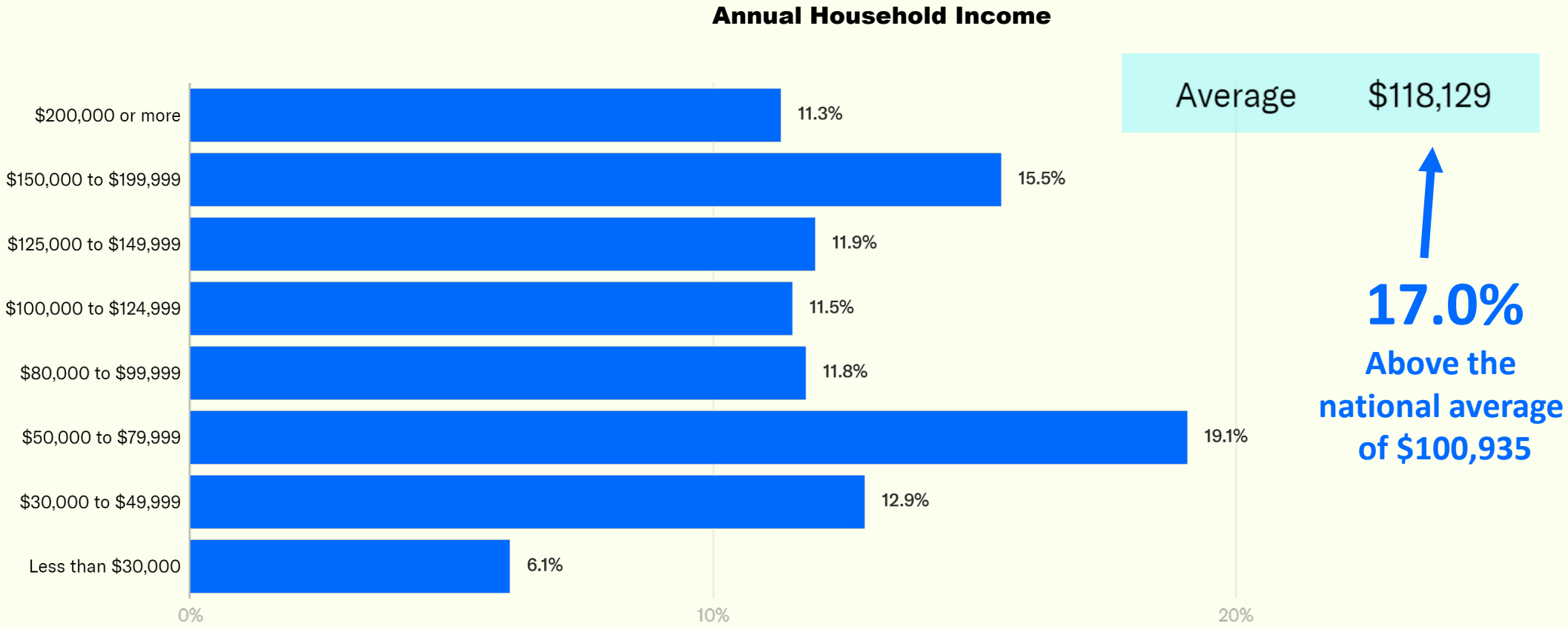


Question: What is your 5-digit zip code?

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,512 completed surveys.

Household Income

Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)

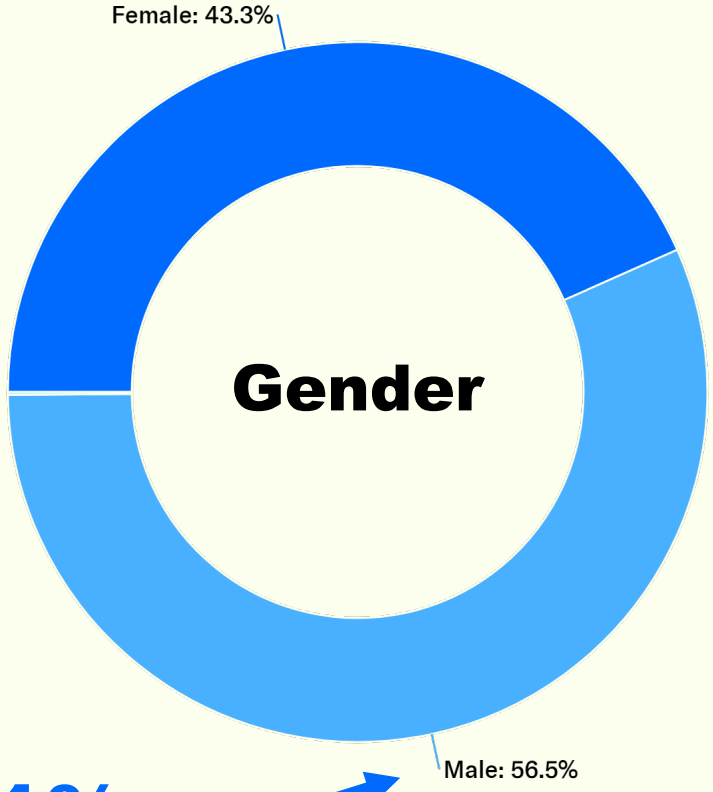


Question 1: Which best describes the combined annual income of all members of your household?

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,190 completed surveys.

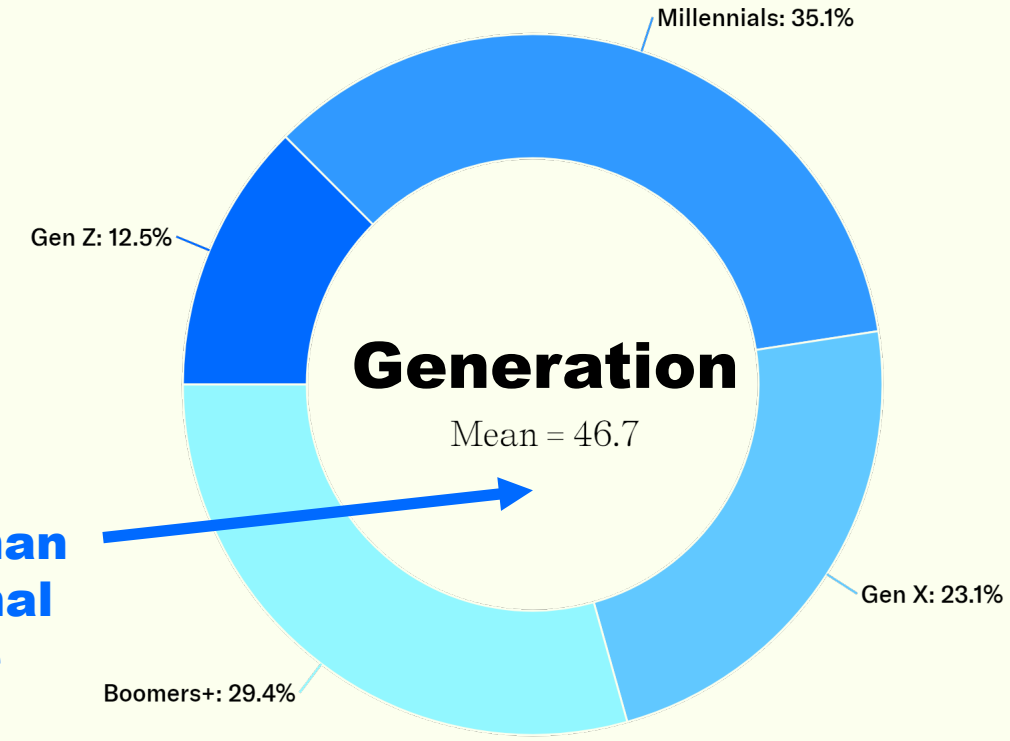
Gender & Generation

Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)



49.1%
(National Average)

3 years younger than the national average

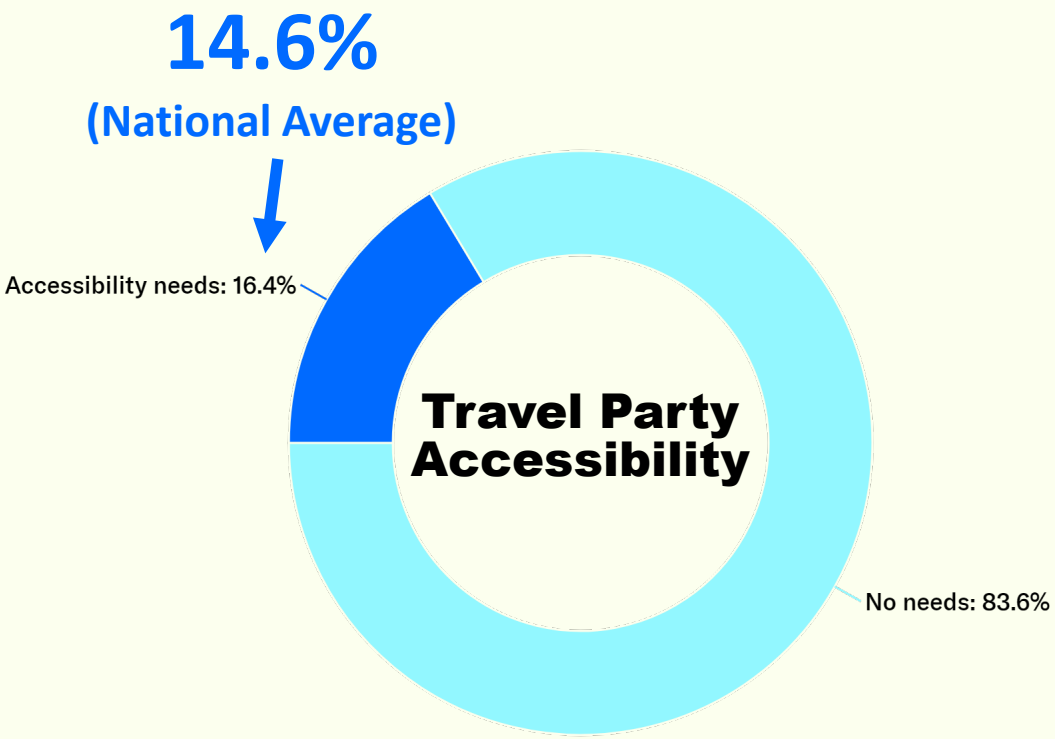


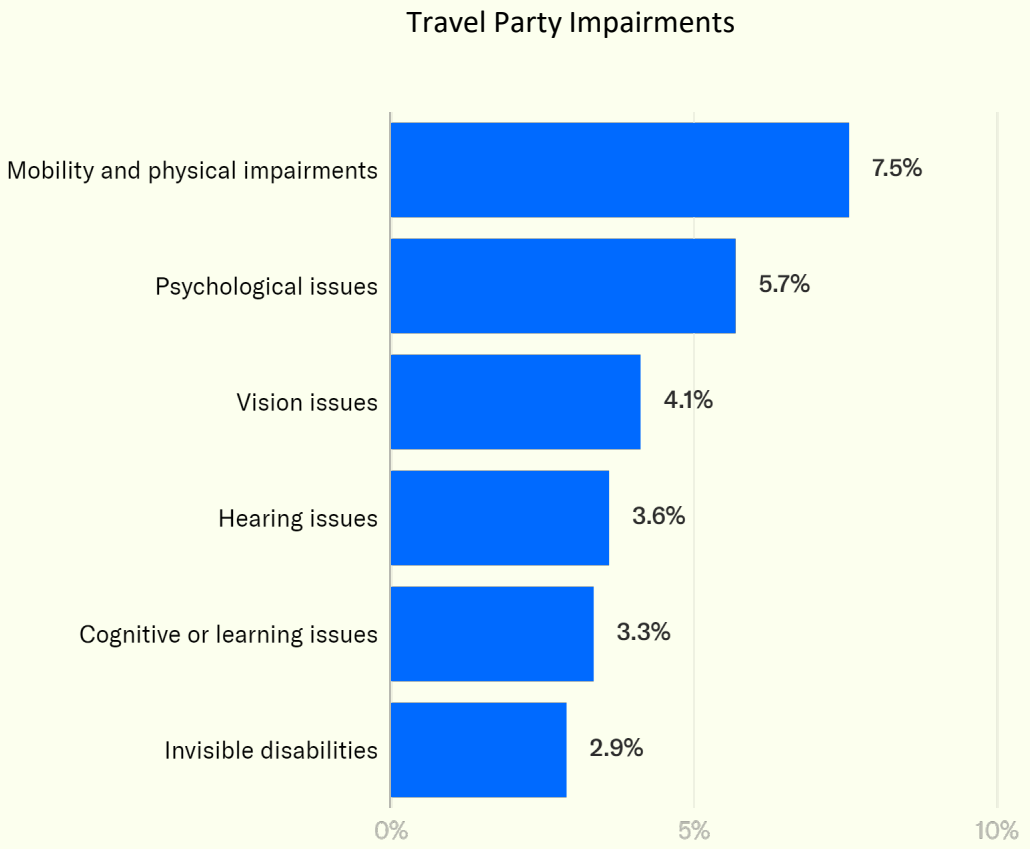
Question 1: What is your gender?
Question 2: In what year were you born?

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,197 completed surveys.

Accessibility Needs

Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)



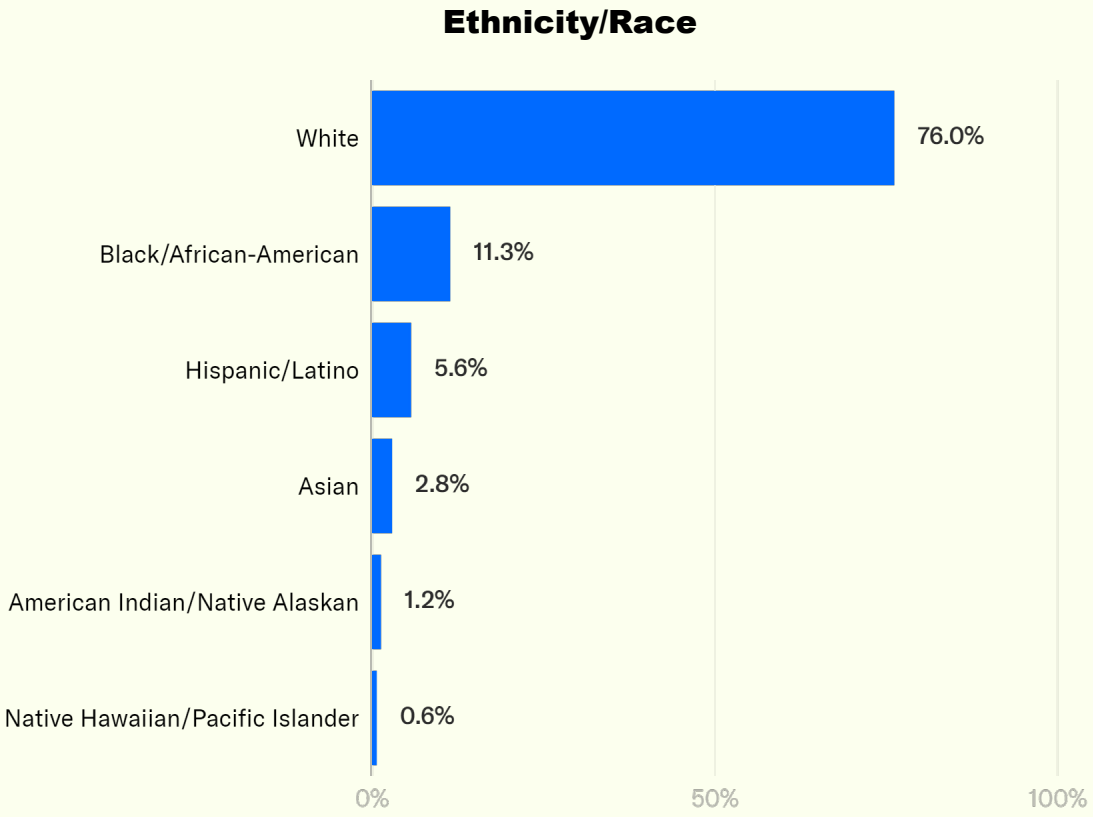


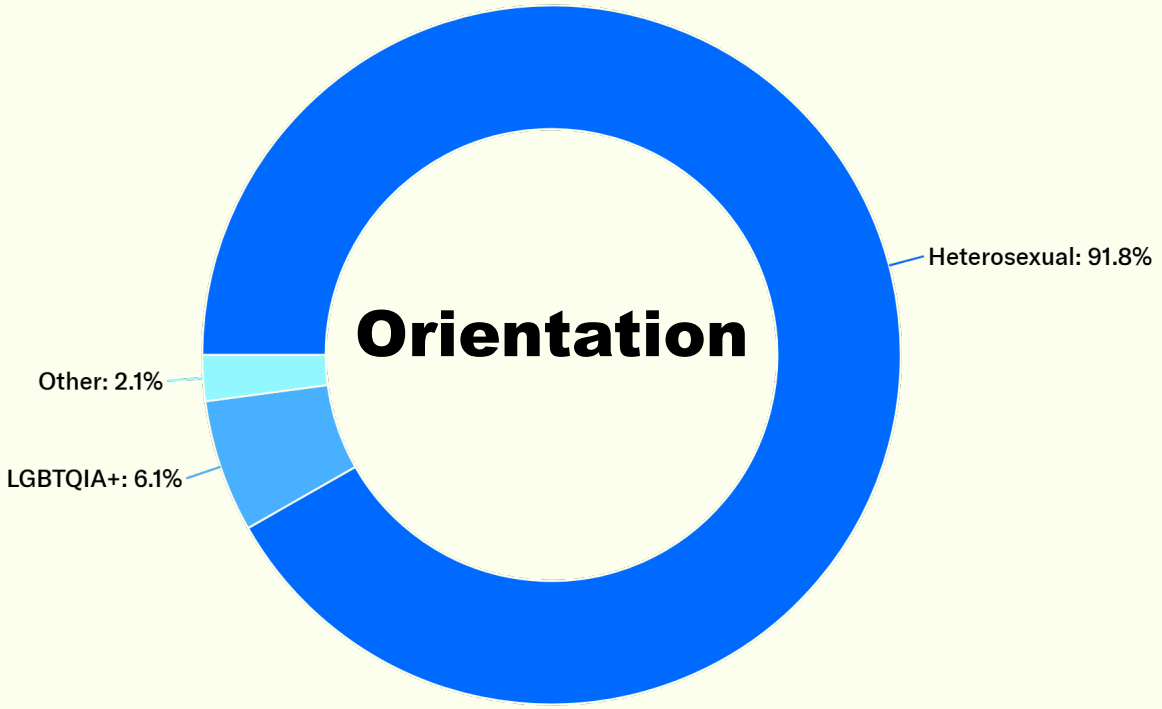
Question 1: Because of a physical, mental or emotional issue do you (or anyone you regularly travel with) have difficulties or face challenges traveling?
Question 2: Which best describe the issues that cause you (or anyone you regularly travel with) to have difficulties or challenges while traveling? (Select all that apply)

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,197 completed surveys.

Ethnicity & Orientation

Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)





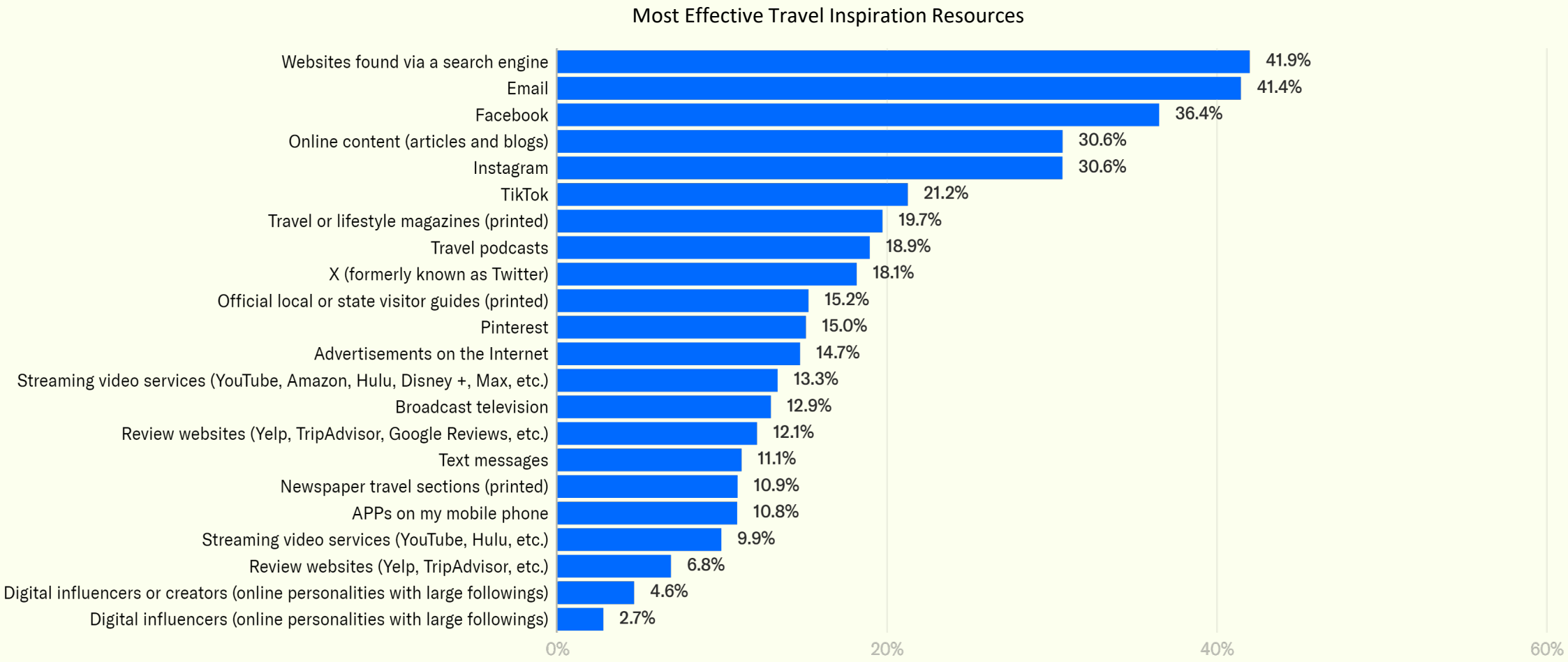
Question 1: Which best describes your ethnicity?

Question 2: Do you consider yourself? (Select one)

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,173 completed surveys.

Travel Inspiration Resources

Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)

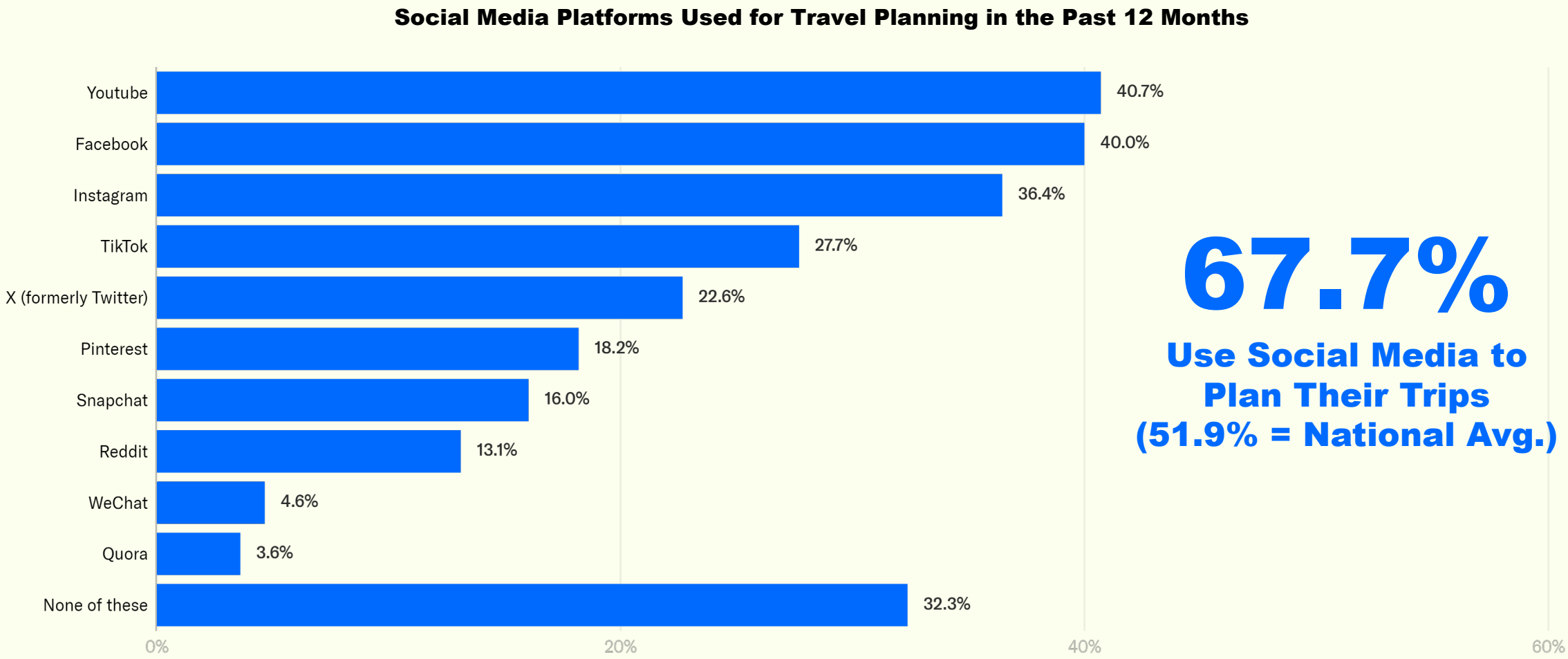


Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,197 completed surveys.

Social Media Platforms Used For Travel

Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)



67.7%

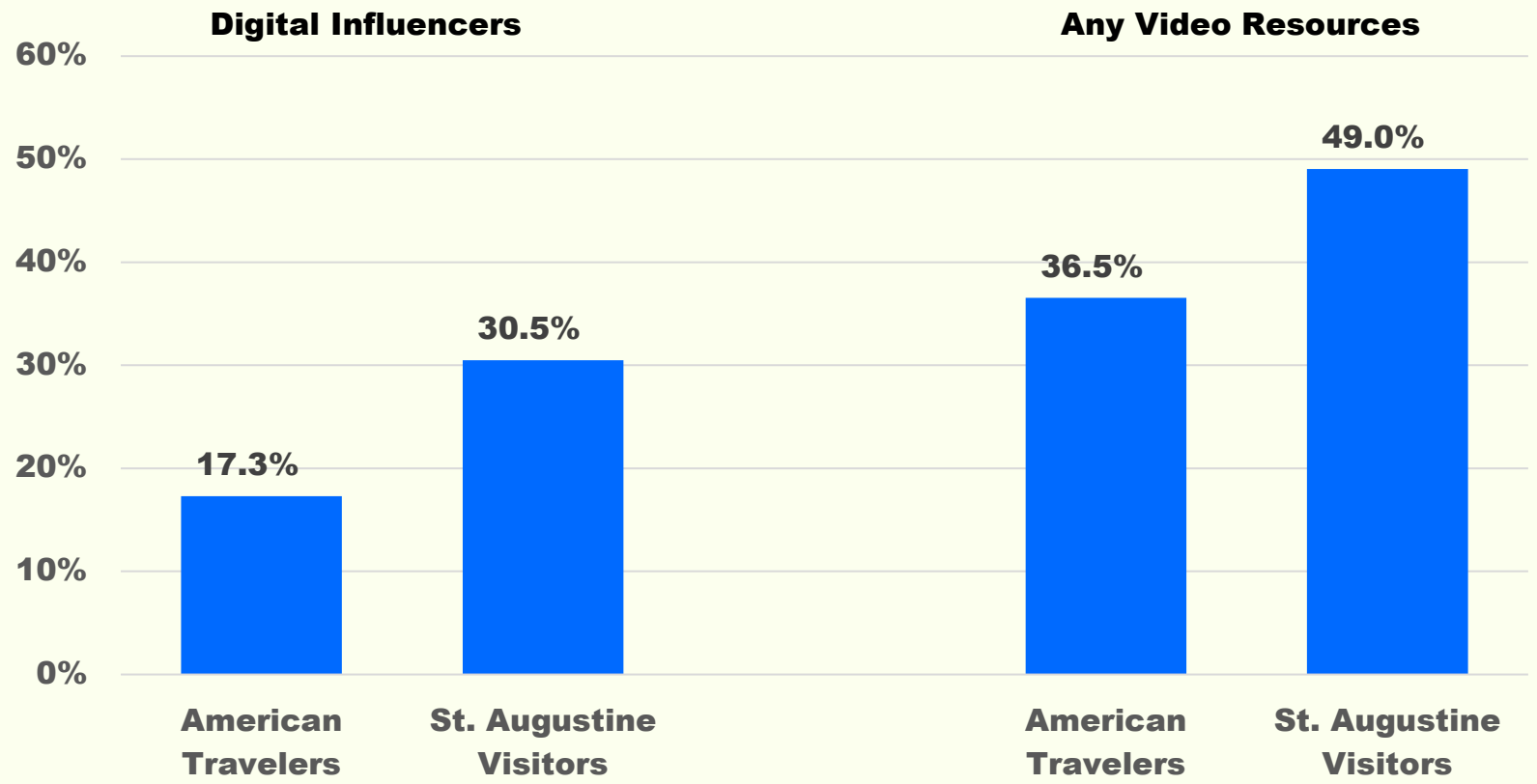
Use Social Media to Plan Their Trips (51.9% = National Avg.)

Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS? (Select all that apply)

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,197 completed surveys.

Use of Video Resources in Travel Planning

Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)

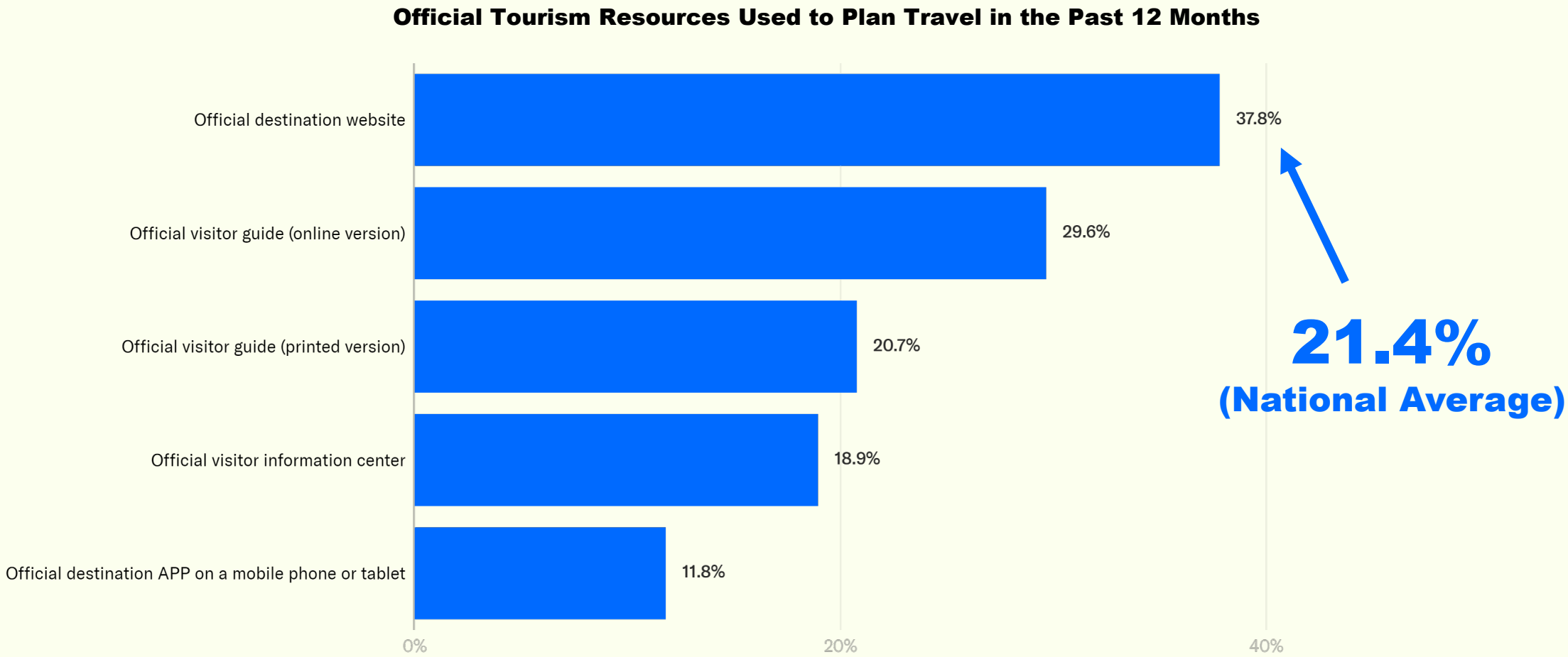


Question: In the past 12 months, have you used ONLINE VIDEO including visiting video sharing websites (e.g. Youtube.com, AOL Video, TikTok or Google Video) to plan any travel?
Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,197 completed surveys.

Official Tourism Office Resources Used

Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)

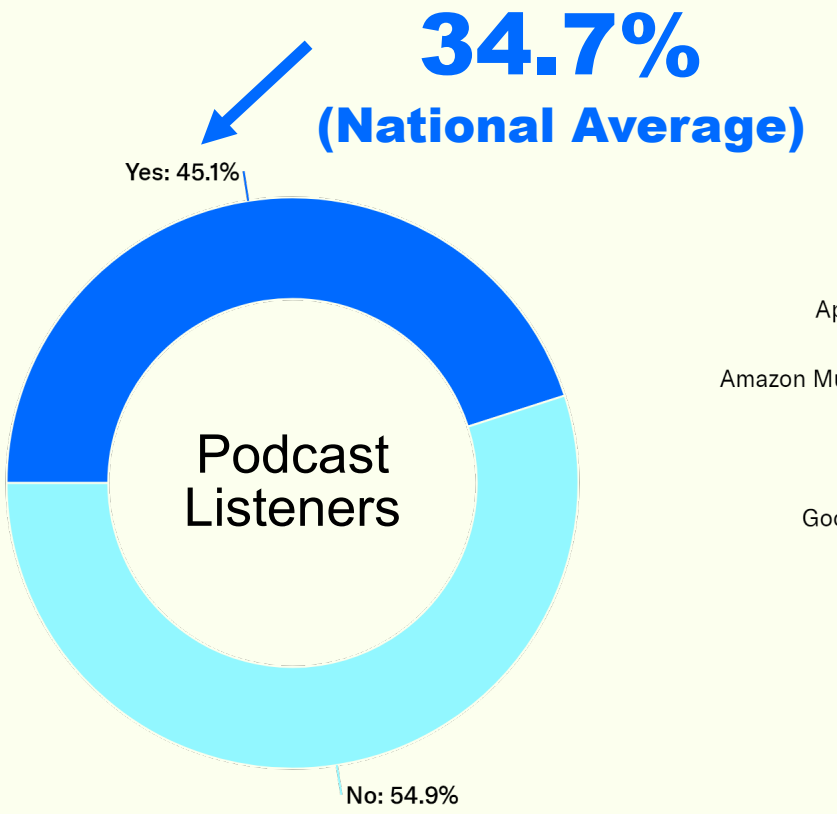


Question: In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel? If so, which resources did you use? (Select all that apply)

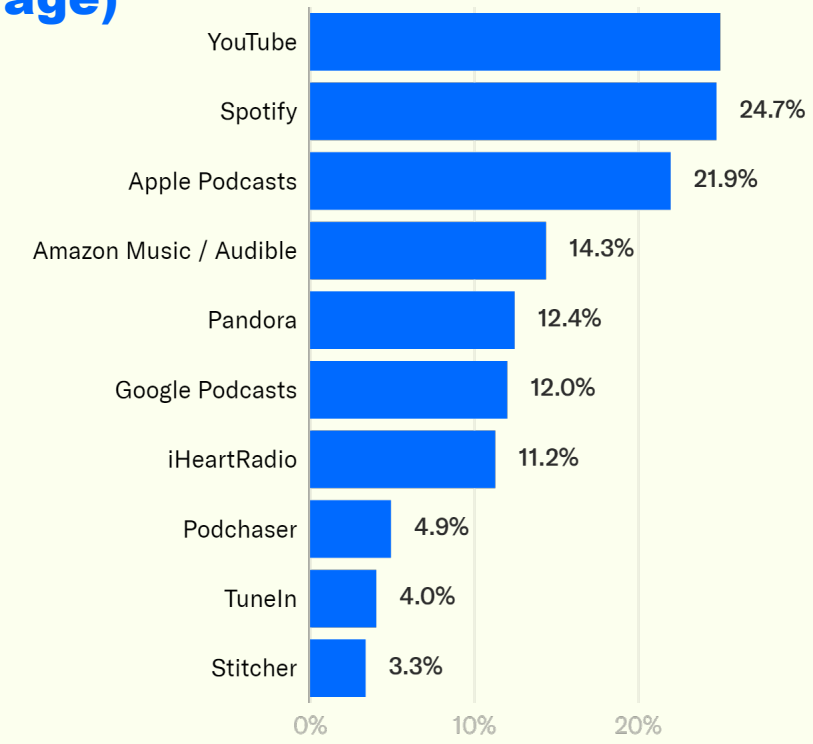
Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,197 completed surveys.

Podcasts Used / Genres

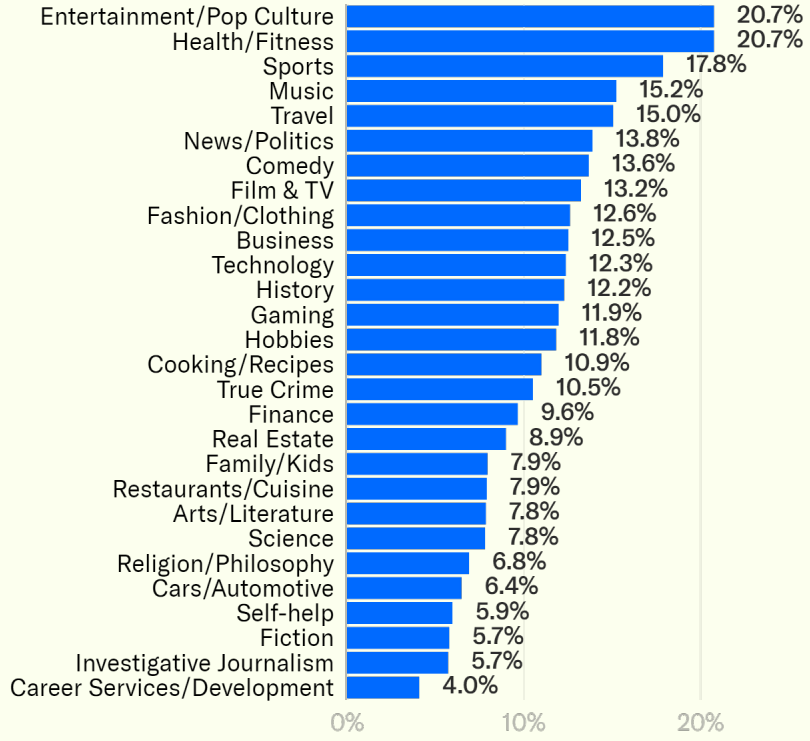
Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)



Podcast Platforms



Podcast Genres



Question 1: Do you listen to any podcasts on a regular basis?

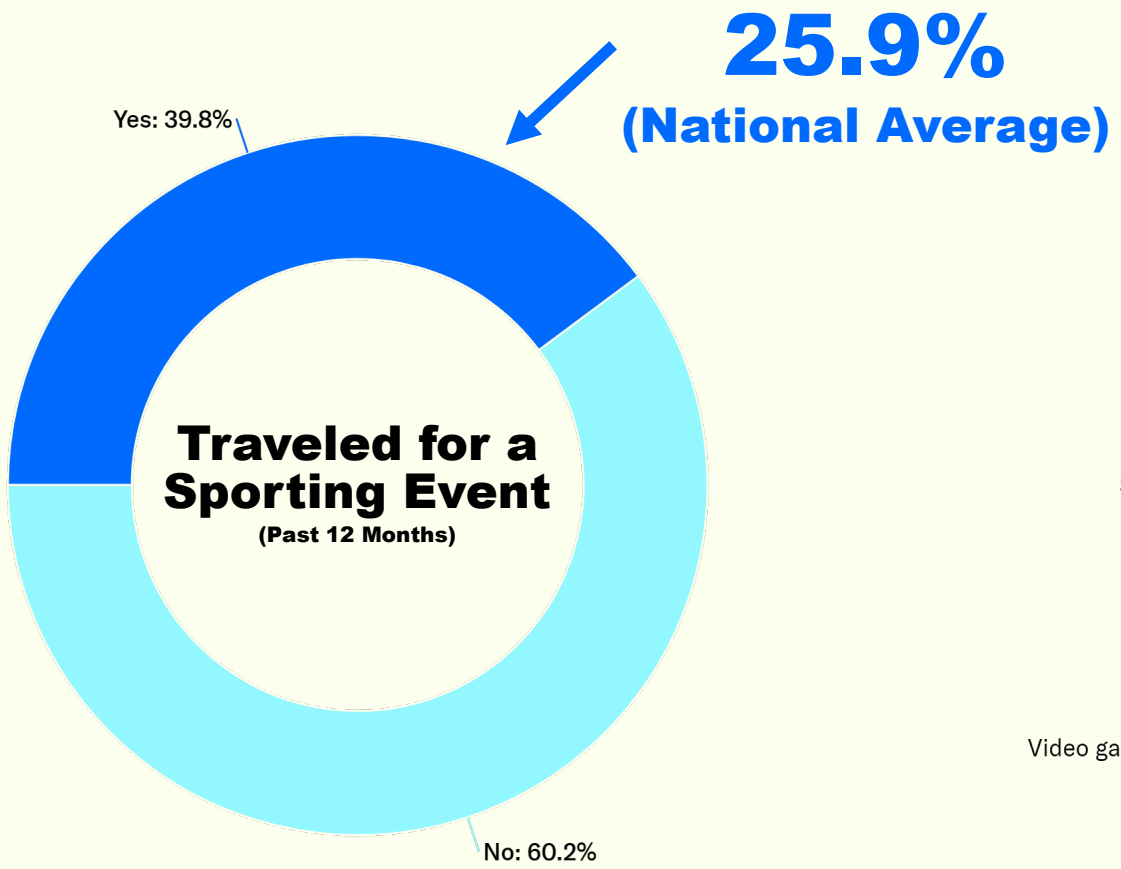
Question 2: What podcast platforms do you listen to on a regular basis? (Select all that apply)

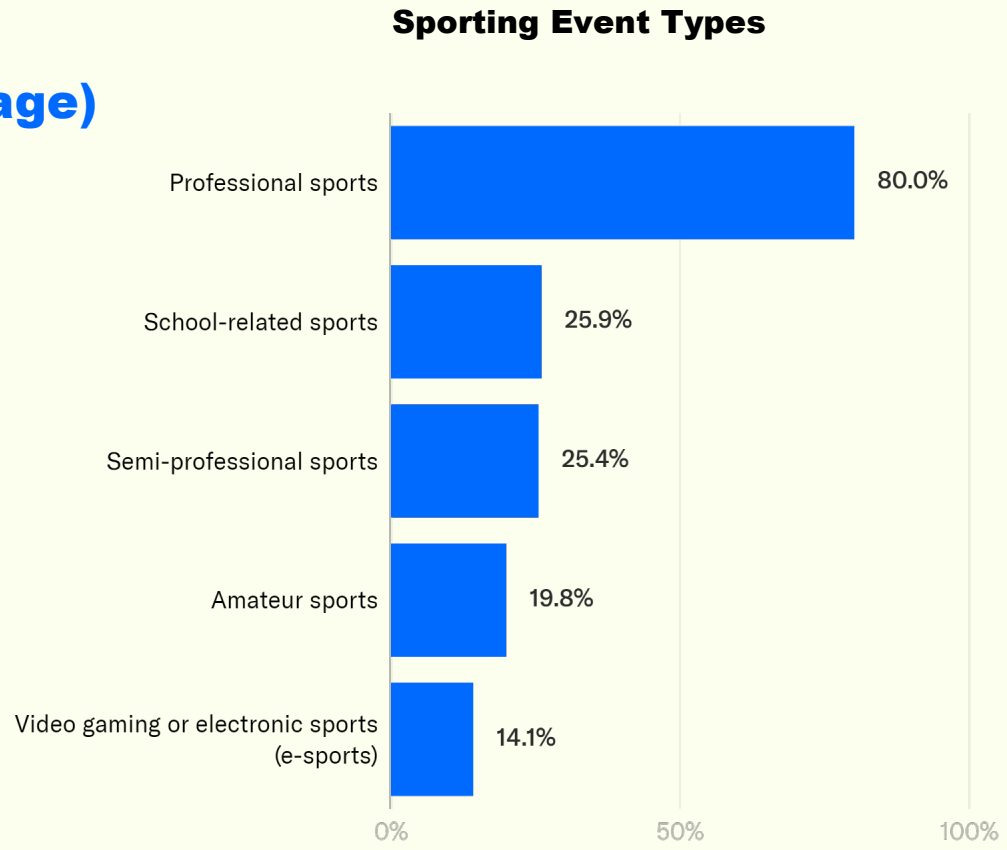
Question 3: What podcast genres do you listen to on a regular basis? (Select all that apply)

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,197 completed surveys.

Sporting Event Travel

Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)





Question 1: In the PAST 12 MONTHS, have you traveled specifically for a sporting event (Please include professional, semi-professional, amateur, and school sports)?

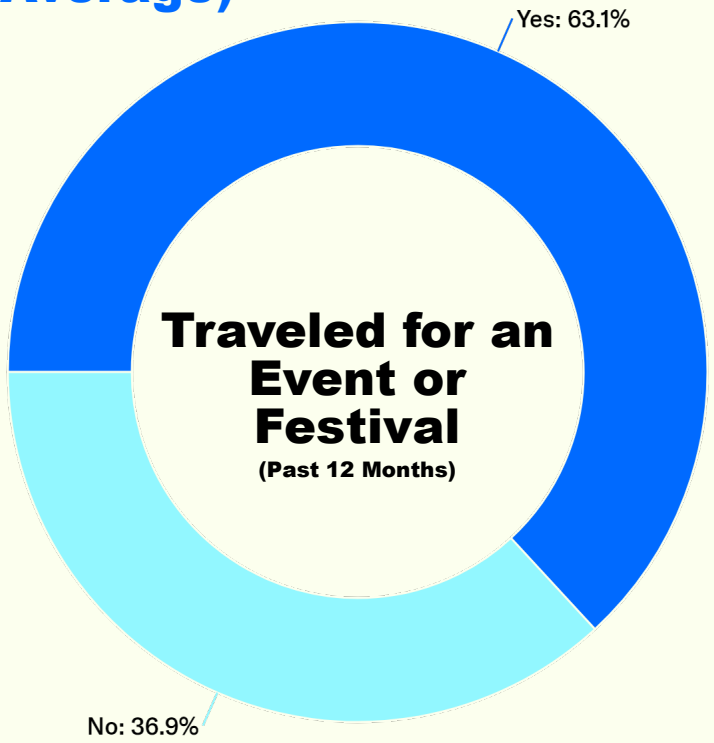
Question 2: In the PAST 12 MONTHS, which type of sporting event have you attended? (Select all that apply)

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,197 completed surveys.

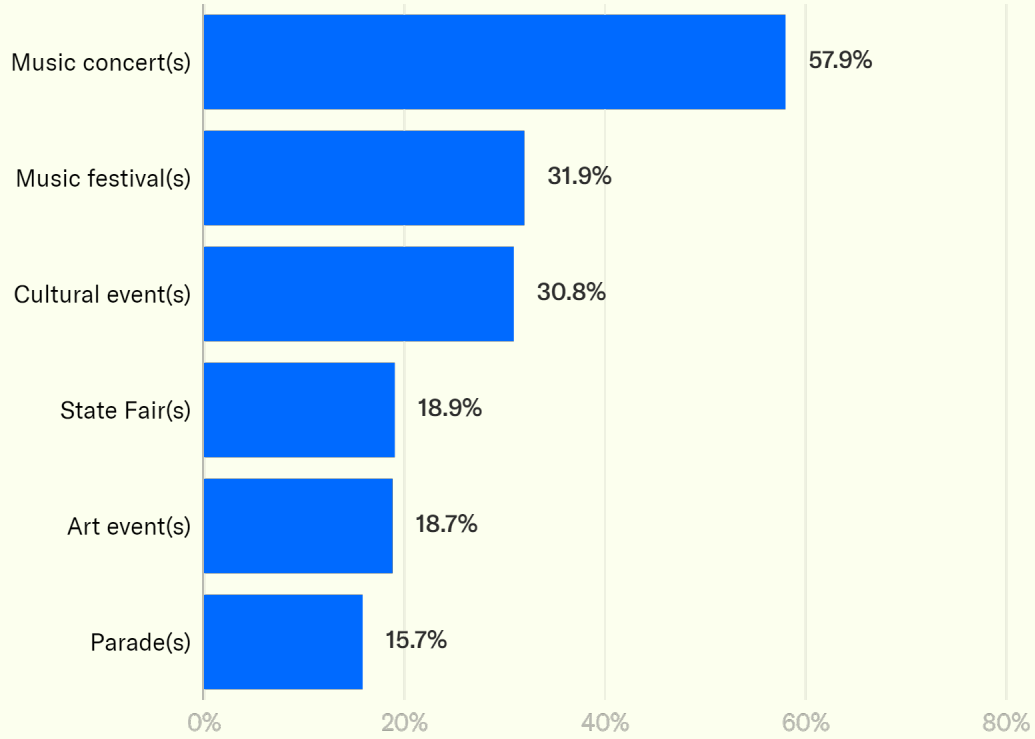
Event & Festival Travel

Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months)

44.5%
(National Average)



Special Event Types



Question 1: In the PAST 12 MONTHS, have you traveled (50 miles or more) specifically to attend a special event of any type (music festivals, parades, or charity events)?
Question 2: In the PAST 12 MONTHS, which type of special event have you attended? (Select all that apply)

Base: Out-of-Market Recent Visitors to St. Augustine, FL (Past 12 Months), 2024 respondents. 1,197 completed surveys.

Future Partners

Opportunity powered by insight.

Forever Summer Brand Campaign

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Forever Summer – Brand Campaign



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Print

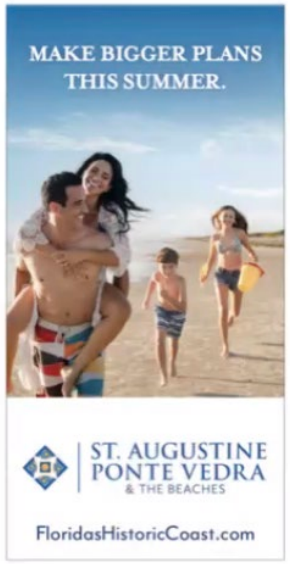






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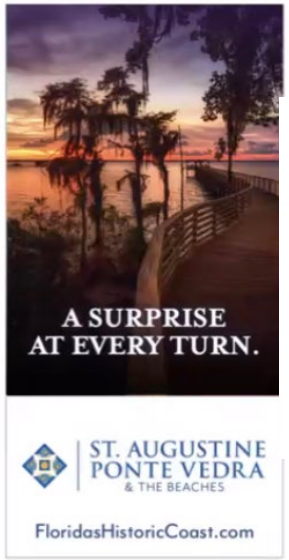
Display





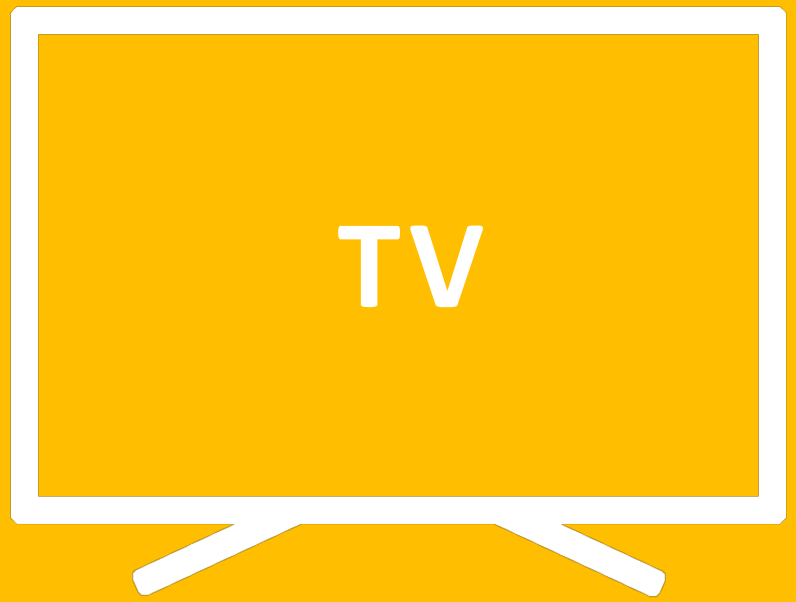




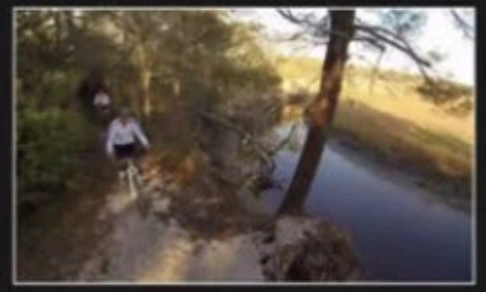




Forever Summer – Brand Campaign

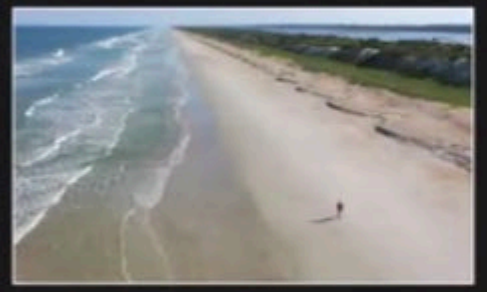


"The forever summer" 30 sec. video





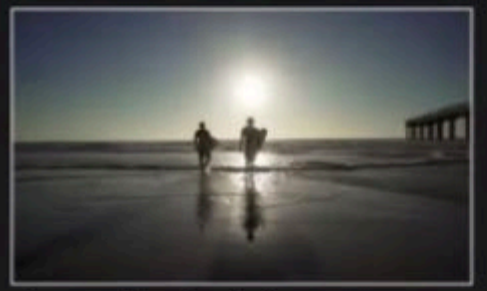
VO: Don't you wish summer



could go on forever?



Where every day



is an endless beach day,



with a new adventure on every tide.



Limitless feasts for the senses



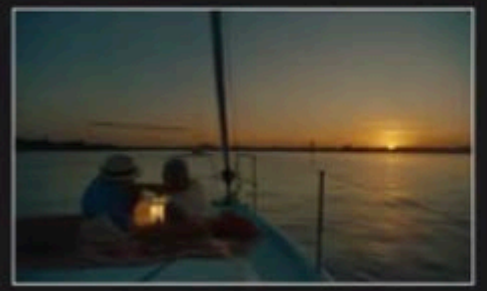
and long nights



filled with magic



and mystery.

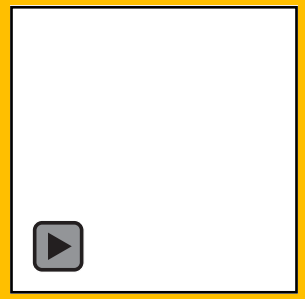




St. Augustine Ponte Vedra and the Beaches

Forever Summer – Brand Campaign

RADIO



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THANK YOU
Questions?
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