



Flagler County Tourist Development Council Agenda

October 18, 2023 • 9:00 a.m.

Government Services Building 2, Board Chambers, 1769 E. Moody Blvd., Bunnell, FL 32110

Meetings streamed live on Spectrum Channel 492 and YouTube <https://www.youtube.com/flaglercounty/live>

- 1) **Pledge to the Flag and Moment of Silence**
- 2) **Meeting Minutes:** Request the Board approve the minutes from the following meeting(s):
 - a) July 19, 2023, Regular Meeting
- 3) **Financial Reports:** Request the Board approve the financial report(s) listed below:
 - a) Revenue Report
 - b) Budget to Actual
- 4) **Marketing Reports:** Request the Board approve the marketing report(s) listed below:
 - a) June 2023 Marketing Report
 - b) July 2023 Marketing Report
 - c) August 2023 Marketing Report
- 5) **Tourist Development Tax Update:**
Shelly Edmonson, Flagler County Tax Collector's Office
- 6) **Fund 110 FY24 Discretionary Event Funding:** Review and recommendation to the Board of County Commissioners for the following events:
 - a) \$10,000 – Florida Elite Soccer, Florida Elite Winter Invitational 2024, January 27-28, 2024
- 7) **Quarterly Marketing Update:**
Courtnee Brokaw, Marketing Manager
- 8) **Tourism Development Office Update:**
Amy Lukasik, Executive Director
- 9) **Community Outreach:** Thirty-minute time has been allocated at the end of the meeting for public comment. Each speaker will be allowed up to three minutes to address the Board on items not on the agenda.
- 10) **Board Member Commentaries**
- 11) **Adjournment**

Please take notice that individual Commissioners of the Board of County Commissioners may attend this meeting. The Commissioners who attend, except for the Commissioners who serve on the designated board being noticed, will not take any action or take any vote at this meeting.

This is not an official meeting of the Board of County Commissioners of Flagler County. This notice is being provided to meet the spirit of the Sunshine Law to inform the public that commissioners may be present at these discussions.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in this meeting should contact the number listed above at least 48 hours prior to the meeting.

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
July 12, 2023
9:00 A.M.
Minutes**

Attendance

Present: Chair David Sullivan, Felicia Cook, Eric Cooley, Pam Walker, Lisa Robinson, Stephen Baker, Nick Klufas and Daniel Mundrean.

Excused Absent: John Lulgjuraj

Staff: Amy Lukasik, Debra Naughton, Courtnee Brokaw, Christina Hutsell

- 1) **Chair Sullivan** led the pledge to the flag and requested a moment of silence.

Sullivan read into the record four Form 8B's filed with the Board Secretary from the April 19, 2023, meeting per FS112.3143(4)(a).

- 2) **Meeting Minutes:**

- a) Request the Board approve the meeting minutes from April 19, 2023, meeting.

Baker/Cook- Motion to adopt the April 19, 2023, meeting minutes. Motion carries.

- 3) **Financial Reports:** Request the Board approve the financial report(s) listed below:

- a) Revenue Report
b) Budget to Actual

Lukasik – Concerning the Revenue Report for the month the May we were down 6%. The State saw a soft April. We have received preliminary numbers for the next month, and we are back up by 6%.

Cook/ Walker - Motion to accept the Revenue Report. Motion carries.

Cook/Walker - Motion to accept the Budget to Actual Report. Motion carries.

- 4) **Marketing Reports:** Request the Board approve the marketing report(s) listed below: (See attached)

- a) April 2023 Marketing Report
b) May 2023 Marketing Report

Klufas/Walker - Motion to accept April 2023 Marketing Report. Motion carries.

Walker/Baker - Motion to accept May 2023 Marketing Report. Motion carries.

- 5) **Tourist Development Tax Update:**

Shelly Edmonson, Flagler County Tax Collector's Office. (Please see attached)

6) **Fund 110 FY23 Special Event Marketing Grant:** Review and recommendation to the Board of County Commissioners for the following grants:

a) \$2,847.75 - Flagler Beach Historical Museum, Inc., Fall for Flagler, September 23, 2023

Patti King, Director, Flagler Beach Historical Museum, spoke concerning the change in venue due to the Flagler Beach Pier being closed. The event will be held at Veterans Park from 3:00 pm to 6:00 pm.

Cook/Klufas - Motion to recommend to the Board of County Commissioners to fund \$2,847.85 for Flagler Beach Historical Museum, Inc., Fall for Flagler, September 23, 2023. Motion carries.

7) **Fund 110 FY24 Special Event Marketing Grant:** Review and recommendation to the Board of County Commissioners for the following events:

a) **\$15,000.00** – Flagler Auditorium Governing Board, Flagler Auditorium, 2023/2024 Show Season.

Amelia Fulmer, Director, Flagler Auditorium, shared the auditorium had a great season last year and we have also rebranded our name to the Fitzgerald Performance Arts Center.

Robinson - Declared conflict of Interest for 7a). Form 8b Completed and signed. Attached.

Mundrean - Declared conflict of Interest for 7a). Form 8b completed and signed. Attached.

Klufas /Cooley - Motion to recommend to the Board of County Commissioners to fund the \$15,000.00 for Flagler Auditorium Governing Board, Flagler Auditorium 2023/2024 show season. Motion carries, with **Robinson and Mundrean** abstaining.

b) **\$8,000.00** – Flagler Broadcasting LLC, Creekside Festival 2023, October 7-8, 2023.

Regan Hansen & Kirk Keller, Flagler Broadcasting, shared this is the 18th Annual Creekside Festival , we have billboards in Volusia County, St. Johns and of course Flagler. We utilize all six of our radio stations and 18 social media outlets. This is a two-day event.

Cook/Baker – Motion to recommend to the Board of County Commissioners to fund the \$8,000.00 for Flagler Broadcasting LLC, Creekside Festival 2023, October 7-8, 2023. Motion carries.

c) **\$6,000.00** – City Lites Inc. LLC, Motown “n” Mo Show, December 2, 2023.

Lukasik – The applicant did not show to the meeting. The application indicates that profits go toward scholarships. This is a nonprofit event.

Klufas/Baker – Motion to recommend to the Board of County Commissioners to fund \$6,000.00 for City Lites Inc. LLC, Motown ‘n’ Mo Show, December 2, 2023. Motion carries.

d) **\$15,000.00** – African American Cultural Society Inc. 2023-2024 Season.

Lukasik – The applicant did not show. This would be their third year, last year (FY23) they requested \$20,000 and we approved \$10,000. The year before (FY22) they were awarded \$10,000 and they received reimbursement of \$6,208.00.

Walker/Cook – Motion to recommend to the Board of County Commissioners to fund \$15,000.00 for the African American Cultural Society FY23/FY24 Season.

8) **Fund 110 FY23 Discretionary Event Funding:** Review and recommendation to the Board of County Commissioners for the following events:

- a) \$4,900.00 Florida Elite Soccer, Boy's Invitational August 18-20, 2023
- b) \$4,900.00 Florida Elite Soccer, Girl's Invitational August 25-27, 2023

Ross Fitzpatrick, Florida Elite Soccer, Since we have arrived at Palm Coast, we are looking to rejuvenate Elite soccer, we have increased from 9 teams to 13 teams locally. This event will host 350 teams here for the tournament.

Robinson - Declared conflict of Interest for 8a). Form 8b completed and signed.

Robinson - Declared conflict of Interest for 8b). Form 8b completed and signed.

Baker - Declared conflict of Interest for 8a). Form 8b completed and signed.

Klufas/Cook – Motion to recommend to the Board of County Commissioners to fund the \$4,900.00 for Florida Elite Soccer, Boy's Invitational, August 18-20,2023. Motion carries with **Robinson and Baker** abstaining.

Cook/Klufas – Motion to recommend to the Board of County Commissioners to fund the \$4,900.00 for Florida Elite Soccer, Girl's Invitational, August 25-27,2023. Motion carries with **Robinson** abstaining.

9) **FY 2023 – 2024 Budget for Funds 1109,1110 & 1111:** Review and recommendation to the Board of County Commissioners for: (See attached)

- a) 1109 FY 2023-2024
- b) 1110 FY 2023-2024
- c) 1111 FY 2023-2024

Lukasik – We are projecting for FY24, \$4.25 million in revenue. 20% Fund 1109 projected FY24 revenue to be \$850,000; 60% Fund 1110 projected FY24 revenue to be \$2,550,000; 20% Fund 1111 projected FY24 revenue \$850,000.

- Fund 1109 has an estimated cash carry forward of \$4,057.682. \$3,084,530 is ear marked for existing projects, leaving a balance of \$973,152. This does not include projected revenue.

Walker/Cook – Motion to accept FY 2023-2024 budget for Fund 1109. Motion carries.

Lukasik – Fund 1110 this is the day-to-day operation of our office. The FY24 projected revenue is \$2,550,000 in this fund. Provided breakdown with percentages of expenses, including advertising, support services and event funding. Estimated cash carry forward of \$1,220,007 for FY24.

Walker/Cook – Motion to accept FY 2023-2024 budget for Fund 1110. Motion carries.

Lukasik – In Fund 1111, this is the beach renourishment fund. Projected FY24 revenue of \$850,000. The annual report for Fund 1111 will be presented to the TDC Board in January 2024.

Cook/Baker – Motion to accept FY 2023-2024 budget for Fund 1111. Motion carries.

10) **Quarterly Marketing Update:**

Courtnee Brokaw, Marketing Manager (see attached)

Brokaw- In April we focused on sustainable /eco-tourism. In May the content centered around Mother's Day and other events as well as dining. In June we focused on Father's Day and summertime and the best fishing spots. We also had the following earned media, AARP, First Coast Living, Fox 35 and more.

11) Tourism Development Office Update:

Amy Lukasik, Executive Director

Lukasik – Visit Florida was funded with \$80 million. FC3 has selected a vendor for their website, ZGraph, and TDO staff has hired a vendor for the FC3 Strategic Plan, Executive Service Corp. The service agreement with FC3 is near completion. Concerning the Eco-Discovery Center, we have received a cost estimate for the facility, and it came in about \$10 million dollars. Provided renderings of the building. TDO contracted with video company, CycleHere Media, to produce video and b-roll of Hang-8 Dog Surfing Event.

12) Community Outreach:

No one came forward.

13) Board Member Commentaries

Robinson – The Florida downturn is disappointing as April was very slow. What was missing was the family spring break. We will be working next year to advertise the family spring break business. May was normal, June was flat, but July is trending better.

Baker – We found the same issue, have been doing target marketing. We need to fight for the business, as golf is a major indicator of our business.

Mundrean. – Being new to the area coming from Daytona, we did see a little downturn, but July looks better. The 3rd quarter is looking good, and we are undergoing a remodel and looking forward to a re-grand opening.

Walker – Internationally tourism is down in July, due to interruption in airports and people are staying home. It is now picking back up in August and September.

Klufas – I would like to thank all the municipalities for their efforts for the 4th of July project.

Cooley – Thank you for the help with Hang-8. Daytona and Ormond are looking at piloting a program to allow dogs on the beach.

Cook – The revenge travel is a reality. When you have companies like the big three offering discounted tickets you know things are slow/ We are also seeing other States really market/promote and coming after Florida for the tourist dollar. 85th Anniversary for us was wonderful.

Sullivan – Another Turtle, #19, was added to the Turtle Trail, located in Hammock Dunes. FC3 will now be managing the Turtle Trail and coordinating the dedications.

14) Adjournment

Cook/Walker - Motion to adjourn meeting at 11:06 am

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

[TDC MEETING 07/12/2023](#)

If a person decides to appeal any decision made by the Tourist Development Council with respect to any matter considered at the meeting, a record of the proceedings may be needed and, for such purposes, the person may need to ensure that a verbatim record is made, which record includes the testimony and evidence upon which the appeal is to be based.

**FLAGLER COUNTY TAX COLLECTOR
TOURIST TAX DEPT.**

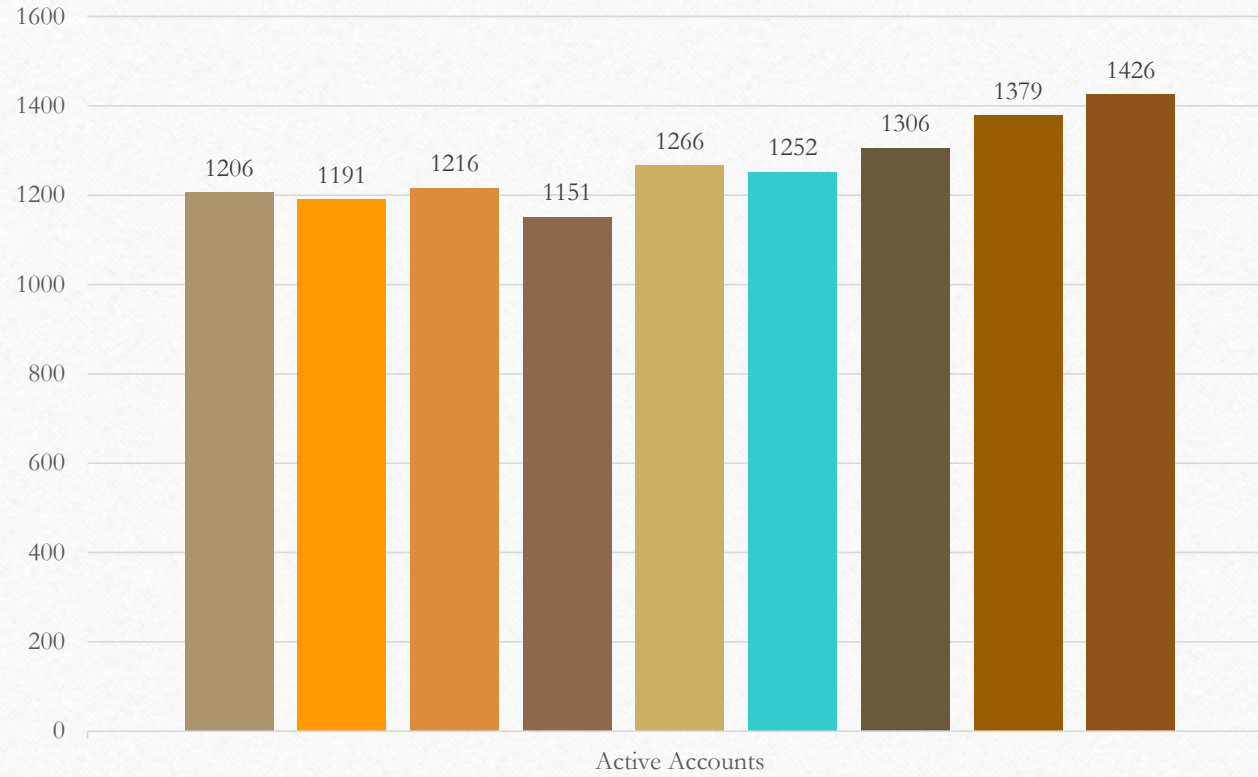


QUARTERLY COLLECTION REPORT

JULY 2023

SPE7
SPE8
SRE9

Active Account Quarterly Comparison



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

■ 21-Jul ■ 21-Oct ■ 22-Jan ■ 22-Apr ■ 22-Jul ■ 22-Oct ■ 23-Jan ■ 2023-April ■ Jul-23

Slide 2

- SRE7** Dave Sullivan likes this report
Shelly R Edmonson, 1/26/2022
- SRE8** Numbers are constantly changes due to buying and selling.
Shelly R Edmonson, 1/26/2022
- SRE9** Active accounts are increasing. Granicus steady finding us new accounts
Shelly R Edmonson, 1/26/2022

Active Accounts as of July 2023

1426

- 582 - Single Family (last quarter 539)
- 37 - Partial (Single Room) (last quarter 34)
- 20 - Duplex (last quarter 19)
- 717 - Condo / Town house (last quarter 716)
- 9 - RV / Campground (last quarter 9)
- 18 - Hotels / Motels / Chains (last quarter 17)
- 43 - Remaining Miscellaneous (last quarter 45)



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

(Manufactured Homes, Cooperatives, Misc Residentials
(Boarding), Multi Unit Homes (3-9), Rental Memberships, Marinas,
Bed & Breakfast)

Rental Zones - July 2023

Where are they located?

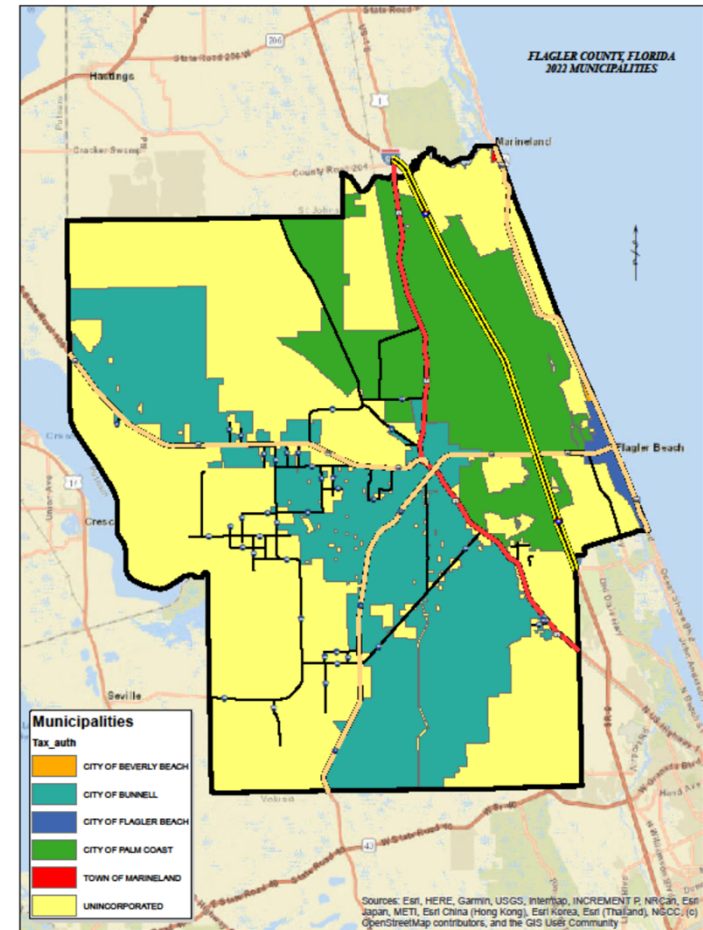
782 - Unincorporated (775 previous quarter)

442 – City of Palm Coast (402 previous quarter)

178 – City of Flagler Beach (178 previous quarter)

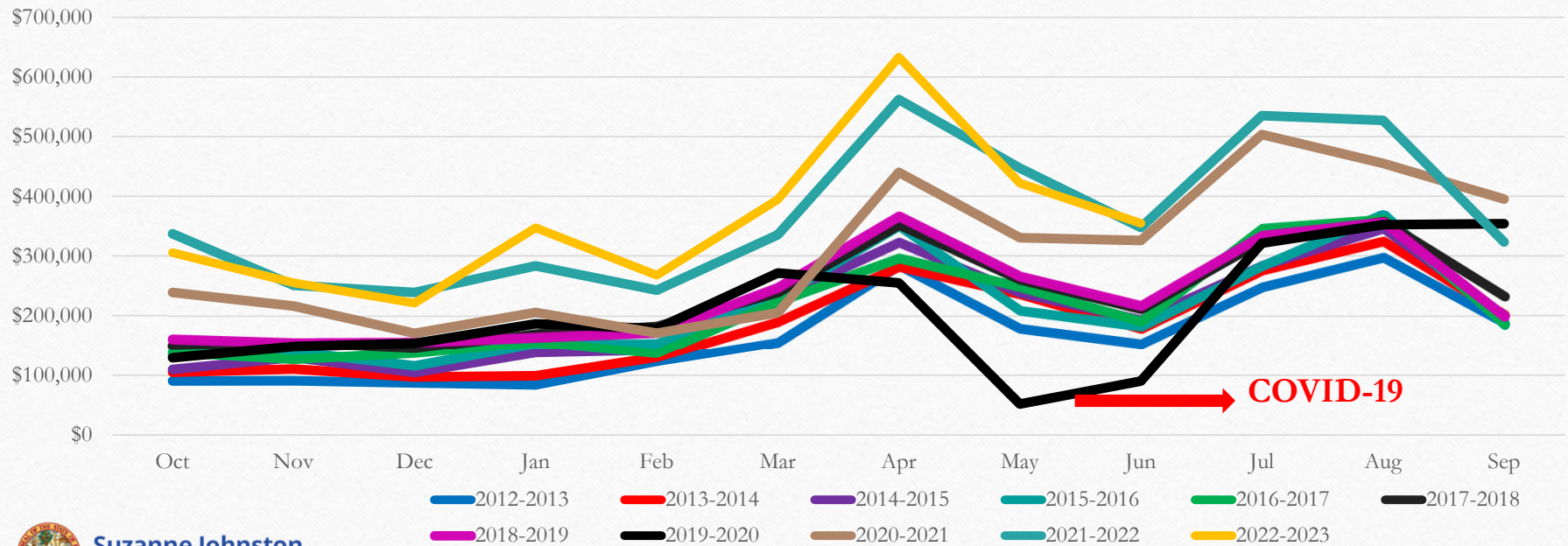
24 – City of Bunnell / Town of Marineland /
City of Beverly Beach (24 previous quarter)

 **Suzanne Johnston**
FLAGLER COUNTY TAX COLLECTOR



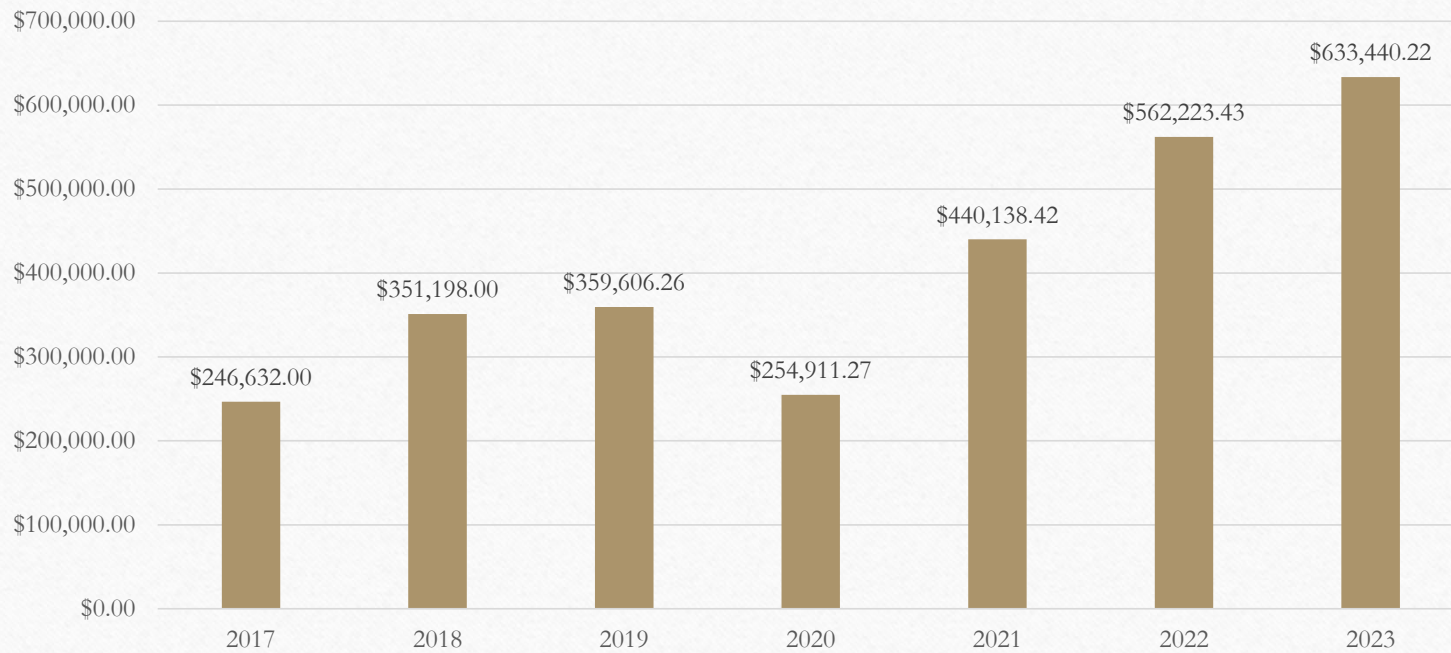
Flagler County Total TDT Collections

(includes TC Fee & Collection Allowance, all years adjusted for increase to 5%, collection month)



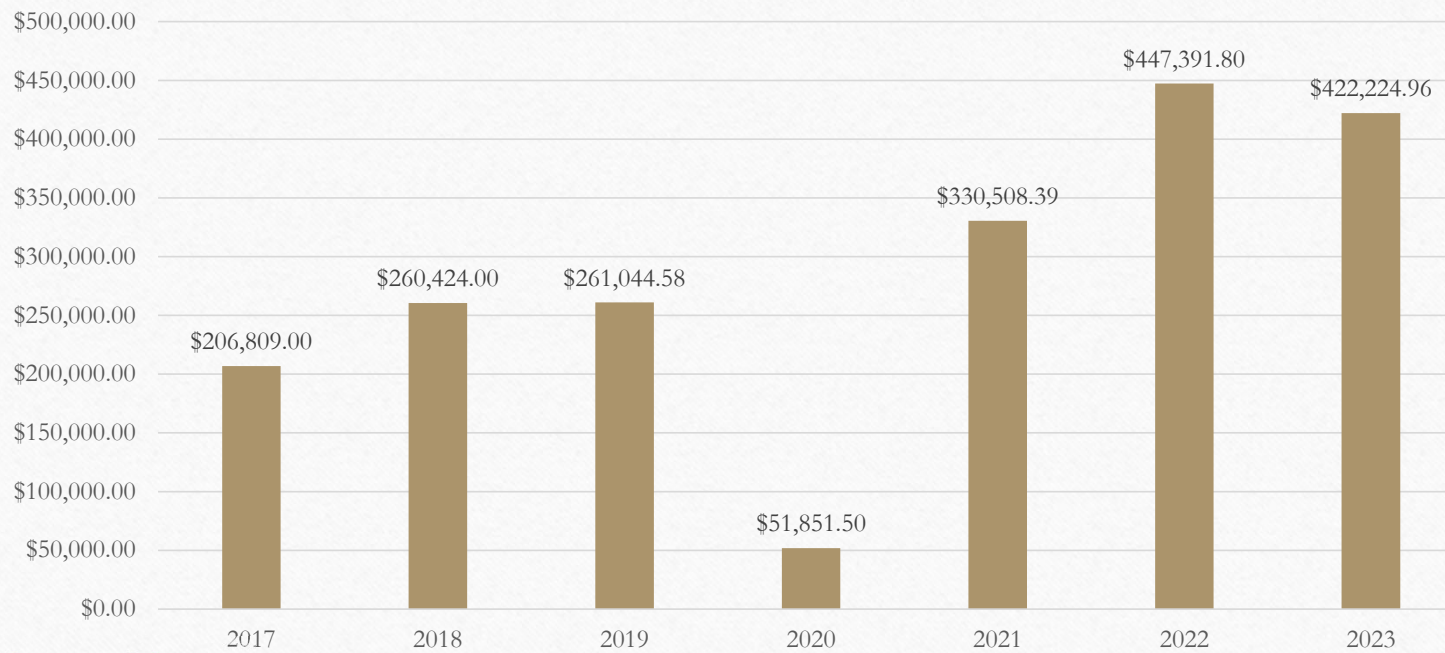
Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

April TDT Collection Comparison



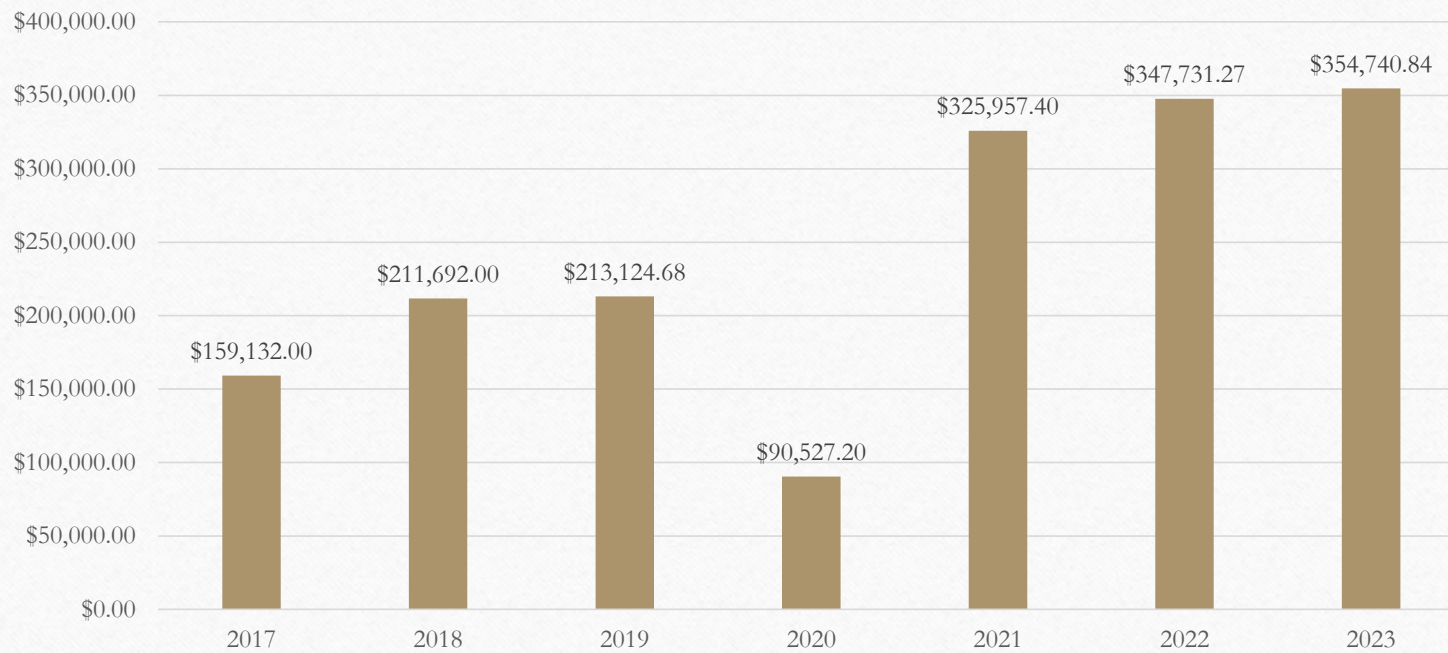
Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

May TDT Collection Comparison



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

June TDT Collection Comparison



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

Enforcements Update:

In the last 90 days:

1 Enforcement Actions
1 Pending Tax Warrants



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR



Flagler County Tax Collector



PENDING TAX WARRANT

**ASSESSMENT RETURNS HAVE BEEN FILED BY THE
FLAGLER COUNTY TAX COLLECTOR'S OFFICE**

YOU HAVE 20 DAYS TO RESPOND FROM POSTED DATE BEFORE A TAX WARRANT IS FILED

Certain tax has not been paid and the owner or property manager becomes personally liable for all tax, penalty, and fees. Failure to comply is punishable as provided in Florida Statute 775.082 or Statute 775.083. **Assessment Return(s) have been filed by the Flagler County Tax Collector's Office.**

Rule 12-6.0033, F.A.C., affords all taxpayers a review to resolve disputes arising from billings. A written protest request for a billing review must be made within 20 consecutive calendar days from the billing date. The billing will become final for purposes of chapter 72, Florida Statute (F.S.), upon the expiration of the 20 consecutive calendar days if a dispute is not timely received. The request for a review must be sent to the address listed on this billing and must include attached documents to support a change to this billing. If you do not intend to dispute this billing, you should pay the amount due within 20 days of the date of the bill. Failure to either make payment within 20 days or submit your written protest request within 20 consecutive calendar days may result in further enforcement action without delay or additional notice. Enforcement action may include placing a lien on the property of your business and/or freezing your bank account(s) pursuant to Florida Statutes, Chapters: 212.03(5), 212.04(7), 212.14(1), 213.73(3), and 213.731.

If you are the owner/manager, you will need to contact the Flagler County Tax Collector's Office immediately.

Phone Number: (386)313-4165

Email: taxcollector@flaglertax.com

Property Address: 123 Main Street

Date Posted: _____

Beachtown, FL 12345

**** DO NOT REMOVE THIS NOTICE ****

Suzanne Johnston, CFC- Flagler County Tax Collector- 1769 E. Moody Blvd, Bldg. 2, Ste 102 Bunnell, FL 32110 www.flaglertax.com

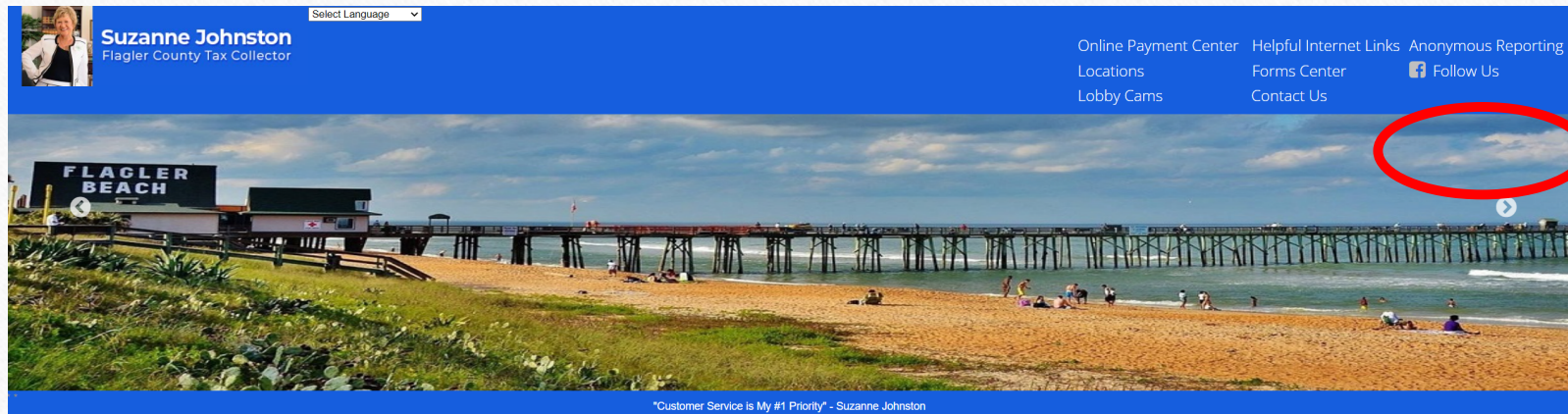
TAX PAID

Anonymous Reporting Update:

In the last 90 days:

6 Anonymous Reportings

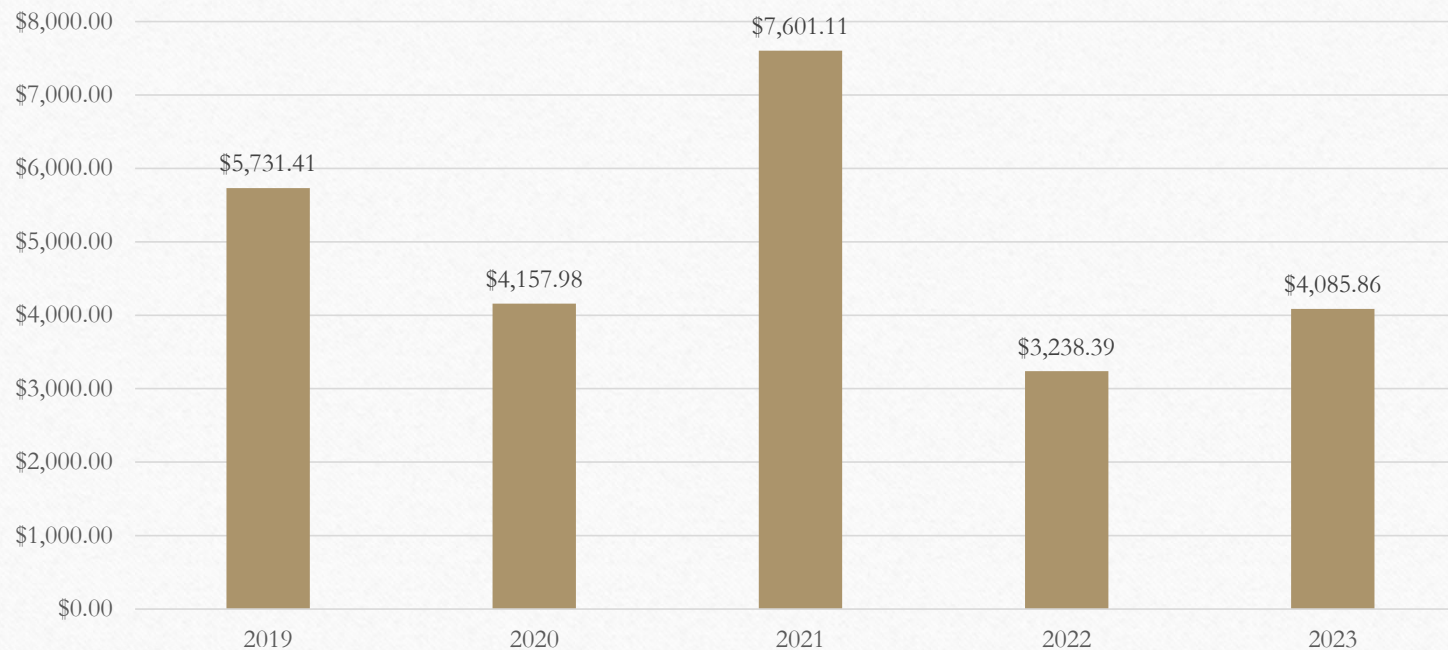
We average 1 to 2 month



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

April Collection Allowance Comparison

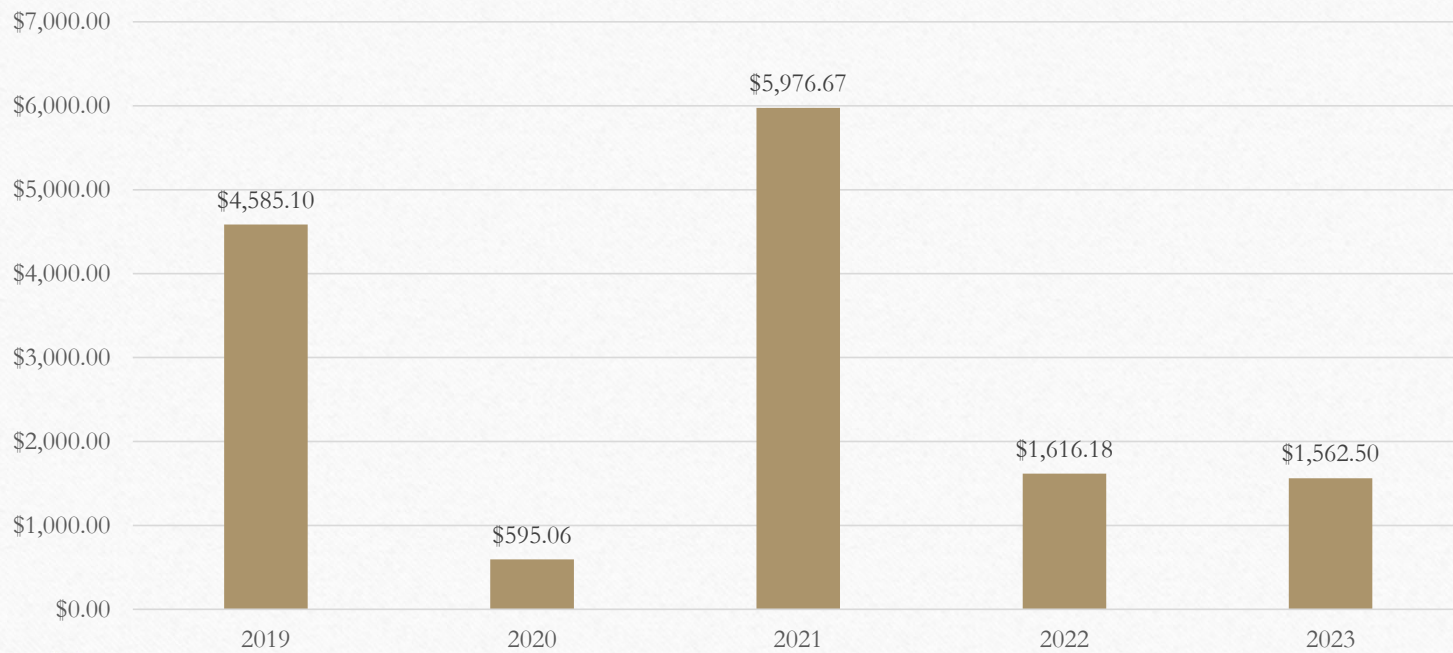
The collection allowance is **2.5% (.025) of the first \$1,200 of tax due, not to exceed \$30 for each reporting location.** If you have less than \$1,200 in tax due, your collection allowance will be less than \$30



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

May Collection Allowance Comparison

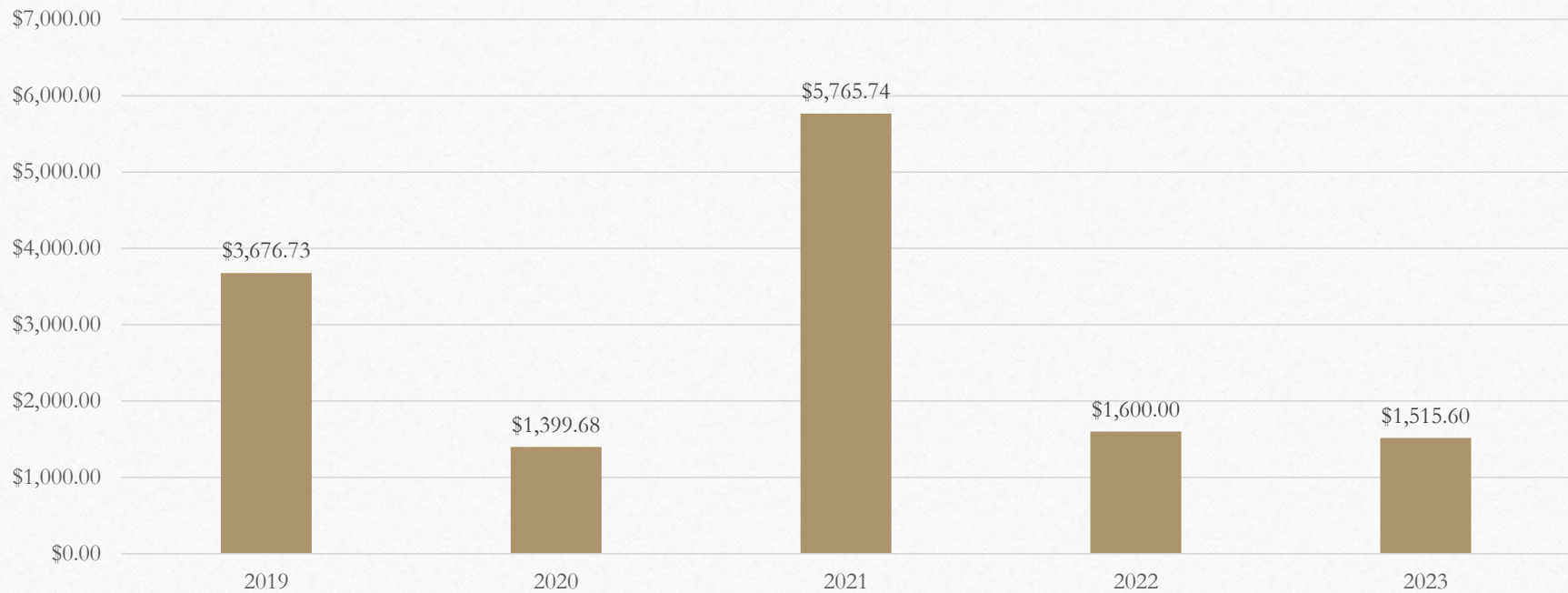
The collection allowance is **2.5% (.025)** of the first **\$1,200** of tax due, not to exceed **\$30** for each reporting location. If you have less than \$1,200 in tax due, your collection allowance will be less than \$30



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

June Collection Allowance Comparison

The collection allowance is **2.5% (.025)** of the first **\$1,200** of tax due, not to exceed **\$30** for each reporting **location**. If you have less than \$1,200 in tax due, your collection allowance will be less than \$30



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR



QUESTIONS?

Shelly Edmonson, CFCA, CEL, CBTO, RMLO

sedmonson@flaglertax.com

386-313-4165

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME <i>Mundtman Daniel</i>	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE <i>TDO</i>
MAILING ADDRESS <i>55 Town Center Blvd</i>	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: <input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
CITY COUNTY <i>Palm Coast FL</i>	NAME OF POLITICAL SUBDIVISION:
DATE ON WHICH VOTE OCCURRED	MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Dan Mundean, hereby disclose that on July 12, 2023

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____;
- inured to the special gain or loss of my relative, Hilton Garden _____;
- inured to the special gain or loss of _____, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

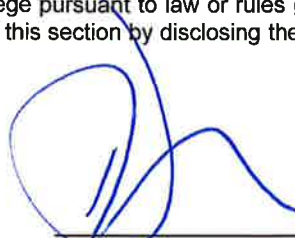
(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

7a) On the TDC July 12th, agenda allocates funds to the Flagler Auditorium governing board, Flagler Auditorium 2023-2024 show season and will be using the Hilton Garden Inn.

To avoid conflict of interest I will abstain from voting.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

7/12/23
Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Robinson Lisa Hall A.		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Tourist Development Council	
MAILING ADDRESS 150 Plaza Drive		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY Palm Coast, FL	COUNTY Flagler	<input type="checkbox"/> CITY	<input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
DATE ON WHICH VOTE OCCURRED 07.12.2023		NAME OF POLITICAL SUBDIVISION:	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Lisa Hall Robinson, hereby disclose that on 07.12.2023, 20 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____;
- inured to the special gain or loss of my relative, _____;
- inured to the special gain or loss of Hampton by Hilton, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

Item 7a) On the TDC July 12, 2023 agenda allocates funds to the Flagler Auditorium Governing Board, Flagler Auditorium, 203-2024 Show Season and will be using the Hampton by Hilton as a host hotel. To avoid conflict of interest I will abstain from voting.

2023

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

7.12.2023
Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Robinson Lisa Hall A.	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Tourist Development Council
MAILING ADDRESS 150 Plaza Drive	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: <input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
CITY COUNTY Palm Coast, FL Flagler	NAME OF POLITICAL SUBDIVISION:
DATE ON WHICH VOTE OCCURRED 07.12.2023	MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Lisa Hall Robinson, hereby disclose that on 07.12.2023, 20 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of Hampton by Hilton, by _____, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

8a) On the TDC July 12,2023 agenda allocates funds to the Florida Elite Soccer, Boys Invitational, August 18-20, 2023 and will be using the Hampton by Hilton as a host hotel. To avoid conflict of interest I will abstain from voting.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

7.12.2023
Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Baker, Stephen		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Tourist Development Council	
MAILING ADDRESS 200 Ocean Crest Dr.		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY Palm Coast, FL	COUNTY Flagler	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED 07.12.2023		NAME OF POLITICAL SUBDIVISION:	
		MY POSITION IS:	
		<input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Stephen Baker, hereby disclose that on 07.12.2023, 20 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of Hammock Beach Golf Resort & Spa, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

8a) On the TDC July 12,2023 agenda allocates funds to the Florida Elite Soccer, Boys Invitational, August 18-20, 2023 and will be using the Hammock Beach Golf Resort & spa as a host hotel. To avoid conflict of interest I will abstain from voting.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

7.12.2023
Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Robinson Lisa Hall A.		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Tourist Development Council	
MAILING ADDRESS 150 Plaza Drive		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY Palm Coast, FL	COUNTY Flagler	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED 07.12.2023		NAME OF POLITICAL SUBDIVISION:	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Lisa Hall Robinson, hereby disclose that on 07.12.2023, 20 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of Hampton by Hilton, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

8b) On the TDC July 12,2023 agenda allocates funds to the Florida Elite Soccer, Girls Invitational, August 25-27, 2023 and will be using the Hampton by Hilton as a host hotel. To avoid conflict of interest I will abstain from voting.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

7.12.2023
Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.



Palm Coast
AND THE *Coast*
FLAGLER BEACHES
TOURISM DEVELOPMENT OFFICE

FISCAL 2023-2024

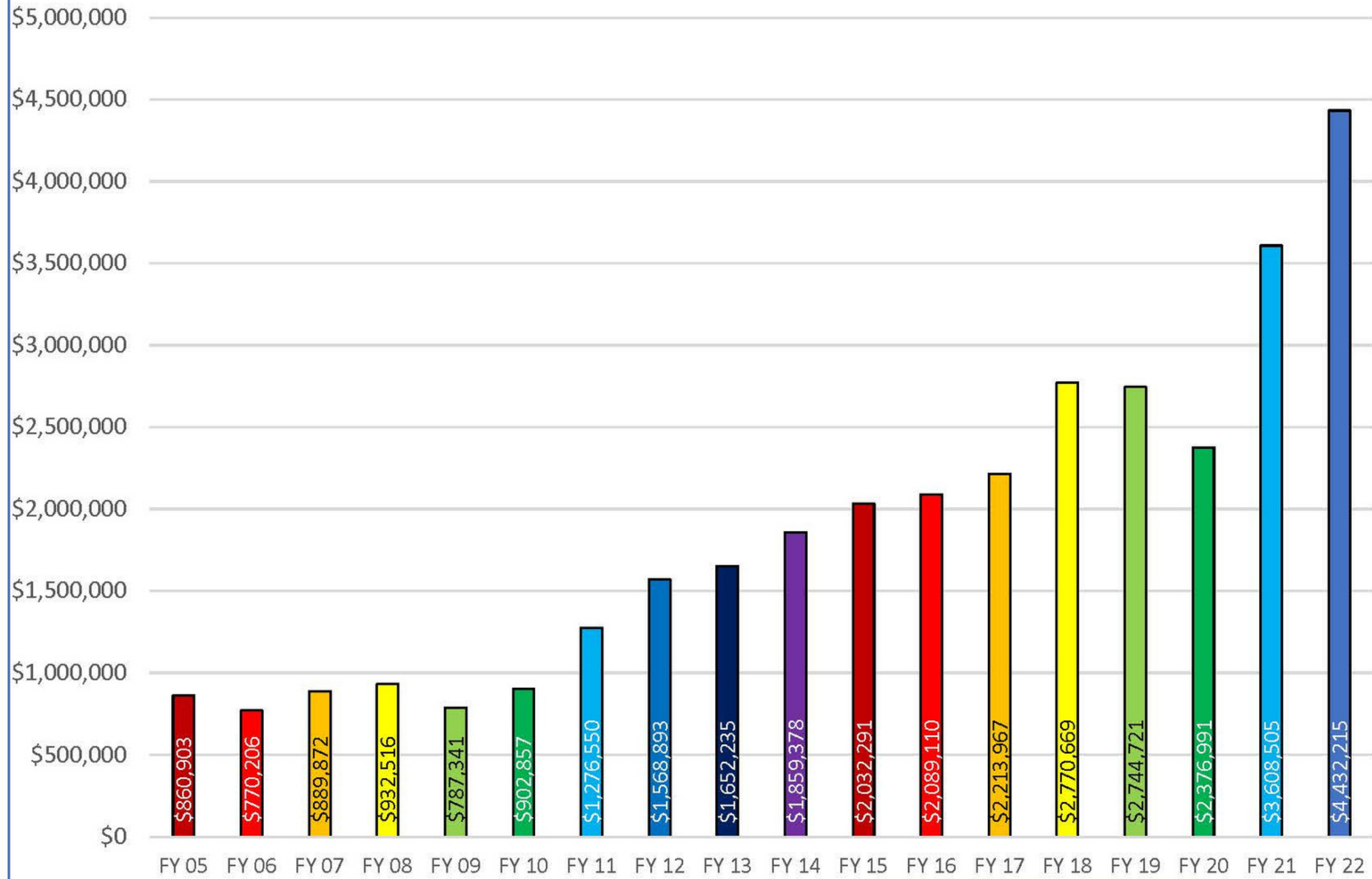
BUDGET

FUND 1109

FUND 1110

FUND 1111

FLAGLER COUNTY | TOURIST DEVELOPMENT TAX ANNUAL REVENUES |



Hurricane Michael: Oct. 18
 Tax Increase: 3% to 4%; Dec 10
 Hurricane Matthew: Sept. 16

Tax Increase: 4.5%; Irma Sept. 17
 Hurricane Dorian: Aug. 19
 COVID-19: Mar. 2020

Hurricane Ian & Nicole: Fall 22

**Flagler County Board of County Commissioners
Analysis of Monthly Tourist Development Tax Collections
Fiscal Year 2018-19 Through 2022-2023**

**Prepared By:
Tourist Development Office**

Month	Fiscal Year		Annual Change		Fiscal Year		Annual Change		Fiscal Year		Annual Change		
	2018-19	2019-20	Amount	Percentage	2020-21	Amount	Percentage	2021-22	Amount	Percentage	2022-23	Amount	Percentage
October	\$ 158,643.51	\$ 129,420.78	\$ (29,222.73)	-18.42%	\$ 216,179.13	\$ 86,758.35	67.04%	\$ 337,090.11	\$ 120,910.98	55.93%	\$ 305,578.71	\$ (31,511.40)	-9.35%
November	\$ 152,524.56	\$ 148,228.03	\$ (4,296.53)	-2.82%	\$ 190,467.11	\$ 42,239.08	28.50%	\$ 250,882.67	\$ 60,415.56	31.72%	\$ 255,047.26	\$ 4,164.59	1.66%
December	\$ 153,399.68	\$ 153,342.82	\$ (56.86)	-0.04%	\$ 170,473.85	\$ 17,131.03	11.17%	\$ 238,904.87	\$ 68,431.02	40.14%	\$ 220,994.04	\$ (17,910.83)	-7.50%
January	\$ 161,457.05	\$ 186,203.34	\$ 24,746.29	15.33%	\$ 205,323.83	\$ 19,120.49	10.27%	\$ 283,469.85	\$ 78,146.02	38.06%	\$ 347,294.88	\$ 63,825.03	22.52%
February	\$ 169,863.79	\$ 178,057.40	\$ 8,193.61	4.82%	\$ 170,568.19	\$ (7,489.21)	-4.21%	\$ 242,643.78	\$ 72,075.59	42.26%	\$ 267,780.90	\$ 25,137.12	10.36%
March	\$ 243,242.32	\$ 271,519.87	\$ 28,277.55	11.63%	\$ 204,791.15	\$ (66,728.72)	-24.58%	\$ 335,564.58	\$ 130,773.43	63.86%	\$ 394,772.97	\$ 59,208.39	17.64%
April	\$ 359,606.26	\$ 254,911.26	\$ (104,695.00)	-29.11%	\$ 440,138.42	\$ 185,227.16	72.66%	\$ 562,223.43	\$ 122,085.01	27.74%	\$ 633,440.22	\$ 71,216.79	12.67%
May	\$ 261,044.58	\$ 51,851.50	\$ (209,193.08)	-80.14%	\$ 330,508.39	\$ 278,656.89	537.41%	\$ 447,391.80	\$ 116,883.41	35.36%	\$ 422,378.40	\$ (25,013.40)	-5.59%
June	\$ 213,124.68	\$ 90,527.20	\$ (122,597.48)	-57.52%	\$ 325,957.40	\$ 235,430.20	260.07%	\$ 347,731.27	\$ 21,773.87	6.68%			
July	\$ 327,353.59	\$ 321,497.84	\$ (5,855.75)	-1.79%	\$ 503,493.19	\$ 181,995.35	56.61%	\$ 535,401.34	\$ 31,908.15	6.34%			
August	\$ 348,921.66	\$ 352,540.63	\$ 3,618.97	1.04%	\$ 455,275.28	\$ 102,734.65	29.14%	\$ 527,454.69	\$ 72,179.41	15.85%			
September	\$ 195,539.65	\$ 238,891.11	\$ 43,351.46	22.17%	\$ 395,329.47	\$ 156,438.36	65.49%	\$ 323,456.64	\$ (71,872.83)	-18.18%			
Totals	\$ 2,744,721.33	\$ 2,376,991.78	\$ (367,729.55)	-13.40%	\$ 3,608,505.41	\$ 1,231,513.63	51.81%	\$ 4,432,215.03	\$ 823,709.62	21.33%	\$ 2,847,287.38	\$ 149,116.29	5.53%
	Hurricane Michael October 2018		Hurricane Dorian August 2019	COVID-19 March 2020				Hurricane Ian September 2022	Hurricane Nicole November 2022				

FY2023-2024

TOURIST DEVELOPMENT ANNUAL BUDGET

FY22 Actual Revenue: \$4,432,215

FY23 YTD Revenue: +5.13%

FY24 Projected Revenue: \$4,250,000

Fund 1109- Capital Projects (20%) \$850,000

Fund 1110- Operating/Promotional (60%) \$2,550,000

Fund 1111- Beach Renourishment (20%) \$850,000



FUND 1109 CAPITAL PROJECTS

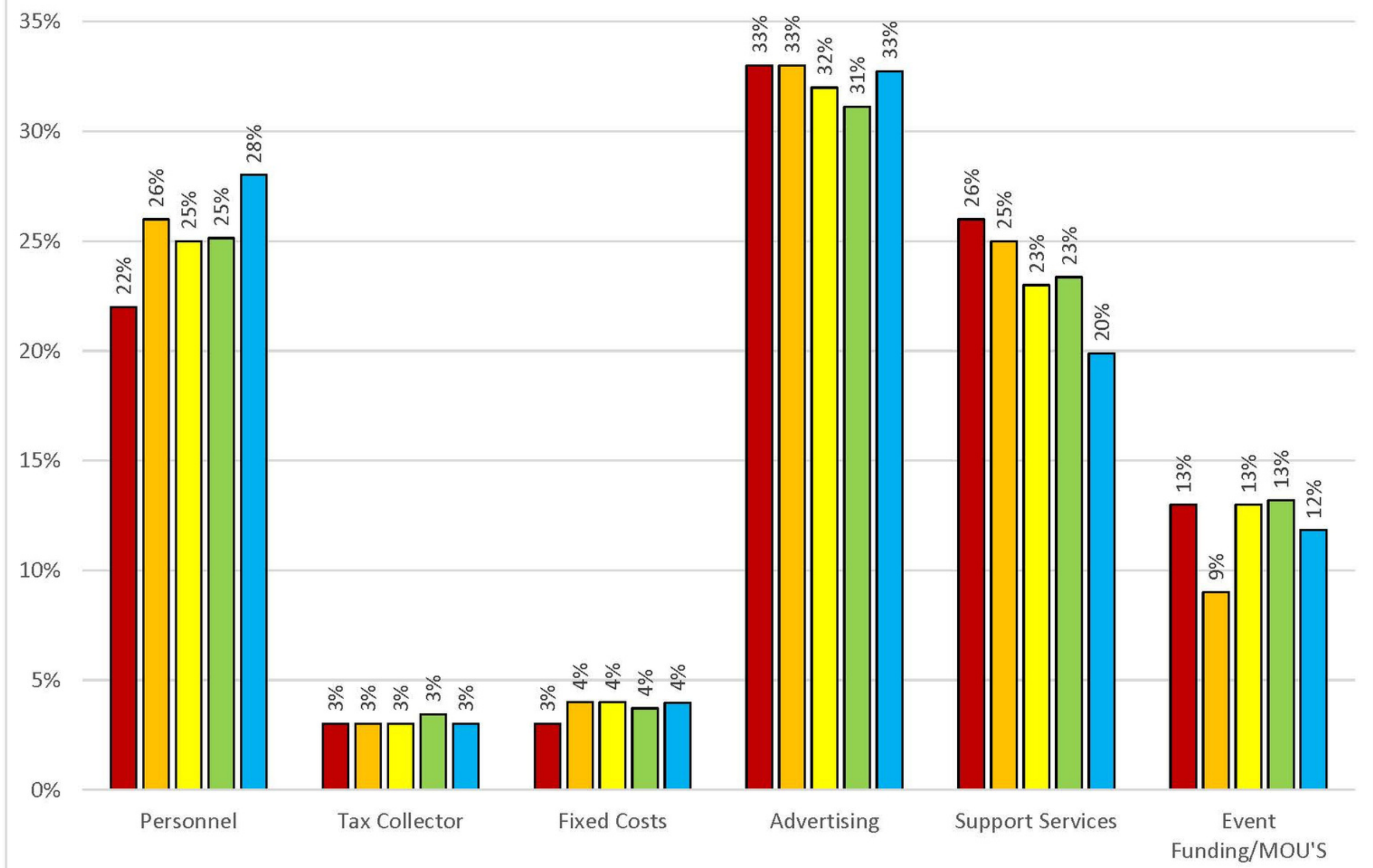
FY24 Projected Revenue:	\$850,000
Est. Cash Carry Forward:	\$4,057,682
Expenditures	
• Eco-Discovery Center:	\$1,600,000
• City of Palm Coast Awarded:	\$739,158
• Next Cycle will Open June 2024	\$745,372
Est. Balance	\$973,152

FUND 1110 OPERATING & PROMOTIONS

FY24 Projected Revenue:	\$2,550,000	
Personnel	\$599,080	24%
Tax Collector	\$76,500	3%
Fixed Costs	\$94,763	4%
Advertising	\$700,000	27%
Support Services	\$434,690	17%
Event Funding/MOU'S	\$253,000	10%
Reserve	\$391,967	15%
*Est. Cash Carry Forward	\$1,220,007	

FUND 110 | TOURISM DEVELOPMENT BUDGET

FY 2020 FY 2021 FY 2022 FY 2023 FY 2024



FUND 1111

BEACH RENOURISHMENT

FY24 Projected Revenue : \$850,000

Est. Cash Carry Forward: \$809,067

- Revision of Funding Program
- Annual Reporting (January 2024)

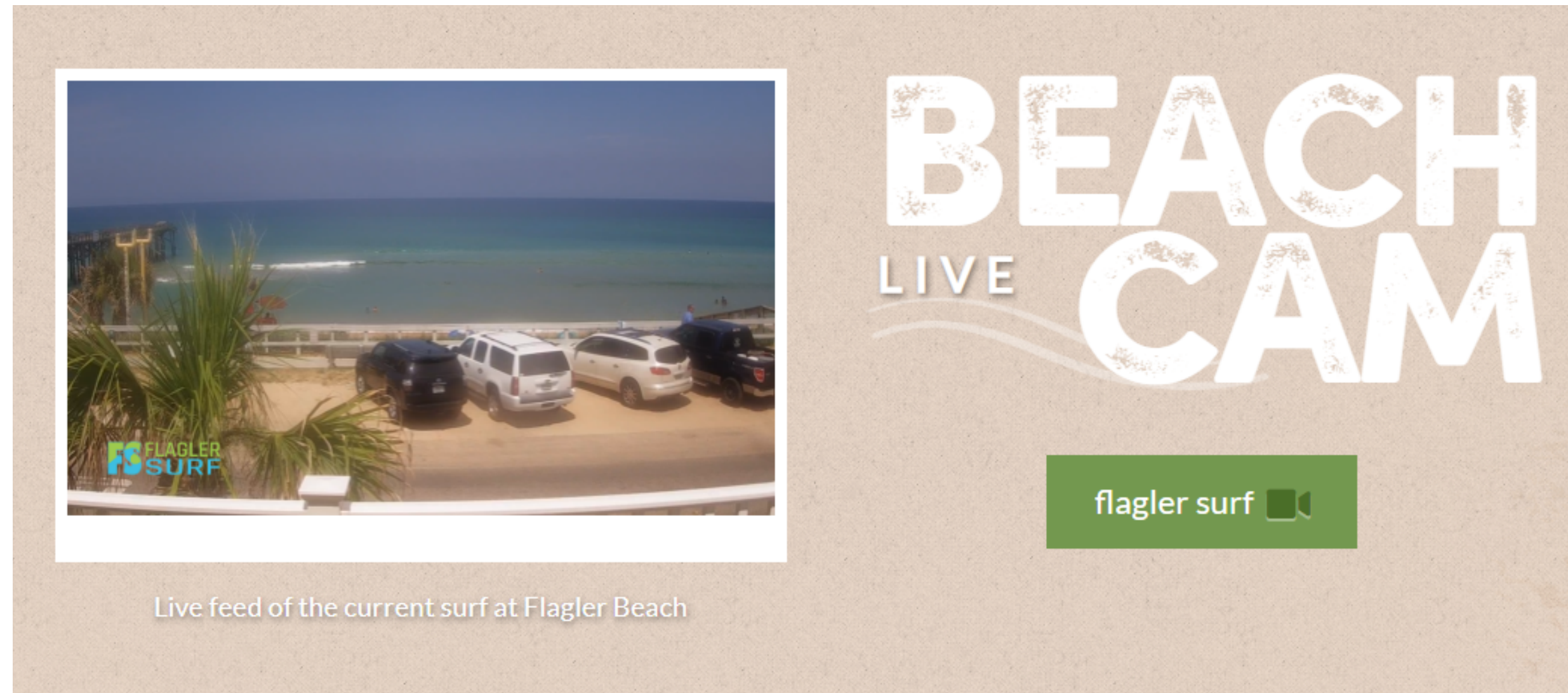
***THANK
YOU!***

Palm Coast
AND THE
FLAGLER BEACHES
TOURISM DEVELOPMENT OFFICE



April Marketing Report

- Out-of-state traffic saw a 21% increase, with Atlanta continuing to be the top driver of traffic.
- Webcams and the Bucket List
- blog drove the highest number of sessions in April.
- There were 297 visitor guide requests and 171 newsletter sign ups.



May Marketing Report

- The Hang 8 Dog Surfing Competition event listing saw an 89% increase in sessions and was the third most popular blog post.
- Out-of-state traffic saw a 7% decrease.

Watch Rover Ride the Waves at the Hang 8 Dog Surfing Competition in Flagler Beach

Hit the paws button—we're about to share some exciting news! The Hang 8 Dog Surfing Competition will return in 2023 with even more tail-wagging fun. Watch as pups soar across the waves at this family-friendly event in Palm Coast and the Flagler Beaches. This year's dog surfing competition is slated for May 20, 2023, from 8 a.m. to 1 p.m. Activities will include a costume contest, a free doggie surf lesson, specialty pet vendors, and activities for kiddos.

[REGISTER HERE](#)





Palm Coast
AND THE *Coast*
FLAGLER BEACHES
TOURISM DEVELOPMENT OFFICE

**QUARTERLY
MARKETING
UPDATE**



April

SUSTAINABLE/ECO-TOURISM

Protecting and Preserving Palm Coast and the Flagler Beaches

There's no place like Palm Coast and the Flagler Beaches. Miles of beautiful beaches. Canopied trails. Lush parks. And a variety of wildlife. It's a special place — and that's why our local cities and organizations are doing their part to protect it. Through sustainable actions, volunteer efforts and creative conservation campaigns, we're making big waves to protect our little slice of paradise.

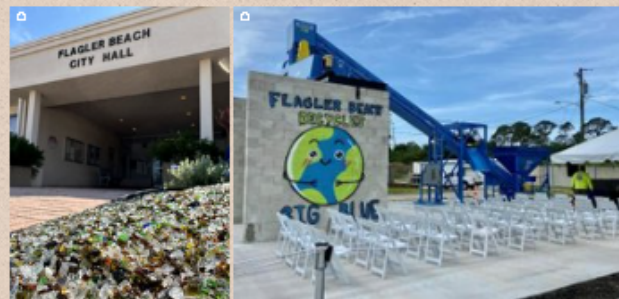
Smoke-Free Beaches and Parks

No ifs, ands, or butts. To prevent littering, the City of Flagler Beach has installed 75 cigarette butt receptacles around the community. Officials also passed a city ordinance in October 2022 that prohibits smoking in its parks and beaches. Both steps help to preserve the city's beauty for residents and visitors.



"Big Blue" Glass Recycling

The City of Flagler Beach unveiled its glass recycling machine, "Big Blue," in the spring of 2022. The machine breaks down bottles into glass gravel and sand-like particles, which can then be used in a myriad of ways. The City's public works department, for instance, can use the sand to fill potholes and sandbags. Residents can also purchase the gravel and use it for projects like mulching flowerbeds.



 **Palm Coast and the Flagler Beaches**
Published by Candi Breckenridge · April 3 ·

Palm Coast and the Flagler Beaches is one of the best ecotourism destinations in Florida. Learn why in this roundup of some of the most popular ecotourism activities in the area.



VISITFLAGLER.COM
Ecotourism Adventures in Palm Coast and the Flagler Beaches
Palm Coast and the Flagler Beaches is one of the best ecotourism destinations in...

Meet a Local: Lori Ottlein from Volusia/Flagler Turtle Patrol

Meet Lori Ottlein, a volunteer with the Volusia/Flagler Turtle Patrol. Ottlein has dedicated 23 years to the organization, helping to protect these magnificent sea creatures.



Why did you decide to become a volunteer with the Turtle Patrol?

I wanted to volunteer for something that helped animals and I love turtles and tortoises, so it was a dream come true to be able to help sea turtles survive.

What does a typical day look like when volunteering?

A normal day on patrol starts at first light. So usually at 6 a.m., we get onto the beach and look for new nests in the beginning of the season, which starts May 1st. Then we "mark" the nests with stakes and ribbon to keep it protected from people coming to the beach with umbrellas and beach things. After a nest is laid, mom never comes back, so it is our job to protect the eggs. After approximately 45 to 70 days, the eggs hatch.

We monitor every nest every morning, so we will see what we call an emergence. This is when the hatchlings climb out of the nest and crawl to the ocean. We can tell when this happens by the tiny turtle tracks coming out of the nest and down the beach to the ocean. We give the hatchlings 3 days to climb out on their own. On the third day, we do a nest evaluation. This is when we dig by hand into the nest and count how many eggs hatched and how many didn't or how many didn't make it out. The nest is about 50 cm deep, so the hatchlings have a tough start to life. Sometimes we have hatchlings that didn't make it out of the nest and we save them and release them to the ocean.



May

MAY FUN: MOTHER'S DAY, EVENTS, AND DINING

[View this email in your browser](#)



See Spot Surf

Watch man's best friend ride the waves at the 2023 Hang 8 Dog Surfing Competition.

Tail-Wagging Fun



Palm Coast and the Flagler Beaches

April 20 at 12:27 PM · 🌐



Moms deserve a fun day, too! Click below to see our picks for the perfect Mother's Day in Palm Coast and the Flagler Beaches. 🌸❤️



VISITFLAGLER.COM

Mom's Perfect Day in Palm Coast and the Flagler Beaches

Check out the perfect Mother's Day for Mom in Palm Coast and the Flagler Beaches!

High Tides at Snack Jack

Flagler Beach



THE VIBE : A local favorite since 1947, High Tides at Snack Jack is a slice of Old Florida. This laid-back seafood shack is perched right on the water, with plenty of outdoor, pet-friendly seating. Inside, license plates and surfboards line the ceiling, and a casual bar offers patrons the perfect place to enjoy a cold beer.



THE FOOD & DRINK :

Expect nothing but good vibes and great eats. Nosh on fried scallops, ahi tuna sandwiches, and spicy po'boys, all served with hot hushpuppies. Or go big and feast on 2 pounds of steamed Alaskan crab legs. End your meal on a sweet note with the homemade Key lime tart.

June

SUMMERTIME: FISHING, FATHER'S DAY AND BEACH WEDDINGS

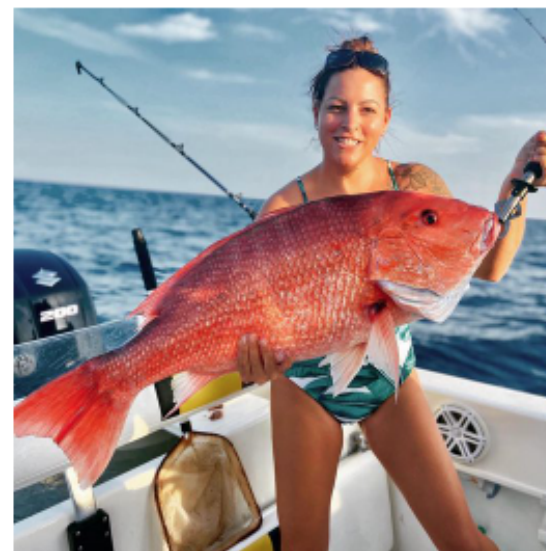
Dad's Perfect Day in Palm Coast and the Flagler Beaches

Three cheers for Dad! From changing diapers to changing tires, fathers (and all father figures!) work hard all year for their families. We think Dad should get a special day just for him, so we've planned an epic day of eats and activities. Here's the game plan for the perfect Father's Day in Palm Coast and the Flagler Beaches:

Morning:

Kick-start the day at [Rodie's Place](#) with a big plate of sausage gravy and biscuits. Served with a heaping pile of potatoes, Dad will be well fueled up for all the fun ahead.

Next, swing by [Cypress Knoll Golf Course](#) for a round of golf. The 18-hole course was designed by Gary Player and provides fantastic views of marshlands and lakes. It's one of our top things to do for Father's Day in Palm Coast and the Flagler Beaches.



The Best Fishing Holes

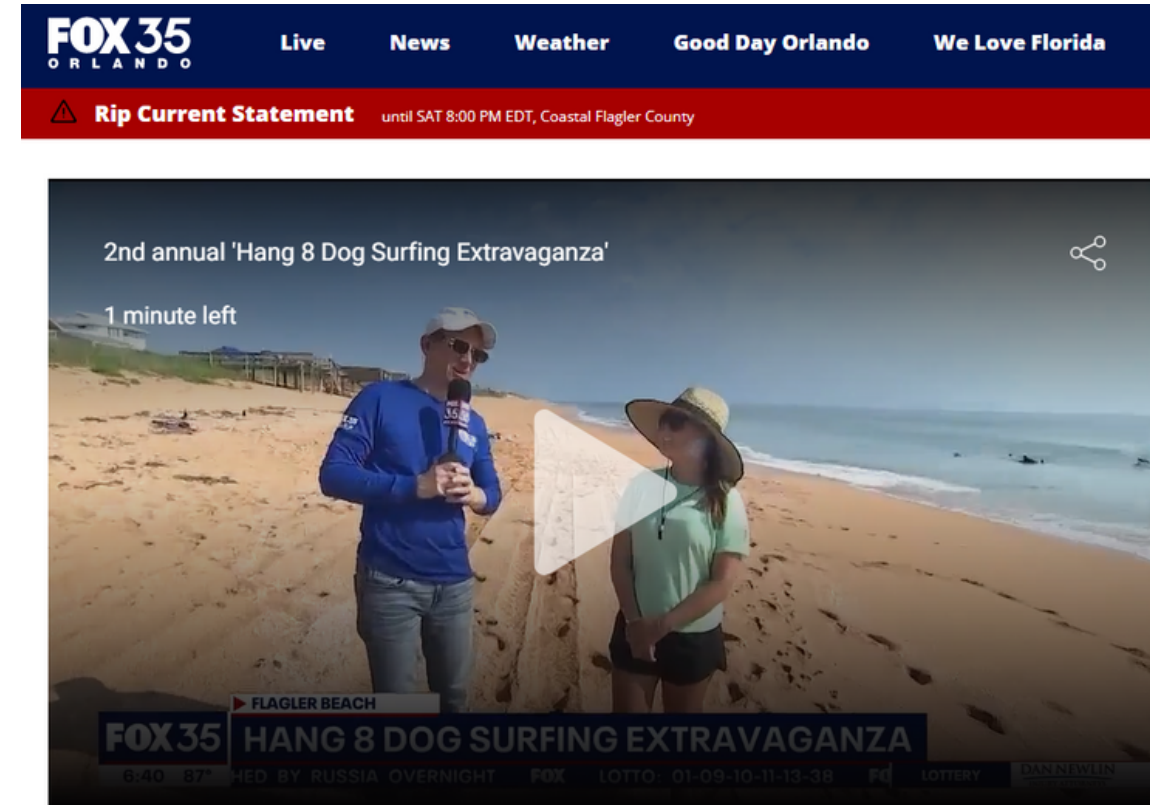
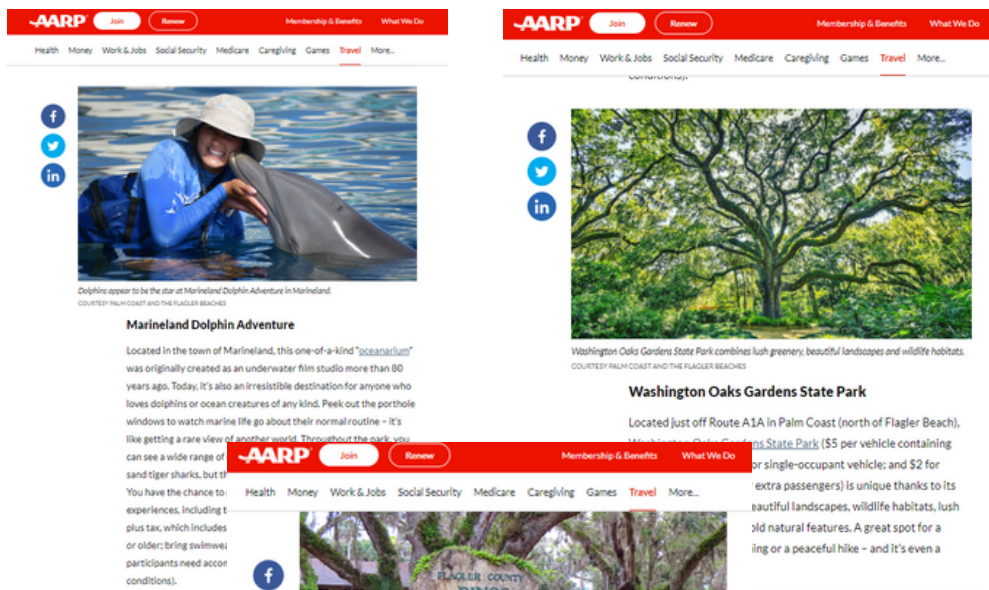
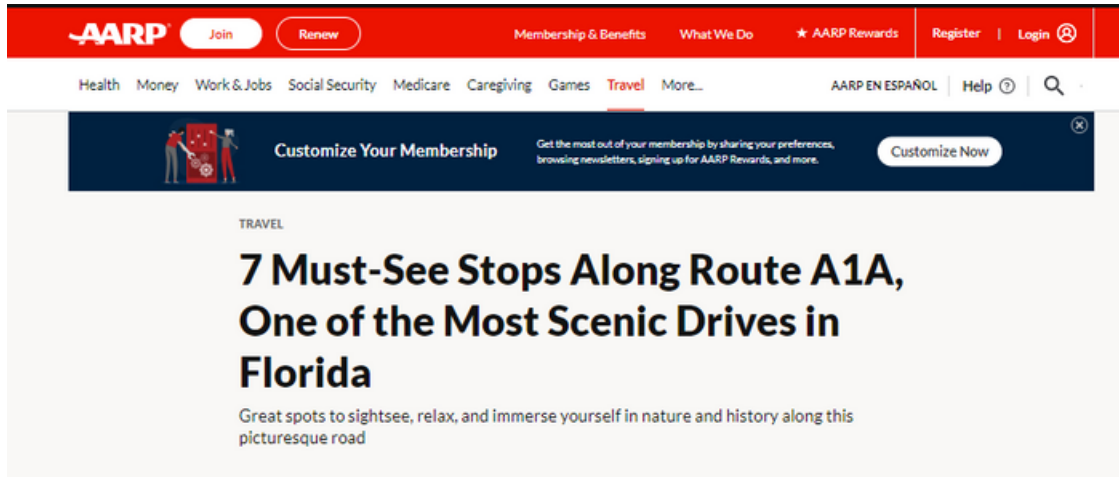
Here's where to reel in a big catch in Palm Coast and the Flagler Beaches.

[Drop a Line](#)



Q3

EARNED MEDIA



2nd annual 'Hang 8 Dog Surfing Extravaganza'

The 2nd annual Hang 8 Dog Surfing Extravaganza is being held at Flagler Beach on May 20. The event raises money for dogs in need and various charities. Included area a costume contest, the surf competition, and several dog specialty vendors.

By David Martin | Posted 6 days ago | Share icon

Details on the Second Annual Hang 8 Dog Surfing Event



Round up your pups for a day that's sure to be rad! The event takes place this weekend (May 20th) at Flagler Beach.

Author: firstcoastnews.com

- AARP.com Travel
- First Coast Living
- Fox 35
- And More...

Q3

FIRST COAST OF GOLF FAM

Friday, June 23 at Hammock Beach Resort

6 Tour Operators in Attendance

- David Cooper (Trendsetter Travel Golf Tours - Australia)
- Fernando Copete (Astro Tours Ltda - Columbia)
- Michael Espino (Ameropa Golf Viajes - Spain)
- Yash Soni (Par Excellence - United Kingdom)
- James Martin (Let's Go Trips, LLC - USA)
- Jason Kauflin (Wisconsin Golf Trips - USA)



***THANK
YOU!***

Palm Coast
AND THE
FLAGLER BEACHES
TOURISM DEVELOPMENT OFFICE



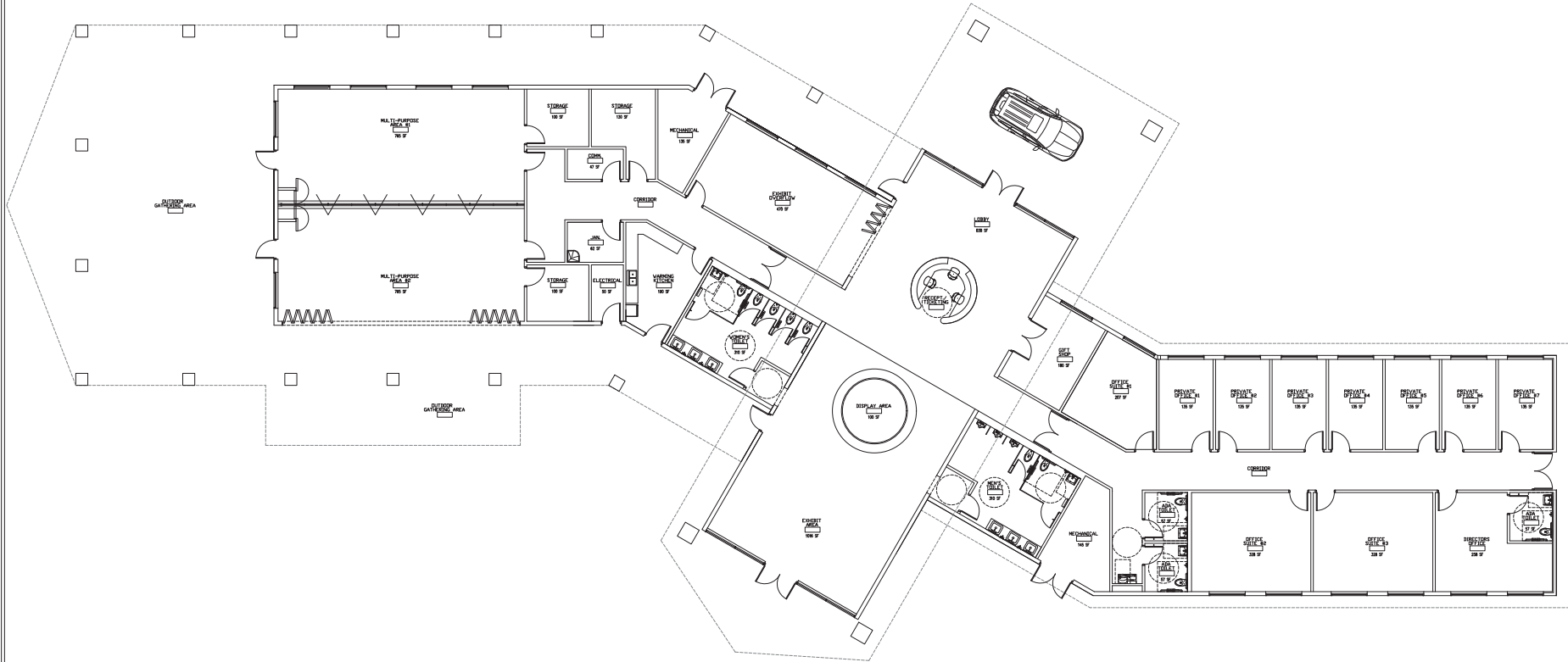
Parcel ID 39-12-31-0000-04020-0000
Prop ID 81161
Location
Address FLAGLER BEACH, 32136
Brief Tax 0023.42 ACRES O.R. BOOK 22-PAGE 128 PARCEL LOCATED 2862.09' W OF
Description* INTERSECTION OF SLY R/W SR 100 & EAST SECTION 39 LINE, 1200 FT DEEP 850'
ON SR 100
(Note: *The Description above is not to be used on legal documents.)
Property Use COUNTY (008600)
Code
Tax District UNINCORPORATED AREA WITH MOSQUITO CONTROL (District 01)
Millage Rate 14.4191
Homestead N
GIS sqft 1,020,029.519







MAIN ENTRY / PARKING



RETENTION / WETLANDS



1 CONCEPTUAL FLOOR PLAN
A100 SCALE: 1/8" = 1'-0"



As shown, this drawing is prepared by the kma DESIGN GROUP, LLC. It is the property of kma DESIGN GROUP, LLC and is not to be used, copied, reproduced, or otherwise disseminated without the written consent of kma DESIGN GROUP, LLC. The user of this drawing is advised that it is not a contract and that it is subject to change without notice. The user of this drawing is advised that it is not a contract and that it is subject to change without notice. The user of this drawing is advised that it is not a contract and that it is subject to change without notice.

FLAGLER COUNTY
Visitor and Eco-Discovery Center
PARCEL ID: 39-12-31-0000-04020-0000
ADDRESS: Flagler Beach, FL 32136

REVISIONS:

No.	Description

Project No.: 25-01015
Date: April 30, 2025
Drawn By: JLM
Checked By: JLM

CONCEPTUAL FLOOR PLAN
A100
Conceptual Design Review

Visitor & Eco-Discovery Center

KMA Design Group

Conceptual Estimate

Date: Wednesday, May 17, 2023
 Project No: 23-01015
 New Building SF: 10,000



SUMMARY OF COST BY BID PACKAGE

DIVISION	DESCRIPTION	COST/ SF	% OF WORK	TOTAL	BY DIVISION
01A	General Requirements	\$ 25.00	2.46%	\$ 250,000.00	\$ 250,000.00
02A	Existing Conditions	\$ 19.50	1.92%	\$ 195,000.00	\$ 195,000.00
03A	Structural Concrete	\$ 17.00	1.67%	\$ 170,000.00	\$ 170,000.00
04A	Masonry	\$ 68.00	6.70%	\$ 680,000.00	\$ 680,000.00
05A	Structural & Miscellaneous Steel	\$ 125.00	12.31%	\$ 1,250,000.00	\$ 1,250,000.00
06A	Wood & Plastics	\$ -	0.00%	\$ -	\$ -
07A	Caulking & Waterproofing	\$ 1.50	0.15%	\$ 15,000.00	
07B	Roofing	\$ 55.00	5.42%	\$ 550,000.00	
07C	Fireproofing	\$ 4.50	0.44%	\$ 45,000.00	
07D	Fiber Cement Siding	\$ 15.50	1.53%	\$ 155,000.00	\$ 765,000.00
08A	Frames, Doors & Hardware	\$ 28.00	2.76%	\$ 280,000.00	
08B	Windows & Glazing	\$ 35.00	3.45%	\$ 350,000.00	
08C	Window Testing	\$ 2.00	0.20%	\$ 20,000.00	
08D	Specialty Doors	\$ 5.50	0.54%	\$ 55,000.00	\$ 705,000.00
09A	Framing, Drywall & Stucco	\$ 48.00	4.73%	\$ 480,000.00	
09B	Tile	\$ 3.50	0.34%	\$ 35,000.00	
09C	Acoustical Ceilings & Wall Panels	\$ 4.20	0.41%	\$ 42,000.00	
09D	Resilient Flooring & Carpet	\$ 5.50	0.54%	\$ 55,000.00	
09E	Terrazzo Flooring	\$ 14.50	1.43%	\$ 145,000.00	
09F	Painting	\$ 12.00	1.18%	\$ 120,000.00	\$ 877,000.00
10A	Specialties	\$ 5.50	0.54%	\$ 55,000.00	
10B	Signage	\$ 4.50	0.44%	\$ 45,000.00	
10C	Visual Display Boards	\$ 0.30	0.03%	\$ 3,000.00	
10D	Fire Extinguishers & Cabinets	\$ 0.20	0.02%	\$ 2,000.00	\$ 105,000.00
11A	Food Service Equipment	\$ -	0.00%	\$ -	
11B	Equipment Residential/Commercial	\$ 2.00	0.20%	\$ 20,000.00	\$ 20,000.00
12A	Casework	\$ 1.50	0.15%	\$ 15,000.00	
12B	Window Treatment	\$ 0.30	0.03%	\$ 3,000.00	\$ 18,000.00
13A	Special Construction	\$ -	0.00%	\$ -	\$ -
14A	Elevators	\$ -	0.00%	\$ -	\$ -
21A	Fire Supression System	\$ 4.00	0.39%	\$ 40,000.00	\$ 40,000.00
22A	Plumbing	\$ 30.00	2.95%	\$ 300,000.00	\$ 300,000.00
23A	HVAC	\$ 55.00	5.42%	\$ 550,000.00	
23B	HVAC Test & Balance	\$ 1.00	0.10%	\$ 10,000.00	\$ 560,000.00
26A	Electrical	\$ 60.00	5.91%	\$ 600,000.00	\$ 600,000.00
31A	Earthwork, Paving & Site Utilities	\$ 185.00	18.22%	\$ 1,850,000.00	\$ 1,850,000.00
32A	Fencing & Gates	\$ 8.00	0.79%	\$ 80,000.00	
32C	Landscape and Irrigation	\$ 15.50	1.53%	\$ 155,000.00	\$ 235,000.00
	SUBTOTAL	\$ 862.00	84.88%	\$ 8,620,000.00	\$ 8,620,000.00
	Project Contingency	\$ 50.00	4.92%	\$ 500,000.00	
	General Conditions	\$ 35.00	3.45%	\$ 350,000.00	
	SDI (1.3% of Subtotal)	\$ 11.21	1.10%	\$ 112,060.00	
	Insurances (1.0% of Subtotal)	\$ 8.62	0.85%	\$ 86,200.00	
	SUBTOTAL - COST OF WORK	\$ 966.83	10.32%	\$ 9,668,260.00	
	CM Fee (4.5% Cost of Work)	\$ 43.51	4.28%	\$ 435,071.70	
	Bond (0.6% of Subtotal)	\$ 5.17	0.51%	\$ 51,720.00	
	TOTAL	\$ 1,015.51	100.00%	\$ 10,155,051.70	

**ESTIMATED BUDGET NARRATIVE
FLAGLER COUNTY VISITOR AND ECO-DISCOVERY CENTER**

COST ITEM	Cost-Share		
	Grant	Flagler County	Total
Design/Permitting		\$700,000	\$700,000
Offsite Improvements/Utilities		\$800,000	\$800,000
Construction, Engineering & Inspection		\$800,000	\$800,000
Construction	\$8,620,000		\$8,620,000
Insurance		\$198,260	\$198,260
Miscellaneous		\$836,791	\$836,791
Contingencies		\$500,000	\$500,000
TOTAL	\$8,620,000	\$3,835,051	\$12,455,051
MATCH SHARE			
CIP CASH		\$1,600,000	\$1,600,000
APPRAISED PROPERTY VALUE		\$2,360,000	\$2,360,000
TOTAL		\$3,960,000	\$3,960,000

**Flagler County Board of County Commissioners
Analysis of Monthly Tourist Development Tax Collections
Fiscal Year 2018-19 Through 2022-2023**

Prepared By:
Tourist Development Office

Month	Fiscal Year		Annual Change		Fiscal Year		Annual Change		Fiscal Year		Annual Change		Fiscal Year		Annual Change	
	2018-19	2019-20	Amount	Percentage	2020-21	Amount	Percentage	2021-22	Amount	Percentage	2022-23	Amount	Percentage	2021-22	Amount	Percentage
October	\$ 158,643.51	\$ 129,420.78	\$ (29,222.73)	-18.42%	\$ 216,179.13	\$ 86,758.35	67.04%	\$ 337,090.11	\$ 120,910.98	55.93%	\$ 305,578.71	\$ (31,511.40)	-9.35%	\$ 337,090.11	\$ 120,910.98	55.93%
November	\$ 152,524.56	\$ 148,228.03	\$ (4,296.53)	-2.82%	\$ 190,467.11	\$ 42,239.08	28.50%	\$ 250,882.67	\$ 60,415.56	31.72%	\$ 255,047.26	\$ 4,164.59	1.66%	\$ 250,882.67	\$ 60,415.56	31.72%
December	\$ 153,399.68	\$ 153,342.82	\$ (56.86)	-0.04%	\$ 170,473.85	\$ 17,131.03	11.17%	\$ 238,904.87	\$ 68,431.02	40.14%	\$ 220,994.04	\$ (17,910.83)	-7.50%	\$ 238,904.87	\$ 68,431.02	40.14%
January	\$ 161,457.05	\$ 186,203.34	\$ 24,746.29	15.33%	\$ 205,323.83	\$ 19,120.49	10.27%	\$ 283,469.85	\$ 78,146.02	38.06%	\$ 347,294.88	\$ 63,825.03	22.52%	\$ 283,469.85	\$ 78,146.02	38.06%
February	\$ 169,863.79	\$ 178,057.40	\$ 8,193.61	4.82%	\$ 170,568.19	\$ (7,489.21)	-4.21%	\$ 242,643.78	\$ 72,075.59	42.26%	\$ 267,780.90	\$ 25,137.12	10.36%	\$ 242,643.78	\$ 72,075.59	42.26%
March	\$ 243,242.32	\$ 271,519.87	\$ 28,277.55	11.63%	\$ 204,791.15	\$ (66,728.72)	-24.58%	\$ 335,564.58	\$ 130,773.43	63.86%	\$ 394,772.97	\$ 59,208.39	17.64%	\$ 335,564.58	\$ 130,773.43	63.86%
April	\$ 359,606.26	\$ 254,911.26	\$ (104,695.00)	-29.11%	\$ 440,138.42	\$ 185,227.16	72.66%	\$ 562,223.43	\$ 122,085.01	27.74%	\$ 633,440.22	\$ 71,216.79	12.67%	\$ 562,223.43	\$ 122,085.01	27.74%
May	\$ 261,044.58	\$ 51,851.50	\$ (209,193.08)	-80.14%	\$ 330,508.39	\$ 278,656.89	537.41%	\$ 447,391.80	\$ 116,883.41	35.36%	\$ 422,378.40	\$ (25,013.40)	-5.59%	\$ 447,391.80	\$ 116,883.41	35.36%
June	\$ 213,124.68	\$ 90,527.20	\$ (122,597.48)	-57.52%	\$ 325,957.40	\$ 235,430.20	260.07%	\$ 347,731.27	\$ 21,773.87	6.68%	\$ 354,919.25	\$ 7,187.98	2.07%	\$ 347,731.27	\$ 21,773.87	6.68%
July	\$ 327,353.59	\$ 321,497.84	\$ (5,855.75)	-1.79%	\$ 503,493.19	\$ 181,995.35	56.61%	\$ 535,401.34	\$ 31,908.15	6.34%	\$ 578,187.68	\$ 42,786.34	7.99%	\$ 535,401.34	\$ 31,908.15	6.34%
August	\$ 348,921.66	\$ 352,540.63	\$ 3,618.97	1.04%	\$ 455,275.28	\$ 102,734.65	29.14%	\$ 527,454.69	\$ 72,179.41	15.85%	\$ 510,837.64	\$ (16,617.05)	-3.15%	\$ 527,454.69	\$ 72,179.41	15.85%
September	\$ 195,539.65	\$ 238,891.11	\$ 43,351.46	22.17%	\$ 395,329.47	\$ 156,438.36	65.49%	\$ 323,456.64	\$ (71,872.83)	-18.18%				\$ 323,456.64	\$ (71,872.83)	-18.18%
Totals	\$ 2,744,721.33	\$ 2,376,991.78	\$ (367,729.55)	-13.40%	\$ 3,608,505.41	\$ 1,231,513.63	51.81%	\$ 4,432,215.03	\$ 823,709.62	21.93%	\$ 4,291,231.95	\$ 182,473.56	4.44%	\$ 4,432,215.03	\$ 823,709.62	21.93%
	Hurricane Michael October 2018		Hurricane Dorian August 2019	COVID-19 March 2020				Hurricane Ian September 2022	Hurricane Nicole November 2022							

YEAR-TO-DATE BUDGET REPORT

FOR 2022 12								
ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED	
1109 Tourist Dev Tax-Capital								
1109-147-4700-573800-570-57-000-000-581004-	0	Aid to Other Governments	203,565	203,565	59,564.20	.00	144,000.80	29.3%
1109-147-4700-573800-570-57-000-000-582009-	0	Other Entities	0	150,000	.00	.00	150,000.00	.0%
1109-147-4700-575300-570-57-000-000-531000-	150,000	Professional Services	0	6,000	1,011.95	.00	9,488.05	9.6%
1109-147-4700-575300-570-57-000-000-534008-	4,500	Commission Fee - Tax Collector	0	18,000	26,593.30	.00	-8,593.30	147.7%
1109-147-4700-575300-570-57-000-000-534010-	18,000	Governmental Services	0	0	.00	.00	.00	.0%
1109-147-4700-575300-570-57-000-000-549005-	0	Bank Analysis Fees	0	150	56.02	.00	93.98	37.3%
1109-147-4700-575600-570-57-000-000-562000-	150	Buildings	0	0	.00	.00	.00	.0%
1109-147-4700-575600-570-57-000-000-563000-	0	Infrastructure	0	0	.00	.00	.00	.0%
1109-147-4700-575800-570-57-000-000-581004-	0	Aid to Other Governments	0	28,370	.00	.00	28,370.00	.0%
	28,370							
TOTAL Tourist Dev Tax-Capital	201,020	209,565	410,585	87,225.47	.00	323,359.53	21.2%	
TOTAL EXPENSES	201,020	209,565	410,585	87,225.47	.00	323,359.53		

YEAR-TO-DATE BUDGET REPORT

FOR 2022 12

ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
1110 Tourist Dev Tax-Promotion							
1110-147-4700-559100-550-55-000-000-512000-		Regular Salaries & Wages					
1110-147-4700-559100-550-55-000-000-513000-	341,176	0	341,176	341,470.93	.00	-294.93	100.1%
1110-147-4700-559100-550-55-000-000-514000-	0	Other Salaries & Wages	0	.00	.00	.00	.0%
1110-147-4700-559100-550-55-000-000-521000-	0	Overtime	0	286.71	.00	-286.71	100.0%
1110-147-4700-559100-550-55-000-000-522000-	26,101	FICA Taxes	0	25,413.76	.00	687.24	97.4%
1110-147-4700-559100-550-55-000-000-523000-	57,577	Retirement Contributions	0	57,577	.00	-1,356.01	102.4%
1110-147-4700-559100-550-55-000-000-524000-	56,438	Life and Health Insurance	0	56,438	.00	15,471.79	72.6%
1110-147-4700-559300-550-55-000-000-531000-	581	Workers Compensation	0	581	.00	102.80	82.3%
1110-147-4700-559300-550-55-000-000-534006-	44,000	Professional Services	0	44,000	.00	34,766.45	21.0%
1110-147-4700-559300-550-55-000-000-534008-	291,103	Other Contracted Services	1,000	292,103	233,701.83	12,000.00	46,401.17
1110-147-4700-559300-550-55-000-000-534013-	54,000	Commission Fee - Tax Collector	0	54,000	79,779.88	.00	-25,779.88
1110-147-4700-559300-550-55-000-000-540000-	0	IT Other Contracted Services	0	0	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-541001-	5,000	Travel and Per Diem	0	5,000	2,358.35	.00	2,641.65
1110-147-4700-559300-550-55-000-000-541002-	0	Communications Devices & Acces	0	0	66.00	.00	-66.00
1110-147-4700-559300-550-55-000-000-542000-	5,720	Communications Recurring	0	5,720	10,884.32	.00	-5,164.32
1110-147-4700-559300-550-55-000-000-543000-	20,000	Freight & Postage	0	20,000	8,450.79	.00	11,549.21
1110-147-4700-559300-550-55-000-000-544000-	2,500	Utility Services	0	2,500	3,987.11	.00	-1,487.11
1110-147-4700-559300-550-55-000-000-544001-	50,000	Rentals and Leases	0	50,000	51,268.82	.00	-1,268.82
1110-147-4700-559300-550-55-000-000-545001-	0	IT Rentals & Leases	0	0	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-545003-	0	General Liability Insurance	0	0	1,112.43	.00	-1,112.43
1110-147-4700-559300-550-55-000-000-545006-	250	Vehicle Insurance	0	250	545.88	.00	-295.88
1110-147-4700-559300-550-55-000-000-546001-	0	Other Insurance & Bonds	0	0	.00	.00	.0%
	0	Building/Equipment Repairs	0	0	149.02	.00	-149.02

YEAR-TO-DATE BUDGET REPORT

FOR 2022 12		ORIGINAL	TRANFRS/	REVISED			AVAILABLE	PCT
ACCOUNTS FOR:	1110	APPROP	ADJSTMTS	BUDGET	YTD EXPENDED	ENCUMBRANCES	BUDGET	USED
	Tourist Dev Tax-Promotion							
1110-147-4700-559300-550-55-000-000-546003-		500	0	500	373.81	.00	126.19	74.8%
1110-147-4700-559300-550-55-000-000-546004-								
		8,127	0	8,127	4,976.03	.00	3,150.97	61.2%
1110-147-4700-559300-550-55-000-000-546006-								
		0	0	0	746.43	.00	-746.43	100.0%
1110-147-4700-559300-550-55-000-000-546008-								
		0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-546009-								
		0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-546010-								
		0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-547000-								
		20,000	0	20,000	20,468.05	.00	-468.05	102.3%
1110-147-4700-559300-550-55-000-000-548001-								
		105,250	0	105,250	46,254.60	13,500.00	45,495.40	56.8%
1110-147-4700-559300-550-55-000-000-548002-								
		0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-548003-								
		20,000	0	20,000	20,000.00	.00	.00	100.0%
1110-147-4700-559300-550-55-000-000-548004-								
		80,000	23,500	103,500	100,099.32	22,500.00	-19,099.32	118.5%
1110-147-4700-559300-550-55-000-000-548005-								
		0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-548006-								
		0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-548007-								
		25,000	0	25,000	.00	.00	25,000.00	.0%
1110-147-4700-559300-550-55-000-000-549000-								
		6,000	0	6,000	6,160.09	.00	-160.09	102.7%
1110-147-4700-559300-550-55-000-000-549004-								
		600,000	17,714	617,714	628,991.58	4,000.00	-15,277.58	102.5%
1110-147-4700-559300-550-55-000-000-549005-								
		1,300	0	1,300	1,016.15	.00	283.85	78.2%
1110-147-4700-559300-550-55-000-000-549008-								
		0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-549020-								
		0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-551000-								
		2,000	0	2,000	1,523.74	.00	476.26	76.2%
1110-147-4700-559300-550-55-000-000-551001-								
		1,000	15,000	16,000	8,663.24	.00	7,336.76	54.1%
1110-147-4700-559300-550-55-000-000-551003-								
		0	0	0	.00	.00	.00	.0%

YEAR-TO-DATE BUDGET REPORT

FOR 2022 12

ACCOUNTS FOR:	ORIGINAL APPROP	TRANSFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
1110 Tourist Dev Tax-Promotion							
1110-147-4700-559300-550-55-000-000-551004-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-552001-	800	0	800	571.96	.00	228.04	71.5%
1110-147-4700-559300-550-55-000-000-552002-	3,000	0	3,000	2,170.90	.00	829.10	72.4%
1110-147-4700-559300-550-55-000-000-552005-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-552006-	17,155	0	17,155	17,390.49	.00	-235.49	101.4%
1110-147-4700-559300-550-55-000-000-554001-	26,366	0	26,366	39,369.12	.00	-13,003.12	149.3%
1110-147-4700-559300-550-55-000-000-554003-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-555001-	2,000	0	2,000	1,244.00	.00	756.00	62.2%
1110-147-4700-559300-550-55-000-000-555002-	5,000	0	5,000	4,026.96	.00	973.04	80.5%
1110-147-4700-559600-550-55-000-000-563001-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559600-550-55-000-000-564000-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559600-550-55-000-000-564001-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559600-550-55-000-000-564002-	0	0	0	.00	.00	.00	.0%
1110-147-4700-584700-580-58-000-000-571003-	0	0	0	.00	.00	.00	.0%
1110-147-4700-584700-580-58-000-000-572006-	0	0	0	.00	.00	.00	.0%
TOTAL Tourist Dev Tax-Promotion	1,877,944	57,214	1,935,158	1,773,133.27	52,000.00	110,024.73	94.3%
TOTAL EXPENSES	1,877,944	57,214	1,935,158	1,773,133.27	52,000.00	110,024.73	

YEAR-TO-DATE BUDGET REPORT

FOR 2022 12								
ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED	
1111 Tourist Dev-Beach Restore								
1111-147-4700-537300-530-53-000-000-531000-	100,000	Professional Services						
		-94,310	5,690	38,148.53	.00	-32,458.53	670.4%	
1111-147-4700-537300-530-53-000-000-534006-	30,000	Other Contracted Services						
		150,750	180,750	125,750.00	25,000.00	30,000.00	83.4%	
1111-147-4700-537300-530-53-000-000-534008-	20,400	Commission Fee - Tax Collector						
		0	20,400	26,593.30	.00	-6,193.30	130.4%	
1111-147-4700-537300-530-53-000-000-534013-	0	IT Other Contracted Services						
		0	0	.00	.00	.00	.0%	
1111-147-4700-537300-530-53-000-000-545001-	0	General Liability Insurance						
		0	0	.00	.00	.00	.0%	
1111-147-4700-537300-530-53-000-000-545003-	0	Vehicle Insurance						
		0	0	.00	.00	.00	.0%	
1111-147-4700-537300-530-53-000-000-546003-	0	Vehicle Repair						
		0	0	.00	.00	.00	.0%	
1111-147-4700-537300-530-53-000-000-549000-	0	oth curr Chgs and Obligations						
		248,310	248,310	149,373.60	.00	98,936.40	60.2%	
1111-147-4700-537300-530-53-000-000-549005-	2,000	Bank Analysis Fees						
		0	2,000	96.02	.00	1,903.98	4.8%	
1111-147-4700-537300-530-53-000-000-549020-	0	IT oth curr Chgs & Obligations						
		0	0	.00	.00	.00	.0%	
1111-147-4700-537300-530-53-000-000-552002-	0	Other Operating Expenses						
		0	0	.00	.00	.00	.0%	
1111-147-4700-537700-530-53-000-000-571001-	0	Principal on Bonds & Notes						
		0	0	.00	.00	.00	.0%	
1111-147-4700-537700-530-53-000-000-572001-	0	Interest on Notes & Bonds						
		0	0	.00	.00	.00	.0%	
1111-147-4700-537700-530-53-000-000-573001-	0	Bond Issuance Costs						
		0	0	.00	.00	.00	.0%	
1111-147-4700-537800-530-53-000-000-581000-	0	Aids to Govt Agencies						
		0	0	.00	.00	.00	.0%	
1111-147-4700-537800-530-53-000-000-581007-	0	Aid to Flagler Beach						
		105,344	105,344	107,894.64	.00	-2,550.64	102.4%	
1111-147-4700-537800-530-53-000-000-582009-	154,000	Other Entities						
		-154,000	0	5,025.00	.00	-5,025.00	100.0%	
TOTAL Tourist Dev-Beach Restore	306,400	256,094	562,494	452,881.09	25,000.00	84,612.91	85.0%	
TOTAL EXPENSES	306,400	256,094	562,494	452,881.09	25,000.00	84,612.91		



YEAR-TO-DATE BUDGET REPORT

FOR 2022 12

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	2,385,364	522,873	2,908,237	2,313,239.83	77,000.00	517,997.17	82.2%

** END OF REPORT - Generated by Christina Hutsell **



SEO REPORT

June 2023



TABLE OF CONTENTS

1

Executive Summary

SEO Task Highlights

Next Steps

2

Overall Traffic

Traffic Summary

Source Summary

City Summary

Device Breakdown

Landing Page Performance

Top Viewed Pages

Goal Completions

3

Organic Traffic

Ranking Performance

Onsite Performance

SEO EXECUTIVE SUMMARY

Organic Sessions

31,124

↑ 4.7%

Organic Sessions YTD

160,258

↑ 3.4%

Overall Traffic Performance

The site received 51,000 sessions in total, which represents an 11% decrease from last year's 57,200. Most of the approximately 6,200-session decrease can be attributed to losses from the Other and Social channels. Traffic from Social decreased by 75%, or 2,300 sessions, and traffic from the Other channel decreased 97%, or 7,200 sessions. The webcams page and the homepage drove the highest number of sessions (15,900 and 7,900, respectively), while blog posts drove 7,600 sessions.

Organic Traffic Performance

Organic sessions numbered 31,100 in June, up 5%. Impressive growth to the Events page (+31%), Restaurants & Bars (+52%) and various blog posts (+18%) outweighed slight decreases seen in individual organic landing pages. Organic clicks reached 24,000, up 10%, and organic impressions reached 1.3 million, up 14%. Click-through rate rose by 14%, and average ranking position improved 1%. Popular topics included webcams, things to do and fireworks.

Recommendations

Labor Day

Labor Day is Monday, September 4. Last year, Labor Day-related searches to the website started peaking in mid-August, with clicks peaking on September 4. The only existing Labor Day content is a blog post titled [Plan a Golfer's Getaway to Palm Coast and the Flagler Beaches This Labor Day](#), which did not see any organic sessions over the past year. Update the post to refresh the publish date so search engines and users know the content is current, then add keywords into the copy. "Labor Day" only appears in the day, so ensure that phrase is sprinkled throughout the copy. Add the following keywords, which are ranked by average monthly searches, to strengthen SEO:

labor day (1,830,000) | golf resort (12,100) | three day weekend (1,900) | labor day golf (50) | golf labor day (10)

Additionally, the [2023 Palm Coast and the Flagler Beaches Bucket List](#) blog post mentions the holiday, so ensure the content surrounding it is up-to-date.

Extended stays

Many DMOs are using Google flight trend data — [which shows flights are cheaper on Monday, Tuesday and Wednesday](#) — to encourage travelers to stay one more day. Coastal Mississippi's [One More Day of Play page](#) points out the economic reasons to stay past the weekend while showcasing special deals/coupons for the value-minded traveler. Fort Worth's [Extended Stay Ideas blog post](#) highlights the top area attractions for an extended stay. Consider creating a landing page or blog post that highlights what travelers can do when they book an extra day. This would also be a good opportunity to drive users to the [Free Things to Do](#) and [Things to Do With Kids](#) blog posts.



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Jun 1, 2023 - Jun 30, 2023

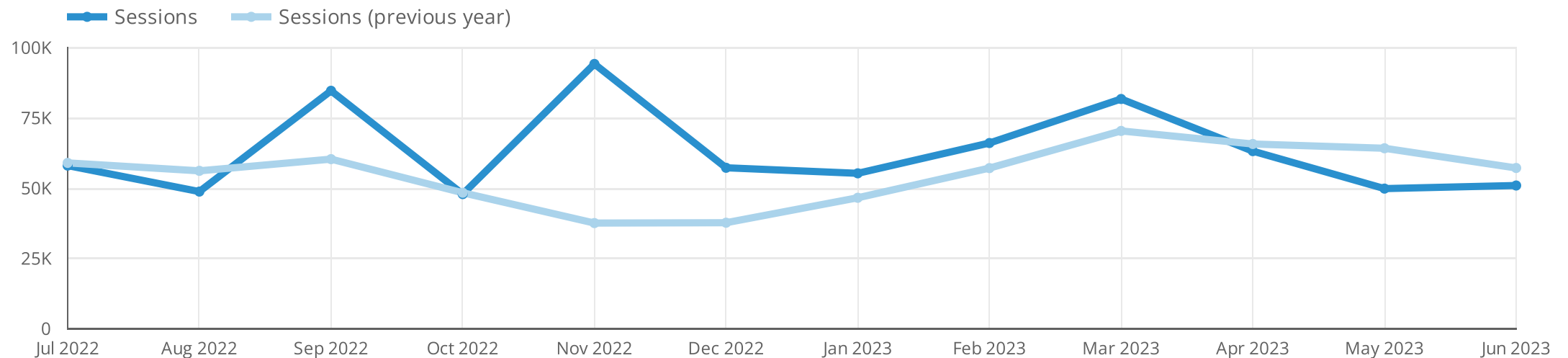
How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session D...
June	51,005	-10.9% ↓	33,982	63.1%	80,900	1.59	00:01:25
May	49,903	-22.3% ↓	32,975	60.74%	77,301	1.55	00:01:27
April	63,234	-3.9% ↓	45,701	62.31%	97,980	1.55	00:01:19
March	81,794	16.1% ↑	60,894	64.06%	126,803	1.55	00:01:19
February	66,124	15.6% ↑	50,283	64.13%	104,493	1.58	00:01:19
January	55,341	18.7% ↑	41,862	65.17%	86,362	1.56	00:01:20

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In June, the site received 51,000 sessions in total, which represents an 11% decrease from last year's 57,200. Overall engagement metrics experienced decreases: Pages per session decreased 9% (from 1.8 to 1.6), average session duration decreased 11% (1:36 to 1:25), and bounce rate increased 6% (60% to 63%). Most of the approximately 6,200-session decrease can be attributed to losses from the Other and Social channels (see following page).

Overall Traffic Summary | Last Month

Jun 1, 2023 - Jun 30, 2023

What channels are my website visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	% Δ	% of Sessions
Organic Search	31,124	4.7% ↑	61.02%
Direct	11,080	-1.6% ↓	21.72%
Display	5,921	1,323.3% ↑	11.61%
Referral	1,843	-10.5% ↓	3.61%
Social	774	-74.5% ↓	1.52%
(Other)	224	-97.0% ↓	0.44%
Email	26	-	0.05%
Grand total	51,005	-10.9% ↓	100%

Analysis: Organic search brought in 61% of sessions with 31,100, a 5% increase year-over-year. Traffic from Social decreased by 75%, or 2,300 sessions, and traffic from the Other channel decreased 97%, or 7,200 sessions.

A full breakdown of the Other, Display and Social channels follows this report.

What were the top campaigns that sent traffic?

by Campaign and Sessions

Campaign	Sessions
Evergreen	5,921
welcome-home	157
dm-flpcfb	52
ACQ_Flagler_Location_Specific	10
VTrips - June Week 3 1	8
Complete	6
VTrips - June Week 4 1	6
VTrips - June Week 4 2	4
cox-o-visitflagler	3

How does my website perform compared to the DMO averages?

by Pages per Session, Avg. Session Duration, and Bounce Rate for All Traffic, Organic Search and Paid Search

Pages per Sessions			
Channel	Industry	Visit Flagler	% dif
All Channels	1.92	1.54	-19.48%
Organic Search	2.06	1.66	-19%
Paid Search	2.06	1.87	-9.28%

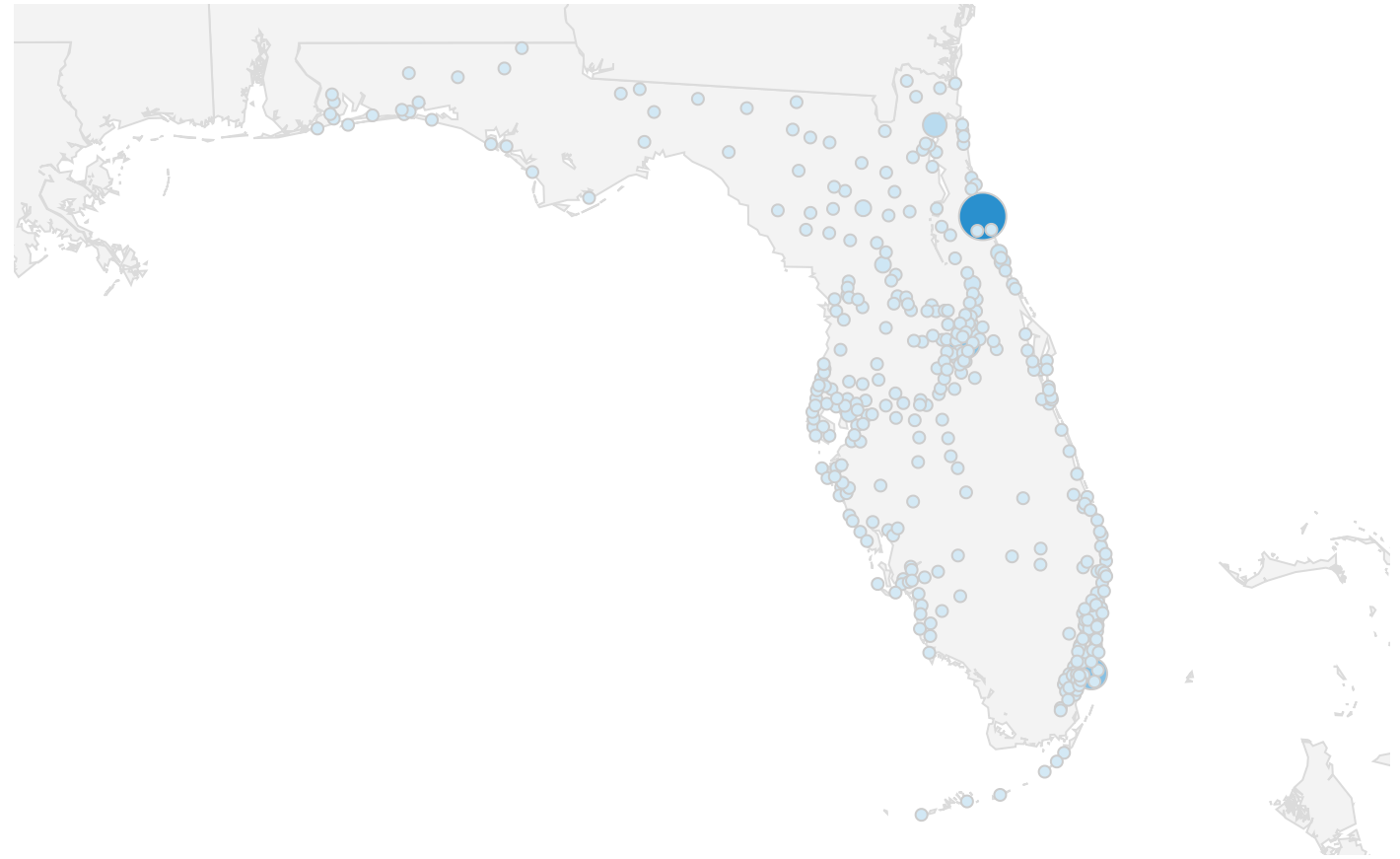
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:47	00:01:17	-27.85%
Organic Search	00:02:10	00:01:40	-22.68%
Paid Search	00:01:40	00:01:12	-27.74%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.82%	60.9%	11.1%
Organic Search	48.88%	51.26%	4.88%
Paid Search	52.32%	64.73%	23.73%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	7,466	-17.8% ↓
Miami	3,404	191.9% ↑
Orlando	3,211	-11.0% ↓
Jacksonville	1,202	8.9% ↑
Daytona Beach	585	-25.9% ↓
Ormond Beach	290	-14.7% ↓
Ocala	265	-31.3% ↓
Tampa	245	-9.3% ↓
DeLand	224	30.2% ↑
Gainesville	182	-29.5% ↓
Bunnell	174	5.5% ↑
St. Augustine	156	0.0%
Port Orange	127	-16.4% ↓
Palatka	122	74.3% ↑
Flagler Beach	107	-21.3% ↓
Tallahassee	94	9.3% ↑
Jacksonville Beach	91	355.0% ↑

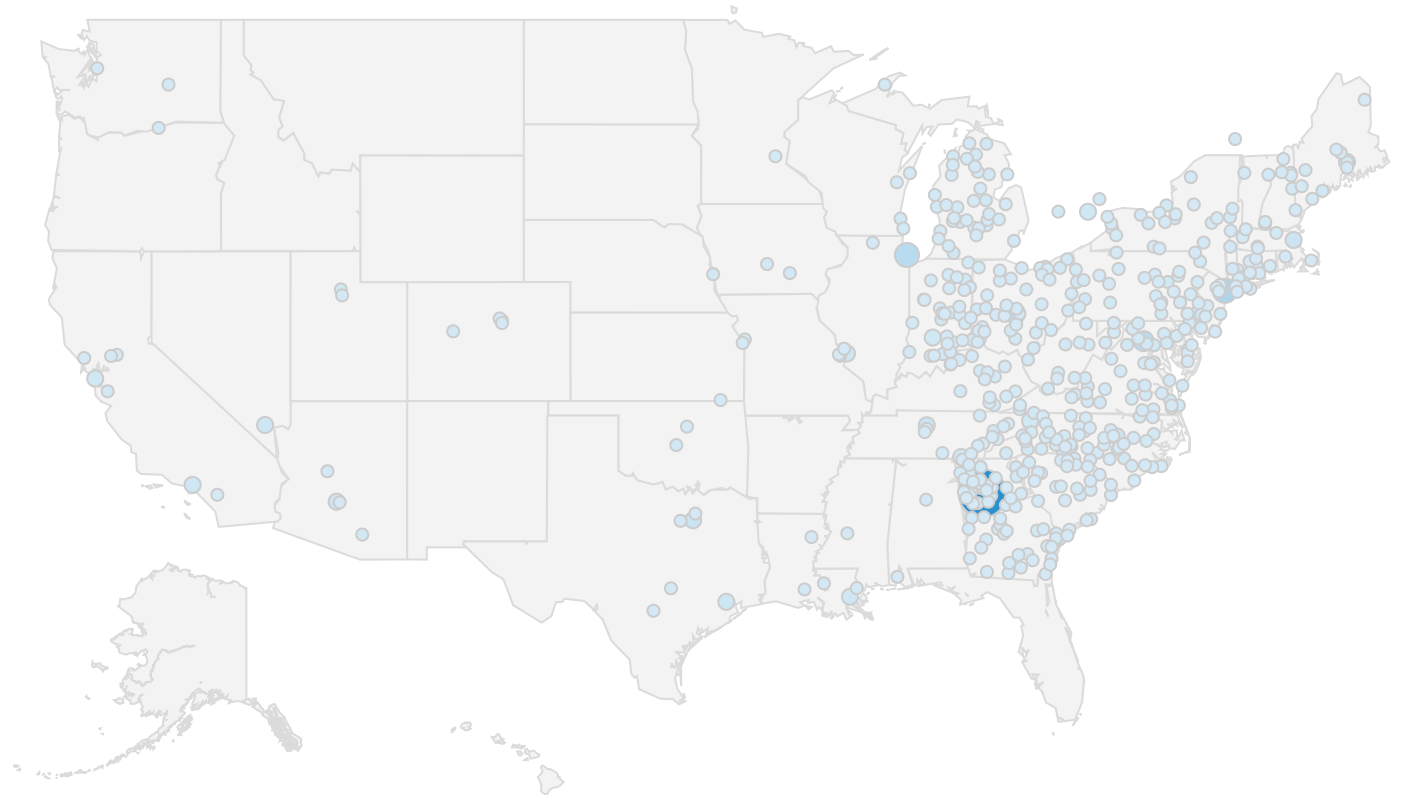


Analysis: Overall, Google Analytics shows a 2% decrease for in-state traffic (from 24,800 last year to 24,200 in 2023).

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Atlanta	2,529	-42.6%
New York	584	-93.6%
Chicago	409	-72.4%
Ashburn	406	-33.8%
Columbus	404	92.4%
Dallas	185	-38.3%
Nashville	160	-48.4%
Charlotte	149	-55.0%
Clinton	144	2,780.0%
Boston	112	-1.8%
Raleigh	110	-16.0%
Houston	108	-6.1%
Washington	103	-24.8%
Perry	99	2,375.0%
Philadelphia	99	-68.8%
Phoenix	98	-61.7%
Las Vegas	96	-22.6%
Greenville	92	135.9%



10  2,529

Analysis: Out-of-state traffic saw an 18% decrease. Atlanta continued to be the top driver of traffic, with sessions concentrated on the webcams page (770 sessions) and the 25 Things to Do blog post (200 sessions).

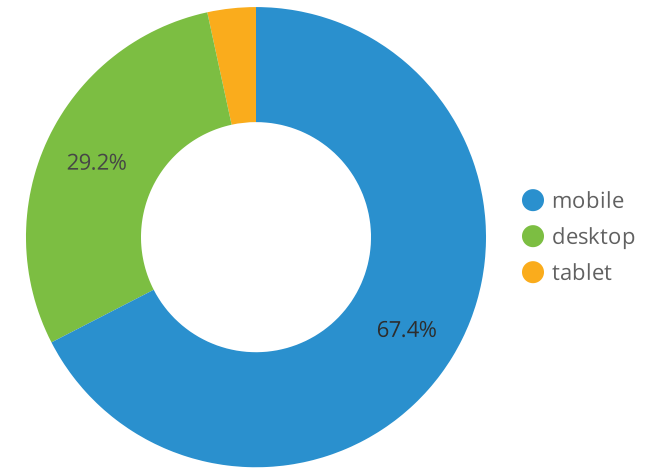
Overall Traffic Device Breakdown | Last Month

Jun 1, 2023 - Jun 30, 2023

What devices are users on my site using?

by Device Category, Sessions, Bounce Rate, Pages per Session, and Avg. Session Duration

Device Category	Sessions	% Δ	Bounce Rate	Pages / Session	Avg. Session D...
Mobile	34,397	-7.7% ↓	64.63%	1.51	00:01:17
Desktop	14,874	-15.3% ↓	59.17%	1.77	00:01:46
Tablet	1,734	-27.9% ↓	66.61%	1.51	00:01:20
Grand total	51,005	-10.9% ↓	63.1%	1.59	00:01:25



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	8,735	-4.8% ↓
/	6,124	20.9% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,812	-28.6% ↓
/events/	1,759	38.6% ↑
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-...	463	-
/things-to-do/outdoor-adventures/horseback-riding-on-the-...	442	6.3% ↑
/beaches/pet-friendly-zones/	427	3.6% ↑
/things-to-do/restaurants-bars/	389	44.6% ↑
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-...	375	-
/beaches/	348	-55.4% ↓

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	6,301	8.5% ↑
/	1,595	-41.5% ↓
/events/	835	29.7% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	418	-22.3% ↓
/things-to-do/restaurants-bars/	181	61.6% ↑
/lodgings	180	-43.2% ↓
/beaches/pet-friendly-zones/	163	20.7% ↑
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-b...	126	-
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-t...	123	-
/beaches/	109	-52.0% ↓

How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate

Top Landing Pages	Sessions	Avg. Session Duration	Bounce Rate
/beaches/webcams/	15,903	00:01:08	68.78%
/	7,889	00:00:53	79.31%
/events/	2,663	00:02:15	42.77%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	2,267	00:02:57	51.92%
/beaches/pet-friendly-zones/	600	00:02:00	55.33%
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	597	00:01:58	64.32%
/things-to-do/restaurants-bars/	595	00:02:37	45.04%
/things-to-do/outdoor-adventures/horseback-riding-...	547	00:01:26	54.84%
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-...	516	00:01:19	71.32%
/beaches/	466	00:02:09	47.85%
/lodgings	460	00:02:35	31.3%
/where-to-stay/campgrounds-rv-parks/	393	00:02:11	49.11%
/beaches/faqs/	362	00:01:21	67.96%
/blog/post/best-fishing-spots-in-palm-coast-and-the-...	350	00:01:48	66.29%
/listing/marineland-dolphin-adventure/270614/	340	00:02:03	47.65%
/things-to-do/shopping/	325	00:02:08	40.92%
/things-to-do/outdoor-adventures/swim-with-dolphi...	314	00:01:11	58.6%
/things-to-do/	298	00:01:40	41.28%
/blog/post/top-things-to-do-with-kids-in-palm-coast-...	295	00:01:43	58.64%
/listing/princess-place-preserve/270329/	292	00:01:33	56.85%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	15,903	19,313
/	7,048	8,325
/events/	1,796	3,025
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,498	2,810
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-fla...	526	844
/things-to-do/outdoor-adventures/horseback-riding-on...	511	947
/blog/post/6-secret-beaches-to-explore-in-palm-coast-...	510	764
/beaches/pet-friendly-zones/	502	722
/lodgings	455	561
/things-to-do/restaurants-bars/	442	747
/listing/marineland-dolphin-adventure/270614/	420	854
/about/visitors-guide-brochures/	416	1,213
/beaches/	406	772
/blog/post/best-fishing-spots-in-palm-coast-and-the-fl...	362	653
/beaches/faqs/	336	469
/listing/equestrian-adventures-of-florida/346583/	330	760
/listing/princess-place-preserve/270329/	327	563
/event/red-white-&-boom/21295/	312	581
/listing/washington-oaks-gardens-state-park/270476/	289	545
/where-to-stay/campgrounds-rv-parks/	287	462

Analysis: Webcams and the homepage drove the highest number of sessions (15,900 and 7,900, respectively). Blog posts held four of the top 20 overall landing pages, and the blog as a whole drove 7,600 sessions in June. See the Blog Traffic & Sources and Blog Content Performance pages for a further insight into how visitors get to and use the blog.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	18,951	00:01:07	68.19%
/	9,151	00:00:53	79.2%
/events/	4,100	00:02:15	42.66%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	3,085	00:02:57	51.92%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	1,196	00:01:26	54.64%
/about/visitors-guide-brochures/	1,067	00:01:51	46.51%
/things-to-do/restaurants-bars/	949	00:02:40	45.04%
/things-to-do/	945	00:01:39	41.84%
/beaches/	936	00:02:11	47.65%
/beaches/pet-friendly-zones/	826	00:02:00	55.24%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	822	00:01:56	64.43%
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-beaches/	817	00:01:19	71.32%
/listing/marineland-dolphin-adventure/270614/	765	00:02:03	47.23%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches/	661	00:01:48	66.29%
/where-to-stay/campgrounds-rv-parks/	572	00:02:11	48.86%
/lodgings	565	00:02:35	31.3%
/things-to-do/outdoor-adventures/swim-with-dolphins/	565	00:01:11	58.6%
/event/red-white-&-boom/21295/	552	00:01:05	58.96%
/listing/princess-place-preserve/270329/	529	00:01:33	57.04%
/listing/equestrian-adventures-of-florida/346583/	516	00:01:04	56.84%
/things-to-do/shopping/	505	00:02:08	40.67%
/beaches/faqs/	495	00:01:20	67.77%
/listing/washington-oaks-gardens-state-park/270476/	489	00:01:38	57.92%

Analysis: The most viewed pages align closely to the top landing pages and are an indication of the most popular topics on the website.

Note: As of the July report, this page has been re-added and includes year-to-date information.

How many goal completions were there last month?

by Unique Visitor Guide Requests and Newsletter Sign Ups

Visitor Guide Requests 237 ↓ -16.3%	Unique Newsletter Sign Up 133 ↑ 43.0%
Visitor Guide Req. YTD 1,992 ↑ 11.1%	Unique Newsltr Sign Up YTD 1,212 ↑ 48.0%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	120
(direct) / (none)	62
visitflorida.com / referral	33
bing / organic	10
yahoo / organic	4
flaglercounty.gov / referral	3
sprout.link / referral	2
duckduckgo / organic	2
amostrasgratis.shop / referral	2
pinterest.com / referral	2

What interests did those who signed up for email have?

by Interest, Clicks and Percent of Total

Email Signup Inte...	Clicks	% of Total
Arts & Culture	114	68.67%
Beach	143	86.14%
Camping	48	28.92%
Dining	124	74.70%
Events & Festivals	148	89.16%
Family Fun	81	48.80%
Marine Life & Conserv...	95	57.23%
Outdoor Activities	124	74.70%
Pet Friendly	79	47.59%
Weddings	17	10.24%

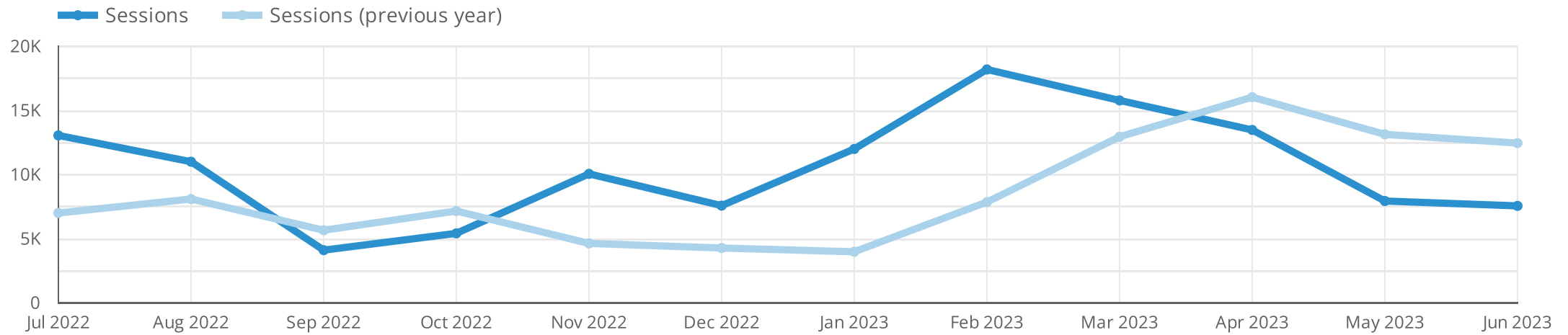
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	18
(direct) / (none)	5
VF-Google / Display	4
visitflorida.com / referral	2
bing / organic	1

How are blog sessions trending over time?

by Sessions Year over Year



How is my blog traffic performing over time?

by Sessions, Bounce Rate, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Bounce Rate	Avg. Session Duration	Pages / Session
June	8,931	-39.4% ↓	53.69%	00:02:41	2.43
May	9,091	-38.0% ↓	60.38%	00:02:09	2.1
April	14,886	-16.4% ↓	64.16%	00:01:35	1.91
March	18,050	20.7% ↑	62.5%	00:01:50	2.07
February	20,096	111.3% ↑	67.01%	00:01:32	1.89
January	13,397	141.0% ↑	64.66%	00:01:48	1.94

What channels are my blog visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	% Δ	% of Sessions
Organic Search	6,607	19.6% ↑	73.98%
Direct	1,548	-26.6% ↓	17.33%
Social	464	-59.9% ↓	5.2%
Referral	224	14.9% ↑	2.51%
Display	63	2,000.0% ↑	0.71%
(Other)	16	-99.7% ↓	0.18%
Grand total	8,931	-39.4% ↓	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	PVs...
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-bea...	3,107
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-be...	857
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-beaches/	818
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches/	664
/blog/post/chow-down-on-an-american-classic-at-hot-diggity-dogs-in-pal...	428
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beach...	371
/blog/post/where-to-rent-a-boat-or-jet-ski-in-palm-coast-and-the-flagler-...	369
/blog/post/breathtaking-photos-of-palm-coast-and-the-flagler-beaches/	361
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	321
/blog/post/dads-perfect-day-in-palm-coast-and-the-flagler-beaches/	266

What are the top viewed blog posts year-to-date?

by Page and Pageviews

Page	PVs
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	5,936
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,460
/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-food-co/	2,087
/blog/post/5-valentines-day-activities-we-love-in-palm-coast-and-the-flagler-...	578
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beach...	571
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	448
/blog/post/eat-well-at-ohana-food-co-in-palm-coast-and-the-flagler-beaches/	370
/blog/post/our-favorite-wine-bars-in-palm-coast-and-the-flagler-beaches/	255
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches/	253
/blog/post/unique-proposal-spots-in-palm-coast-and-the-flagler-beaches/	235

What pages are users visiting after landing on a blog post last month?

by Landing Page, Second Page and Sessions

Landing Page	Second Page	Sessions
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	128
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	122
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	94
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	92
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-beaches/	/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-beaches/	63
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/canoeing-kayaking/	52
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	49
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	37
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	36
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	/beaches/webcams/	35

What channels are my website visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	Pageviews	Bounce Rate	Avg. Session Duration	Pages / Session
Referral	26	56	0%	00:01:35	2.15
Direct	5	10	0%	00:00:00	2
Social	1	2	0%	00:00:00	2
Organic Search	1	2	0%	00:00:00	2
Grand total	33	70	0%	00:01:15	2.12

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks

35

Link Clicks

13

What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
https://www.visitflagler.com/listing/equestri...	3
https://www.visitflagler.com/listing/washing...	3
https://www.visitflagler.com/where-to-stay/	2
https://www.visitflagler.com/listing/sea-turtl...	1
https://www.visitflagler.com/listing/flagler-b...	1
https://www.visitflagler.com/listing/marinel...	1
https://www.visitflagler.com/listing/captains...	1
https://www.visitflagler.com/listing/down-to...	1

Grand total

13



ORGANIC TRAFFIC

Organic Sessions

31,124

📈 4.7%

Percent of Total Sessions

61.02%

📈 17.5%

% New Sessions

62.60%

📈 7.4%

Avg. Session Duration

00:01:34

📉 -10.7%

Pages / Session

1.67

📉 -0.4%

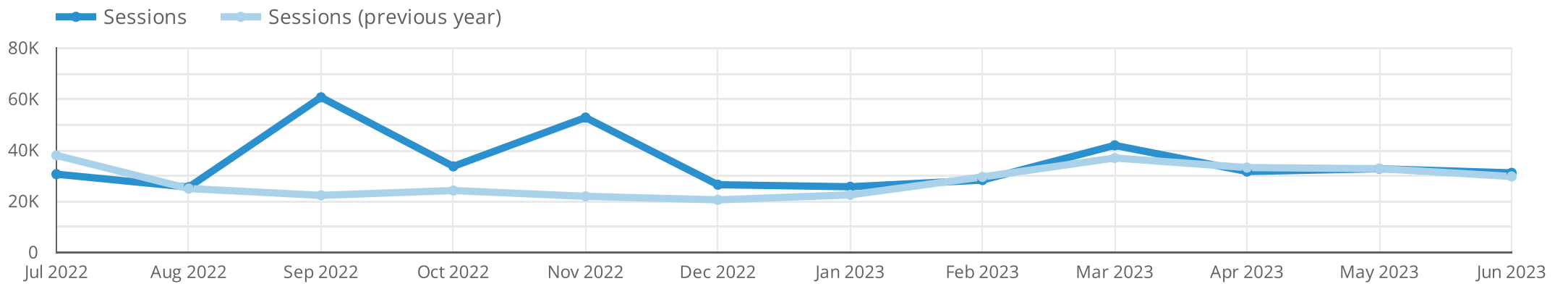
Bounce Rate

58.02%

📈 3.9%

How are organic sessions trending?

by Sessions Year over Year



What pages are organic search visitors landing on?

by Landing Page, Sessions, and Percent of Total Sessions Year over Year

Landing Page	Sessions...	% Δ
/beaches/webcams/	9,668	-7.5% 📉
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beach...	2,185	-26.9% 📉
/events/	1,892	30.8% 📈
/	1,025	-0.7% 📉
/things-to-do/restaurants-bars/	564	51.6% 📈
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beach...	521	-
/beaches/	403	-36.3% 📉
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	375	-4.1% 📉
/where-to-stay/campgrounds-rv-parks/	353	-11.5% 📉
/beaches/faqs/	323	12.5% 📈

Analysis: Organic sessions numbered 31,100 in June, up 5%. Most top organic landing pages saw slight decreases, including webcams (-8%), and Beaches (-36%). These decreases, however, were outweighed by impressive growth to the Events page (+31%), Restaurants & Bars (+52%) and various blog posts (+18%).

Organic engagement metrics saw slight decreases but remained at healthy levels: session duration decreased 11% (from 1:46 to 1:34), pages/session decreased .5% (from 1.68 to 1.67), and bounce rate increased 4% (from 56% to 58%).

Organic engagement on the Events page outperformed that of the rest of the website: bounce rate was 41% (29% lower than site average), and average session duration was 2:14 (43% higher).

<p>Organic Clicks</p> <p>24,061</p> <p>📈 9.7%</p>	<p>Organic Impressions</p> <p>1,269,861</p> <p>📈 13.8%</p>	<p>Organic CTR%</p> <p>1.89%</p> <p>📉 -3.6%</p>	<p>Average Ranking Position</p> <p>20.71</p> <p>📈 10.1%</p>
----------------------------------------------------------	-------------------------------------------------------------------	--------------------------------------------------------	--------------------------------------------------------------------

How is my site performing organically on Google search results?

Top 20 Queries by Clicks, Average Position, and Site Clickthrough Rate Year over Year

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,369	1	0	69.92%
flagler beach webcam	1,190	1	-0.02 ↓	71.82%
flagler beach live cam	305	1	0	61.74%
flagler beach	252	8.34	0.84 ↑	1.06%
flagler beach surf cam	221	1.01	-0.67 ↓	57.4%
flagler pier cam	189	1	0 ↑	54.15%
things to do near me	172	20.13	-2.46 ↓	7.81%
flagler surf cam	167	1.99	-0.84 ↓	26.94%
flagler live cam	167	1.08	0.08 ↑	70.76%
things to do in palm coast	151	3.95	2.8 ↑	11.5%
things to do in palm coast florida	133	2.93	1.89 ↑	26.87%
things to do in palm coast fl	126	3.7	2.5 ↑	9.52%
flagler beach web cam	120	1	0	69.77%
flagler webcam	119	1	0	63.98%
flagler beach camera	115	1	0	75.16%
palm coast beach	114	2.58	-0.39 ↓	8.81%
flagler beach pier cam	113	1	0	43.3%
palm coast	109	7.22	1.04 ↑	0.52%
visit flagler	104	1	-0.01 ↓	82.54%
palm coast webcam	100	1	0	77.52%

Analysis: Organic clicks reached 24,000, up 10%, and organic impressions reached 1.3 million, up 14%. Click-through rate rose by 14% and average ranking position improved 1%.

Clicks increased by 2,200, with webcam-related searches seeing the largest increases. Non-webcam searches drove 8,000 clicks (-1%) and 761,000 impressions (+2%). The most popular of those terms were related to things to do:

- "flagler beach": 252 clicks
- "things to do near me": 172 clicks
- "things to do in palm coast": 151 clicks
- "things to do in palm coast florida": 133 clicks
- "things to do in palm coast fl": 126 clicks

Things to do-related queries returned the website, on average, in position 19, a 21% movement from last year's 24. About 72% of clicks to this topic led users to the [25 Things to Do blog post](#), indicating users find relevant, helpful content in the blogs.

Queries related to fireworks made an earlier than usual appearance in top 20. All queries containing "fireworks" drove 600% more clicks and 15% more impressions than last year. CTR also improved exponentially to reach 8%, and average ranking moved up to No. 5. About 80% of clicks went to the [Red, White and Boom listing](#).

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Marineland Dolphin Adventure	239
Equestrian Adventures of Florida	181
Princess Place Preserve	111
Swillerbee's Craft Donuts and Coffee Bar	63
Oceanside Beach Bar & Grill	61
Princess Place Cottages	60
Jungle Hut Road Park - Pet Friendly	52
Golden Magnolia Resort	50
Washington Oaks Gardens State Park	49
Bulow Plantation RV Resort	47
Bull Creek Campground/Dead Lake	47
Beverly Beach RV Camptown Resort	46
Mala Compra Road Beachfront Park - Pet Friendly	45
Mystic Knot-Boat Tours	43
Hammock Beach Golf Resort & Spa	42
Treasure By the Sea Campgrounds	41
Tropical Kayaks of Palm Coast	41
Bings Landing County Park	41
Grand total	3,686

Organic Listing Referrals YoY

3,686

↑ 3.6%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Red, White & Boom	115
Wickline Center Park Flagler Beach Farmers Market	81
First Friday	59
United Flagler 4th 2023	54
Madcaps	47
Flagler Beach Municipal Pier Her Turn Surf Fest	41
Independence Day Celebration	34
FOOD TRUCK TUESDAY / PALM COAST	26
Guided Kayak Tour	15
Fall into The Holidays	15
Gamble Jam	11
Turtle Talk	11
African American Museum and Cultural Center of Flori...	10
Peps Art Walk	10
Flagler Auditorium The Rat Pack and Marilyn Monroe...	10
Crabbing Basics	8
Central Park in Town Center Fireworks in the Park	7
Island Fest 6 Palm Coast	7
Grand total	588

Organic Event Referrals YoY

588

↑ 47.7%



DIGITAL MARKETING REPORT

Flagler County Board of County Commissioners

Jul 2023



TABLE OF CONTENTS

1. SEO

SEO Executive Summary

Traffic Performance

Industry Comparison

GA4 Vs. UA Comparison

Organic Traffic

SEO EXECUTIVE SUMMARY

Jul 1, 2023 - Jul 31, 2023

For overall traffic, engaged sessions numbered 30,073 in July, a 22% decrease year-over-year. The top three pages comprised a variety of content including webcams and blogs. Completed conversions totaled 4,000, and about 71% of active users accessed the website on mobile.

Organic search drove the majority of traffic in July with 23,141 active users. Organic search also saw the highest engagement time of all channels with 1:22. Organic engaged sessions — which are any session that include a conversion event, a 10-second duration or another pageview — increased 5% year-over-year. Organic conversions numbered 3,235 and comprised 81% of all conversions completed on the website. The top organic landing pages by active users were webcams, 25 Things to Do blog post and the Events page. Active users are defined as any user with an engaged session; therefore, active users and engaged sessions will have similar, but not identical, numbers.

Top areas of organic search interest included webcams, things to do in Palm Coast and fireworks. Non-webcam related searches saw a 10% increase in clicks and a 5% increase in impressions. In addition to being one of the month's most popular topics, things to do-related searches ranked the site, on average, in position 17, a 23% improvement over last year. Finally, fireworks searches drove a 370% increase in clicks, which in turn contributed to a 300% increase in click-through rate for those terms. About 40% of clicks went to the [Fireworks Over the Runway listing](#).

Goals

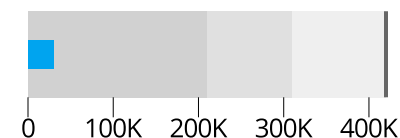
Engaged Sessions

30,073

↓ -22.1%

Active Users

30,081



Top Pages

[/beaches/webcams/](#)

[/events/](#)

[/](#)

[/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/](#)

[/things-to-do/restaurants-bars/](#)

COMPLETED TASKS

- Sent top cities and states report
- Completed monthly crawl error check
- Quarterly duplicate content check found no instances
- Corrected blog title link errors

ROADMAP

- Upcoming content: Scheduled blog posts Sweet Tooth, Blueways and Unique Places to Shop. Other content (landing pages, etc) to be established by client.
- Upcoming optimizations: [Seafood Dishes](#), [Beverly Beach](#) and [Meet a Local](#) blog posts.
- Conversions: Currently, conversions being measured are Visitor Guide requests, Newsletter signups, partner referrals and file downloads. Please let your analyst know if there are other KPIs or website goals you would like to track.
- Proposed CRO tests: To be established by client based on KPIs and/or conversions.



SEO REPORT

Flagler County Board of County Commissioners

Jul 2023

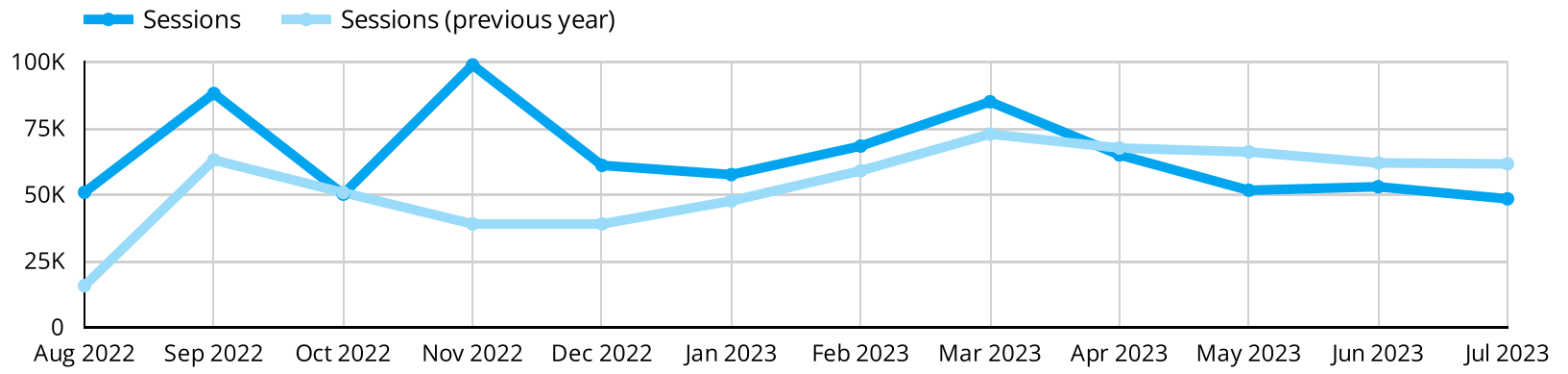


OVERALL TRAFFIC SUMMARY

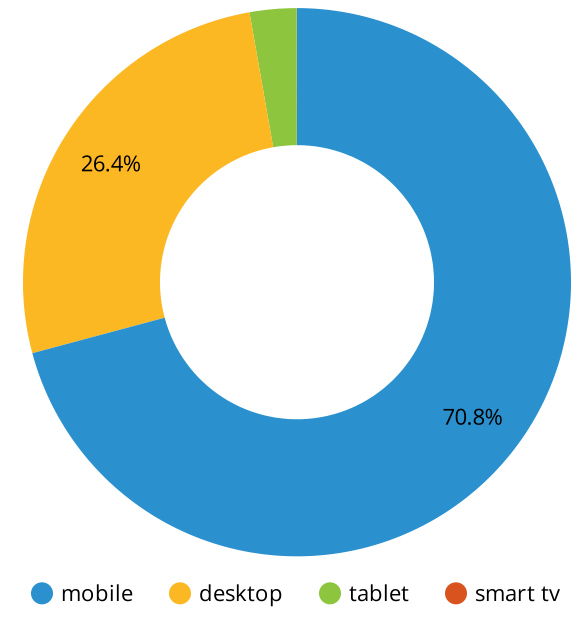
Jul 1, 2023 - Jul 31, 2023

Active Users 30,081 <small>↑ N/A</small>	Conversions 3,992 <small>↑ N/A</small>	Engaged Sessions 30,073 <small>↓ -22.1%</small>	Engagement Rate 62.19% <small>↓ -0.9%</small>	Avg Engagement Time 00:01:20 <small>No data</small>	Pageviews 84,124 <small>↓ -24.1%</small>
--------------------------------------------------------------	------------------------------------------------------------	---------------------------------------------------------------------	-------------------------------------------------------------------	-------------------------------------------------------------------------	--------------------------------------------------------------

Sessions over time (Last 12 months YoY)



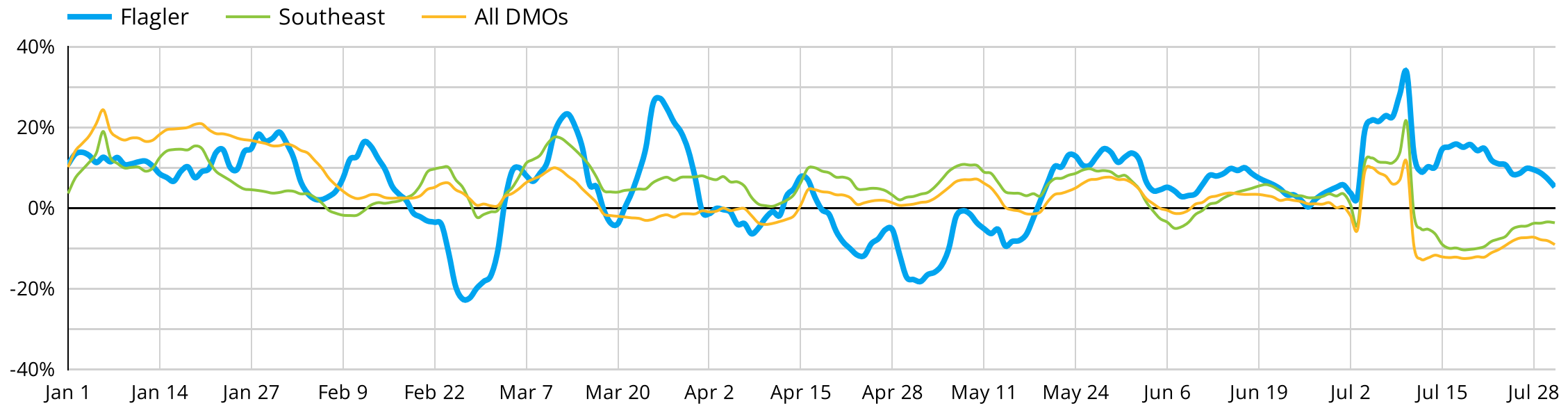
Device Category (Users)



By Channel

Channel	Active Users	Engaged Sessions	Avg Engagement Time
organic search	23,131	23,246	00:01:22
direct	4,774	4,822	00:01:07
referral	2,209	1,848	00:01:18
display	128	88	00:00:44
other	81	63	00:00:46
email	6	3	00:00:24
paid search	3	3	00:00:13
paid other	1	0	-

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

Pages per Sessions			
Channel ^	Industry	Your Site	% Diff
All Sessions	2.25	1.74	-22.65%
organic search	2.28	1.79	-21.46%
paid search	3.07	1.23	-59.9%

Average Session Duration			
Channel ^	Industry	Your Site	% Diff
All Sessions	00:02:50	00:02:42	-4.82%
organic search	00:03:20	00:02:50	-15.01%
paid search	00:03:27	00:00:28	-86.44%

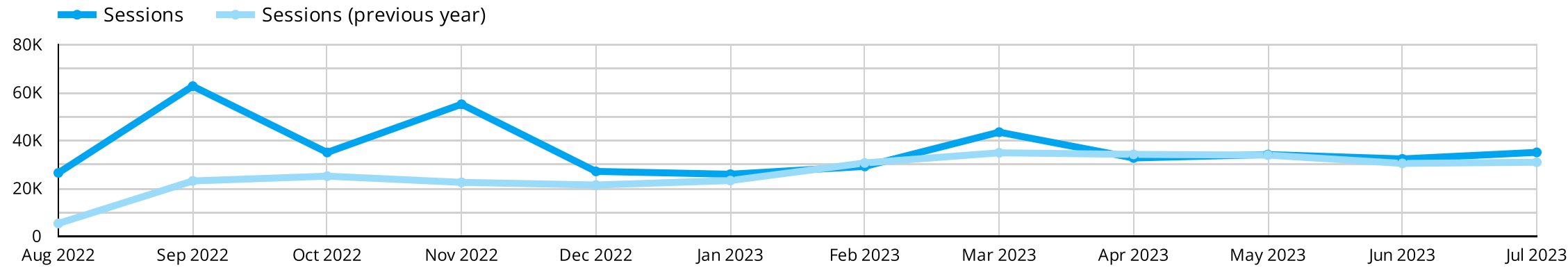
Bounce Rate			
Channel ^	Industry	Your Site	% Diff
All Sessions	64.84%	75.03%	15.72%
organic search	65.14%	73.38%	12.66%
paid search	50.52%	85.95%	70.12%

ORGANIC TRAFFIC SUMMARY

Jul 1, 2023 - Jul 31, 2023

Active Users 23,131 <small>↑ N/A</small>	Conversions 3,235 <small>↑ N/A</small>	Engaged Sessions 23,246 <small>↑ 5.3%</small>	Engagement Rate 66.40% <small>↓ -7.1%</small>	Avg Engagement Time 00:00:55 <small>↑ 7.0%</small>	Pageviews 62,618 <small>↑ 14.0%</small>
--------------------------------------------------------------	------------------------------------------------------------	-------------------------------------------------------------------	-------------------------------------------------------------------	------------------------------------------------------------------------	-------------------------------------------------------------

Organic Users over time (Last 12 months YoY)



Top Organic Landing Pages

Landing Page	Active Users	Conversions	Engagement Rate	Engagement Time
/beaches/webcams/	3,731	19	51.25%	00:00:31
/blog/post/25-things-to-do-when-you-visit-palm-coas...	2,146	340	84.43%	00:02:21
/events/	1,696	183	85.46%	00:01:38
/	733	114	75.89%	00:01:52
/things-to-do/restaurants-bars/	726	216	82.73%	00:01:40
/event/fireworks-over-the-runways/21379/	624	4	59.13%	00:00:37
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	541	39	82.74%	00:01:44
/event/fireworks-in-the-park/18627/	483	21	65.57%	00:00:42
/beaches/faqs/	361	7	69.95%	00:01:11
/things-to-do/outdoor-adventures/horseback-riding-...	347	61	81.68%	00:01:04

Conversion Events

Event	Conversions
partner_referral	3,254

ORGANIC SEARCH QUERY PERFORMANCE

Jul 1, 2023 - Jul 31, 2023

Organic Clicks

26,809

↑ 17.5%

Organic Impressions

1,335,502

↑ 18.4%

Organic CTR%

2.01%

↓ -0.8%

Average Ranking Position

19.83

↑ 12.5%

Organic Search Result Performance

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,312	1	0 ↑	65.57%
flagler beach webcam	1,150	1.06	-0.02 ↓	69.99%
flagler beach live cam	344	1.01	0.01 ↑	67.45%
flagler beach	281	7.92	0.26 ↑	1.04%
things to do in palm coast	273	2.53	0.9 ↑	21.93%
flagler beach surf cam	263	1	-0.71 ↓	54.56%
palm coast fireworks 2023	188	2.98	-	15.91%
flagler live cam	173	1	0	67.32%
flagler surf cam	167	2.01	-0.28 ↓	20.82%
things to do near me	148	20.56	-3.62 ↓	4.73%
things to do in palm coast florida	146	2.15	0.99 ↑	27.5%
palm coast	135	6.58	-0.42 ↓	0.62%
flagler beach pier cam	135	1.01	0.01 ↑	52.94%
things to do in palm coast fl	126	3.35	1.77 ↑	13.97%
flagler pier cam	123	1	-0.01 ↓	47.13%
flagler beach web cam	116	1	0	67.44%
palm coast webcam	111	1	0	81.62%
fireworks palm coast	106	4.15	-1.4 ↓	11.03%
flagler beach camera	104	1	0	76.47%





DIGITAL MARKETING REPORT

Flagler County Board of County Commissioners



TABLE OF CONTENTS

1. SEO

SEO Executive Summary

Traffic Performance

Industry Comparison

GA4 Vs. UA Comparison

Organic Traffic

SEO EXECUTIVE SUMMARY

Aug 1, 2023 - Aug 31, 2023

For overall traffic, engaged sessions numbered 28,843 in August, a 13% decrease year-over-year. Overall completed conversions totaled 4,852, and about 66% of active users accessed the website on mobile. After organic, which drove 72% of traffic, the next highest channel was Direct, with 4,341 active users, or about 16% of traffic. Given the notable increases in organic traffic explicated below, the various decreases to overall traffic can be attributed to different channels, including Paid, which decreased 71%, and Display, which decreased 97%.

Organic search drove the majority of traffic with 33,215 sessions, 67% (22,304) of which were engaged sessions. The 20% increase in organic engaged sessions indicates that users are spending more time actively engaging with the site (Engaged sessions include any session that includes a conversion event, a 10-second duration or another pageview.), especially the [Restaurants and Bars page](#), which saw a 63% increase in organic engaged sessions. Organic traffic peaked Aug. 30 with 2,313 active users, compared to an average of 500 users per day for the rest of the month, likely due to Hurricane Idalia.

Top areas of organic search interest included webcams, things to do in Palm Coast and Flagler Beach. All together, organic clicks numbered 24,100, up 28% year-over-year, while impressions increased 19%. Non-webcam related searches saw a slight decrease in clicks (-4%), likely due to the hurricane.

Blog performance

Simpleview expects to implement a custom page for blog performance on the next report; in the meantime, utilize the "Client Copy" exploration within GA4, and see highlights for August below:

- Blog posts made up three of the top 10 organic landing pages, driving 10,180 organic pageviews (+27% yoy)
- Eight of the top 10 blog posts saw significant growth in organic pageviews year-over-year, including [6 Secret Beaches](#) (+63%) and [Pet Friendly Beach Destinations](#) (+74%)
- Blogs as whole averaged a 78% engagement rate, 16% higher than the rest of the site

COMPLETED TASKS

- Sent top cities and states report
- Completed on-page optimization on [Seafood Dishes](#), [Beverly Beach](#) and [Meet a Local](#)
- Monthly broken link scan led to two corrections
- Monthly crawl error check led to five corrections

ROADMAP

- Upcoming content: Scheduled blog posts Thanksgiving and Coquina Coast. Other content (landing pages, etc) to be established by client.
- Upcoming optimizations: [Sweet Tooth](#), [Backwater Cat Adventures](#) and [Unique Places to Shop](#)
- Conversions: Currently, conversions being measured are Visitor Guide requests, Newsletter signups, partner referrals and file downloads.

Organic Traffic

Sessions

33,215

↑ 25.7%

Engaged Sessions

22,304

↑ 20.0%

Active Users

20,280

↑ N/A

Top Organic Pages

[/beaches/webcams/](#)

[/events/](#)

[/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/](#)

[/things-to-do/restaurants-bars/](#)

[/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/](#)

[/search/](#)

[/](#)

[/beaches/](#)

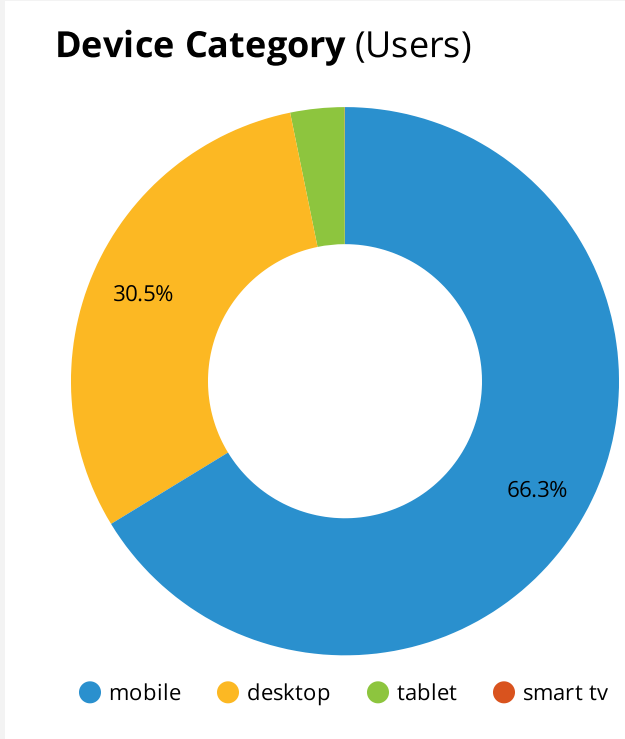
[/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/](#)

[/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches/](#)

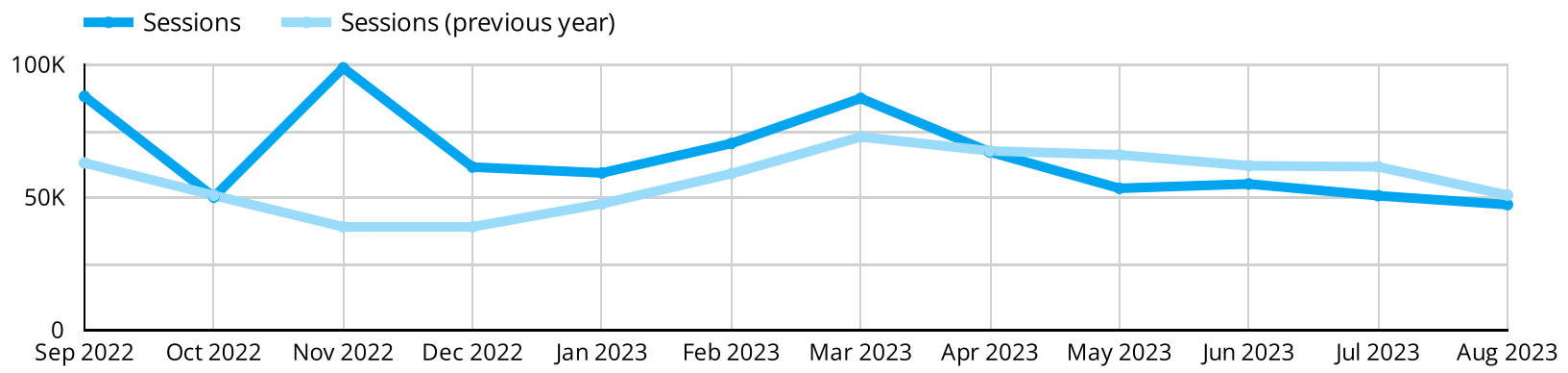
OVERALL TRAFFIC SUMMARY

Aug 1, 2023 - Aug 31, 2023

Sessions 47,241 ↓ -7.0%	Engaged Sessions 28,843 ↓ -12.5%	Active Users 27,722 ↑ N/A	Engagement Rate 61.06% ↓ -5.9%	Avg Engagement Time 00:01:18 No data	Pageviews 82,874 ↓ -12.3%
--------------------------------------	-----------------------------------------------	----------------------------------------	---------------------------------------------	---------------------------------------------------	----------------------------------------



Overall traffic by sessions, past 12 months



By Channel

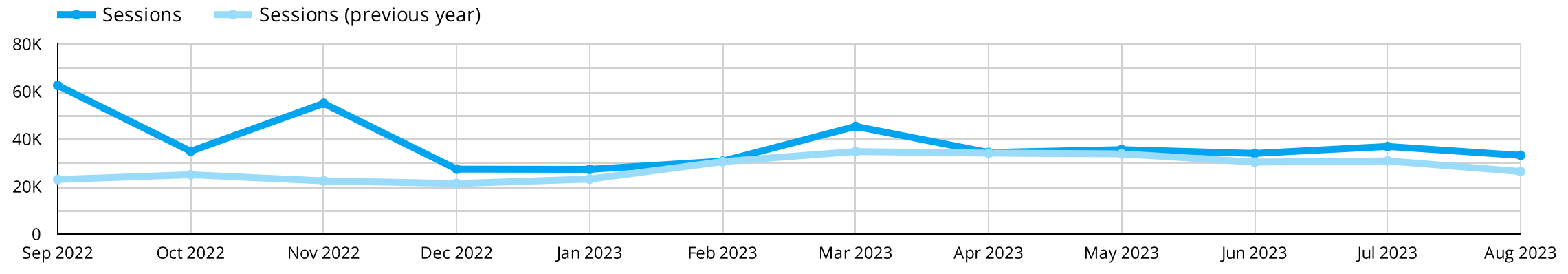
Channel	Sessions	Engaged Sessions	Active Users	Avg Engagement Time
organic search	32,330	21,613	20,280	00:01:24
direct	10,024	4,915	4,341	00:01:07
referral	1,481	1,051	1,140	00:01:44
paid social	883	110	837	00:00:07
display	817	87	799	00:00:04
organic social	504	231	445	00:00:50
other	120	32	40	00:00:53
paid search	30	0	16	00:00:00
email	11	10	10	00:00:45
paid video	10	2	9	00:00:07

ORGANIC TRAFFIC SUMMARY

Aug 1, 2023 - Aug 31, 2023

Active Users 20,280 ↑ N/A	Conversions 4,097 ↑ N/A	Engaged Sessions 22,304 ↑ 20.0%	Engagement Rate 67.15% ↓ -4.5%	Avg Engagement Time 00:00:54 ↑ 7.3%	Pageviews 60,839 ↑ 28.1%
----------------------------------------	--------------------------------------	----------------------------------------------	---------------------------------------------	--------------------------------------------------	---------------------------------------

Organic traffic by users, past 12 months



Top Organic Landing Pages

Landing Page	Active Users	Conversions	Engagement Rate	Engagement Time
/beaches/webcams/	5,924	58	60.26%	00:00:38
/blog/post/25-things-to-do-when-you-visit-palm-coas...	1,563	353	85.19%	00:02:20
/events/	1,330	261	87.31%	00:01:37
/things-to-do/restaurants-bars/	544	256	77.25%	00:01:36
/	541	99	74.01%	00:01:47
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	478	50	80.63%	00:02:02
/things-to-do/outdoor-adventures/horseback-riding-...	297	64	82.18%	00:01:07
/beaches/	248	38	76.36%	00:01:32
/beaches/pet-friendly-zones/	242	20	66.56%	00:01:07
/blog/post/best-fishing-spots-in-palm-coast-and-the-...	228	25	77.32%	00:01:28

Conversion Events

Event	Conversions
partner_referral	3,826

ORGANIC SEARCH QUERY PERFORMANCE

Aug 1, 2023 - Aug 31, 2023

Organic Clicks

24,127

↑ 27.6%

Organic Impressions

1,176,290

↑ 18.3%

Organic CTR%

2.05%

↑ 7.8%

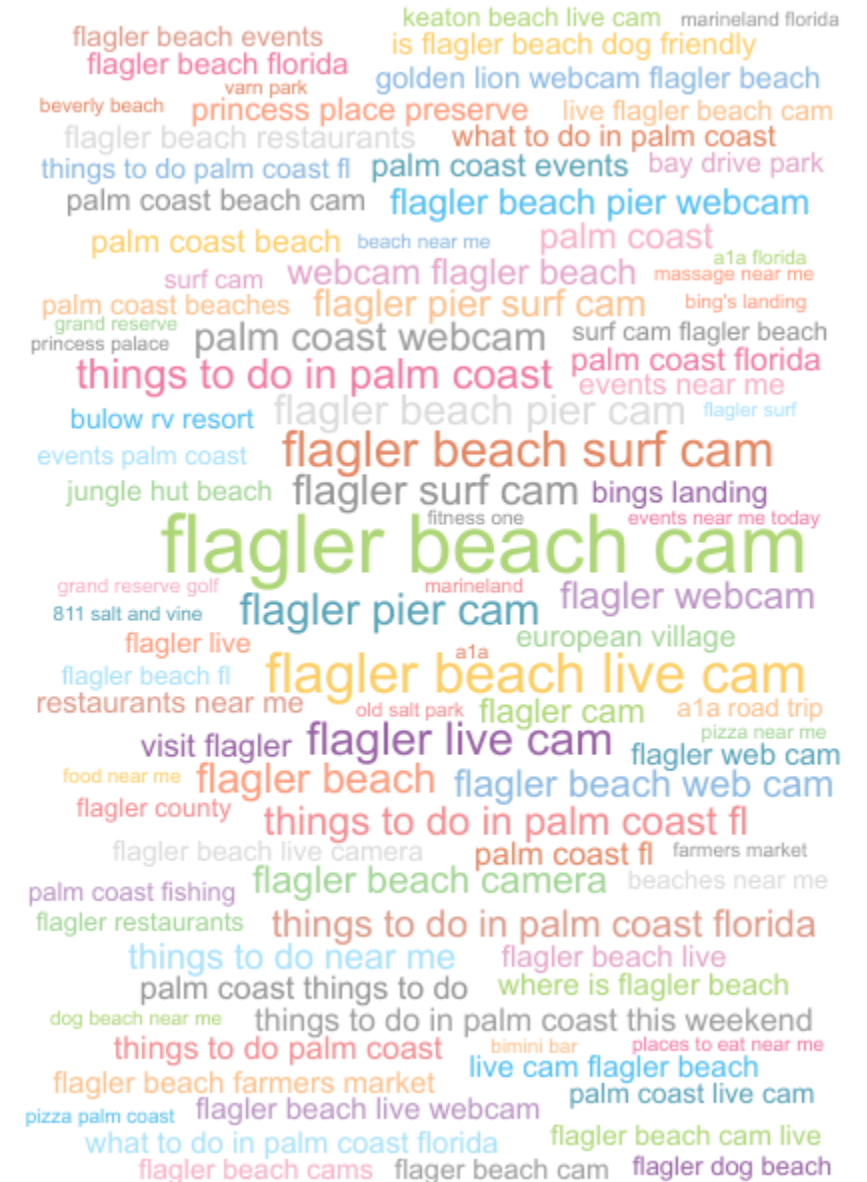
Average Ranking Position

21.1

↑ 14.6%

Organic Search Result Performance

Query	Clicks	Average Position	Δ	Site CTR
flagler beach webcam	1,829	1.03	0.02 ↑	67.39%
flagler beach cam	1,704	1.02	-0.07 ↓	68.74%
flagler beach live cam	535	1.03	0.03 ↑	66.05%
flagler beach surf cam	369	1.09	-0.07 ↓	52.49%
flagler live cam	294	1.02	0.02 ↑	72.59%
flagler pier cam	248	1.03	0.03 ↑	63.59%
flagler surf cam	213	2.05	-0 ↓	18.02%
flagler beach pier cam	199	1.03	0.03 ↑	59.23%
things to do in palm coast	196	2.37	0.47 ↑	21.73%
flagler beach	188	8.24	0.98 ↑	0.88%
palm coast webcam	181	1	0 ↑	72.4%
things to do in palm coast fl	152	2.15	0.39 ↑	25.63%
flagler beach camera	136	1.13	0.13 ↑	71.2%
flagler beach web cam	133	1.1	0.1 ↑	64.88%
flagler pier surf cam	124	1.02	-0.59 ↓	41.2%
flagler webcam	123	1.03	0.03 ↑	62.44%
things to do in palm coast florida	121	2.08	0.63 ↑	27.56%
webcam flagler beach	116	1.01	0 ↑	81.12%
things to do near me	108	20.81	-2.85 ↓	5.26%





**Tourist Development Council
 October 18, 2023
 Government Services Building
 Bunnell, FL – 9:00 am**

**EVENT FUNDING
 PROJECT DETAILS**



**Florida Elite Winter Invitational 2024
 Florida Elite
 January 27 – 28, 2024**

About: This Invitational Tournament is a competitive tournament which hosts about 250 teams in the U9 - U14 age groups for Boys and Girls soccer players. The Event brings in Teams from the Southeastern United States.

Event History: The event has been held for the past 6 years and this is our first request for funding. The Event itself is dedicated to U9 - U14 Competitive Youth Soccer teams from all over the Southeastern United States. Most of the teams coming into town (about 225 total and 65-70 in Palm Coast) use this Tournament as a "kick off" (pun slightly intended) for their Spring competitive season. Indian Trails is dedicated to the U13-U14 Age groups specifically and the entire event in Palm Coast has all teams competing only at Indian Trails. This means the families that come in will be staying and eating in Palm Coast their entire visit.

Snapshot provided of past lodging including Room nights at the following hotels in Palm Coast:

Palm Coast Hotels					
Best Western Plus Flagler Beach Area Inn & Suites - Palm Coast	1 per 20		53	\$92.99	53
Days Inn Palm Coast - Palm Coast	NA		68	\$139.00	68
Fairfield Inn & Suites Palm Coast - Palm Coast	1 per 20		70	\$154.00 \$144.00	58 12
Hampton Inn & Suites Palm Coast - Palm Coast	1 per 20		72	\$179.00 \$169.00	30 42
Hilton Garden Inn Palm Coast Town Center - Palm Coast	1 per 20		50	\$189.00 \$199.00	48 2
Legacy Vacation Resort Palm Coast - Palm Coast	1 per 20		47	\$139.00	47
Microtel Inn & Suites by Wyndham Palm Coast - Palm Coast	1 per 20		8	\$139.00	8
Red Roof PLUS+ Palm Coast - Palm Coast	1 per 20		21	\$109.99	21

Attendee information for Palm Coast
 65 teams of 15.5 players per team (1010 players)

1010 players plus 2.25 average family members in attendance (2272 additional attendees)

Event Highlights: 75 Boys and Girls competitive teams from across the Southeastern United States competing at the highest level possible in Youth Soccer.

Event Location: Reserved with the County already
Indian Trails Sports Complex - 8 Full sided fields

Estimated Attendance: Over 3,282 total participants and family members

Estimated Room Nights and ADR: 390 room nights at an ADR rate of \$175.36

Total Event Budget:

<i>2024 Florida Elite Winter Invitational</i>	<i>Projected Budget Numbers</i>
Income	
Fees- Registrations	\$ 124,875.00
Sponsorship	\$ 350.00
Apparel Sales	\$ 500.00
Hotel Rebates	\$ 16,992.00
Vendor Sales	\$ 500.00
Refunds	\$ -
Total Income	\$ 143,217.00
Expenses	
Ref Fees	\$ 19,840.00
Referee Assignment	\$ 2,916.00
Referee (Food & Drink) All Locations	\$ 1,200.00
Site Director Fees	\$ 2,200.00
Trophies & Awards	\$ 4,800.00
Field Maint. & Repairs - County Labor (Janitorial)	\$ 350.00
Field Maint. & Repairs - In-House Labor	\$ 600.00
St Johns County - Field Fees	\$ 675.00
Palm Coast - Field Fees	\$ 600.00
Dumpster Rental (Veterans Park - Losco)	\$ 475.00
Police - Chuck Rogers	\$ 2,400.00
Police - St. Johns (2)	\$ 600.00
Palm Coast Parking Attendants	\$ 2,000.00
Trucking Fees	\$ 550.00
Tent Rental	\$ 2,406.00
Fuel	\$ 175.00
FYSA Fee	\$ 150.00
Petty Cash	\$ 200.00
Got Soccer Registration Fees	\$ 2,250.00
Miscellaneous Expense	\$ 3,000.00
Janitorial Expense (Central)	\$ 500.00
Advertising	\$ 650.00
Total Expenses	\$ 48,537.00

Funding Request: - Requesting \$10,000 bid fee to assist in covering expenses of the Event.

TDC Prior Funding History:

- August 2022 - \$4,900 – Boy’s Invitational Soccer
- August 2022 - \$4,900 – Girl’s Invitational Soccer
- January 2023 - \$10,000 – Winter Invitational
- August 2023 - \$4,900 – Boy’s Invitational Soccer
- August 2023 - \$4,900 – Girl’s Invitational Soccer