



# Flagler County Tourist Development Council Agenda

January 24, 2024 • 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) October 18, 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) September 2023 Marketing Report
  - b) October 2023 Marketing Report
  - c) November 2023 Marketing Report
  - d) December 2023 Marketing Report
- 5) **Recognition of Service for Commissioner Sullivan**
- 6) **Tourist Development Tax Update:**  
Shelly Edmonson, Flagler County Tax Collector's Office
- 7) **Annual Fund 1111 Beach Renourishment Report & Update:**  
Brian Eichinger, Flagler County Budget Office  
FY23 Annual Report  
Ansley Wren-Key, Ph.D., Flagler County Coastal Engineering  
Beach Projects Update
- 8) **Palm Coast Southern Recreation Center Update:**
  - a) Quarterly Project Status Report
  - b) Final Funding Agreement- Adopted and Signed
- 9) **Fund 1110 FY24 Discretionary Event Funding:** Review and recommendation to the Board of County Commissioners for the following grants:
  - a) \$8,000 – Continuing Education Company, 18<sup>th</sup> Annual Primary Care Conference Session I, March 25-29, 2024
  - b) \$8,000 - Continuing Education Company, 18<sup>th</sup> Annual Primary Care Conference Session II, April 1-5, 2024
  - c) \$5,000 – United Flag Football League, FL State Championships & Hall of Fame Dinner, June 29-30, 2024
  - d) \$5,000 – United Flag Football League, National Championship Qualifier, August 24-25, 2024
  - e) \$3,000 – Flagler Babe Ruth Baseball, North Florida Youth Tournament, July 4-8, 2024

- 10) **Quarterly Marketing Update:**  
Courtnee Brokaw, Marketing Manager
- 11) **Tourism Development Office Update:**  
Amy Lukasik, Executive Director
- 12) **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.
- 13) **Board Member Commentaries**
- 14) **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  
October 18, 2023  
9:00 A.M.  
Minutes**

**MEETING CALLED TO ORDER BY CHAIR DAVID SULLIVAN AT 9:00 A.M.**

**Attendance**

**Present:** Chair David Sullivan, Felicia Cook, John Lulgjuraj, Stephen Baker, Nick Klufus, Lisa Robinson.

**Absent:** Pam Walker, Eric Cooley, Daniel Mundrean.

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

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

2. **Meeting Minutes:**

a) Request the Board approve the meeting minutes from the July 12, 2023, meeting.

**Klufas/Cook – Motion** to adopt the meeting minutes from July 12, 2023. Motion Carries.

**Sullivan** read into the record five Form 8B's filed with the Board Secretary from the July 12, 2023, meeting per FS112.3143(4)(a).

**Sullivan** – Discussion on the date of the meeting in July as the original meeting was scheduled for July 19,2023 and was re-scheduled to July 12,2023 due to CDME.

3. **Financial Reports:**

a) Revenue Report

b) Budget to Actual

**Lukasik** – We saw a downturn in July due to inflation and State politics. The end of year numbers looks like we are up by 3%, but next year is projected to be flat.

**Cook/Baker - Motion** to accept the Revenue Report. Motion Carries.

**Robinson/Cook - Motion** to accept the Budget to Actual Report. Motion Carries.

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

**Lulgjuraj** - How many newsletter signups do we have? 26K

**Lulgjuraj/Baker - Motion** to accept June 2023 Marketing Report. Motion Carries.

**Cook/Baker - Motion** to accept July 2023 Marketing Report. Motion Carries.

**Robinson/Klufus - Motion** to accept August 2023 Marketing Report. Motion Carries.

5. **Tourist Development Tax Update:** (Please see attached)  
Shelly Edmonson, Flagler County Tax Collector's Office.

6. **Fund 110 FY24 Discretionary Event Marketing Grant:** Review and recommendation to the Board of County Commissioners for the following events:

- a) \$10,000.00 – Florida Elite Soccer, Florida Elite Winter Invitational 2024, January 27-28,2024.

**Brunner** – We have been doing this event for nine years. We will have a lot of the N. Carolina teams in for this event. This event in the winter is for the younger teams. We could fill 12 fields for these events.

**Robinson** declared conflict of Interest. Form 8b completed and signed. (attached)

**Luljuraj/Cook – Motion** to recommend the Board of County Commissioners to fund the \$10,000.00 for Florida Elite Winter Invitational 2024, January 27-28, 2024. **Motion Carries** with **Robinson** abstaining.

7. **Quarterly Marketing Update:** (See attached)  
Courtnee Brokaw, Marketing Manager

July – We focused on Fourth of July and Summer Classics.

August – We featured Labor Day weekend activities and Pet Friendly. Pet friendly always does well as people look to see if their dog is featured.

September- We highlighted RV/Camping and Outdoor Adventures. We featured Beverly Beach Camptown. Social post on Eco-Tourism.

We also ran Display and Social Ads we had over 2.5 million impressions We focused on Ocean Front Dining and Eco-Tourism. Miles of Trails performed the best.

8. **Tourism Office Update:**

**Lukasik**-This is Florida, and we are all vying for the same people, and we cannot let up on the marketing, to keep people in our hotels, shops, and restaurants.

Quarterly Update on the Capital Project from Palm Coast. They are on time and at the January TDC meeting we will receive an update from Palm Coast. They have offered a site tour. (See attached).

Update on the Eco-Discovery Center- We have made significant progress on the project.

Commissioner Sullivan provided an opportunity to meet with speaker Reiner to present the project and asked how best to present the project to the State as the County has included this project as one of the legislative funding requests of 10 million dollars. We are looking at multiple grant opportunities. (See attached).

**Naughton** – FC3 update. The website will be complete this week. Just received funding from the Palm Coast Arts and Cultural Program and we are looking at a quarterly program. Next is a strategic plan and looking at what the organization will look like for the next three years. (See attached).

9. **Community Outreach: 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.

No one came forward.

10. **Board Member Commentaries –**

**Robinson** – Since we had our last meeting, we have been rolling out new loyalty programs. We need to look at capitalizing on our bike trails and kayaking waterways. We need to use all of this to create events to help fill rooms in the second quarter.

**Baker** – Are we featuring Mystic Knot and Backwater Cat Adventure in our marketing? Both are great water adventures. August was our hardest month as we were down 26%. We looked at lowering our rates and that really was not the issue.

**Klufas**- The paddle boards at Herschel King Park are fabulous. The City of Palm Coast is making tremendous progress on the racket facility.

**Luljguraj** –We are seeing a decline in business due to inflation. Payroll increases due to state mandates that have taken effect. We are looking at reducing costs by providing a cash discount and charging a percentage to use credit cards. This could be a cost savings of six figures for our business alone. The lack of Fourth of July Fireworks could be the problem with the pier being down for the next few years. We are looking at a barge and I am waiting for a number to evaluate. We have increased our marketing budget in the last few years, and we are still seeing increases. Starry nights is looking good and we will have Santa in the park and deck the chairs after the parade. We will also have Santa in the park every Saturday in December until Christmas.

**Cook**- The Florida Attraction Association is considering going cash less, interesting if you're paying 6% off the top. We are seeing the same thing with wage increases and inflation. Please come out to Marineland and enjoy it.

**Sullivan**: I attend the FB3 meetings, and as of next July they are closing the intersection on route 100 and A1A for three or four months due to construction for three or four months. On another note, my Grandson is an international Pokémon competition. We may want to look at having one of the competitions here. This type of event can be done anytime of the year.

#### **Adjournment**

**Cook - Motion to adjourn meeting at 10:40 am**

#### **RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:**

[TDC Meeting 10/18/2023](#)

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

October 2023

Shelly Edmonson, CFCA

# 5% Transient Rental Tax Rate

(as of 06/01/2017)



**PROMOTIONS - 60%**



**BEACH RESTORATION - 20%**

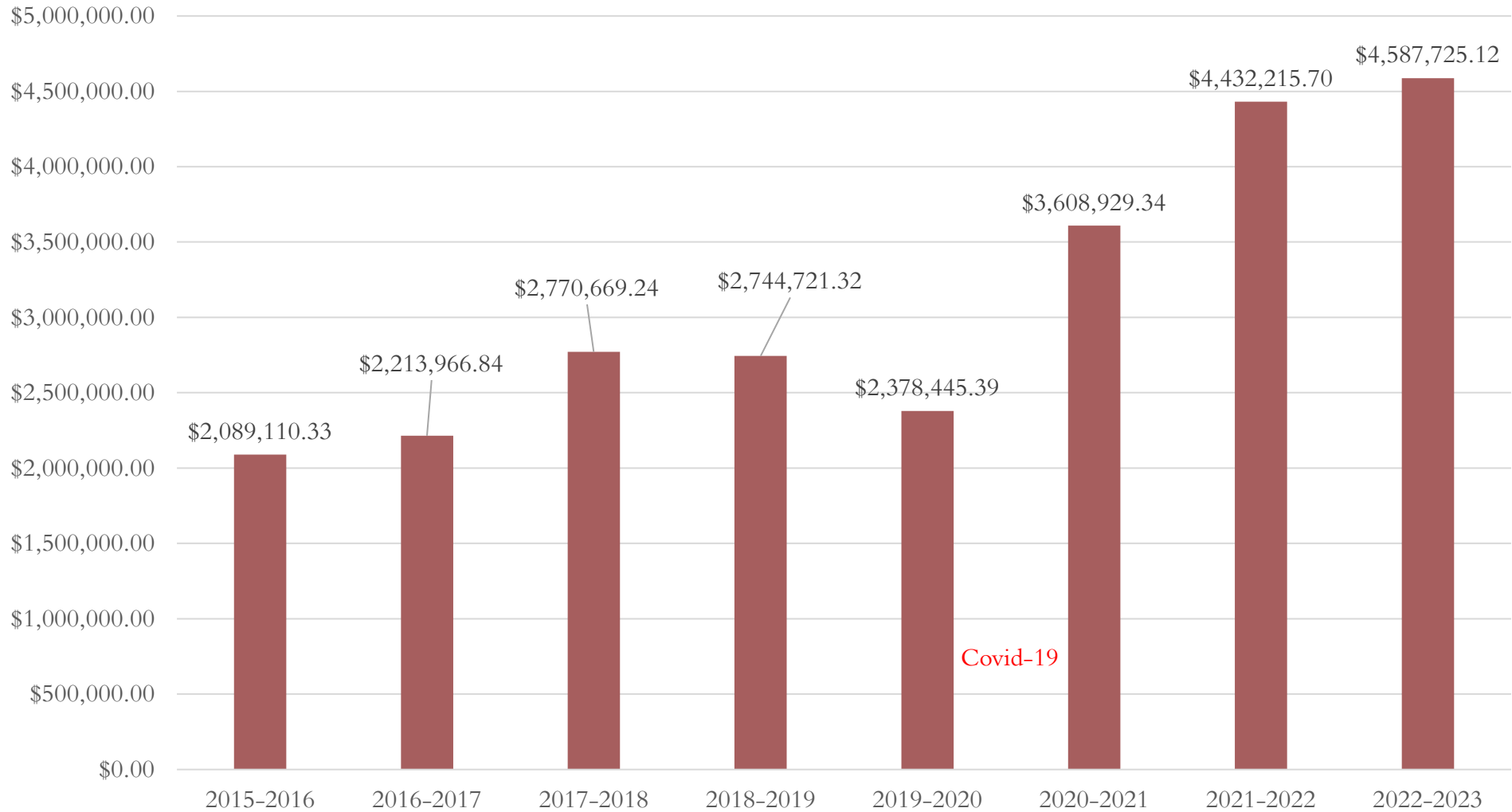


**CAPITAL PROJECTS - 20%**



# ANNUAL COLLECTION BY FISCAL YEAR

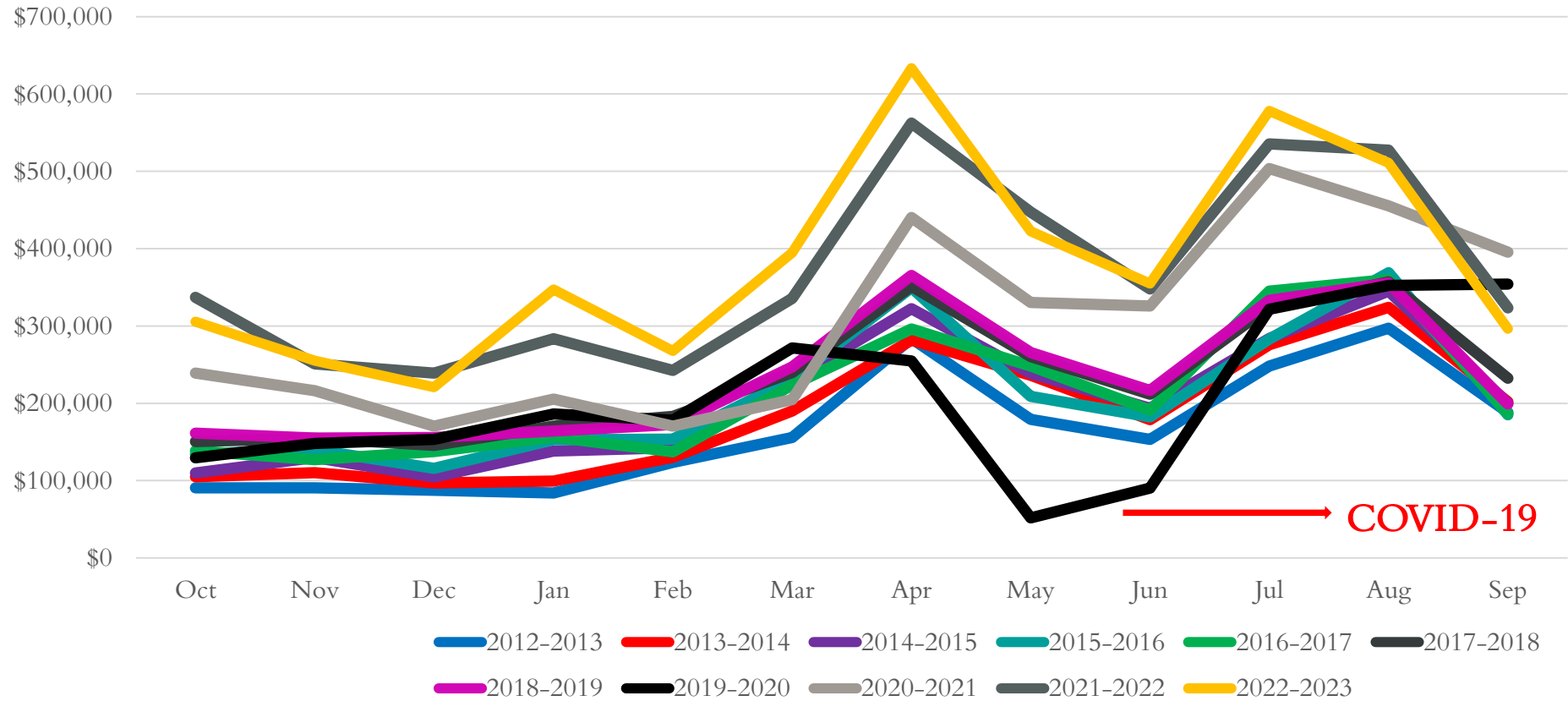
(FY OCT - SEPT)





# FLAGLER COUNTY TOTAL TDT COLLECTIONS

(INCLUDES TC FEE & COLLECTION ALLOWANCE, ALL YEARS ADJUSTED FOR INCREASE TO 5%, COLLECTION MONTH)



# Collection Comparison

## 2021 - 2022

## 2022 - 2023

Type	F/Y Collection Year Total 21/22					
	Potential	Actual	Occ %	Sales	Pct	Bed Tax
Single Fam / B&B	167,836	83,863	49.97%	\$19,859,493.59	22.45%	\$995,222.27
Town/Condo	199,841	98,434	49.26%	\$21,355,949.70	23.73%	\$1,051,936.86
Man / Coop / RV / Campground	154,319	90,351	58.55%	\$6,594,738.72	6.96%	\$308,583.27
Duplex / Multi units	15,058	5,623	37.34%	\$1,058,461.62	1.20%	\$53,181.02
Hotel Chain / Hotel Condos	343,692	227,476	66.19%	\$35,398,422.12	40.04%	\$1,774,665.92
Hotel / Motel	69,242	15,981	23.08%	\$2,813,855.73	2.96%	\$131,330.16
Misc	53,308	15,262	28.63%	\$2,220,554.89	2.65%	\$117,296.20
<b>Total</b>	<b>1,003,296</b>	<b>536,990</b>	<b>53.52%</b>	<b>\$89,301,476.37</b>	<b>100.00%</b>	<b>\$4,432,215.70</b>

Type	F/Y Collection Year Total 22/23					
	Potential	Actual	Occ %	Sales	Pct	Bed Tax
Single Fam / B&B	221,352	89,469	40.42%	\$27,509,322.82	27.16%	\$1,246,028.72
Town/Condo	203,271	89,721	44.14%	\$21,133,239.75	23.22%	\$1,065,196.03
Man / Coop / RV / Campground	160,268	66,687	41.61%	\$6,002,427.30	6.06%	\$277,963.89
Duplex / Multi units	15,536	5,003	32.20%	\$927,132.06	0.97%	\$44,442.75
Hotel Chain / Hotel Condos	328,447	214,319	65.25%	\$35,356,719.55	37.18%	\$1,705,657.77
Hotel / Motel	78,828	20,244	25.68%	\$2,771,845.62	2.95%	\$135,130.84
Misc	50,949	17,293	33.94%	\$2,443,694.56	2.46%	\$112,682.69
<b>Total</b>	<b>1,058,651</b>	<b>502,736</b>	<b>47.49%</b>	<b>\$96,144,381.66</b>	<b>100.00%</b>	<b>\$4,587,102.69</b>

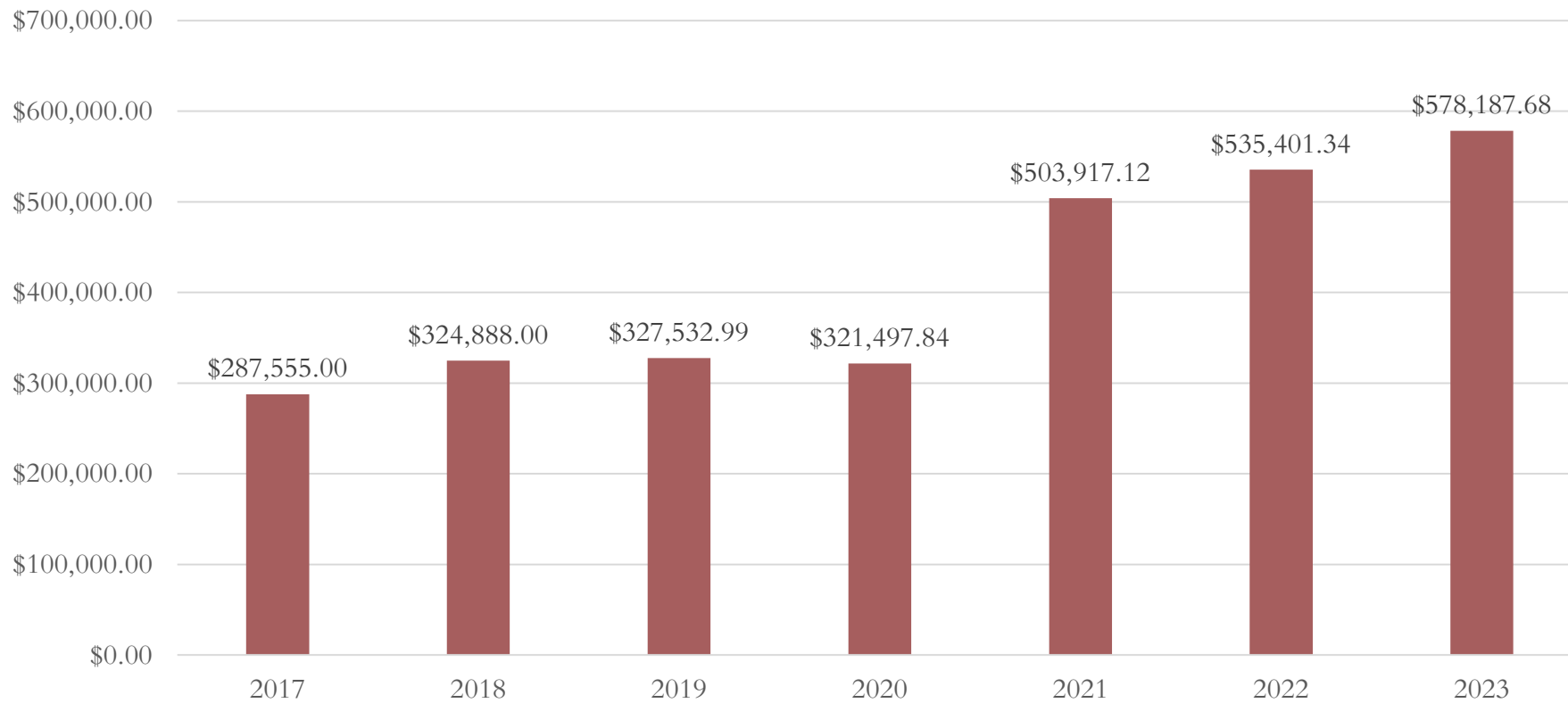
Single Family 25% increase

Hotel / Motel 2.9% increase

Town / Condo 1.26% increase



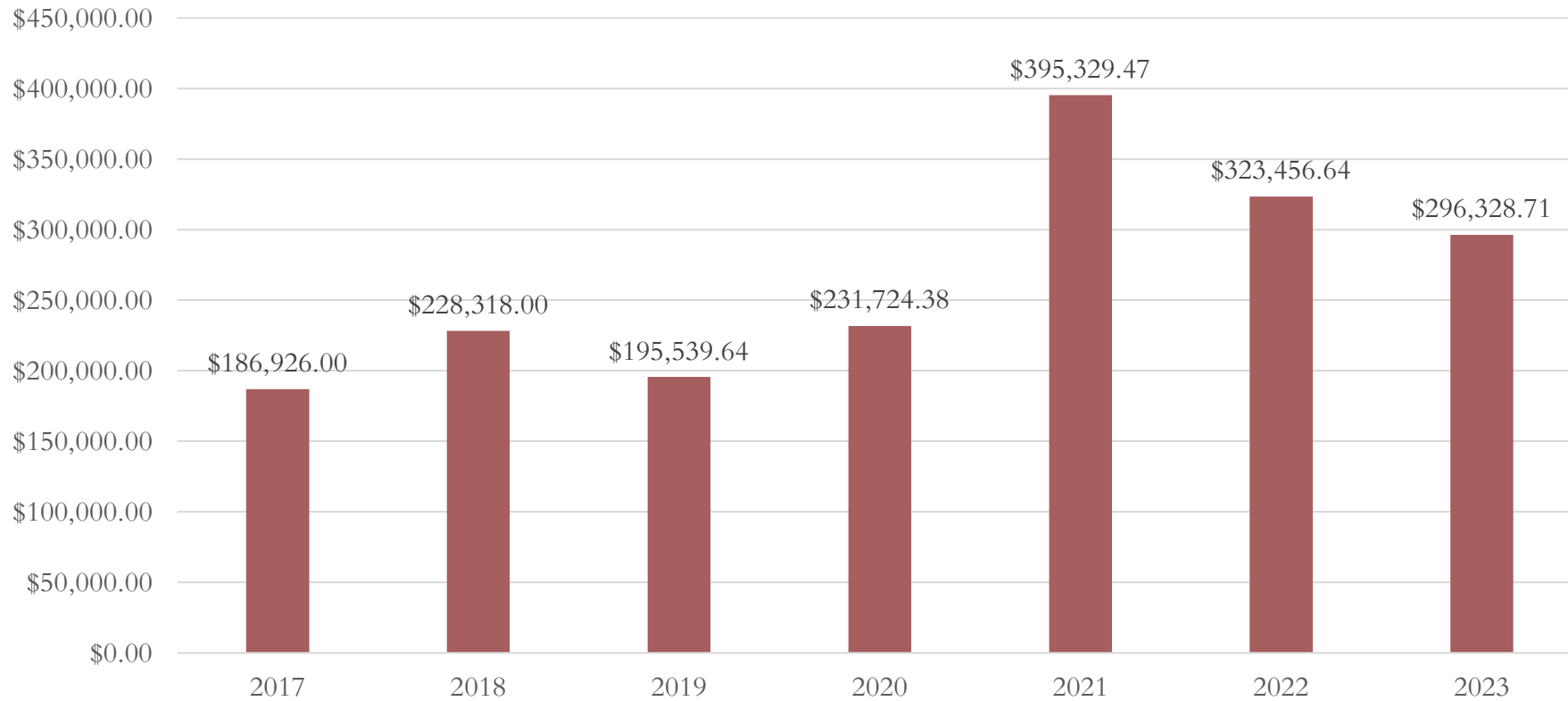
# JULY COLLECTION PERIOD



# AUGUST COLLECTION PERIOD



# SEPTEMBER COLLECTION PERIOD

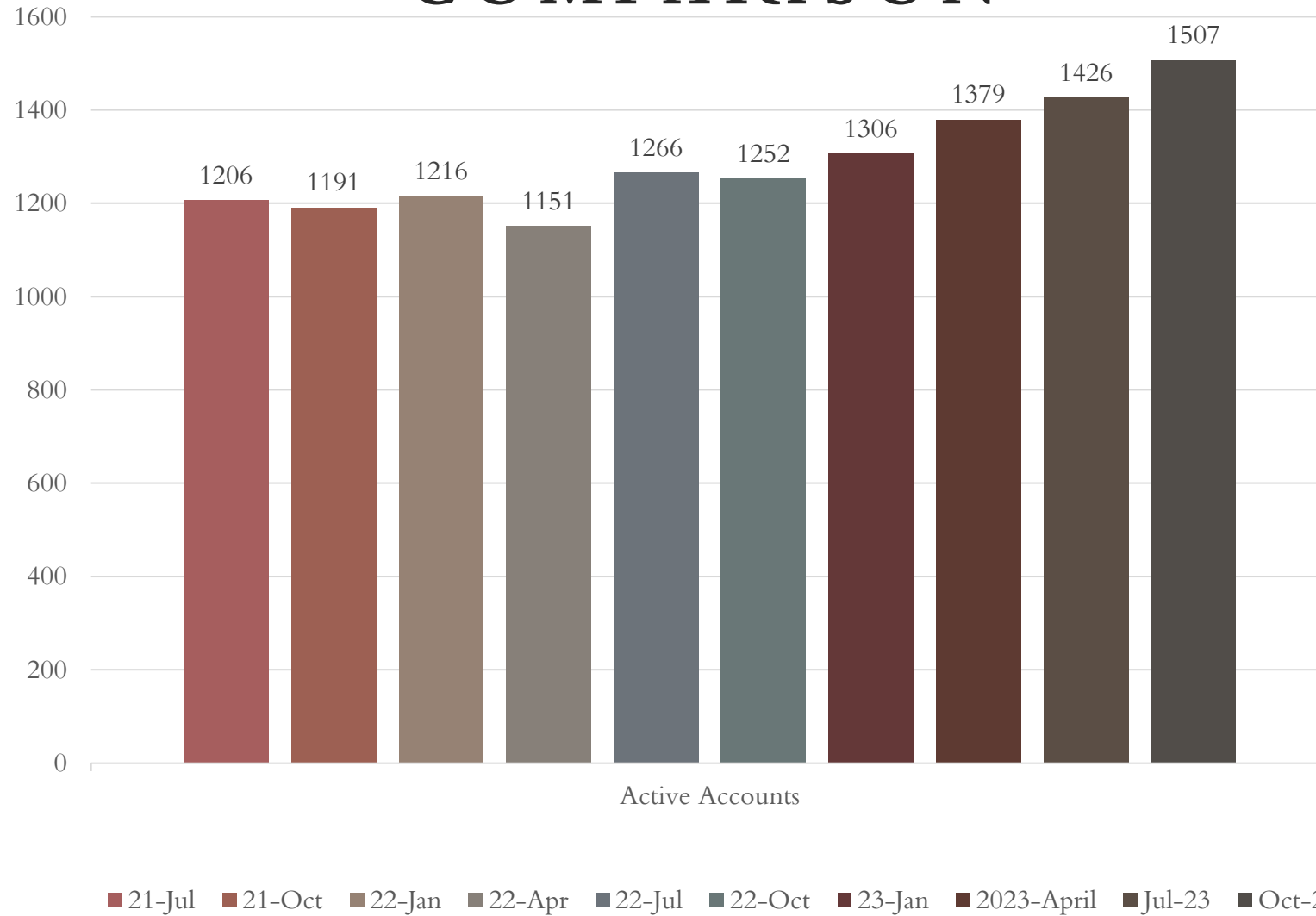


# OTHER COUNTY COMPARISONS 'WHAT THEY SAID'

- Duval County: Down about 7% in August.
- Orange County: Fourth straight month of year over year declines.
- St. Lucie County: Down 16% in August
- Walton County: Fifth straight month of decreases.  
Down 4% from prior year.



# ACTIVE ACCOUNT QUARTERLY COMPARISON



# ACTIVE ACCOUNTS AS OF OCTOBER 2023

638	-	Single Family
44	-	Partial (Single Room)
22	-	Duplex
723	-	Condo / Town house
7	-	RV / Campground
16	-	Hotels / Motels / Chains
57	-	Remaining Miscellaneous

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





# RENTAL ZONES

## OCTOBER 2023

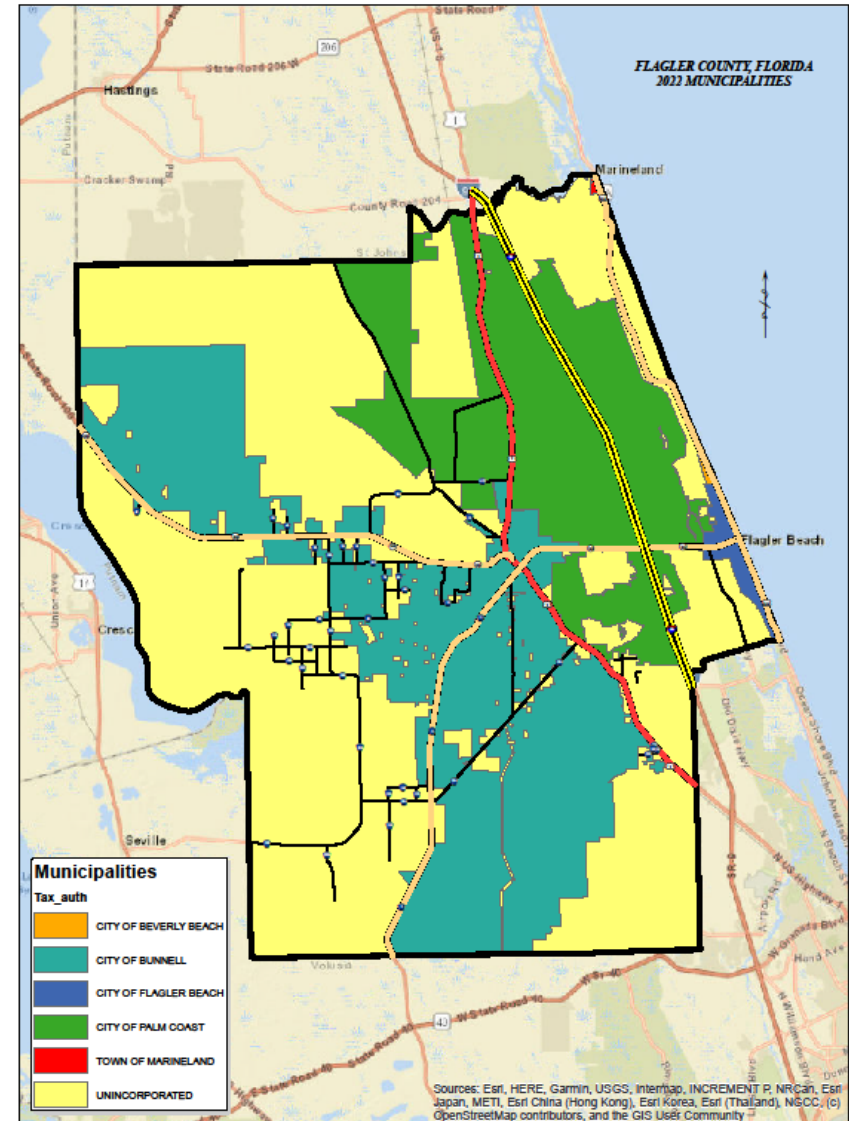
Where are they located?

804 – Unincorporated (782 previous quarter)

490 – City of Palm Coast (442 previous quarter)

186 – City of Flagler Beach (178 previous quarter)

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



# WHAT THE TDT TAXPAYERS SAY

- Not getting as many rentals as before so they lowered their prices per night. Still not getting as many reservations.
- Oktoberfest still open for reservations. Usually fully booked by now.
- Booking on shorter notice vs. month or more in advance.
- Flying to places since COVID is over. (domestic and international)
- Cruise industry has opened back up!
- “2021 was amazing!”
- Cost of living is expensive, and people are spending less.

13



# ENFORCEMENTS UPDATE:



**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](mailto:taxcollector@flaglertax.com)**

**Property Address:** 123 Main Street  
Beachtown, FL 12345

**Date Posted:** \_\_\_\_\_

**\*\* 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](http://www.flaglertax.com)

In the last 90 days:

8 Enforcement Actions

3 Pending Tax Warrants



# AUDIT UPDATE :

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\$15,000 for annual CPA audits

Audits have historically resulted \$4,500 of revenue from unpaid taxes

Average loss of \$10,500

★ Our office also performs internal audits★



**JAMESMOORE**



# COMMUNITY OUTREACH:

- Orange slip in tax bill
- Power point display in lobbies of all TC offices
- Anonymous Reporter button on our website

## Attention Rental Property Owners

Are you receiving rent for your house or  
condo?

**Know your Tourist Development Tax (TDT)  
obligations**

Pursuant to §125.0104 and 212, Florida Statutes, every person who rents, leases, or lets for consideration any living quarters or accommodations for a term of **6 months or less** is subject to **taxation**. Registration with Flagler County is required. Payment of the tax is submitted on a monthly, quarterly, or seasonal basis.

Any person who is taxable hereunder who fails or refuses to charge and collect from the person paying any rental or lease the taxes herein provided, either by himself or herself or through agents or employees, is, in addition to being personally liable for the payment of the tax, guilty of a misdemeanor of the first degree, punishable by a \$1,000 fine and a term of imprisonment not exceeding 1 year. Repeat offenses may constitute a felony.

For additional information, assistance, or to anonymously report a tax evader, visit the Flagler County Tax Collector online at [www.flaglertax.com](http://www.flaglertax.com) or call (386) 313-4165.

**If you have a TDT account with  
Flagler County or do not rent this  
parcel, please disregard this notice.**

Suzanne Johnston  
Flagler County Tax Collector  
[www.flaglertax.com](http://www.flaglertax.com)



# COMMUNITY OUTREACH:

## ANONYMOUS REPORTING UPDATE :

In the last 90 days:

2 Anonymous Reporting's

★We average 1 to 2 month★

### REPORT AN EVADER

If you suspect a person or business is evading the Tourist Development Tax, you may report this information anonymously by calling our Tourist Tax Department at (386) 313-4160 or by written correspondence.

Suzanne Johnston - Tax Collector

Flagler County Tax Collector

P.O. Box 896

Bunnell, FL 32110

Please provide as much detailed information as possible.

You may also submit tips anonymously online by submitting below:

### SUBMIT AN ANONYMOUS REPORT

Fields marked with an \* are required

Please provide as much detailed information as possible

What is 2 + 3 + 7? \*

SUBMIT REPORT



# COMMUNITY OUTREACH:

WNZF RADIO  
AUGUST 19, 2023

.....

**JOIN US**  
**SATURDAY**  
AUGUST 19, 2023  
11 AM

**WNZF**  
**NewsRadio**  
94.9 FM abc 1550 AM

Pictured above from left to right  
**Walker Douglas**, Douglas Property & Development  
**Shelly Edmonson**, Tax Collector Operations Manager  
**Toby Tobin**, Real Estate Matters Host

**SHORT TERM RENTALS**  
&  
**TOURIST DEVELOPMENT TAX**

 **Suzanne Johnston**  
FLAGLER COUNTY TAX COLLECTOR

**REAL ESTATE MATTERS**  
**WNZF NEWS RADIO**



# PLATFORM MONITORING UPDATE:

Renewed contract – Address Identification  
(\$14,955 per year)

Ongoing monitoring of 60+ Short Term Rental websites including major platforms Airbnb, VRBO, HomeAway, Booking.com, FlipKey, & Expedia.

- ★ Update listing activity and details every 3-5 days
- ★ Screenshot activity of every listing
- ★ Reporting capabilities



GRANICUS





# THANK YOU

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Shelly Edmonson, CFCA, CEL, CBTO,  
RMLO

[sedmonson@flaglertax.com](mailto:sedmonson@flaglertax.com)

386-313-4160



**Suzanne Johnston**  
FLAGLER COUNTY TAX COLLECTOR

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

LAST NAME—FIRST NAME—MIDDLE NAME <i>Hall Lisa Robinson</i>		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE TDO	
MAILING ADDRESS 150 Plaza Drive		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY Palm Coast	COUNTY Flagler	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED 10.18.2023		NAME OF POLITICAL SUBDIVISION:	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input 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, \_\_\_\_\_, hereby disclose that on \_\_\_\_\_, 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 6a) On the TDC October 18, 2023 agenda allocates funds to Florida Elite Soccer for the Floirda Elite Winter Invitational 2024, January 27-28, 2023 as they 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.

10/18/2023  
Date Filed

Asaad Robinson  
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.

# June Marketing Report

- There were 133 newsletter sign ups.
- Organic event referrals were up 47.7 percent year-over-year.
- Atlanta continued to be the top driver of out-of-state traffic, with sessions concentrated on the webcams page (770 sessions) and the 25 Things to Do blog post (200 sessions).

[View this email in your browser](#)



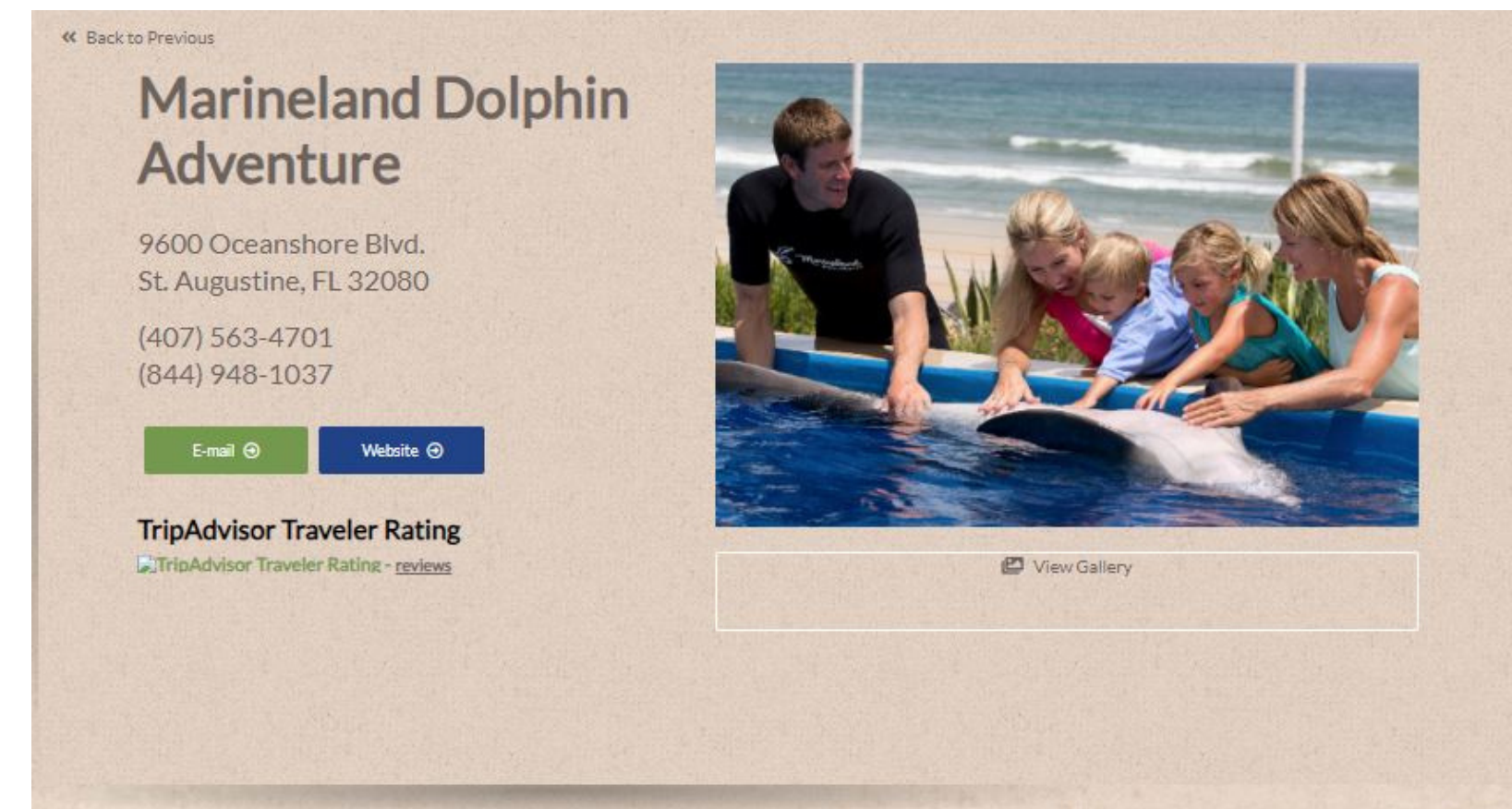
## Dad's Perfect Day

From birdies to beers, we've mapped out the perfect Father's Day itinerary for Dad.

[A Day for Him](#)

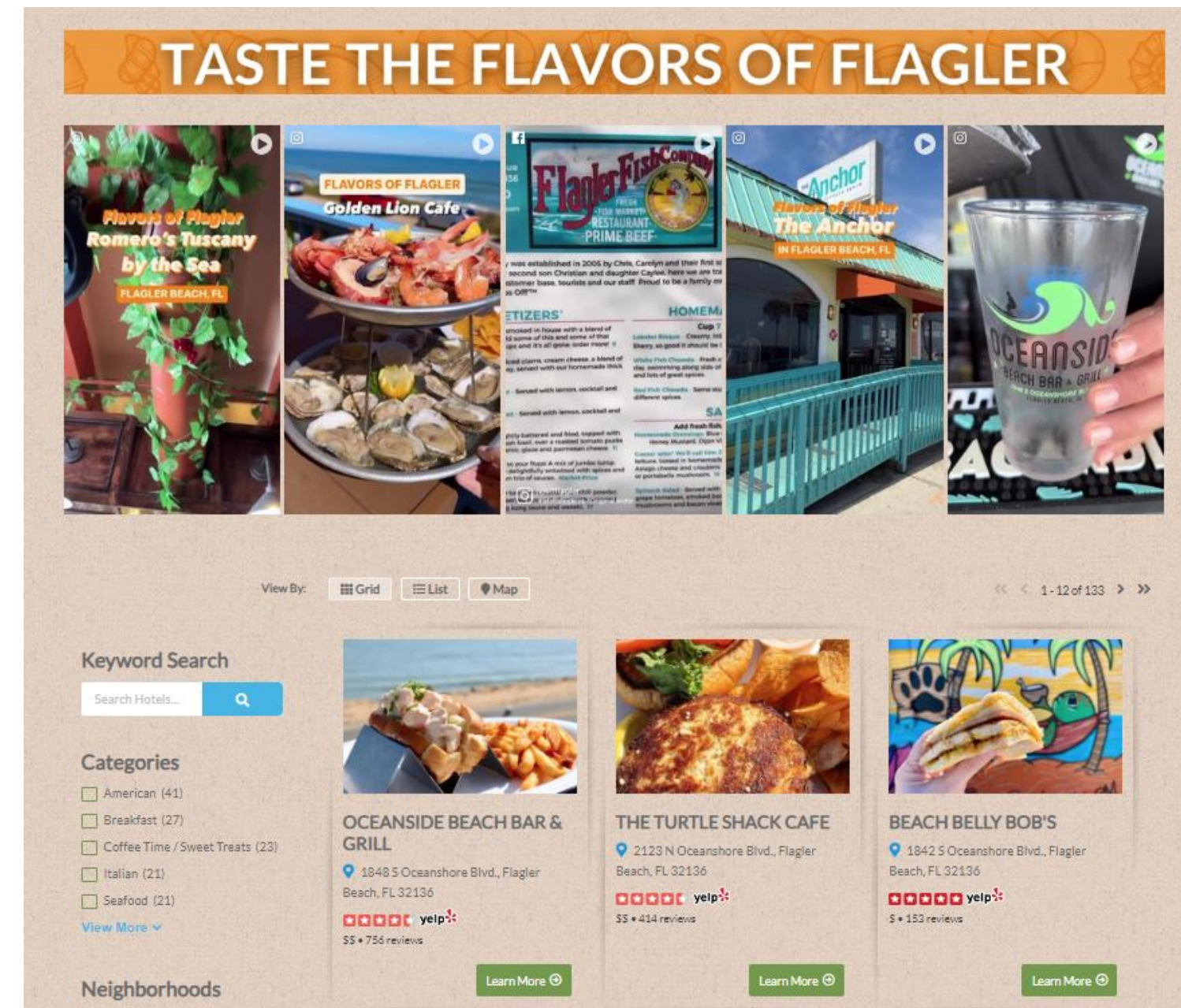
# July Marketing Report

- Engaged sessions numbered 30,073 in July (an engaged session lasts longer than 10 seconds, has a conversion event, or has at least 2 pageviews.)
- Top partner referrals were Marineland Dolphin Adventure, Equestrian Adventures of Florida and Princess Place Preserve.



# August Marketing Report

- The Restaurants and Bars page saw a 63% increase in organic engaged sessions.
- Blogs as whole averaged a 78% engagement rate, 16% higher than the rest of the site.





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

**QUARTERLY  
MARKETING  
UPDATE**



# FOURTH OF JULY / SUMMMER CLASSICS



### Beaches and Booms!

Celebrate Independence Day with this festive itinerary.

Fun on the Fourth



**Where to Rent a Boat or Jet-Ski in Palm Coast and the Flagler Beaches**

Make a splash this summer with a watercraft rental in Palm Coast and the Flagler Beaches. Whether you want to float along the Intracoastal on a pontoon or zip through the water on a Jet-Ski, you'll find plenty of on-the-water activities. Mystic Knot Boat Tours and Rentals Located at the Yacht Harbor...

[Continue Reading →](#)



### Hot Diggity Dog!

We've got the juicy details on where to find an American classic—the hot dog.

Relish Dinner

Palm Coast and the Flagler Beaches  
July 14 · 🌐

Swirls and Swells—these are a few of our favorite things! 🍦🌊

Celebrate National Ice Cream Day on Sunday, July 16th with a sweet treat from [The Waffle Cone!](#)






August

# LABOR DAY WEEKEND ACTIVITIES + PET FRIENDLY



## Picture-Perfect Picnic Spots

From waterfront views to tree-filled parks, here's where to spread your blanket.


Take a Peek(nic)

## 10 Paws-itively Cute Pups Enjoying Palm Coast and the Flagler Beaches


Life without a dog? Sounds ruff! That's why we believe Rover should come on over...to Palm Coast and the Flagler Beaches. With miles of dog-friendly beaches, accommodations, and restaurants, your precious pup will feel right at home. Don't believe us? Look at these cute canines enjoying all Palm Coast and the Flagler Beaches has to offer.



@justinetazaa

 Palm Coast and the Flagler Beaches  
August 7 at 4:43 PM · 🌐

Hit the links on Labor Day Weekend! 🎉 🇺🇸



VISITFLAGLER.COM

Plan a Golfer's Getaway to Palm Coast and the Flagler Beaches This Labor Day  
Extra day off work? Extra day at the links. Take advantage of the long weekend by planning a q...

September

# RV/CAMPING, OUTDOOR ADVENTURES + MEET A LOCAL SERIES

## Discover RV Paradise at Beverly Beach Camptown

If your vacation to Palm Coast and the Flagler Beaches means bringing along your RV or camper, then we've got just the place to park it. Journey down A1A, a scenic Florida byway that runs parallel to the Atlantic, to Beverly Beach Camptown RV Resort and Camper's Village. This oceanfront spot is an RV lover's dream—incredible views, an onsite convenience store, and more. Keep reading to learn more about one of the best RV resorts in Palm Coast and the Flagler Beaches.



### Oceanfront RV Sites in Palm Coast and the Flagler Beaches

Imagine waking up in the comfort of your personal RV, then stepping outside to a view of the sparkling Atlantic Ocean. At Beverly Beach Camptown, that dream can become a reality. The RV resort boasts more than a hundred campsites, all minutes from the water. Choose from four different categories, which vary by price and location: Premier Beachfront, Beachfront, Oceanview, and Camper's Village.



### Meet a Local: Tony and Florinda Corte-Real of Twisters Ice Cream Cafe

Get to know this sweet couple who serves up yummy frozen treats in Palm Coast.

Get the Scoop



**Palm Coast and the Flagler Beaches**  
September 27 at 11:28 AM · 🌐

Adventure awaits! 🌿 Explore plenty of ecotourism activities, from kayaking to birdwatching, in [Palm Coast and the Flagler Beaches](#). Check out this blog post for more outdoor fun: <https://shorturl.at/twHY1>

📷: Cinnamon Beach Sunrise




# DISPLAY AND SOCIAL ADS



**Palm Coast and the Flagler Beaches** Sponsored · 🌐

Kick off the end of summer with an affordable adventure to Palm Coast and the Flagler Beaches. 🌴




**Explore Palm Coast and the Flagler Beaches** Start Planni... [Learn more](#)

**Find Your Oasis** Book Your... [Learn more](#)

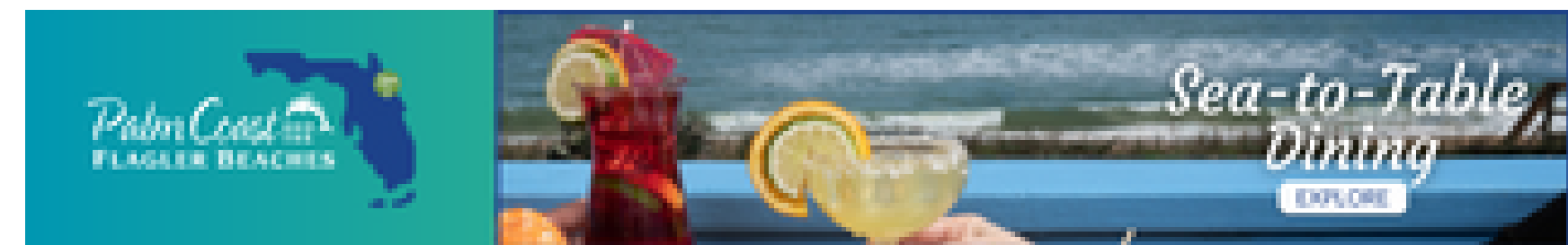
**Palm Coast and the Flagler Beaches** Sponsored · 🌐

Find Romance and Reconnect in Palm Coast and the Flagler Beaches.



**Rekindle the Romance** Find Your P... [Learn more](#)

**Share & Save** Dining... [Learn more](#)



***THANK  
YOU!***

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





## CAPITAL PROJECT FUNDING PROGRAM

### Project Status Report

Name of Project: Palm Coast Southern Recreation Center Expansion

TDC and BOCC Approval Dates: 7/20/2022 and 8/15/2022

Total Amount Awarded: \$739,158

Project Start Date: mid-February 2023

Estimated Completion Date: 12/5/2023 (substantial completion) and January 2024 (final completion)

Status Report Date: 9/21/2023

Overall Project Activities Update: **Construction Update:**

The Thermoplastic Polyolefin (TPO) roof is complete, exterior insulation, sheathing, and weather barrier is complete. The building is dried in, and stucco is being completed. Interior mechanical, electrical, plumbing, fire protection (MEP,FP) rough-in is being completed, drywall has been installed and painting has started. The pre-engineered metal building (PEMB) shade structure has been erected, the courts have been graded and are preparing for surface material to be poured. Court fencing has been started. Underground utilities are complete and are preparing to start sidewalks. Electrical switchgear is being installed in preparation for permanent power to be turned on and the A/C units have started to condition the building for interior finishes.

This project is targeting LEED Silver Certification and well on its way to securing points towards this designation.

**Operations Update:**

We are happy to share that our Southern Recreation Supervisor position mentioned in the June 2023 report was successfully filled. Staff are wrapping up plans for program schedule and court usage operations. We are also excited to provide that a full-time Customer Service Rep for the Southern Recreation Center was approved in the FY24 budget to start in April 2024. This position will be integral to supporting the Supervisor in recruiting and organizing tournaments, programs, room rentals, etc.

Project Expenditures to Date:

Design Fees: \$651,997.30

Construction Fees: \$5,764,998.34 (through 8/31/2023)

Any Changes/Concerns:

No, the project remains on schedule.

Photos:











# FLAGLER COUNTY ECO-DISCOVERY CENTER UPDATE

October 18, 2023



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



## OVERVIEW

The Flagler County Eco-Discovery Center aims to provide unique, immersive, and educational experiences for nature, recreational, and cultural heritage enthusiasts to include residents, visitors, and educational groups.

The Center would serve as a key access point and gateway not only to the surrounding parks, trails, recreational amenities, and roadways but a representation of who we are as a community.



## LOCATION

- The 10,000 sq. ft. Eco-Discovery Center will be located on a 23-acre county owned parcel on SR100.
- This location is also within hundreds of feet of the newly constructed \$12 million pedestrian bridge and adjacent to the future Bulow Creek Headwaters Regional Park.
- Situated in an ecologically significant part of the county, the center will offer interactive exhibits, guided tours, and recreational services.



# BULOW CREEK HEADWATERS REGIONAL PARK

- Approximately 1,000-acre natural property of Florida flora and fauna, with a spectrum of Florida ecosystems.
- The future development of this park is currently underway with \$1.5m in federal funding for the design and planning.
- Amenities envisioned for walking, biking; a kayak launch to Bulow Creek; and educational signage.



## ABOUT THE ECO-DISCOVERY CENTER

- Will be a destination in its own right and will serve as a community access point to the Bulow Creek Headwaters Regional Park.
- Opportunities for concessionaires including guided services and outfitters.
- Amenities will include public restrooms, scenic picnic areas, beach shuttle, Wi-Fi, charging stations, playground, bicycle trailhead, and indoor-outdoor relaxation seating.



Space has also been allotted for special events, meetings and classrooms; a catering kitchen; a locally sourced gift shop; and office space for staff and community partners.



## INSIDE THE CENTER

- Information Hub: Will offer maps, brochures, and guides about the trails, waterways, parks, attractions, and points of interest. Visitors can obtain valuable information that may otherwise go without any awareness and exposure.
- Interactive Displays: Display panels, exhibits, and multimedia presentations for educational and awareness campaigns and initiatives.
- Ticket sales for experiences, local attractions, and various packages.
- Souvenirs and Merchandise: Selling locally sourced merchandise, art, and related products will generate revenue to help support maintenance and preservation efforts.



# ABOUT THE ECO-DISCOVERY CENTER





# ABOUT THE ECO-DISCOVERY CENTER



## ASSESSING THE NEED

### State of Florida

- According to the 2022 Outdoor Participation Trend Report, the number of new and returning outdoor participants increased by 26%.
- Further analysis showed that residents and visitors had similar needs in the facilities that were preferred.
- In 2021 there were 164.2 million outdoor participants in Florida.

Top 10 Desired Facilities		
	Residents	Tourists
1	Hiking/walking trails	Beach access/parking
2	Biking paths/trails	Hiking/walking trails
3	Nature/Interpretive trails	Nature/Interpretive trails
4	Community parks	Wildlife viewing areas/overlooks
5	Wildlife viewing areas/overlooks	Biking paths/trails
6	Paved walkways	Community parks
7	Playgrounds	Playgrounds
8	Beach access/parking	Paved walkways
9	Off-leash dog areas	Campgrounds
10	Campgrounds	Access for canoes/kayaks

## PROJECT PUNCHLIST

- The site is part of an overall vision that enhances the amenities that would be offered at the Bulow Creek Headwaters Regional Park as an added perk.
- In order to stay on track in developing the budget and understanding the scope of a project of this magnitude, a rough punch list was developed.

Flagler County Eco-Discovery Center	
	STATUS
Site Plan	Complete
Floor Plan	Complete
Elevations	Complete
Renderings	Complete
Funding Sources	In Progress
Pre-liminary Budget	Complete
ROM Construction Costs	Complete
Project Schedule	In Progress
NEPA Study Report	Complete
Property Appraisal	Complete

# FINANCIAL CONSIDERATIONS

- Land is owned free and clear by Flagler County.
- National Scenic Byway Grant
- Rural Infrastructure Grant
- State Appropriations-Local Legislative Priority

COST ITEM			
	EST. COST	FC COST SHARE	GRANTS/ APPROPRIATIONS
Design/Permitting	\$700,000		
Offsite Improvements/Utilities	\$800,000		
Construction, Engineering & Inspection	\$800,000		
Construction	\$10,000,000		
Insurance	\$198,260		
General Conditions	\$350,000		
Construction Mgmt. Fee + Bond	\$486,792		
<b>TOTAL</b>	<b>\$13,335,052</b>	<b>\$1,600,000</b>	<b>\$10,855,051</b>

## STRATEGIC PARTNERSHIPS

# Questions?



- Flagler County Board of County Commissioners Resolution 2023-26
- JaxUSA Partnership
- Northeast Florida Regional Council
- City of Palm Coast
- City of Flagler Beach
- Palm Coast-Flagler Regional Chamber of Commerce
- Friends of A1A Scenic & Historic Coastal Byway
- Heritage Crossroads
- Flagler County Department of Tourism
- Flagler County Economic Development Office
- Flagler County Cultural Council
- Marineland Dolphin Adventure

# Local Arts Agency

## PHASE 1

- ✓ Organization name
- ✓ Vision statement
- ✓ Mission statement
- ✓ Purpose statement
- ✓ Membership structure
- ✓ By-Laws
- ✓ ARTICLES OF INCORPORATION
  - Corporate name
  - Principal place of business and Mailing address
  - Specific purposes
  - Election of Directors
  - Initial Directors and Officers
  - Registered agent office
- ✓ Stakeholder meeting to approve ALL draft documents
- ✓ Legal Review
- ✓ Sunbiz registration
- ✓ Obtain IRS tax ID number
  - Apply for IRS tax-exemption
  - Open IRS pay.gov account
- ✓ Open bank account

TARGET COMPLETION DATE =  
SEPTEMBER 30, 2021

## PHASE 2

- ✓ Install elected Board
- ✓ BOCC Resolution
- ✓ Identify Stakeholders
  - Recruit members Register with relevant organizations at the state and national level
- ✓ Create partnerships **IN PROCESS**
- ✓ Obtain a URL
- ✓ Develop Website **IN PROCESS**
- ✓ Create informational brochure
  - Logo design
  - Content
- ✓ Plan a budget
- ✓ Identify potential revenue sources
  - Fundraising Events
  - ✓ Turtle Trail
  - Grants
- ✓ Finalize Service Agreement with County

TARGET COMPLETION DATE =  
JULY 30, 2022

## PHASE 3

- ✓ Develop Strategic Plan **IN PROCESS**
- ✓ Communication Marketing Plan
  - **IN PROCESS**
- Apply for grants to support organizations – **SEARCHING NOFO'S**
- ✓ Continue recruitment of members
- Paid staff member
- ✓ Develop public arts, culture and history programs
  - FC3 has received “The Turtle Trail” project from PCAF
- Develop grant programs to support local organizations
- Create promotional opportunities to draw tourists to the community
- ✓ Develop resources to be the “go to” expert and advocate spokesperson for members and the community
- ✓ Develop an Arts Festival during the shoulder season for tourism
  - Developing a Fine Arts Festival for 2024
  - Developing Quarterly Jazz Events
  - Partnering with City of Palm Coast for bi-annual Arts Festival

TARGET COMPLETION DATE = FY 2023-2024



FLAGLER COUNTY CULTURAL COUNCIL





## FLAGLER COUNTY CULTURAL COUNCIL

### ➤ 10 Board Directors Representing

- Performing Arts
- Visual Arts
- Culture and Heritage
- History
- Commissioner Pennington Appointed to FC3 Board with Commissioner Sullivan as the Alternate.

### ➤ Administrative Accomplishments

- Completed Service Agreement with TDC
- Obtained D&O Insurance for Board of Directors
- Obtained Business Tax Receipt from Flagler County and City of Palm Coast
- Developed a Membership and Events Planning Committee

### ➤ Marketing

- Facebook
  - 567 Followers
- Monthly eNewsletter – Launch Date May 2023
- Brochures
- Pop-up Banner Donated by Flagler Auditorium
- Website launched October 2023
- Created Challenge Coin Promo/awards

### ➤ FC3 Memberships

- 9 Business Memberships
- 13 Individual Memberships
- 14 Supporter Memberships
- Currently Renewing Memberships; Annual Membership meeting October 20, 2023

### ➤ Community Engagement

- Partner with City Repertory Theatre for 2<sup>nd</sup> Annual Holiday Performance and Fundraiser - Free event for Members
- Received Turtle Trail project and future installations from Palm Coast Arts Foundation Currently 19 turtles – Estimate to Add 4 Turtles/Year for Annual Revenue of \$10,000
- Host the Palm Coast Bi-Annual Arts Festival – April & November 2023
- Food Truck Tuesday Beneficiary for August 2023
- Sponsor Creekside Festival Photo Contest October 2023

### ➤ Partner Organizations

- Florida Cultural Alliance
- Americans for the Arts
- Visit Florida



# ARTS & ECONOMIC PROSPERITY 6

## STATUS UPDATE

- Identified 58 Not-For-Profit Arts & Culture Organizations
- Partnered With 16 Organizations
- Attended 22 Events
- Collected 764/727 Surveys



FLAGLER COUNTY CULTURAL COUNCIL

## Summary Results

- Arts and Economic Prosperity 6 (AEP6) provides compelling evidence that the nonprofit arts and culture sector is a significant industry in Flagler County—one that generated **\$4.7 million in total economic activity during 2022**. This spending—\$2.8 million by nonprofit arts and culture organizations and an additional \$1.9 million in event-related spending by their audiences—supports 90 jobs, generates \$4.9 million in household income for local residents, and delivers \$1.7 million in tax revenues to local, state, and federal governments. This study sends a strong signal that, even in the aftermath of the COVID-19 pandemic and the resulting recession, the nonprofit arts and culture is a formidable industry. AEP6 demonstrates that when we support the arts, we are investing in Flagler County's economic and community well-being.
- The typical attendee to a nonprofit arts or culture event in Flagler County spent **\$38.29 per person per event** as a direct result of their attendance (not including the cost of admission, or food and beverage purchased on-site during the event).



# STRATEGIC PLAN

## EXECUTIVE SERVICE CORP.



## Community Engagement

- 21 Confidential Stakeholder Interviews
  - FC3 Board
  - Government Representatives – County, Palm Coast, Bunnell, Flagler Beach
  - TDC Board
  - Arts
  - Culture
  - History
- Confidential Community Survey ~ Oct. 13 – Nov. 2, 2023
  - Distribution through social media, email campaign utilizing stakeholder's contact list, press release
- Public Focus Group Meetings ~ Nov. 14 & 15, 2023
  - 2 Roundtable discussions with community volunteers

**TARGET COMPLETION DATE**  
**January 2024**

## Strategic Plan Process

- Form a Strategic Planning Committee
- Perform an environmental scan
- Prepare interview and survey guides
- Conduct Stakeholder interviews and surveys
- Facilitate public focus group meetings
- Compile and present the data set
- Guide the Committee through a SWOT Analysis
- Prepare your strategic planning retreat session.
- Facilitate your strategic planning sessions
- Facilitate training on using your plan's implementation tools
- Prepare a Final Report and your Strategic Plan Document

**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 2018-19		Fiscal Year 2019-20		Annual Change		Fiscal Year 2020-21		Annual Change		Fiscal Year 2021-22		Annual Change		Fiscal Year 2022-23		Annual Change		Fiscal Year 2023-24		Annual Change			
	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage	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%	\$ 312,885.54		\$ 7,306.83	2.4%	
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%	\$ 255,047.23		\$ 4,164.56	1.66%	\$ 227,360.78		\$ (27,686.45)	-10.9%	
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%	\$ 221,521.35		\$ 527.31	0.2%	
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%	\$ 170,588.19		\$ (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%	\$ 394,646.88		\$ 59,082.30	17.61%					
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%	\$ 422,224.96		\$ (25,166.84)	-5.63%					
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%	\$ 354,740.84		\$ 7,009.57	2.02%					
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%					
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%					
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%	\$ 296,951.14		\$ (26,505.50)	-8.19%					
<b>Totals</b>	\$ 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		\$ 22.83%	\$ 4,587,725.12		\$ 155,510.09	3.51%	\$ 761,767.67		\$ (19,852.31)	-2.54%	
	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 2023 12		ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
ACCOUNTS FOR:								
1109	Tourist Dev Tax-Capital							
1109-147-4700-573800-570-57-000-000-581004-	Aid to Other Governments	0	889,158	889,158	.00	.00	889,158.00	.0%
1109-147-4700-573800-570-57-000-000-582009-	Other Entities	0	0	0	.00	.00	.00	.0%
1109-147-4700-575300-570-57-000-000-531000-	Professional Services	0	0	0	110.69	.00	-110.69	100.0%
1109-147-4700-575300-570-57-000-000-534008-	Commission Fee - Tax Collector	24,000	3,625	27,625	27,614.22	.00	10.78	100.0%
1109-147-4700-575300-570-57-000-000-534010-	Governmental Services	0	0	0	.00	.00	.00	.0%
1109-147-4700-575300-570-57-000-000-549005-	Bank Analysis Fees	100	0	100	.00	.00	100.00	.0%
1109-147-4700-575600-570-57-000-000-562000-	Buildings	0	0	0	.00	.00	.00	.0%
1109-147-4700-575600-570-57-000-000-563000-	Infrastructure	0	0	0	.00	.00	.00	.0%
1109-147-4700-575800-570-57-000-000-581004-	Aid to Other Governments	28,370	-3,625	24,745	.00	.00	24,745.00	.0%
	TOTAL Tourist Dev Tax-Capital	52,470	889,158	941,628	27,724.91	.00	913,903.09	2.9%
	TOTAL EXPENSES	52,470	889,158	941,628	27,724.91	.00	913,903.09	

YEAR-TO-DATE BUDGET REPORT

FOR 2023 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-	385,212	Regular Salaries & Wages	0	385,212	365,734.43	.00	19,477.57	94.9%
1110-147-4700-559100-550-55-000-000-513000-	0	Other Salaries & Wages	0	0	.00	.00	.00	.0%
1110-147-4700-559100-550-55-000-000-514000-	0	Overtime	0	0	150.49	.00	-150.49	100.0%
1110-147-4700-559100-550-55-000-000-521000-	27,943	FICA Taxes	0	27,943	27,278.77	.00	664.23	97.6%
1110-147-4700-559100-550-55-000-000-522000-	67,308	Retirement Contributions	0	67,308	71,594.18	.00	-4,286.18	106.4%
1110-147-4700-559100-550-55-000-000-523000-	63,775	Life and Health Insurance	-19,353	44,422	44,421.56	.00	.44	100.0%
1110-147-4700-559100-550-55-000-000-524000-	622	workers Compensation	0	622	583.73	.00	38.27	93.8%
1110-147-4700-559300-550-55-000-000-531000-	24,000	Professional Services	0	24,000	54,970.89	960.00	-31,930.89	233.0%
1110-147-4700-559300-550-55-000-000-534006-	417,826	Other Contracted Services	12,000	429,826	245,323.70	12,256.25	172,246.05	59.9%
1110-147-4700-559300-550-55-000-000-534008-	72,000	Commission Fee - Tax Collector	0	72,000	82,842.60	.00	-10,842.60	115.1%
1110-147-4700-559300-550-55-000-000-534013-	0	IT Other Contracted Services	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-540000-	7,000	Travel and Per Diem	0	7,000	5,378.43	.00	1,621.57	76.8%
1110-147-4700-559300-550-55-000-000-541001-	500	Communications Devices & Acces	0	500	786.01	.00	-286.01	157.2%
1110-147-4700-559300-550-55-000-000-541002-	7,720	Communications Recurring	0	7,720	10,483.96	.00	-2,763.96	135.8%
1110-147-4700-559300-550-55-000-000-542000-	15,000	Freight & Postage	0	15,000	9,658.86	.00	5,341.14	64.4%
1110-147-4700-559300-550-55-000-000-543000-	4,000	Utility Services	280	4,280	4,795.29	.00	-515.29	112.0%
1110-147-4700-559300-550-55-000-000-544000-	52,014	Rentals and Leases	0	52,014	52,900.38	.00	-886.38	101.7%
1110-147-4700-559300-550-55-000-000-544001-	0	IT Rentals & Leases	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-544002-	0	Long Term Lease	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-544003-	0	Long Term IT Leases	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-545001-	1,190	General Liability Insurance	0	1,190	-204.00	.00	1,394.00	-17.1%
1110-147-4700-559300-550-55-000-000-545003-	585	Vehicle Insurance	0	585	564.00	.00	21.00	96.4%

YEAR-TO-DATE BUDGET REPORT

FOR 2023 12

ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
1110 Tourist Dev Tax-Promotion							
1110-147-4700-559300-550-55-000-000-545006-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-546001-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-546003-	1,300	0	1,300	1,633.45	.00	-333.45	125.7%
1110-147-4700-559300-550-55-000-000-546004-	7,830	0	7,830	7,708.73	.00	121.27	98.5%
1110-147-4700-559300-550-55-000-000-546006-	0	0	0	2,875.94	.00	-2,875.94	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-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-548001-	30,000	0	30,000	34,265.50	.00	-4,265.50	114.2%
1110-147-4700-559300-550-55-000-000-548002-	120,250	12,000	132,250	63,223.37	12,847.75	56,178.88	57.5%
1110-147-4700-559300-550-55-000-000-548003-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-548004-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-548005-	80,000	22,500	102,500	57,300.00	.00	45,200.00	55.9%
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-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-549000-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-549004-	17,500	0	17,500	1,445.19	.00	16,054.81	8.3%
1110-147-4700-559300-550-55-000-000-549005-	600,000	4,000	604,000	492,097.96	.00	111,902.04	81.5%
1110-147-4700-559300-550-55-000-000-549008-	1,300	0	1,300	.00	.00	1,300.00	.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-	0	0	0	.00	.00	.00	.0%
	2,000	0	2,000	1,716.27	.00	283.73	85.8%

YEAR-TO-DATE BUDGET REPORT

FOR 2023 12

ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
1110 Tourist Dev Tax-Promotion							
1110-147-4700-559300-550-55-000-000-551001-	5,000	0	5,000	1,130.77	.00	3,869.23	22.6%
1110-147-4700-559300-550-55-000-000-551003-	0	0	0	.00	.00	.00	.0%
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-	2,000	0	2,000	320.73	.00	1,679.27	16.0%
1110-147-4700-559300-550-55-000-000-552002-	15,000	0	15,000	4,001.56	.00	10,998.44	26.7%
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-	22,300	0	22,300	17,777.66	.00	4,522.34	79.7%
1110-147-4700-559300-550-55-000-000-554001-	55,736	0	55,736	62,945.21	.00	-7,209.21	112.9%
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	6,863.88	.00	-4,863.88	343.2%
1110-147-4700-559300-550-55-000-000-555002-	8,000	0	8,000	1,817.00	.00	6,183.00	22.7%
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	2,116,911	31,427	2,148,338	1,734,386.50	26,064.00	387,887.50	81.9%
TOTAL EXPENSES	2,116,911	31,427	2,148,338	1,734,386.50	26,064.00	387,887.50	

YEAR-TO-DATE BUDGET REPORT

FOR 2023 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-	0	Professional Services	390,420	296,402.32	98,594.40	-4,576.72	101.2%
1111-147-4700-537300-530-53-000-000-534006-	0	Other Contracted Services	0	15,000.00	10,000.00	-25,000.00	100.0%
1111-147-4700-537300-530-53-000-000-534008-	0	Commission Fee - Tax Collector	-10,000	14,000	27,614.19	-13,614.19	197.2%
1111-147-4700-537300-530-53-000-000-534013-	24,000	IT Other Contracted Services	0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-545001-	0	General Liability Insurance	0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-545003-	0	Vehicle Insurance	0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-546003-	0	Vehicle Repair	0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-549000-	0	oth Curr Chgs and Obligations	0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-549005-	0	Bank Analysis Fees	0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-549020-	0	IT Oth Curr Chgs & Obligations	0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-552002-	0	Other Operating Expenses	0	0	.00	.00	.0%
1111-147-4700-537700-530-53-000-000-571001-	0	Principal on Bonds & Notes	0	0	.00	.00	.0%
1111-147-4700-537700-530-53-000-000-572001-	0	Interest on Notes & Bonds	0	0	.00	.00	.0%
1111-147-4700-537700-530-53-000-000-573001-	0	Bond Issuance Costs	0	0	.00	.00	.0%
1111-147-4700-537800-530-53-000-000-581000-	0	Aids to Govt Agencies	0	0	.00	.00	.0%
1111-147-4700-537800-530-53-000-000-581007-	0	Aid to Flagler Beach	0	0	.00	.00	.0%
1111-147-4700-537800-530-53-000-000-582009-	0	Other Entities	0	0	.00	.00	.0%
<b>TOTAL Tourist Dev-Beach Restore</b>	<b>24,000</b>		<b>380,420</b>	<b>404,420</b>	<b>339,016.51</b>	<b>108,594.40</b>	<b>-43,190.91 110.7%</b>
<b>TOTAL EXPENSES</b>	<b>24,000</b>		<b>380,420</b>	<b>404,420</b>	<b>339,016.51</b>	<b>108,594.40</b>	<b>-43,190.91</b>

YEAR-TO-DATE BUDGET REPORT

FOR 2023 12

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	2,193,381	1,301,005	3,494,386	2,101,127.92	134,658.40	1,258,599.68	64.0%

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





# DIGITAL MARKETING REPORT

Visit Flagler, FL

September 2023



# SEO EXECUTIVE SUMMARY

Sep 1, 2023 - Sep 30, 2023

For **overall traffic**, sessions numbered 54,300 in September, a 39% decrease year-over-year. This 34,350-session decline was concentrated on organic search but also present in the 22% (-3,400 sessions) decrease in Direct and the 92% (-1,000 sessions) decrease in Display.

**Organic traffic** saw a 49% decrease in sessions that was concentrated on the webcams page. Last year's outsize increase in traffic to the webcams page due to Hurricane Ian, which made landfall Sept. 28-30, led to a comparatively lower number of sessions. Excluding the webcams page, organic sessions actually increased 1% (20,935 in 2022 versus 21,161 in 2023) in September. Engaged sessions comprised 72% of organic traffic, meaning nearly three-quarters of users either completed a conversion or clicked further into the site.

Both Visitor Guide requests and e-newsletter signups reached about 100 each. Along with partner referrals and file downloads, these two metrics make up the conversions currently being measured.

Outside of **webcams**, top areas of organic search included **things to do** and the **rodeo**. Queries related to things to do drove 1,000 clicks on 10,000 impressions, both increasing by about 20% year-over-year. Nearly all of these terms were related to Palm Coast (rather than Flagler) and led users to the [25 Things to Do blog post](#). Rodeo-related queries, such as "flagler county rodeo" and "flagler rodeo", drove 700 clicks on 3,400 impressions (+45%).

Organic clicks numbered 23,000 a 50% decrease in line with the outsized interest in Hurricane Ian last year; however, impressions stayed relatively steady, numbering about 1.1 million. This means that, despite the decrease in user interest, search engines continued to serve the website within the top results in SERP. Furthermore, the terms with the greatest number of impressions were unrelated to webcams, including "palm coast" (17,400 impressions), "hammock beach resort" (16,000 impressions) and "flagler beach" (15,000 impressions).

## Organic Summary

Sessions

31,514

↓ -49.1%

Engaged sessions

22,788

↓ -51.0%

Listing Referrals

3,610

↑ N/A

Event Referrals

1,910

↑ N/A

Visitors Guide Requests

109

No data

Newsletter Signups

99

No data

## COMPLETED TASKS

- Completed on-page optimization on five pages, including [Satisfy Your Sweet Tooth in Palm Coast and the Flagler Beaches](#) and [Explore Beautiful Blueways with Backwater Cat Adventures](#)
- Monthly broken link scan led to two corrections
- Monthly crawl error check led to one correction
- Quarterly spelling error check led to one correction

## ROADMAP

- Upcoming content: To be established by client
- Upcoming optimizations: To be established by client. As new blog posts or landing pages are published, your analyst will submit them for optimization. These can also be requested by the client. The current contract allows for 10 pages per month.



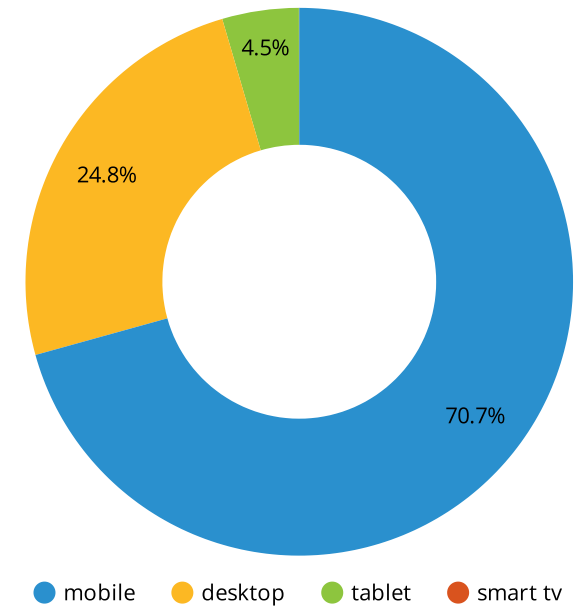
# SEO REPORT

# OVERALL TRAFFIC SUMMARY

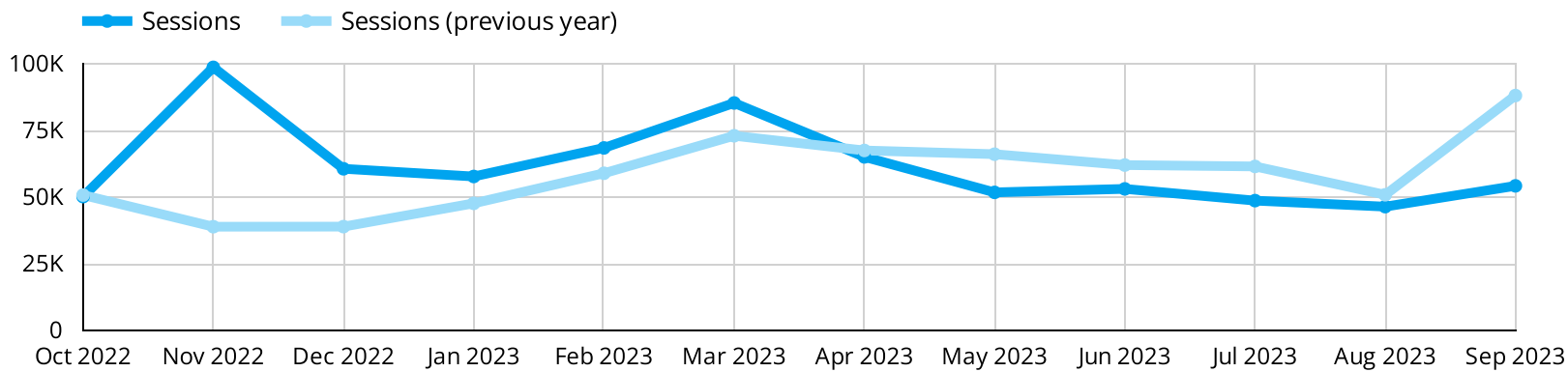
Sep 1, 2023 - Sep 30, 2023

Active Users <b>35,548</b> ↓ -29.9%	Sessions <b>54,309</b> ↓ -38.7%	Engaged Sessions <b>34,587</b> ↓ -42.8%	Engagement Rate <b>63.69%</b> ↓ -6.6%	Avg. Engagement Time <b>00:01:10</b> ↑ 12.2%	Conversions <b>6,495</b> ↑ N/A
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## Device Category (Users)



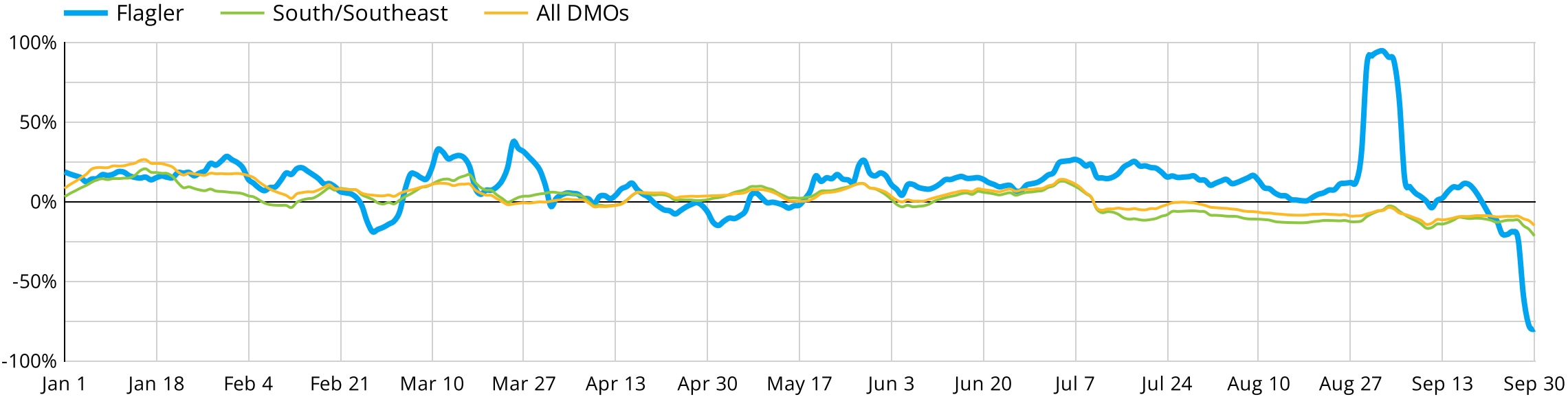
## Engaged Sessions over time (Last 12 months YoY)



## By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	19,620	22,788	00:01:24
Paid Social	6,511	2,957	00:00:12
Direct	6,234	7,358	00:01:22
Paid Search	1,297	185	00:00:08
Referral	963	1,036	00:01:51
Organic Social	822	665	00:00:46
Unassigned	288	29	00:04:52
Display	38	19	00:00:06
Paid Video	16	8	00:00:10
Email	1	1	00:02:18

## Organic Search Sessions (Self, Region, All DMOs)



## Website performances versus DMO averages?

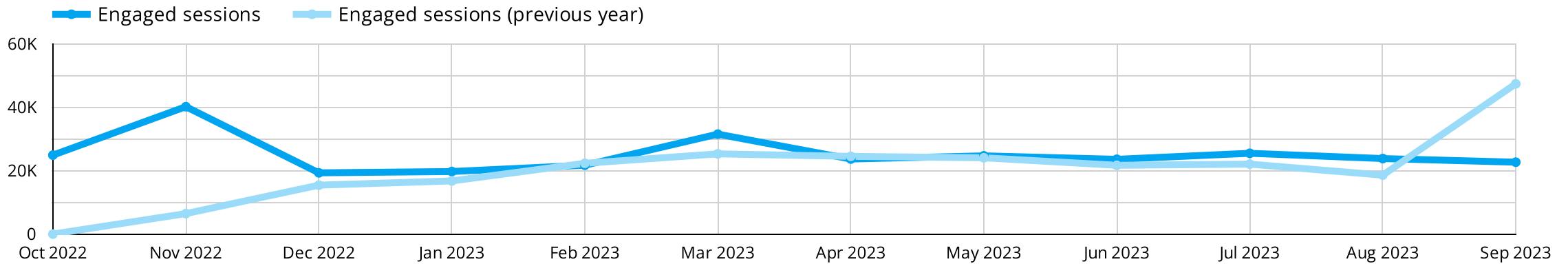
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.17	1.75	-19.48%	organic search	00:01:04	00:00:53	-16.85%	organic search	71.77%	67.48%	-5.97%
paid search	1.74	1.01	-42.13%	paid search	00:00:27	00:00:00	-99.55%	paid search	52.88%	0.34%	-99.35%
<b>Grand total</b>	<b>1.95</b>	<b>1.7</b>	<b>-12.83%</b>	<b>Grand total</b>	<b>00:00:44</b>	<b>00:00:45</b>	<b>1.45%</b>	<b>Grand total</b>	<b>57.35%</b>	<b>57.04%</b>	<b>-0.55%</b>

# ORGANIC TRAFFIC SUMMARY

Sep 1, 2023 - Sep 30, 2023

<b>Active users</b> <b>19,620</b> ↓ -46.7%	<b>Sessions</b> <b>31,514</b> ↓ -49.1%	<b>Engaged sessions</b> <b>22,788</b> ↓ -51.0%	<b>Engagement rate</b> <b>72.31%</b> ↓ -3.7%	<b>Engagement Time</b> <b>00:01:24</b> ↑ 27.0%	<b>Conversions</b> <b>5,089</b> ↑ N/A
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## Organic Engaged Sessions over time (Last 12 months YoY)



## Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	3,977	50
/events	1,786	371
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,269	300
/event/flagler-county-pro-rodeo/21408	1,058	681
/	464	153
/things-to-do/restaurants-bars	460	180
/event/fall-into-the-holidays/21320	455	165
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach	373	72
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	308	33
/listing/equestrian-adventures-of-florida/346583	269	74

## Conversion Events

Event name	Conversions
partner_referral	4,718
file_download	163
visitorguide_request	109
newsletter_signup	99

# ORGANIC SEARCH QUERY PERFORMANCE

Sep 1, 2023 - Sep 30, 2023

Organic Clicks

23,032

↓ -52.3%

Organic Impressions

1,088,219

↓ -1.3%

Organic CTR%

2.12%

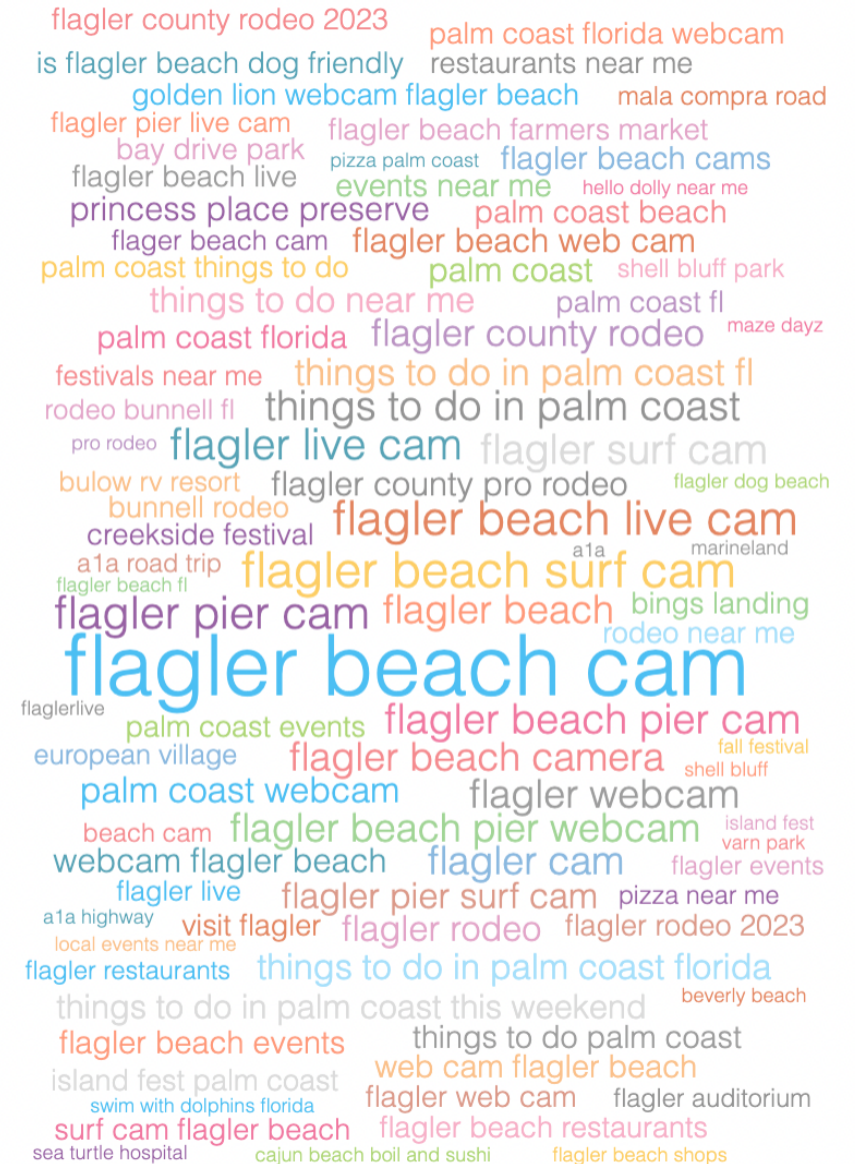
↓ -51.7%

Average Ranking Position

23.03

↑ 27.9%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,552	1.02	0.02 ↑	64.77%
flagler beach webcam	1,181	1.01	0.01 ↑	64.71%
flagler beach surf cam	331	1.21	0.09 ↑	44.97%
flagler beach live cam	270	1.03	0.03 ↑	54.33%
flagler pier cam	250	1.03	0.03 ↑	61.27%
flagler live cam	194	1.02	0.02 ↑	65.99%
things to do in palm coast	172	2.27	0.39 ↑	21.29%
flagler surf cam	168	2.05	0.05 ↑	14.2%
flagler beach pier cam	161	1.04	0.04 ↑	60.3%
flagler beach	143	9.22	2.34 ↑	0.95%
flagler webcam	138	1.01	0.01 ↑	57.5%
flagler beach camera	138	1	0	79.77%
flagler beach pier webcam	136	1.01	0.01 ↑	77.71%
flagler cam	129	1.04	0.04 ↑	74.57%
things to do in palm coast fl	111	2.51	0.41 ↑	19.14%
flagler county rodeo	108	5.72	3.19 ↑	18.88%
flagler pier surf cam	100	1.03	-0.68 ↓	35.97%
flagler rodeo	99	4.99	2.16 ↑	19.37%
things to do in palm coast florida	92	2.08	0.34 ↑	24.6%
things to do near me	86	19.69	-6.32 ↓	4.4%



## Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	1,552	2,396	-2,702 ↓	64.77%
flagler beach webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	1,181	1,825	-9,174 ↓	64.71%
flagler beach surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	331	736	-419 ↓	44.97%
flagler beach live cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	270	497	-2,151 ↓	54.33%
flagler pier cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	250	408	-1,567 ↓	61.27%
flagler live cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	194	294	-679 ↓	65.99%
flagler surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	168	1,183	-423 ↓	14.2%
things to do in palm coast	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	166	808	147 ↑	20.54%
flagler beach pier cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	161	267	-1,052 ↓	60.3%
flagler beach camera	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	138	173	-486 ↓	79.77%
flagler webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	138	240	-562 ↓	57.5%
flagler beach pier webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	136	175	-589 ↓	77.71%
flagler cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	129	173	-143 ↓	74.57%
flagler county rodeo	<a href="https://www.visitflagler.com/event/flagler-county-pro-rodeo/21408/">https://www.visitflagler.com/event/flagler-county-pro-rodeo/21408/</a>	107	462	-	23.16%
things to do in palm coast fl	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	106	580	-99 ↓	18.28%
flagler pier surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	100	278	-415 ↓	35.97%
flagler rodeo	<a href="https://www.visitflagler.com/event/flagler-county-pro-rodeo/21408/">https://www.visitflagler.com/event/flagler-county-pro-rodeo/21408/</a>	98	480	-	20.42%
things to do in palm coast flori...	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	90	374	144 ↑	24.06%
palm coast webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	82	130	-1,382 ↓	63.08%
things to do near me	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	81	1,887	387 ↑	4.29%
flagler beach	<a href="https://www.visitflagler.com/">https://www.visitflagler.com/</a>	71	15,063	-19,646 ↓	0.47%
flagler beach web cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	67	133	-759 ↓	50.38%
princess place preserve	<a href="https://www.visitflagler.com/listing/princess-place-preserve/270329/">https://www.visitflagler.com/listing/princess-place-preserve/270329/</a>	67	1,701	226 ↑	3.94%

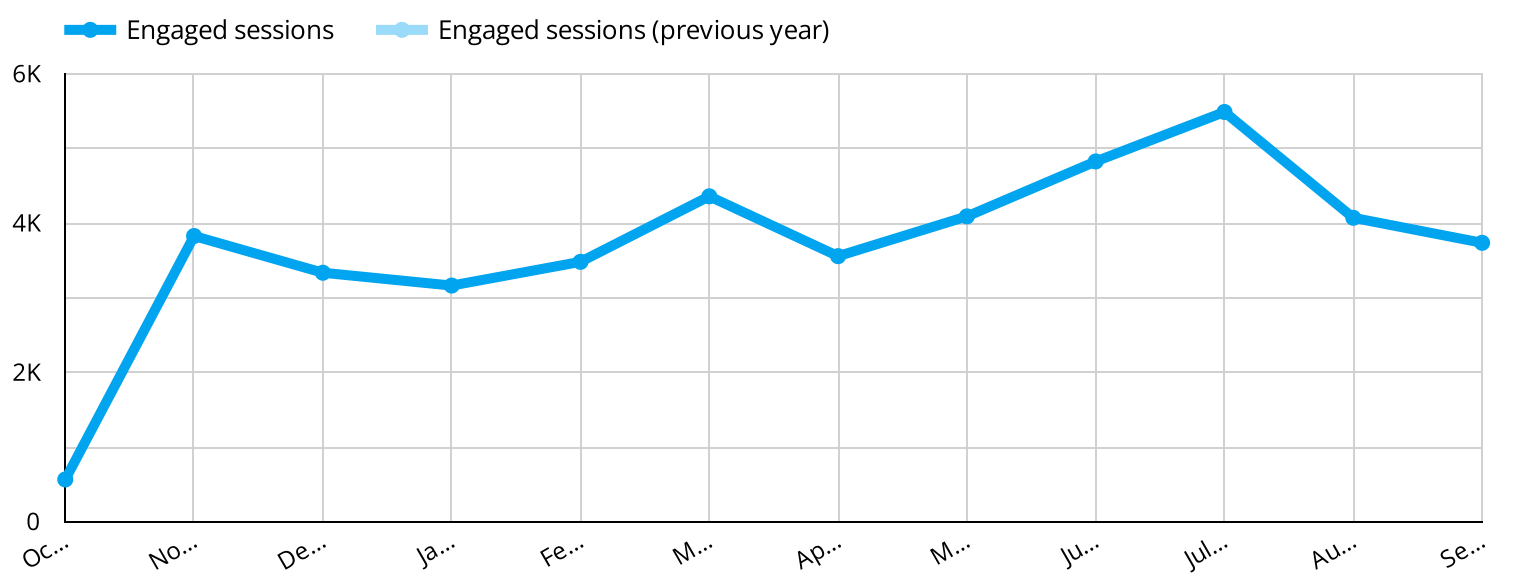


# ORGANIC BLOG TRAFFIC

Sep 1, 2023 - Sep 30, 2023

Sessions <b>4,519</b> ↑ N/A	Engaged Sessions <b>3,715</b> ↑ N/A
Active Users <b>3,978</b> ↑ N/A	Conversions <b>646</b> No data
Engagement Time <b>00:01:59</b> No data	Engagement Rate <b>82.21%</b> No data

Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



## Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,269	1,217	85.83%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	308	291	83.86%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	214	174	78.03%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	164	158	87.29%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	115	111	93.28%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches	108	98	78.4%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	80	73	76.04%
/blog/post/why-flagler-beaches-are-the-best-in-florida	79	73	84.88%
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches	77	82	91.11%
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl	75	62	70.45%



# DIGITAL MARKETING REPORT

Visit Flagler, FL

October 2023



# SEO EXECUTIVE SUMMARY

Oct 1, 2023 - Oct 31, 2023

For **overall traffic**, sessions numbered 47,383 in October, a 4% decrease year-over-year. This 2,200-session decline was most pronounced in Direct traffic, which saw a 31% (about 4,000 sessions) decrease.

**Organic traffic** saw a 5% decrease in sessions that was again concentrated on the webcams page, which saw 5,000 fewer organic sessions this year. Engaged sessions comprised 73% of organic traffic, meaning nearly three-quarters of users either completed a conversion or clicked further into the site. Despite the decrease in sessions, organic engagement rate and engagement time both increased (4% and 3%, respectively).

Both Visitor Guide requests and e-newsletter signups reached about 100 each. Along with partner referrals and file downloads, these two metrics make up the conversions currently being measured. The top organic landing pages by active users were webcams (2,546), Events (2,005) and the Creekside Festival event listing (1,592). The top five organic landing pages contained about 32% of all organic conversions, despite the webcams page having just 26.

Outside of **webcams**, top areas of organic search included **festivals** and **things to do**. Festival-related queries — including "creekside festival" and "princess place preserve festival" — drove 2,300 clicks on 7,700 impressions, averaging an impressive 31% click-through rate. Additionally, search engines ranked the site, on average, in position 4.3 for all festival-related searches, a 19% improvement year-over-year.

Organic clicks numbered 24,900, down 2%, and impressions numbered 1.2 million, up 18%. This means that, despite the decrease in user interest, search engines continued to serve the website within the top results in SERP. The term with the largest increase in impressions (+6,900) was "flagler live", which is an online "news service" but could also lead users to Visit Flagler's live webcam page.

## Organic Summary

Sessions

33,316

↓ -5.4%

Engaged sessions

24,423

↓ -1.5%

Listing Referrals

2,914

↑ N/A

Event Referrals

2,696

↑ N/A

Visitors Guide Requests

100

No data

Newsletter Signups

111

No data

## COMPLETED TASKS

- Quarterly duplicate content check found no instances
- Monthly crawl error check found no errors
- Created and sent partner referral report

## ROADMAP

- Upcoming content: To be established by client
- Upcoming optimizations: To be established by client. As new blog posts or landing pages are published, your analyst will submit them for optimization. These can also be requested by the client. The current contract allows for 10 pages per month.



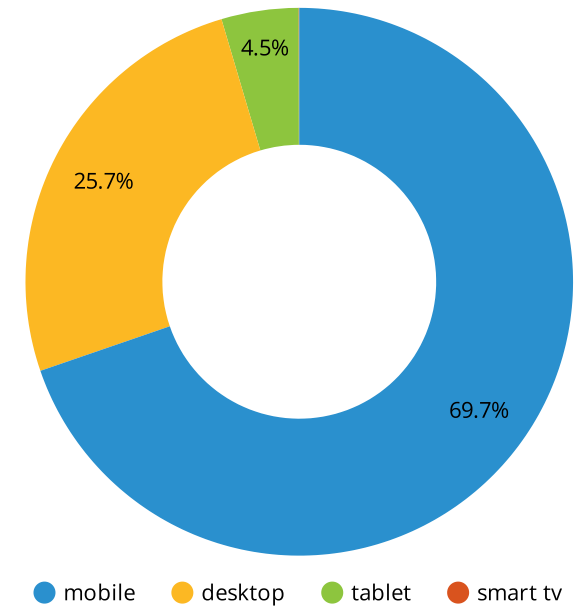
# SEO REPORT

# OVERALL TRAFFIC SUMMARY

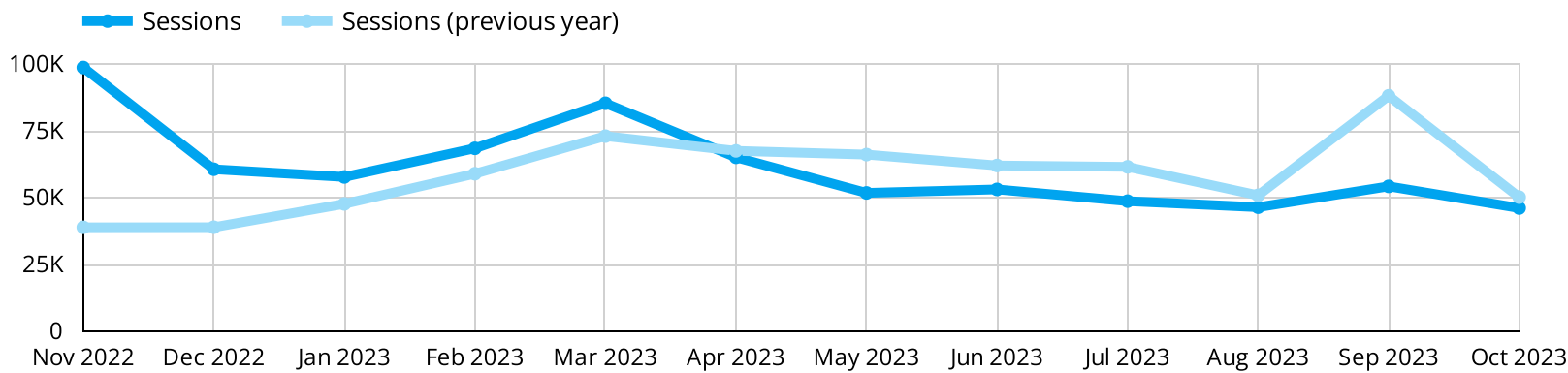
Oct 1, 2023 - Oct 31, 2023

Active Users <b>29,794</b> ↓ -0.2%	Sessions <b>47,383</b> ↓ -4.4%	Engaged Sessions <b>33,221</b> ↓ -2.8%	Engagement Rate <b>70.11%</b> ↑ 1.8%	Avg. Engagement Time <b>00:01:14</b> ↓ -3.6%	Conversions <b>7,079</b> ↑ N/A
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## Device Category (Users)



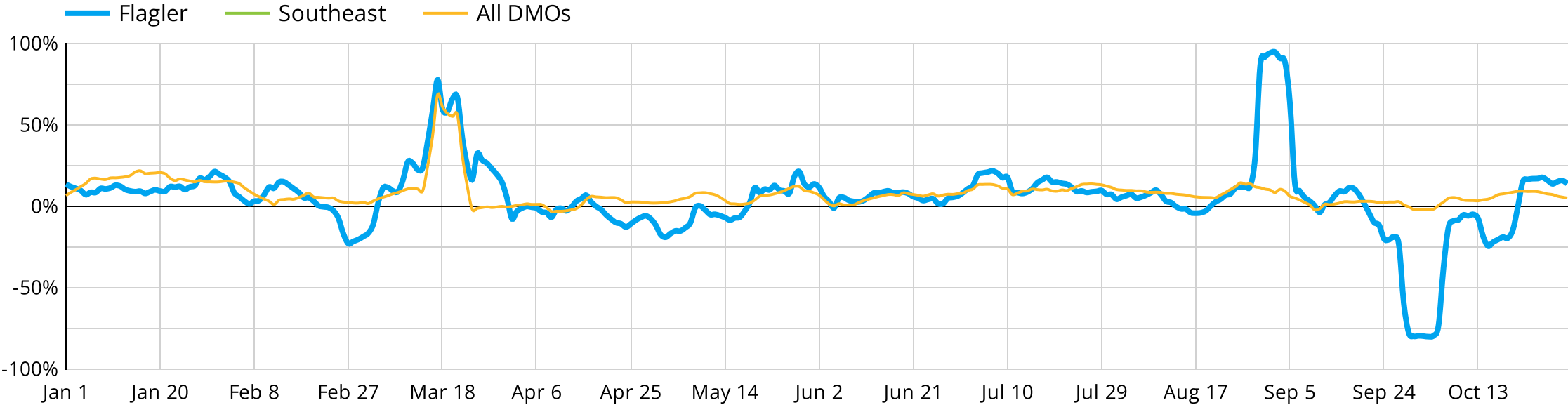
## Engaged Sessions over time (Last 12 months YoY)



## By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	21,925	24,423	00:01:16
Direct	3,981	5,093	00:01:11
Organic Social	3,003	1,926	00:00:30
Referral	938	1,025	00:01:49
Unassigned	200	21	00:03:34
Paid Search	76	51	00:00:37
Display	10	5	00:02:12
Paid Social	7	2	00:00:00
Email	1	1	00:06:04

## Organic Search Sessions (Self, Region, All DMOs)



## Website performances versus DMO averages?

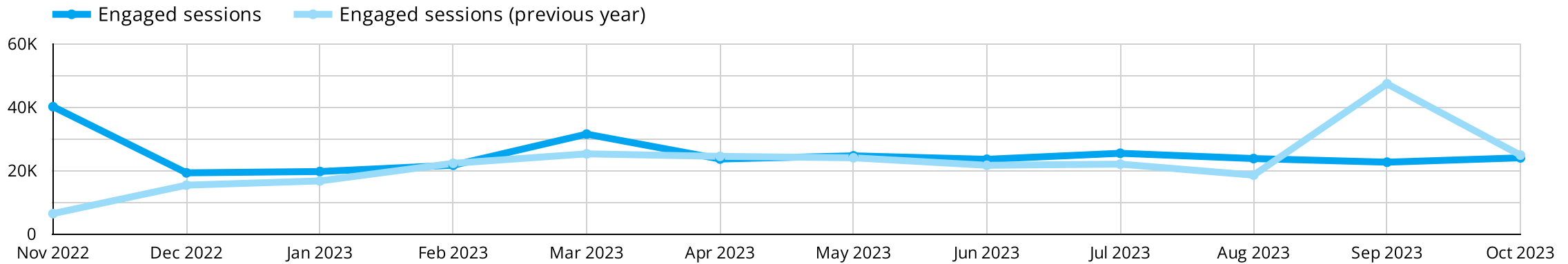
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.18	1.9	-12.8%	organic search	00:01:03	00:00:53	-15.18%	organic search	72.18%	68.63%	-4.91%
paid search	1.74	1.32	-24.18%	paid search	00:00:24	00:00:24	-1.54%	paid search	47.95%	33.06%	-31.06%
<b>Grand total</b>	<b>1.94</b>	<b>1.83</b>	<b>-5.83%</b>	<b>Grand total</b>	<b>00:00:42</b>	<b>00:00:48</b>	<b>16.22%</b>	<b>Grand total</b>	<b>56.81%</b>	<b>61.71%</b>	<b>8.62%</b>

# ORGANIC TRAFFIC SUMMARY

Oct 1, 2023 - Oct 31, 2023

<b>Active users</b> <b>21,925</b> ↑ 0.8%	<b>Sessions</b> <b>33,316</b> ↓ -5.4%	<b>Engaged sessions</b> <b>24,423</b> ↓ -1.5%	<b>Engagement rate</b> <b>73.31%</b> ↑ 4.1%	<b>Engagement Time</b> <b>00:01:16</b> ↑ 2.5%	<b>Conversions</b> <b>6,071</b> ↑ N/A
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## Organic Engaged Sessions over time (Last 12 months YoY)



## Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	2,546	26
/events	2,005	458
/event/18th-annual-creekside-festival/21382	1,592	644
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,192	304
/event/island-fest-6-palm-coast/21316	1,054	517
/event/10-annual-maze-dayz-at-cowart-ranch-2023/21454	581	100
/event/22nd-annual-tommy-tant-memorial-surf-classic-2023/21091	571	244
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach	486	79
/	439	127
/things-to-do/restaurants-bars	363	218
/listing/equestrian-adventures-of-florida/346583	303	84

## Conversion Events

Event name	Conversions
partner_referral	5,610
file_download	250
newsletter_signup	111
visitorguide_request	100

# ORGANIC SEARCH QUERY PERFORMANCE

Oct 1, 2023 - Oct 31, 2023

Organic Clicks

24,936

↓ -2.0%

Organic Impressions

1,180,173

↑ 18.3%

Organic CTR%

2.11%

↓ -17.1%

Average Ranking Position

21.8

↑ 9.3%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach webcam	1,089	1	-0.01 ↓	66.69%
flagler beach cam	882	1	-0.01 ↓	62.03%
creekside festival	814	1.12	-1.06 ↓	62.23%
island fest palm coast	268	1.1	0.05 ↑	68.37%
flagler beach live cam	221	1	0	58.01%
flagler beach	193	8.05	0.54 ↑	1.22%
island festival palm coast	179	1.03	-0.13 ↓	78.17%
things to do in palm coast	155	2.26	1.17 ↑	19.85%
flagler live cam	136	1.01	0.01 ↑	51.32%
flagler pier cam	133	1.03	0.03 ↑	54.96%
flagler beach surf cam	120	1.86	0.81 ↑	28.99%
palm coast webcam	114	1	0	78.08%
palm coast events	111	1.73	-0.26 ↓	24.94%
things to do in palm coast fl	110	2.59	0.87 ↑	20.75%
creekside festival palm coast	99	2	0.17 ↑	24.81%
princess place preserve festival	93	2.29	-0.19 ↓	40.26%
tommy tant 2023	91	1.99	-	19.53%
flagler beach camera	88	1	0	77.88%
things to do in palm coast florida	86	2.04	0.31 ↑	23.82%
princess place preserve	86	5.03	1.49 ↑	3.21%





## Organic Search Result Performance

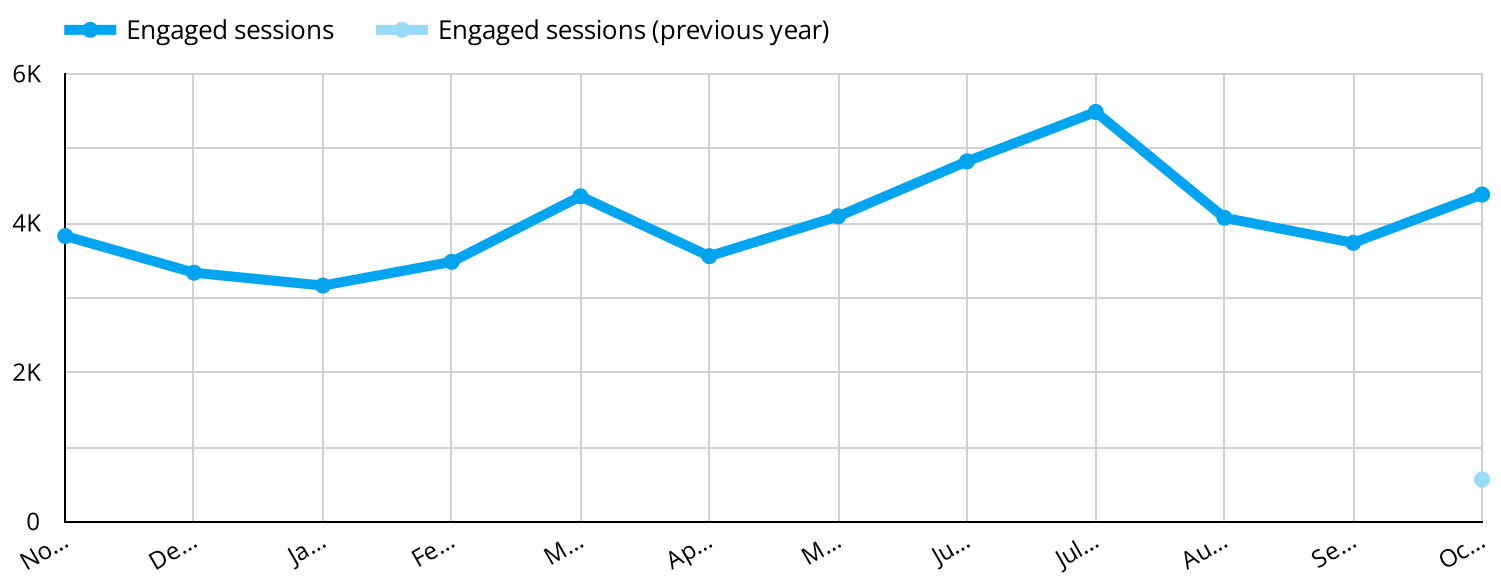
Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	1,089	1,633	-731 ↓	66.69%
flagler beach cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	882	1,422	-244 ↓	62.03%
creekside festival	<a href="https://www.visitflagler.com/event/18th-annual-creekside-festival/21382/">https://www.visitflagler.com/event/18th-annual-creekside-festival/21382/</a>	779	1,244	-	62.62%
island fest palm coast	<a href="https://www.visitflagler.com/event/island-fest-6-palm-coast/21316/">https://www.visitflagler.com/event/island-fest-6-palm-coast/21316/</a>	322	480	-	67.08%
island festival palm coast	<a href="https://www.visitflagler.com/event/island-fest-6-palm-coast/21316/">https://www.visitflagler.com/event/island-fest-6-palm-coast/21316/</a>	232	304	-	76.32%
flagler beach live cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	221	381	-234 ↓	58.01%
things to do in palm coast	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	155	781	100 ↑	19.85%
flagler live cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	136	265	-29 ↓	51.32%
flagler pier cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	133	242	-160 ↓	54.96%
flagler beach surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	120	414	-40 ↓	28.99%
palm coast webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	114	146	-23 ↓	78.08%
things to do in palm coast fl	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	109	530	-101 ↓	20.57%
flagler beach	<a href="https://www.visitflagler.com/">https://www.visitflagler.com/</a>	109	15,812	-6,466 ↓	0.69%
tommy tant 2023	<a href="https://www.visitflagler.com/event/22nd-annual-tommy-tant-memorial-surf-classic-2023/21091/">https://www.visitflagler.com/event/22nd-annual-tommy-tant-memorial-surf-classic-2023/21091/</a>	91	466	-	19.53%
creekside festival palm coast	<a href="https://www.visitflagler.com/event/18th-annual-creekside-festival/21382/">https://www.visitflagler.com/event/18th-annual-creekside-festival/21382/</a>	90	359	-	25.07%
flagler beach camera	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	88	113	-16 ↓	77.88%
things to do in palm coast flori...	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	86	361	150 ↑	23.82%
princess place preserve	<a href="https://www.visitflagler.com/listing/princess-place-preserve/270329/">https://www.visitflagler.com/listing/princess-place-preserve/270329/</a>	85	2,675	647 ↑	3.18%
flagler surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	85	687	5 ↑	12.37%
web cam flagler beach	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	85	106	86 ↑	80.19%
princess place preserve festival	<a href="https://www.visitflagler.com/event/18th-annual-creekside-festival/21382/">https://www.visitflagler.com/event/18th-annual-creekside-festival/21382/</a>	83	193	-	43.01%
flagler beach pier webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	81	114	-142 ↓	71.05%
flagler beach pier cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	78	142	160 ↑	54.55%

# ORGANIC BLOG TRAFFIC

Oct 1, 2023 - Oct 31, 2023

Sessions <b>5,205</b> ↑ 673.4%	Engaged Sessions <b>4,321</b> ↑ 663.4%
Active Users <b>4,540</b> ↑ 655.4%	Conversions <b>759</b> ↑ N/A
Engagement Time <b>00:01:41</b> ↓ -2.8%	Engagement Rate <b>83.02%</b> ↓ -1.3%

Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



## Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,192	1,171	88.31%
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches	298	324	92.84%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	277	266	82.61%
/blog/post/fall-events-roundup-festivals-halloween-fun-and-more	257	217	79.49%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	246	219	82.02%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	177	166	82.18%
/blog/post/dont-miss-these-fun-fall-events-in-palm-coast-and-the-flagler-beaches	176	173	91.05%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	140	133	89.26%
/blog/post/shop-local-eat-local-at-european-village	92	76	77.55%
/blog/post/why-flagler-beaches-are-the-best-in-florida	89	81	86.17%



# DIGITAL MARKETING REPORT

Visit Flagler, FL

November 2023



# SEO EXECUTIVE SUMMARY

Nov 1, 2023 - Nov 30, 2023

For **overall traffic**, sessions numbered 38,322 in November a 62% decrease year-over-year. This 62,000-session decline was most pronounced on the webcams page, which decreased by 52,000 sessions.

**Organic traffic**, at 26,581 sessions, saw a 54% decrease that was again concentrated on the webcams page (-30,000 sessions). Without taking the webcams page into account, organic sessions numbered 20,528, which is actually a 4% increase year-over-year. Engaged sessions comprised 75% of organic traffic, meaning three-quarters of users either completed a conversion or clicked further into the site. Despite the decrease in sessions, organic engagement rate increased 6%, and engagement time per session increased 60% to 57 seconds.

The top organic landing pages by active users were webcams (2,230), Events (1,729) and the Where to Eat for Thanksgiving blog post (1,218). Organic conversions numbered 4,462 and accounted for 78% of all conversions completed on the website.

Outside of **webcams**, top areas of organic search included **things to do**, **A1A garage sale** and **Princess Place Preserve**. The A1A Garage Sale (or 150-Mile Garage Sale) saw an exponential increase in user interest and SERP strength. Clicks reached 186, up from just 13 last year, leading to an impressive 37% click-through rate for these terms. Additionally, these terms ranked the site, on average, in position 4.9, a 48% improvement over last year. Queries related to Princess Place Preserve totaled 212 (+75%), while impressions reached 5,000 (+35%). About two-thirds of users searching for these terms landed on the [Princess Place Preserve listing](#).

Organic clicks numbered 20,700, down 50%, and impressions numbered 1.1 million, up 13%. This means that, despite the decrease in user interest, search engines continued to serve the website within the top results in SERP. Both clicks and impressions spiked the weekend of Nov. 10.

## COMPLETED TASKS

- Completed on-page optimization on three pages, including [Where to Eat for Thanksgiving](#) and [Holiday Boat Parade](#)
- Monthly crawl error check and broken link scan found no errors
- Created and sent partner referral report

## ROADMAP

- Upcoming content: To be established by client
- Upcoming optimizations: To be established by client. As new blog posts or landing pages are published, your analyst will submit them for optimization. These can also be requested by the client. The current contract allows for 10 pages per month.

## Organic Summary

Sessions

26,581

↓ -53.7%

Engaged sessions

19,834

↓ -51.8%

Listing Referrals

2,810

↑ N/A

Event Referrals

1,160

↑ N/A

Visitors Guide Requests

88

No data

Newsletter Signups

89

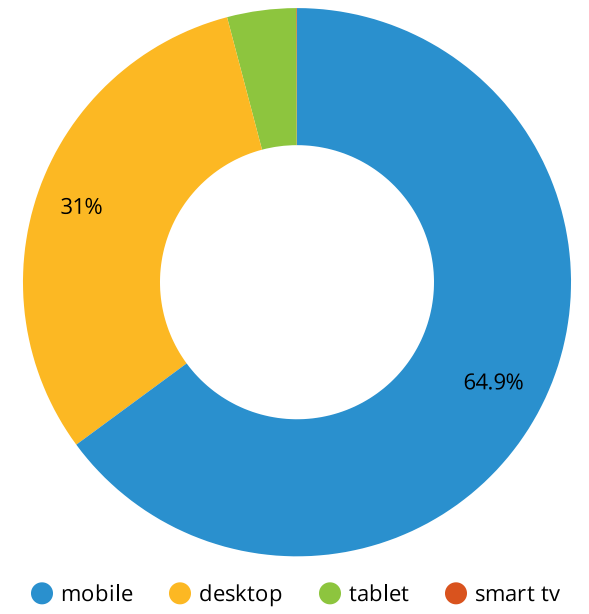
No data

# OVERALL TRAFFIC SUMMARY

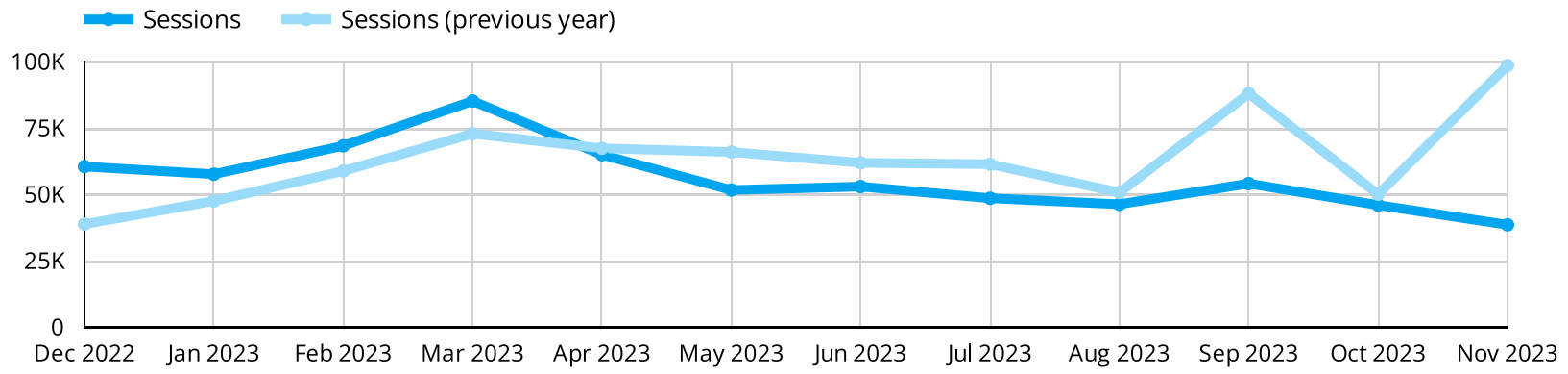
Nov 1, 2023 - Nov 30, 2023

Active Users <b>25,069</b> ↓ -58.6%	Sessions <b>38,322</b> ↓ -61.9%	Engaged Sessions <b>27,251</b> ↓ -59.7%	Engagement Rate <b>71.11%</b> ↑ 5.9%	Avg. Engagement Time <b>00:01:26</b> ↑ 46.6%	Conversions <b>5,725</b> ↑ N/A
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## Device Category (Users)



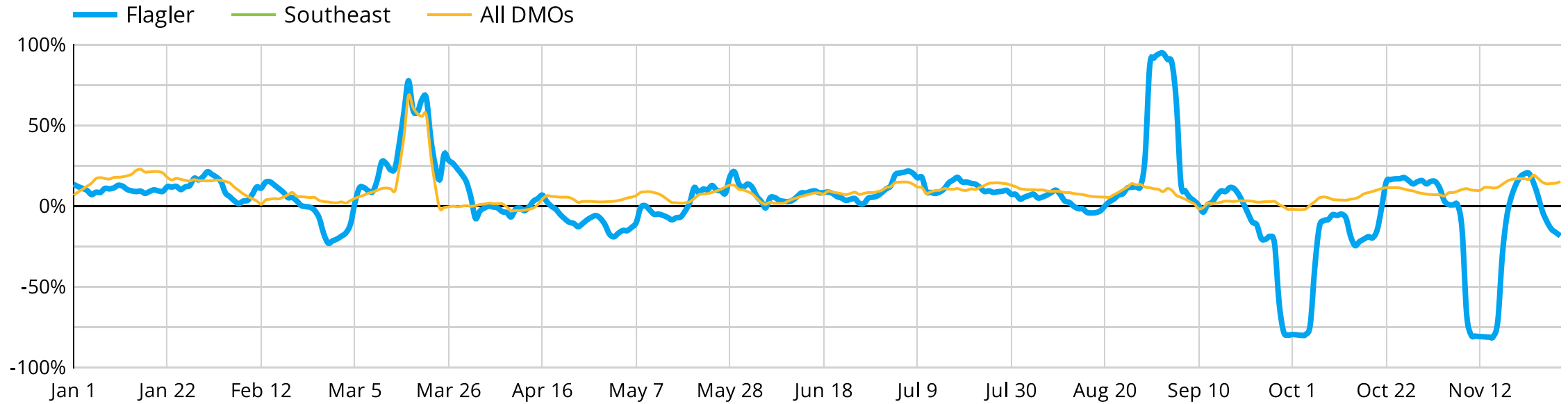
## Engaged Sessions over time (Last 12 months YoY)



## By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	17,964	19,834	00:01:25
Direct	4,674	5,241	00:01:20
Referral	1,228	1,261	00:01:46
Organic Social	1,226	1,035	00:00:35
Unassigned	273	28	00:05:21
Paid Search	63	39	00:00:37
Display	5	3	00:00:00
Paid Other	2	4	00:03:26
Email	1	2	00:00:56

## Organic Search Sessions (Self, Region, All DMOs)



## Website performances versus DMO averages?

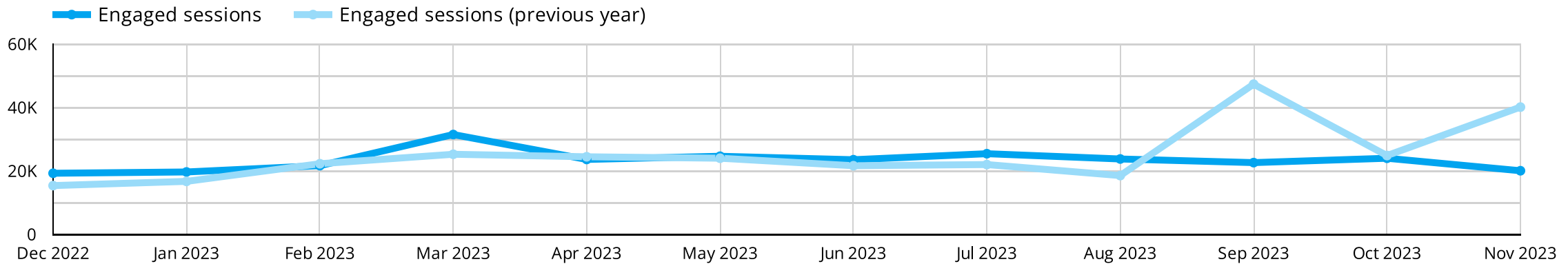
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.14	1.98	-7.54%	organic search	00:00:59	00:00:59	-0.31%	organic search	71.63%	70.57%	-1.48%
paid search	1.85	1.13	-38.91%	paid search	00:00:34	00:00:00	-100%	paid search	50.71%	13.21%	-73.95%
<b>Grand total</b>	<b>1.91</b>	<b>1.97</b>	<b>3.25%</b>	<b>Grand total</b>	<b>00:00:40</b>	<b>00:00:56</b>	<b>39.65%</b>	<b>Grand total</b>	<b>56.17%</b>	<b>66.27%</b>	<b>17.98%</b>

# ORGANIC TRAFFIC SUMMARY

Nov 1, 2023 - Nov 30, 2023

<b>Active users</b> <b>17,964</b> ↓ -42.5%	<b>Sessions</b> <b>26,581</b> ↓ -53.7%	<b>Engaged sessions</b> <b>19,834</b> ↓ -51.8%	<b>Engagement rate</b> <b>74.62%</b> ↑ 3.9%	<b>Engagement Time</b> <b>00:01:25</b> ↑ 9.0%	<b>Conversions</b> <b>4,462</b> ↑ N/A
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## Organic Engaged Sessions over time (Last 12 months YoY)



## Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	2,230	20
/events	1,729	337
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches	1,218	180
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,122	287
/event/15th-annual-a1a-super-scenic-garage-sale/21538	567	170
/	366	73
/things-to-do/restaurants-bars	360	164
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-beaches	347	164
/event/3rd-annual-holiday-market/21445	302	136
/event/palm-coast-fall-arts-festival/21405	302	109

## Conversion Events

Event name	Conversions
partner_referral	3,970
file_download	315
newsletter_signup	89
visitorguide_request	88

# ORGANIC SEARCH QUERY PERFORMANCE

Nov 1, 2023 - Nov 30, 2023

Organic Clicks

20,713

↓ -49.8%

Organic Impressions

1,108,958

↑ 13.0%

Organic CTR%

1.87%

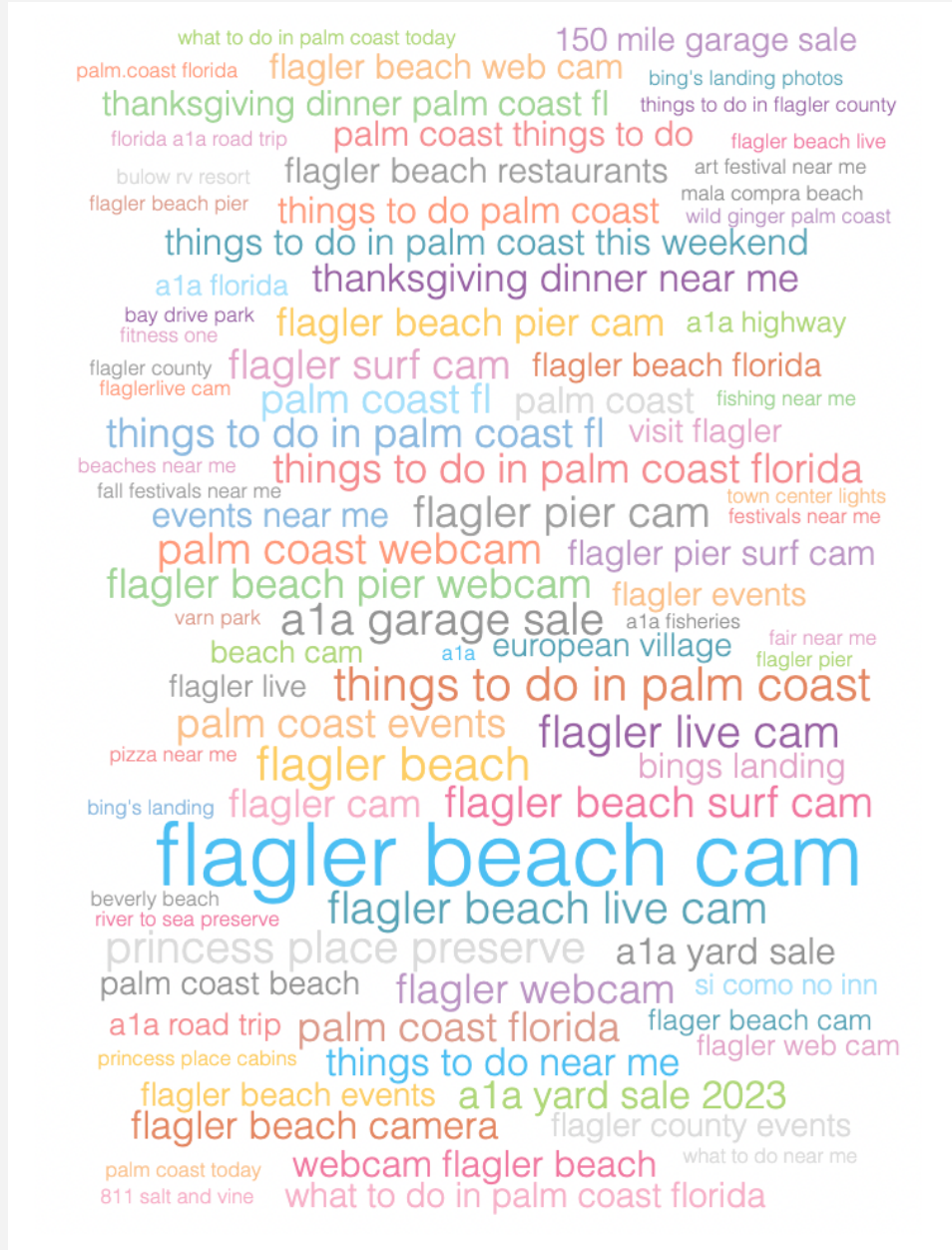
↓ -55.6%

Average Ranking Position

22.79

↑ 9.8%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	822	1.1	0.1 ↑	70.14%
flagler beach webcam	768	1	-0 ↓	63.89%
flagler beach	133	7.09	-0.16 ↓	1.04%
things to do in palm coast	131	2.54	1.23 ↑	20.03%
flagler live cam	117	1.02	0.02 ↑	59.69%
a1a garage sale	110	1.66	-9.16 ↓	47.62%
flagler beach live cam	110	1.01	0.01 ↑	44%
princess place preserve	102	4.7	1.14 ↑	4.68%
flagler beach surf cam	89	1.83	0.72 ↑	26.73%
palm coast webcam	87	1	0	78.38%
flagler pier cam	84	1.06	0.06 ↑	45.41%
palm coast events	81	2.24	0.81 ↑	29.14%
things to do in palm coast fl	81	2.25	-0.16 ↓	17.42%
things to do in palm coast florida	81	2.07	-0.04 ↓	23.96%
flagler beach pier webcam	81	1	0	86.17%
flagler webcam	78	1	0	54.17%
palm coast florida	74	10.59	1.95 ↑	0.7%
flagler surf cam	73	2.02	0.34 ↑	12.97%
palm coast fl	69	11.51	1.23 ↑	0.54%
flagler cam	64	1.01	0.01 ↑	68.09%





## Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	822	1,172	-4,043 ↓	70.14%
flagler beach webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	768	1,202	-7,179 ↓	63.89%
things to do in palm coast	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	130	654	42 ↑	19.88%
flagler live cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	117	196	-523 ↓	59.69%
flagler beach live cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	110	250	-1,577 ↓	44%
a1a garage sale	<a href="https://www.visitflagler.com/event/15th-annual-a1a-super-scenic-garage-sale/21538/">https://www.visitflagler.com/event/15th-annual-a1a-super-scenic-garage-sale/21538/</a>	110	231	-	47.62%
princess place preserve	<a href="https://www.visitflagler.com/listing/princess-place-preserve/270329/">https://www.visitflagler.com/listing/princess-place-preserve/270329/</a>	102	2,181	519 ↑	4.68%
flagler beach surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	89	333	-404 ↓	26.73%
palm coast webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	87	111	-281 ↓	78.38%
flagler pier cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	84	185	-1,583 ↓	45.41%
things to do in palm coast fl	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	81	465	52 ↑	17.42%
flagler beach pier webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	81	94	-692 ↓	86.17%
things to do in palm coast flori...	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	81	338	120 ↑	23.96%
flagler webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	78	144	-430 ↓	54.17%
palm coast events	<a href="https://www.visitflagler.com/events/">https://www.visitflagler.com/events/</a>	76	257	-47 ↓	29.57%
flagler surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	73	563	-689 ↓	12.97%
flagler beach	<a href="https://www.visitflagler.com/">https://www.visitflagler.com/</a>	71	12,726	-22,249 ↓	0.56%
flagler cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	64	94	-191 ↓	68.09%
a1a yard sale 2023	<a href="https://www.visitflagler.com/event/15th-annual-a1a-super-scenic-garage-sale/21538/">https://www.visitflagler.com/event/15th-annual-a1a-super-scenic-garage-sale/21538/</a>	61	247	-	24.7%
flagler beach pier cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	59	126	-1,258 ↓	46.83%
flagler beach camera	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	57	72	-465 ↓	79.17%
things to do in palm coast this ...	<a href="https://www.visitflagler.com/events/">https://www.visitflagler.com/events/</a>	51	166	32 ↑	30.72%
things to do near me	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	50	1,648	497 ↑	3.03%

# ORGANIC BLOG TRAFFIC

Nov 1, 2023 - Nov 30, 2023

Sessions

6,290

↑ 40.5%

Engaged Sessions

5,242

↑ 38.5%

Active Users

5,324

↑ 39.8%

Conversions

938

↑ N/A

Engagement Time

00:01:49

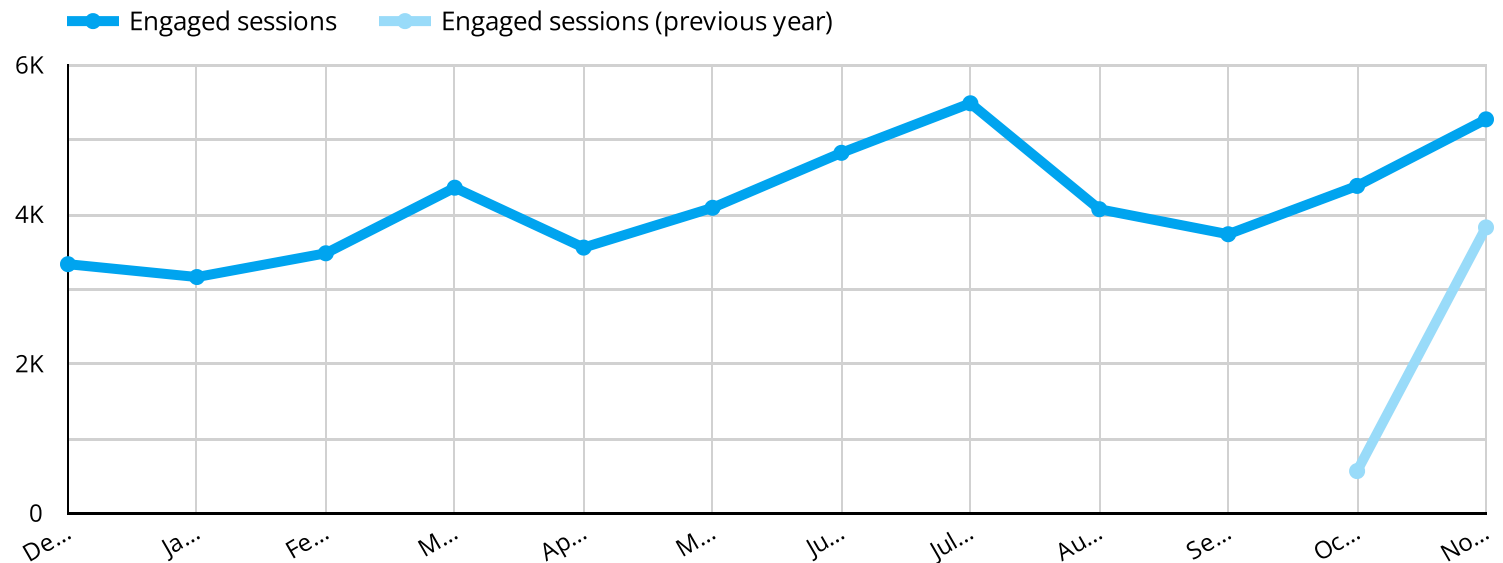
↓ -2.7%

Engagement Rate

83.34%

↓ -1.4%

## Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



## Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches	1,218	1,351	88.24%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,122	1,084	86.37%
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-beaches	347	345	88.01%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	255	230	83.03%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	210	189	80.43%
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches	189	153	75.37%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	186	167	80.68%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	144	136	88.31%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	105	96	78.69%
/blog/post/where-to-see-santa-in-palm-coast-and-the-flagler-beaches	91	95	73.64%



# DIGITAL MARKETING REPORT

Visit Flagler, FL

December 2023



# SEO EXECUTIVE SUMMARY

Dec 1, 2023 - Dec 31, 2023

For **overall traffic**, sessions numbered 41,215 in December, a 29% decrease year-over-year. This 17,000-session decline can be mostly attributed an 11,000-session decrease to Display and a 3,200-session decrease in Paid Search. .

**Organic traffic** increased 7%, with a total of 28,050 sessions. Engaged sessions comprised 75% of organic traffic, meaning three-quarters of users either completed a conversion or clicked further into the site. The top organic landing pages by active users were webcams (2,704), Events (1,561) and the 25 Things to Do blog post (1,396). Organic conversions numbered 4,811 and accounted for 77% of all conversions completed on the website.

The website saw even more organic success on SERP: Clicks numbered 23,000, up 11%, and impressions numbered 1.1 million, up 17%, meaning both user interest and search engine strength increased at sustainable levels. Outside of **webcams**, top areas of organic search included **European Village NYE** and the **boat parade**.

Clicks to European Village-related queries increased 75% and ranked the site in position 8, a 9% improvement over last year. About two-thirds of those clicks went to the [New Year's Eve event listing](#). All New Year's Eve-related queries, including "new years eve flagler beach" and "flagler beach new years eve fireworks", drove 400 clicks, up from just 100 last year. Furthermore, ranking for these terms improved 32% to reach position 2.8. Terms related to Christmas also improved in ranking, from position 9 in 2022 to position 7.8 in 2023. Despite being a popular topic, the boat parade saw some slight decreases. Clicks to boat parade-related terms numbered 292, down 55%, while impressions 3,900, a 13% decrease. This dip in user interest could be attributed to competition from both the yacht club website and the Palm Coast city website. On a positive note, about a third of those clicks went to the parade blog post.

Blog posts as a whole drove 5,658 organic sessions, up 40% year-over-year. Four out of the top 10 blogs focused on seasonal content, meaning users are taking advantage of the blog while they're in the destination.

## Organic Summary

Sessions

28,050

↑ 6.5%

Engaged sessions

20,975

↑ 11.0%

Listing Referrals

2,575

↑ N/A

Event Referrals

1,943

↑ N/A

Visitors Guide Requests

81

No data

Newsletter Signups

91

No data

## COMPLETED TASKS

- Monthly crawl error check and broken link scan found no errors
- Created and sent partner referral report

## ROADMAP

- Upcoming content: To be established by client
- Upcoming optimizations: To be established by client. As new blog posts or landing pages are published, your analyst will submit them for optimization. These can also be requested by the client. The current contract allows for 10 pages per month.

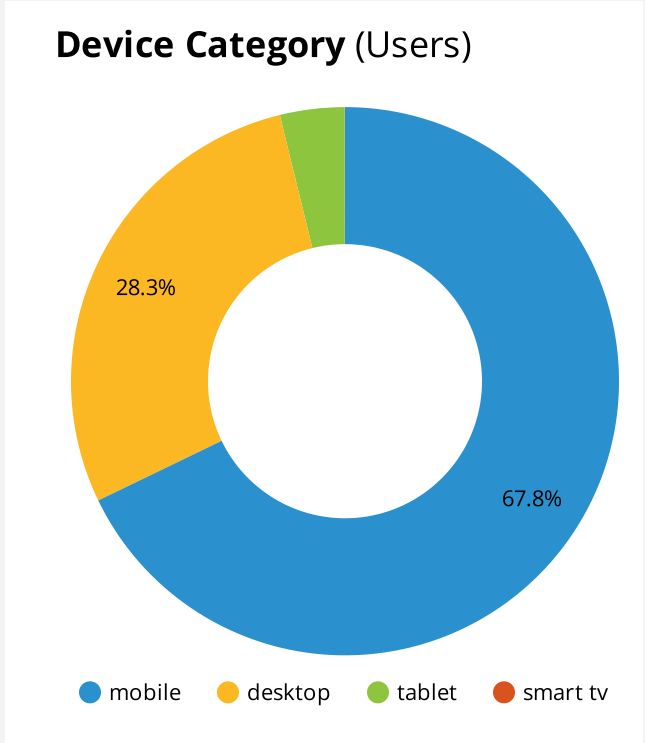


# SEO REPORT

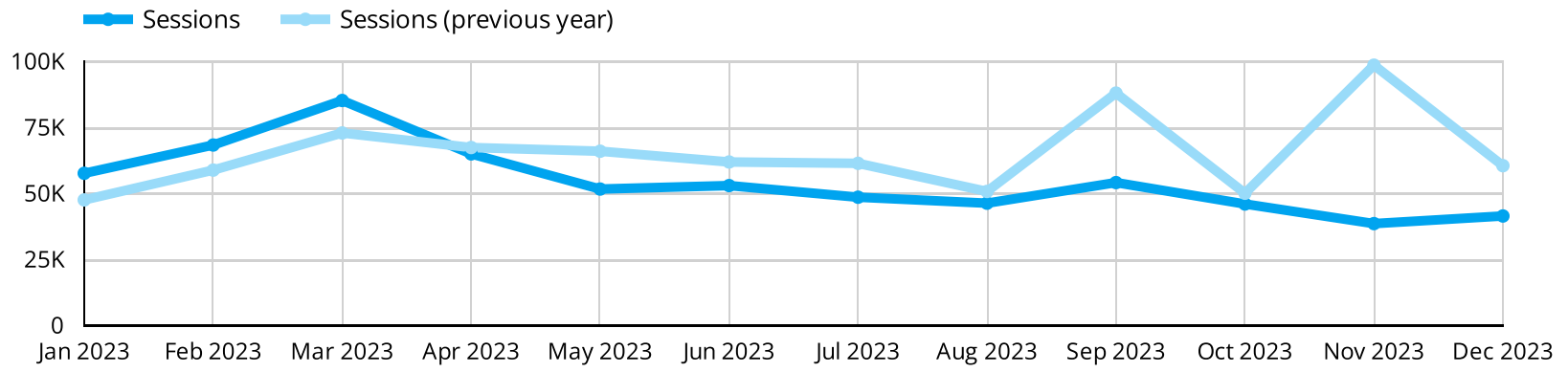
# OVERALL TRAFFIC SUMMARY

Dec 1, 2023 - Dec 31, 2023

Active Users <b>27,179</b> ↓ -39.1%	Sessions <b>41,215</b> ↓ -29.5%	Engaged Sessions <b>29,373</b> ↓ -6.3%	Engagement Rate <b>71.27%</b> ↑ 32.8%	Avg. Engagement Time <b>00:01:14</b> ↑ 61.9%	Conversions <b>6,229</b> ↑ N/A
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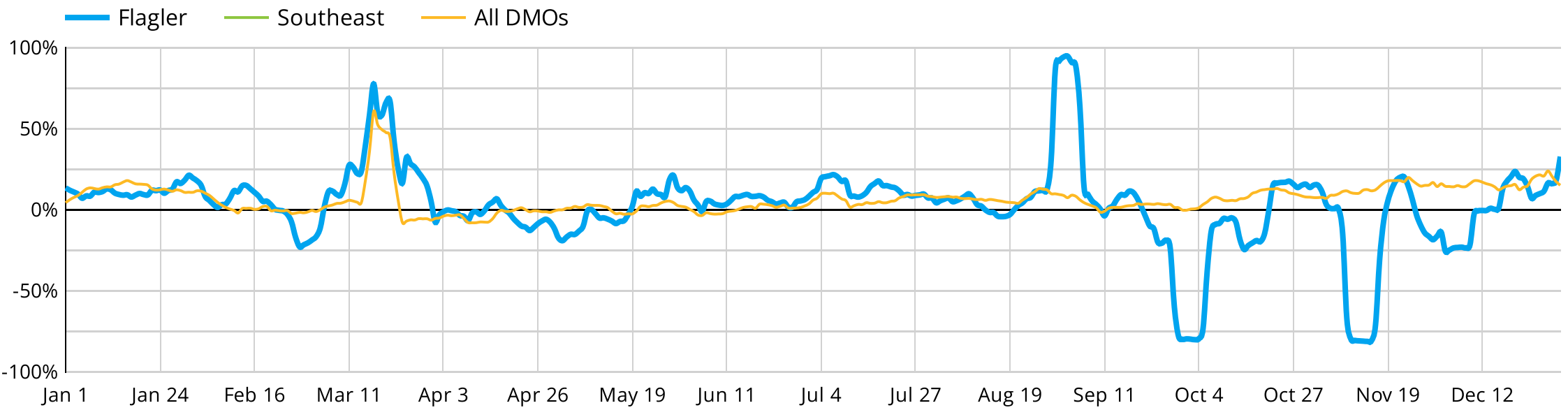
## Engaged Sessions over time (Last 12 months YoY)



## By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	19,647	20,975	00:01:13
Direct	5,016	5,774	00:01:12
Referral	1,564	1,459	00:01:41
Organic Social	1,105	965	00:00:42
Unassigned	150	42	00:01:04
Paid Search	84	60	00:00:39
Display	8	2	00:00:02
Email	1	1	00:00:08
Organic Video	1	1	00:09:16
Paid Other	1	2	00:00:17

## Organic Search Sessions (Self, Region, All DMOs)



## Website performances versus DMO averages?

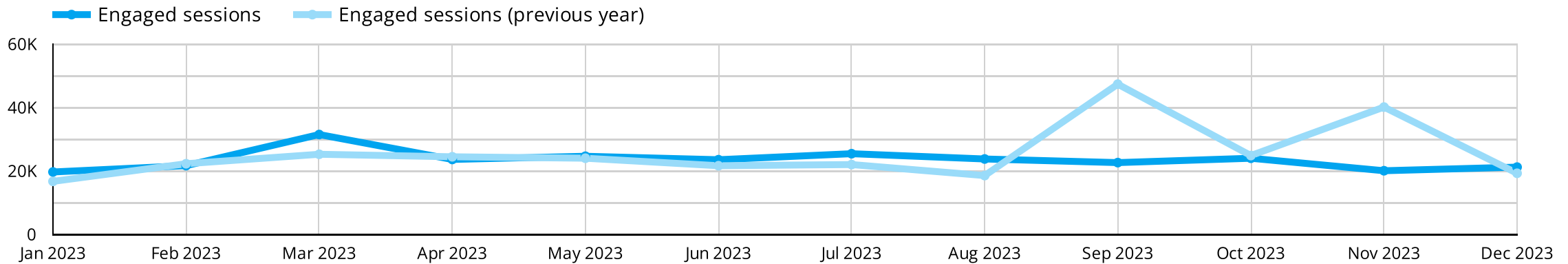
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.09	1.91	-8.38%	organic search	00:00:59	00:00:54	-8.44%	organic search	70.75%	69.5%	-1.77%
paid search	2.01	2.57	28.05%	paid search	00:00:38	00:01:12	87.23%	paid search	57.51%	48.28%	-16.05%
<b>Grand total</b>	<b>1.9</b>	<b>1.88</b>	<b>-1.26%</b>	<b>Grand total</b>	<b>00:00:43</b>	<b>00:00:52</b>	<b>20.33%</b>	<b>Grand total</b>	<b>57.28%</b>	<b>65.11%</b>	<b>13.68%</b>

# ORGANIC TRAFFIC SUMMARY

Dec 1, 2023 - Dec 31, 2023

<b>Active users</b> <b>19,647</b> ↑ 7.9%	<b>Sessions</b> <b>28,050</b> ↑ 6.5%	<b>Engaged sessions</b> <b>20,975</b> ↑ 11.0%	<b>Engagement rate</b> <b>74.78%</b> ↑ 4.3%	<b>Engagement Time</b> <b>00:01:13</b> ↑ 3.8%	<b>Conversions</b> <b>4,811</b> ↑ N/A
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## Organic Engaged Sessions over time (Last 12 months YoY)



## Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	2,704	41
/events	1,561	338
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,396	349
/event/new-years-eve-at-the-european-village/21593	1,104	682
/event/flagler-beach-new-years-fireworks/21600	834	247
/event/23rd-palm-coast-holiday-boat-parade/21483	580	218
/things-to-do/restaurants-bars	407	147
/event/fantasy-lights/21123	369	109
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	352	30
/	351	83

## Conversion Events

Event name	Conversions
partner_referral	4,518
file_download	121
newsletter_signup	91
visitorguide_request	81



# ORGANIC SEARCH QUERY PERFORMANCE

Dec 1, 2023 - Dec 31, 2023

Organic Clicks  
**22,869**  
↑ 10.5%

Organic Impressions  
**1,095,263**  
↑ 16.9%

Organic CTR%  
**2.09%**  
↓ -5.5%

Average Ranking Position  
**21.86**  
↑ 5.5%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,004	1.05	0.05 ↑	68.3%
flagler beach webcam	985	1.03	0.03 ↑	65.28%
flagler beach live cam	186	1.05	-0.01 ↓	64.81%
things to do in palm coast	154	2.34	0.06 ↑	20.48%
flagler beach	144	7.37	-0.42 ↓	1.06%
flagler live cam	129	1.01	0.01 ↑	61.72%
things to do in palm coast fl	127	2.08	-0.9 ↓	22.52%
new year's eve at the european villag...	125	1	-	59.52%
flagler pier cam	122	1.24	0.24 ↑	59.22%
flagler beach surf cam	111	1.5	-0.24 ↓	30.58%
palm coast boat parade 2023	111	5.6	-	8.53%
european village new years eve 2023	103	1.05	-	82.4%
cochise waterway palm coast	101	1.02	-	28.94%
things to do in palm coast florida	98	2.08	-0.4 ↓	24.26%
flagler webcam	89	1.14	0.14 ↑	62.24%
things to do palm coast	88	2.02	0.47 ↑	19.73%
palm coast webcam	86	1.02	0.02 ↑	77.48%
things to do near me	82	21.18	0.27 ↑	4.55%
palm coast events	80	2.2	0.47 ↑	26.06%
flagler beach pier webcam	73	1	0	82.02%



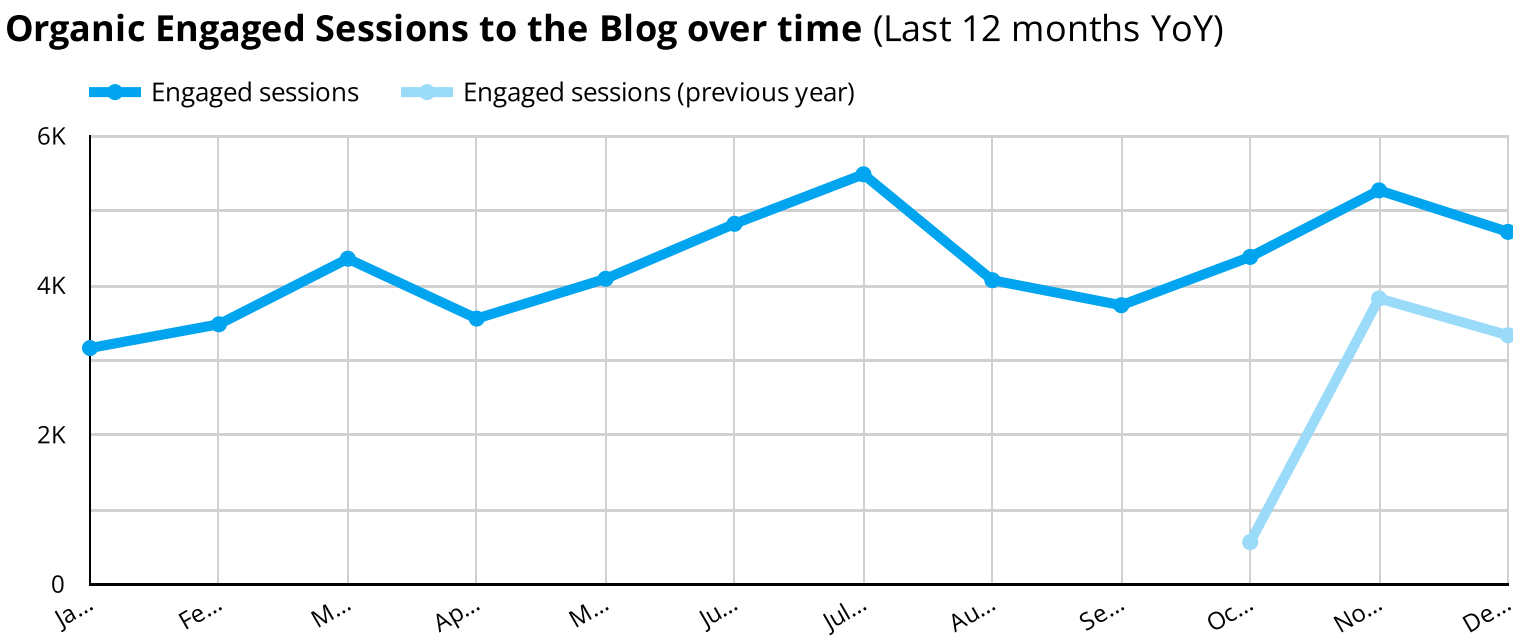
## Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	1,004	1,470	405 ↑	68.3%
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	985	1,508	356 ↑	65.32%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	186	287	-29 ↓	64.81%
things to do in palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	152	752	-22 ↓	20.21%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	129	209	71 ↑	61.72%
things to do in palm coast fl	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	126	564	141 ↑	22.34%
new year's eve at the europea...	https://www.visitflagler.com/event/new-years-eve-at-the-european-village/21593/	125	210	-	59.52%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	122	206	-95 ↓	59.22%
european village new years e...	https://www.visitflagler.com/event/new-years-eve-at-the-european-village/21593/	115	142	-	80.99%
flagler beach surf cam	https://www.visitflagler.com/beaches/webcams/	111	363	-46 ↓	30.58%
palm coast boat parade 2023	https://www.visitflagler.com/event/23rd-palm-coast-holiday-boat-parade/21483/	106	1,011	-	10.48%
cochise waterway palm coast	https://www.visitflagler.com/event/23rd-palm-coast-holiday-boat-parade/21483/	98	348	-	28.16%
things to do in palm coast flori...	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	97	404	141 ↑	24.01%
flagler webcam	https://www.visitflagler.com/beaches/webcams/	89	143	-40 ↓	62.24%
palm coast webcam	https://www.visitflagler.com/beaches/webcams/	86	111	19 ↑	77.48%
things to do palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	85	446	222 ↑	19.06%
palm coast events	https://www.visitflagler.com/events/	73	287	4 ↑	25.44%
flagler beach pier webcam	https://www.visitflagler.com/beaches/webcams/	73	89	-6 ↓	82.02%
things to do near me	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	67	1,712	392 ↑	3.91%
flagler beach	https://www.visitflagler.com/	67	13,503	-582 ↓	0.5%
flagler beach pier cam	https://www.visitflagler.com/beaches/webcams/	65	161	8 ↑	40.37%
wild ginger palm coast	https://www.visitflagler.com/listing/wild-ginger-sushi-%26-asian-kitchen/346915/	61	1,646	-	3.71%
flagler beach new year's eve	https://www.visitflagler.com/event/flagler-beach-new-years-fireworks/21600/	59	105	-	56.19%

# ORGANIC BLOG TRAFFIC

Dec 1, 2023 - Dec 31, 2023

Sessions <b>5,658</b> ↑ 39.7%	Engaged Sessions <b>4,705</b> ↑ 40.3%
Active Users <b>5,023</b> ↑ 40.5%	Conversions <b>683</b> ↑ N/A
Engagement Time <b>00:01:31</b> ↑ 0.0%	Engagement Rate <b>83.16%</b> ↑ 0.4%



## Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,396	1,358	87.16%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	352	312	82.54%
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches	338	278	77.65%
/blog/post/where-to-see-santa-in-palm-coast-and-the-flagler-beaches	319	298	75.06%
/blog/post/seas-the-season-at-the-palm-coast-holiday-boat-parade	236	206	74.1%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	217	205	85.06%
/blog/post/festive-christmas-eats-in-palm-coast-and-the-flagler-beaches	204	196	90.74%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	177	170	86.29%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	144	138	90.79%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	116	110	83.33%



**FUND 1111 BEACH RENOURISHMENT  
ANNUAL STATUS REPORT  
Fiscal Year 2023**

<b>Revenues</b>	
Budgeted Cash Carry Forward	\$1,169,977
TDT Revenues	\$917,512
Interest Earnings	\$89,353
Grants	\$9,981,555
Other (Excess Fees & Prior Yr Refunds)	\$11,444
<b>Expenditures</b>	
Professional/Contracted Svcs	\$311,402
Tax Collector Fees	\$27, 615
Transfer to Debt Svc	\$704,330
Army Corp. of Engineers	\$130,000
Grant Expenditures	\$10,308,151*
Reserves	\$381,774

\* Waiting on reimbursement

<b>Fiscal Year 2024 Budget Projections</b>	
<b>Revenues</b>	
TDT Revenues	\$850,000
Interest Earnings	\$3,000
<b>Expenditures</b>	
Professional/Contracted Svcs	\$220,000
Bank Fees	\$2,000
Tax Collector Fees	\$25,500
Drone (50%)	\$137,500

YEAR-TO-DATE BUDGET REPORT

FOR 2023 99

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USE/COL
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1111 Tourist Dev-Beach Restore

001 Revenue Department

0000 Non-Division

1111-001-0000-000000-390-00-000-000-399000-	-830,568		Other Sources-Fund Bal Fwd -339,409 -1,169,977	.00		-1,169,977.00	.0%
1111-001-0000-312100-310-00-000-000-312101-			Tourist Develop Tax				
1111-001-0000-331390-330-00-000-000-331390-	-800,000	0	-800,000	-917,512.10		117,512.10	114.7%
1111-001-0000-334390-330-00-000-000-334390-	0		Fed Grt-Phys Env-Other -3,085,090 -3,085,090	-2,607,836.98		-477,253.02	84.5%
1111-001-0000-337200-330-00-000-000-337200-	0		State Grt-Phys Env-Other -9,584,218 -9,584,218	-6,939,078.29		-2,645,139.71	72.4%
1111-001-0000-361100-360-00-000-000-361100-	0		Loc Gov Grt-Public Safety	-434,639.51		434,639.51	100.0%
1111-001-0000-361200-360-00-000-000-361201-	-1,000	0	Misc-Interest -1,000	-71,204.21		70,204.21	7120.4%
1111-001-0000-586800-380-00-000-000-386702-	0		Fair Value of Investments	-18,148.59		18,148.59	100.0%
	0		Excess Fees-Tax Collector	-6,418.67		6,418.67	100.0%
	0	0	0	-6,418.67		6,418.67	100.0%
TOTAL UNDEFINED ROLLUP CODE	-1,631,568	-13,008,717	-14,640,285	-10,994,838.35		-3,645,446.65	75.1%

147 Tourist Development Office

4700 Tourist Development Office

00081 OP1111TDO

1111-147-4700-537300-530-53-000-000-531000-	0		Professional Services 390,420 390,420	296,402.32	98,594.40	-4,576.72	101.2%
1111-147-4700-537300-530-53-000-000-534006-	0		Other Contracted Services	15,000.00	10,000.00	-25,000.00	100.0%
1111-147-4700-537300-530-53-000-000-534008-	24,000		Commission Fee - Tax Collector -10,000 14,000	27,614.19		-13,614.19	197.2%

YEAR-TO-DATE BUDGET REPORT

FOR 2023 99							
	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USE/COL
TOTAL OP1111TDO	24,000	380,420	404,420	339,016.51	108,594.40	-43,190.91	110.7%
<b>149 Non Departmental</b>							
<b>4903 Interfund Transfers</b>							
<b>T0292 OT1111Transfers</b>							
1111-149-4903-581900-580-00-000-000-591001-	704,330	Interfund Transfer 0	704,330	704,330.00	.00	.00	100.0%
TOTAL OT1111Transfers	704,330	0	704,330	704,330.00	.00	.00	100.0%
<b>150 Reserves</b>							
<b>5000 Reserves</b>							
<b>T0116 OT1111Reserves</b>							
1111-150-5000-000000-590-00-000-000-598020-	903,238	Reserve - Future Use -521,464	381,774	.00	.00	381,774.00	.0%
TOTAL OT1111Reserves	903,238	-521,464	381,774	.00	.00	381,774.00	.0%
<b>161 Capital Imprvmnts - Non Grants</b>							
<b>6001 Capital Imprvmnts Non Grants</b>							
<b>C0188 CP1111Non-Grant</b>							
1111-161-6001-537600-530-53-000-000-561000-	0	Land 35,000	35,000	.00	.00	35,000.00	.0%

YEAR-TO-DATE BUDGET REPORT

FOR 2023 99

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USE/COL
TOTAL CP1111Non-Grant	0	35,000	35,000	.00	.00	35,000.00	.0%
<b>G0188 GR1111Non-Grant</b>							
1111-161-6001-537800-530-53-000-000-582009-		Other Entities					
	0	130,000	130,000	130,000.00	.00	.00	100.0%
TOTAL GR1111Non-Grant	0	130,000	130,000	130,000.00	.00	.00	100.0%
<b>180 Grants</b>							
<b>8001 Grants</b>							
<b>G0293 GR1111Grants</b>							
1111-180-8001-537300-530-53-000-000-582009-		Other Entities					
	0	3,579,502	3,579,502	3,477,115.97	103,167.99	-781.96	100.0%
1111-180-8001-537800-530-53-000-000-581007-		Aid to Flagler Beach					
	0	558,182	558,182	13,828.00	527,292.00	17,062.00	96.9%
1111-180-8001-537800-530-53-000-000-582009-		Other Entities					
	0	0	0	-5,025.00	.00	5,025.00	100.0%
TOTAL GR1111Grants	0	4,137,684	4,137,684	3,485,918.97	630,459.99	21,305.04	99.5%
<b>O0309 OP1111Grants</b>							
1111-180-8001-537300-530-53-000-000-546005-		North Dune Restoration					
	0	8,847,077	8,847,077	6,817,207.14	217,815.93	1,812,053.93	79.5%
TOTAL OP1111Grants	0	8,847,077	8,847,077	6,817,207.14	217,815.93	1,812,053.93	79.5%
TOTAL Tourist Dev-Beach Restore	0	0	0	481,634.27	956,870.32	-1,438,504.59	100.0%
TOTAL REVENUES	-1,631,568	-13,008,717	-14,640,285	-10,994,838.35	.00	-3,645,446.65	
TOTAL EXPENSES	1,631,568	13,008,717	14,640,285	11,476,472.62	956,870.32	2,206,942.06	
GRAND TOTAL	0	0	0	481,634.27	956,870.32	-1,438,504.59	100.0%

\*\* END OF REPORT - Generated by Amanda Gilbert \*\*

YEAR-TO-DATE BUDGET REPORT

FOR 2023 99 JOURNAL DETAIL 2022 10 TO 2023 9

	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
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1111 Tourist Dev-Beach Restore

147 Tourist Development Office

4700 Tourist Development Office

00081 OP1111TDO

1111-147-4700-537300-530-53-000-000-531000-

Professional Services

0	390,420	390,420	296,402.32	98,594.40	-4,576.72	101.2%
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2022/11/111632	08/30/2022	API	24.89	VND	000483	PO		PFM ASSET MANAGEMENT ADVISORY SVS FEES FOR 04.01.22	199209
2022/11/111637	08/16/2022	API	45.20	VND	000483	PO		PFM ASSET MANAGEMENT ADVISORY SVC FEES	199209
2022/12/121096	09/06/2022	API	23.69	VND	000483	PO		PFM ASSET MANAGEMENT ADVISORY SVC FEES 05.01.22-05.	199209
2022/12/121097	09/07/2022	API	23.18	VND	000483	PO		PFM ASSET MANAGEMENT ADVISORY SVC FEES FOR 06.01.22	199209
2022/12/121098	09/07/2022	API	30.38	VND	000483	PO		PFM ASSET MANAGEMENT ADVISORY SVC FEES FOR 07.01.22	199209
2022/12/122664	09/30/2022	API	35.81	VND	000483	PO		PFM ASSET MANAGEMENT ADVISORY SVC FEES 08.01.22-08.	199708
2023/02/020689	11/03/2022	API	26.72	VND	000483	PO		PFM ASSET MANAGEMENT ADVISORY SVC FEES 9.1.22 - 9.3	200085
2023/06/060257	03/03/2023	API	10,711.20	VND	001244	PO	20220387	OLSEN ASSOCIATES SHORELINE PROTECTION INVOICE 1	201981
2023/06/061392	03/24/2023	API	4,550.00	VND	000407	PO		COAST TITLE INSURANC 13 TITLE SEARCH AND PROPERTY I	202280
2023/06/061684	03/30/2023	API	5,208.80	VND	001244	PO	20220387	OLSEN ASSOCIATES SHORELINE PROTECTION 01.01.23-	202421
2023/09/091564	06/19/2023	API	174,623.40	VND	001244	PO	20220387	OLSEN ASSOCIATES SHORELINE PROTECTION	203832

1111-147-4700-537300-530-53-000-000-534006-

Other Contracted Services

0	0	0	15,000.00	10,000.00	-25,000.00	100.0%
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2022/12/120779	09/01/2022	API	59,625.00	VND	001244	PO	20220387	OLSEN ASSOCIATES PROFESSIONAL SERVICES FOR COAS	199206
2022/12/121514	09/22/2022	API	7,250.00	VND	001244	PO	20220387	OLSEN ASSOCIATES CONTACT INVOICE #18 07.01.22-0	199340

1111-147-4700-537300-530-53-000-000-534008-

Commission Fee - Tax Collector

24,000	-10,000	14,000	27,614.19	.00	-13,614.19	197.2%
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2022/10/100674	07/20/2022	CRP	2,086.39	REF	9183			FLAGLER COUNTY TAX C TAX COLLECTOR COMMISSION FEE	
2022/11/110457	08/09/2022	CRP	3,212.41	REF	11168			FLAGLER COUNTY TAX C TAX COLLECTOR COMMISSION FEE	
2022/12/121035	09/15/2022	CRP	3,164.73	REF	13388			FLAGLER COUNTY TAX C TAX COLLECTOR COMMISSION FEE	
2022/12/123006	09/30/2022	GEN	1,940.74	REF				TC TD Tax 9/22 Comm Fee	
2023/01/010811	10/10/2022	CRP	1,940.74	REF	15354			FLAGLER COUNTY TAX C TAX COLLECTOR COMMISSION FEE	
2023/01/011008	10/01/2022	GRV	-1,940.74	REF				TC TD Tax 9/22 Comm Fee	
2023/02/021584	11/14/2022	CRP	1,833.47	REF	17843			FLAGLER COUNTY TAX C TAX COLLECTOR COMMISSION FEE	
2023/03/031042	12/16/2022	CRP	1,530.28	REF	19997			FLAGLER COUNTY TAX C TAX COLLECTOR COMMISSION FEE	
2023/04/041284	01/12/2023	CRP	1,325.96	REF	21006			FLAGLER COUNTY TAX C TAX COLLECTOR COMMISSION FEE	
2023/05/050258	02/07/2023	CRP	2,083.77	REF	23234			FLAGLER COUNTY TAX C TAX COLLECTOR COMMISSION FEE	
2023/06/060801	03/15/2023	CRP	1,606.69	REF	26004			FLAGLER COUNTY TAX C TAX COLLECTOR COMMISSION FEE	
2023/07/070418	04/12/2023	CRP	2,393.10	REF	28165			FLAGLER COUNTY TAX C TAX COLLECTOR COMMISSION FEE	



YEAR-TO-DATE BUDGET REPORT

FOR 2023 99 JOURNAL DETAIL 2022 10 TO 2023 9

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
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11147000 534008 Commission Fee							
2023/08/080761 05/11/2023 CRP	3,800.64	REF 30253	FLAGLER COUNTY TAX C		TAX COLLECTOR	COMMISSION FEE	
2023/09/090577 06/12/2023 CRP	2,564.03	REF 32393	FLAGLER COUNTY TAX C		TAX COLLECTOR	COMMISSION FEE	
TOTAL OP1111TDO	24,000	380,420	404,420	339,016.51	108,594.40	-43,190.91	110.7%

149 Non Departmental

4903 Interfund Transfers

T0292 OT1111Transfers

1111-149-4903-581900-580-00-000-000-591001-		Interfund Transfer					
	704,330	0	704,330	704,330.00	.00	.00	100.0%
2023/04/040358 01/13/2023 GEN	704,330.00	REF 1007					
TOTAL OT1111Transfers	704,330	0	704,330	704,330.00	.00	.00	100.0%

150 Reserves

5000 Reserves

T0116 OT1111Reserves

1111-150-5000-000000-590-00-000-000-598020-		Reserve - Future Use					
	903,238	-521,464	381,774	.00	.00	381,774.00	.0%
TOTAL OT1111Reserves	903,238	-521,464	381,774	.00	.00	381,774.00	.0%

161 Capital Imprvmts - Non Grants

6001 Capital Imprvmts Non Grants

YEAR-TO-DATE BUDGET REPORT

FOR 2023 99 JOURNAL DETAIL 2022 10 TO 2023 9

	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
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C0188 CP1111Non-Grant

1111-161-6001-537600-530-53-000-000-561000-	0	Land 35,000	35,000	.00	.00	35,000.00	.0%
TOTAL CP1111Non-Grant	0	35,000	35,000	.00	.00	35,000.00	.0%

G0188 GR1111Non-Grant

1111-161-6001-537800-530-53-000-000-582009-	0	Other Entities 130,000	130,000	130,000.00	.00	.00	100.0%
TOTAL GR1111Non-Grant	0	130,000	130,000	130,000.00	.00	.00	100.0%

180 Grants

8001 Grants

G0293 GR1111Grants

1111-180-8001-537300-530-53-000-000-582009-	0	Other Entities 3,579,502	3,579,502	3,477,115.97	103,167.99	-781.96	100.0%	
2022/12/120781	09/01/2022	API	-516.80	VND 001244	PO	OLSEN ASSOCIATES	CREDIT ADJUSTMENT FOR LABOR AN	199206
2022/12/121514	09/22/2022	API	2,247.20	VND 001244	PO 20220387	OLSEN ASSOCIATES	CONTACT INVOICE #18 07.01.22-0	199340
2023/05/051409	02/24/2023	API	2,115,363.72	VND 001179	PO	EASTMAN AGGREGATE EN	NORTH FLAGLER COUNTY DUNE PROJ	201863
2023/06/060257	03/03/2023	API	62,700.00	VND 001244	PO 20220387	OLSEN ASSOCIATES	SHORELINE PROTECTION INVOICE 1	201981
2023/06/061577	03/30/2023	API	1,117,531.48	VND 001179	PO	EASTMAN AGGREGATE EN	NORTH FLAGLER COUNTY DUNE REST	202284
2023/06/061684	03/30/2023	API	44,364.80	VND 001244	PO 20220387	OLSEN ASSOCIATES	SHORELINE PROTECTION 01.01.23-	202421
2023/07/071324	04/26/2023	API	7,744.96	VND 001179	PO	EASTMAN AGGREGATE EN	NORTH FLAGLER COUNTY DUNE PROJ	202818
2023/07/071356	04/26/2023	API	83,415.00	VND 001052	PO 20230376	EISMAN & RUSSO, INC	DUNE PROJECT HURRICANE DORIAN	202819
2023/08/081674	05/24/2023	API	28,884.72	VND 001052	PO 20230376	EISMAN & RUSSO, INC	DUNE PROJECT HURRICANE DORIAN	203487
2023/09/091564	06/19/2023	API	10,430.45	VND 001244	PO 20220387	OLSEN ASSOCIATES	SHORELINE PROTECTION	203832

YEAR-TO-DATE BUDGET REPORT

FOR 2023 99				JOURNAL DETAIL 2022 10 TO 2023 9						
			ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED	
1111-180-8001-537800-530-53-000-000-581007-			0	Aid to Flagler Beach	558,182	558,182	13,828.00	527,292.00	17,062.00	96.9%
2022/12/120779	09/01/2022	API	58,284.00	VND 001244 PO 20220387	OLSEN ASSOCIATES	PROFESSIONAL SERVICES FOR COAS			199206	
2022/12/121898	09/30/2022	API	656.00	VND 000335 PO	FLAGLER CO CLERK OF	RECORDING FEES			199443	
2022/12/121899	09/30/2022	API	390.50	VND 000335 PO	FLAGLER CO CLERK OF	RECORDING FEES			199443	
2022/12/121941	09/30/2022	API	1,072.00	VND 000335 PO	FLAGLER CO CLERK OF	RECORDING FEES			199559	
2022/12/122696	09/30/2022	API	282.50	VND 000335 PO	FLAGLER CO CLERK OF	EASMENT RECORDING			199803	
2022/12/122994	09/30/2022	GNI	-150.00	REF AJE		GRT0200-Moving CA to AID to Go				
2022/12/122994	09/30/2022	GNI	-282.50	REF AJE		GRT0200-Moving CA to AID to Go				
2022/12/122994	09/30/2022	GNI	-390.50	REF AJE		GRT0200-Moving CA to AID to Go				
2022/12/122994	09/30/2022	GNI	-656.00	REF AJE		GRT0200-Moving CA to AID to Go				
2022/12/122994	09/30/2022	GNI	-1,072.00	REF AJE		GRT0200-Moving CA to AID to Go				
2023/03/030992	12/20/2022	API	142.00	VND 000335 PO	FLAGLER CO CLERK OF	EASEMENTS			200623	
2023/04/041544	01/26/2023	API	71.00	VND 000335 PO	FLAGLER CO CLERK OF	EASEMENT - ORDER # 1383358 & 1			201308	
2023/05/050617	02/06/2023	API	900.00	VND 000407 PO	COAST TITLE INSURANC	PROPERTY REPORTS REQUESTED BY			201428	
2023/07/070350	04/03/2023	API	79.50	VND 000335 PO	FLAGLER CO CLERK OF	ORDER NUMBERS 1395727 AND 1397			202484	
2023/07/070351	04/03/2023	API	177.50	VND 000335 PO	FLAGLER CO CLERK OF	ORDER # 1391956, 1392222, 1394			202484	
2023/07/071452	04/26/2023	API	71.00	VND 000335 PO	FLAGLER CO CLERK OF	ORDER# 1418610 AND 1422214			203186	
2023/09/090501	06/09/2023	API	156.00	VND 000335 PO	FLAGLER CO CLERK OF	ORDER # 1429099 AND 1429106			203493	
1111-180-8001-537800-530-53-000-000-582009-			0	Other Entities	0	0	-5,025.00	.00	5,025.00	100.0%
2022/12/120779	09/01/2022	API	5,025.00	VND 001244 PO 20220387	OLSEN ASSOCIATES	PROFESSIONAL SERVICES FOR COAS			199206	
2022/12/122994	09/30/2022	GNI	-5,025.00	REF AJE		GRT0200-Moving CA to AID to Go				
TOTAL GR1111Grants			0	4,137,684	4,137,684	3,485,918.97	630,459.99	21,305.04	99.5%	
00309 OP1111Grants										
1111-180-8001-537300-530-53-000-000-546005-			0	North Dune Restoration	8,847,077	8,847,077	6,817,207.14	217,815.93	1,812,053.93	79.5%
2023/08/081413	05/22/2023	API	690,722.12	VND 001179 PO	EASTMAN AGGREGATE EN NORTH	FLAGLER COUNTY DUNE PROJ			203260	
2023/09/091532	06/21/2023	API	2,497,651.84	VND 001179 PO	EASTMAN AGGREGATE EN NORTH	FLAGLER COUNTY DUNE PROJ			203803	
TOTAL OP1111Grants			0	8,847,077	8,847,077	6,817,207.14	217,815.93	1,812,053.93	79.5%	
TOTAL Tourist Dev-Beach Restore			1,631,568	13,008,717	14,640,285	11,476,472.62	956,870.32	2,206,942.06	84.9%	
TOTAL EXPENSES			1,631,568	13,008,717	14,640,285	11,476,472.62	956,870.32	2,206,942.06		
GRAND TOTAL			1,631,568	13,008,717	14,640,285	11,476,472.62	956,870.32	2,206,942.06	84.9%	

YEAR-TO-DATE BUDGET REPORT

FOR 2023 99		JOURNAL DETAIL 2022 10 TO 2023 9						
	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED	

\*\* END OF REPORT - Generated by Amanda Gilbert \*\*

**Tourist Development - Beach Restoration**

**Special Revenue Fund**

Fund 1111 Div. 4700	Description	Actual FY 20-21	Actual FY 21-22	Adopted FY 22-23	Adopted FY 23-24	Changes +/-	Comments
<b>Revenues</b>							
312101	Tourist Dev Tax - Sales, Use & Fuel	721,701	886,443	800,000	850,000	50,000	Local Option Tourist Tax Levy is 5% (This Fund Receives 20% of Allocation)
334390	TDT Beach Restore - State Design	6,730	58,284	0	0	0	
361100	Interest Earnings	5,294	3,196	1,000	3,000	2,000	
337200	Local Gov Grant- Public Safety	0	9,536	0	0	0	
331390	Fed Grant - Phys Env-Other	0	57,217	0	0	0	
386702	Excess Fees - Tax Collector	4,968	7,423	0	0	0	
399000	Cash Carry Forward	0	0	830,568	809,067	(21,501)	
<b>Total Fund Revenues</b>		<b>738,693</b>	<b>1,022,100</b>	<b>1,631,568</b>	<b>1,662,067</b>	<b>30,499</b>	<b>Overall Revenue Increase/Decrease: 1.87%</b>
<b>Expenditures</b>							
<b>537- Conservation and Resource Management</b>							
531000	Professional Services	150,508	38,149	0	220,000	220,000	Misc. Professional Services For Dune Repairs
534008	Comm Fees - Tax Collector	21,651	26,593	24,000	25,500	1,500	Tax Collector Commissions
534010	Governmental Services	0	125,750	0	0	0	
549000	Other Current Chrgs/Oblig	99,798	149,374	0	0	0	
549005	Bank Analysis Fees	133	96	0	2,000	2,000	
<b>Total Operating Expenditures</b>		<b>272,090</b>	<b>339,961</b>	<b>24,000</b>	<b>247,500</b>	<b>223,500</b>	
564000	Machinery and Equipment	0	0	0	137,500	137,500	50% of Drone
<b>Total Capital Expenditures</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>137,500</b>	<b>137,500</b>	
581007	Aid to Flagler Beach	0	107,895	0	0	0	
582009	Other Entities	0	5,025	0	0	0	
<b>Total Grant and Aid Expenditures</b>		<b>0</b>	<b>112,920</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>537- Conservation and Resource Management</b>							
582009	Other Entities	0	76,290	0	0	0	
581007	Grants/Aid/Contributions to Flagler Beach	9,025	58,284	0	0	0	
<b>Total Grants and Aids</b>		<b>9,025</b>	<b>134,574</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>581- Inter-Fund Group Transfers Out</b>							
591001	Interfund Transfer for Debt Service	4,761,732	660,524	704,330	0	(704,330)	TDT Series 2017 Paid off Early
<b>Total Interfund Transfers</b>		<b>4,761,732</b>	<b>660,524</b>	<b>704,330</b>	<b>0</b>	<b>(704,330)</b>	
598020	Designated for Future Use	0	0	903,238	1,277,067	373,829	
<b>Total Reserves</b>		<b>0</b>	<b>0</b>	<b>903,238</b>	<b>1,277,067</b>	<b>373,829</b>	
<b>Total Fund Expenditures</b>		<b>5,042,847</b>	<b>1,247,979</b>	<b>1,631,568</b>	<b>1,662,067</b>	<b>30,499</b>	<b>Overall Expenditure Increase/Decrease: 1.87%</b>



## CAPITAL PROJECT FUNDING PROGRAM

### Project Status Report

Name of Project:	Palm Coast Southern Recreation Center Expansion
TDC and BOCC Approval Dates:	7/20/2022 and 8/15/2022
Total Amount Awarded:	\$739,158
Project Start Date:	mid-February 2023
Estimated Completion Date:	1/5/2023 (substantial completion) and February 2024 (final completion)
Status Report Date:	12/28/2023
Overall Project Activities Update:	<p><b>Construction Update:</b></p> <p>The exterior building finishes are completed. Also, the court base, fencing, and sidewalks were installed. Interior mechanical, plumbing and fire sprinkler rough-in is complete and electrical and low voltage systems are completed. Landscaping is being installed and the pickleball courts are being painted. Interior flooring is almost complete. The project is quickly nearing substantial completion.</p> <p><b>Operations Update:</b></p> <p>Staff is busy finalizing plans for the Grand Opening event, working on staff schedules for normal operations once the facility is open, and making plans for the USTA Palm Coast Open tournament scheduled for mid-February 2024. Staff</p>

is also creating plans and implementing new ideas for recruiting hotel room stays for the facility. This includes a prompt question as part of our registration for tournaments and other activities and incentive packets in the hotels themselves.

Project Expenditures to Date:

Design Fees: \$692,369.33 (through 11/30/23)

Construction Fees: \$8,751,706.69 (through 12/31/23)

Any Changes/Concerns:

Due to a delay from FPL in securing permanent power connection to the facility, the project schedule has been delayed since the last report. Substantial completion is now scheduled for 1/5/24 (originally 12/5/23) and we anticipate an opening date in February 2024.

Photos:









**FLAGLER COUNTY CAPITAL PROJECT  
FUNDING PROGRAM AGREEMENT**

**THIS FLAGLER COUNTY CAPITAL PROJECT FUNDING PROGRAM AGREEMENT** (“Agreement”) is made and entered into by and between Flagler County, a political subdivision of the State of Florida, whose address is 1769 E. Moody Blvd., Bunnell, Florida 32110 (“County”) and the City of Palm Coast, a municipal corporation of the State of Florida, whose address is 160 Lake Avenue, Palm Coast, Florida 32164 (“Grantee”).

**WHEREAS**, in accordance with Chapter 19, Article III, Flagler County Code, and Section 125.0104, Florida Statutes, the County is authorized to utilize tourist development tax revenues to fund statutorily eligible capital projects; and

**WHEREAS**, in order to equitably and consistently evaluate capital project funding requests in accordance with the County’s policy objectives, the County adopted Capital Project Funding Program Guidelines (“Guidelines”), incorporated herein by reference, which establish the requisite criteria and documentation to be submitted by capital funding applicants; and

**WHEREAS**, the Grantee submitted an application for capital project funding, incorporated herein by reference, to assist in the completion of Grantee’s capital project, as described in Exhibit A, attached hereto and incorporated herein (the “Project”), to construct a facility that enhances the profile of, and promotes tourism in, Flagler County; and

**WHEREAS**, after due consideration of the recommendation of the Flagler County Tourist Development Council, a council of elected officials and residents involved in the tourism industry established by Flagler County Code Section 19-49, the Flagler County Board of County Commissioners finds that the Project is consistent with the policies and objectives of the County’s Capital Project Funding Program and agrees to provide the Grantee with funding for the Project in the amount set forth herein and in accordance with the terms and conditions of this Agreement.

**NOW, THEREFORE**, in consideration of the foregoing recitals and the mutual promises contained herein, the parties agree as follows:

1. **RECITALS.** The above recitals are true and correct and are adopted as an integral part of this Agreement.
2. **TERM.** The term of this Agreement shall commence upon the complete execution of this Agreement by the parties hereto and shall continue in full force and effect for 5 years or until Grantee completes construction of the Palm Coast Regional Racquet Center, aka, the Southern Recreation Center (“Rec Center”) and the Rec Center opens to the public and complies with the terms and conditions, including the reporting requirements, of this Agreement, as described herein, unless earlier terminated as provided herein, provided

however, that Sections 13, 14, 15, 16(l) and 16(m) shall survive the expiration or earlier termination of this Agreement.

3. **INTEREST IN LAND.** Grantee warrants that it owns the land on which the Project will be constructed and will continue to own the land for the term of this Agreement.
4. **DILIGENCE.** The Grantee will manage, supervise, oversee, pay all costs and expenses related to, and solely responsible for completing the Project, including, but not limited to, securing all permits and approvals required for the Project, contracting and/or subcontracting with all third parties necessary to complete the Project. The Grantee will utilize all commercially reasonable efforts to complete the Project by the time limits set in Section 6 hereof.
5. **QUARTERLY PROJECT STATUS REPORTS BEFORE COMPLETION OF REC CENTER.** Grantee will submit to the Tourism Development Office ("TDO") Director Quarterly Project Status Reports, in the form attached hereto as Exhibit B, containing a brief summary on the status of the Rec Center including planning and construction related activities. The reports are due on the 1<sup>st</sup> day of each calendar quarter (January 1<sup>st</sup>, April 1<sup>st</sup>, July 1<sup>st</sup>, and October 1<sup>st</sup>) until completion of construction of the Rec Center unless otherwise directed in writing by the TDO Director.
6. **ONE YEAR COMPLETION.** The Rec Center must complete construction and be open to the public within one year of the effective date of this Agreement.
7. **PROJECT COMPLETION REPORT.** Within ninety (90) days of the completion of the Rec Center and opening to the public, the Grantee must submit to the County a Project Completion Report. The Project Completion Report must contain, at a minimum, the following elements:
  1. Brief narrative summary of the successful completion of the Project.
  2. Evaluation of economic impact the Project has initially had on Flagler County.
  3. Financial statement listing all revenues received and expenses paid in the course of the development and completion of the Project, clearly identifying how the funds were used.
  4. Photographs or video of the Project and any related events, including time lapsed images of the construction.
  5. Samples of flyers, advertisements, brochures, or other marketing efforts utilized to attract tourists to the Project. This may include a list of radio stations, magazines, or other media utilized to promote the Project and/or related events.
  6. If any events have been held at the Project after completion of the Project and prior to submission of the Project Completion Report, the report should also include: (a) results of visitor surveys to capture the number of attendees and to determine whether the attendees visited any local attractions, restaurants, or tourism businesses; (b) final documented numbers of attendees or, if unable to provide actual numbers, the estimated number of attendees; and (c) the number of overnight stays from local hotels that housed

the attendees. For events that required registration, the Grantee will make available to registrants a list of County lodging establishments and encourage overnight stays. After the event, Grantee must request that the hotel provide information regarding the number of overnight stays resulting from the event and include proof of same in the Project Completion Report.

8. **PROJECT IMPACT REPORTS.** For three (3) years following completion of the Rec Center and opening to the public, Grantee shall provide the TDO with semi-annual reports detailing the events that have taken place resulting from completion of the Project (Project Impact Report). The Project Impact Reports shall be submitted no later than January 30<sup>th</sup> and July 15<sup>th</sup> of each calendar year and shall include survey results from the attendees of the events. These surveys shall at a minimum provide information pertaining to the number of persons attending the event and the number of nights stayed. Additionally, Grantee shall provide certification of hotel rooms booked for each event held at the Rec Center for the same 3-year term or as determined by the TDO Director. Certification of hotel rooms utilized for an event can be provided by email from the hotel(s) confirming the number of hotel rooms booked and the length of stay. If the event results in no or few overnight hotel stays, then Grantee must document its efforts to promote overnight hotel stays and other opportunities within the County.

If the Project is unable to demonstrate its estimated economic benefits as presenting in its grant application during the three (3) years following completion of the Rec Center, then Grantee must continue to provide Project Impact Reports to the County and must also provide a detailed explanation of the measures Grantee is implementing to ensure the Project will meet its estimated economic benefits. If within five (5) years following completion of the Rec Center and opening to the public, Grantee is unable to demonstrate its estimated economic benefits have been achieved, then the County reserves the right to seek reimbursement of grant funds from Grantee of up to 50%. Grantee must reimburse the County within one (1) year of the County's request for reimbursement.

9. **INSURANCE.** Upon completion of the Rec Center, the Grantee will secure and maintain property insurance on a replacement cost basis, with limits of at least ninety (90) percent of the replacement cost value to cover perils including, but not limited to, fire, explosion, windstorm, and flood. The County shall be listed as a loss payee as the County's interest may appear. In the event of an insurable loss to the Project for which the Grantee uses insurance funds to rebuild the Project, the County shall surrender any insurance proceeds and/or loss payee rights to the Grantee. However, if the Grantee does not rebuild the Project, the County shall be afforded the benefits of the insurance proceeds as the County's interests may appear, but in no event less than the amount paid to Grantee under this Agreement. A certificate of evidence of property insurance shall be sent to the Flagler County Risk Manager, 1769 E. Moody Blvd., Bldg. 2, Bunnell, FL 32110 prior to disbursement of funds hereunder and annually thereafter.

**10. REIMBURSEMENT AND MATCHING FUNDS.**

(A) The County agrees to reimburse Grantee up to \$739,158.00 for eligible Project expenditures, subject to the terms and conditions herein. Eligible expenditures include costs incurred subsequent to the Flagler County Commission's approval of this Agreement to acquire, construct, extend, enlarge, remodel, repair, or improve the capital Project. The County shall be the final authority on eligibility for reimbursement under this Agreement.

(B) The County's contributions toward the Project shall in no event exceed the amount agreed to herein, and any and all excess Project costs are the sole responsibility of the Grantee. The County will not submit payments to third parties.

(C) Prior to requesting reimbursement, Grantee must expend on the Project an amount equal to or greater than the amount being requested pursuant to this Agreement. These matching funds may not include grant proceeds from the State government or other local governments.

(D) To request reimbursement of eligible expenditures pursuant to this Agreement, Grantee must submit a signed Reimbursement Request Form, attached hereto as Exhibit C, within sixty (60) days of completion of the Project. The Grantee must attach to the Reimbursement Request Form all paid invoices, cancelled checks, or other information to substantiate reimbursable expenditures and payment of matching funds to the satisfaction of the TDO Director. After the County verifies that matching funds have been paid and that eligibility of reimbursable costs, the County will send the payment to the Grantee at the address in Section 16(B) below. The County will make such payments to the Grantee in accordance with the Florida Local Government Prompt Payment Act.

**11. RIBBON CUTTING EVENT.** Grantee will invite all members of the Flagler County Tourist Development Council, the County Commission, and all employees of the TDO to any special opening ceremony for the Project.

**12. ACKNOWLEDGMENT.**

(A) Grantee must acknowledge the Flagler County Commission and the TDO in all media related to or events conducted at the Project site, including digital communications and websites, programs, and publications. Acknowledgement will include the TDO logo and web address in a size that is legible along with the following statement: "This project was funded in part by the Flagler County Commission Tourism Development Office." Prior approval of the TDO is required to change the wording of the acknowledgement.

(B) Grantee must also include an acknowledgement of Flagler County Commission and TDO on any permanent sign constructed on the Project site. Such acknowledgement must be commensurate with the recognition provided to other contributors and sponsors of the Project.

**13. INDEMNIFICATION AND SOVEREIGN IMMUNITY.**

(A) Grantee shall, to the extent permitted by law, protect, defend, indemnify, pay the cost of defense, and hold harmless the County, its agents, elected officials and employees from all damages, suits, actions or claims of any character brought on account of any injuries or damages received or sustained by any person or property, or in any way relating to or arising from the construction or operation of the Project or its performance under this Agreement; or on account of any act or omission, neglect or misconduct of the Grantee, its agents, elected officials, employees, contractors, subcontractors; or arising from or by reason of any actual or claimed trademark, patent, or copyright infringement or litigation based thereon; or by, or on account of, any claim or amounts received under Workers' Compensation Law or of any other law, ordinance, order or decree.

(B) The City and County expressly retain all rights, benefits, and immunities of sovereign immunity in accordance with Section 768.28, Florida Statutes, or its successor. Notwithstanding anything set forth in this Agreement to the contrary, nothing in this Agreement shall be deemed as a waiver of immunity or waiver of the limits of liability. Liability of the City and County for damages shall not exceed the statutory limits of liability, regardless of the number or nature of any claim which may arise, including but not limited to, a claim sounding in tort, equity, or contract. Nothing in this Agreement shall inure to the benefit of any third party for the purpose of allowing any claim against the City or County which would otherwise be barred under the doctrine of sovereign immunity or by operation of law.

**14. PUBLIC RECORDS AND RIGHT TO AUDIT.**

(A) Grantee acknowledges that the County is a political subdivision of the State of Florida and that this Agreement and any documents made or received by the County in its performance of this Agreement are public records subject to disclosure to anyone upon request in accordance with Chapter 119, Florida Statutes. Grantee will cooperate with the County and make available any public records in fulfilling such requests.

(B) All of the Grantee's records related to this Agreement shall be open to inspection and subject to reproduction by the County during normal working hours to the extent necessary to permit adequate evaluation and verification of any invoices for payment, or claims, submitted by the Grantee pursuant to the execution of this Agreement. Such records shall include, but not be limited to, accounting records, written policies and procedures, subcontractor files, original estimates, estimating worksheets, correspondence, change order files (including the documentation of negotiated settlements), any supporting evidence necessary to substantiate charges related to this Agreement.

(C) For purposes of such audits, inspections, and evaluations, the County shall have access to such records from the effective date of this Agreement until thirty-six (36) months after the date of final payment by the County to the Grantee for performance under this

Agreement. The Grantee agrees to maintain such records in safe, dry storage until the end of this time period.

#### **15. DEFAULTS AND REMEDIES.**

**(A)** Each of the following shall constitute an event of default (each, an "Event of Default"):

1. A breach by the Grantee of any term, covenant, obligation or agreement under this Agreement, and the continuance of such breach for a period of thirty (30) days after written notice thereof shall have been given to the Grantee, except for a breach of those provisions described in subsection 4 or 5 below, in which case the cure period will not apply and will entitle the County to immediately exercise the available remedies.
2. Grantee voluntarily filing of or consent to a petition under bankruptcy, insolvency, or reorganization law, failure to secure the dismissal of an involuntary bankruptcy petition within sixty (60) days of filing, or a determination by a court of competent jurisdiction that Grantee is insolvent and unable to pay its debts when due.
3. A reimbursement request containing a material misrepresentation.
4. Grantee having ceased operations of the Project during the term of this Agreement.
5. Grantee's failure to pay taxes or assessments, if any.

**(B)** Upon or at any time after the occurrence of an Event of Default which has not been cured if authorized herein:

1. The County may withhold, temporarily or permanently, any or all unpaid portion of the Project reimbursements and/or may terminate this Agreement by giving seven (7) calendar days' notice to the Grantee. The County shall then have no further funding obligation under this Agreement.
2. If the County has paid any Project reimbursements, the Grantee shall repay to the County all Project reimbursement funds received by it for the Project.
3. The County may also exercise any right, power, or remedy as provided in law or equity pursuant to Florida law.

**(C)** No consent or waiver, express or implied, by the County to or of any breach or default by the Grantee in the performance of its obligations under this Agreement shall constitute a consent to or waiver of any similar breach or default by the Grantee. The failure of the County to complain of any act or omission to act by the Grantee or to declare the Grantee in default, irrespective of how long such failure continues, shall not constitute a waiver by the County of its rights under this Agreement.

#### **16. MISCELLANEOUS.**

**(A) COMPLIANCE WITH LAWS.** In carrying out its obligations under this Agreement, the Grantee shall comply with all applicable federal, state, and local laws, ordinances, rules, and regulations.

**(B) NOTICES.** All notices, demands, requests for approvals and other communications which are required to be given by either party shall be in writing and shall be deemed given and delivered on the date delivered in person to the authorized representative of the recipient provided below, via a reputable overnight courier or via certified U.S. mail, postage prepaid, return receipt requested:

TO THE COUNTY:

Flagler County  
Director, Tourism Development Office  
102 Airport Road, Ste. 3  
Palm Coast, FL 32164

TO THE GRANTEE:

City of Palm Coast  
Attention: Assistant City Manager  
160 Lake Ave.  
Palm Coast, FL 32164

**(C) WAIVER.** No act of omission or commission of either party, including without limitation any failure to exercise any right, remedy, or recourse, shall be deemed to be a waiver, release, or modification of the same. Such a waiver, release, or modification is to be effected only through a duly executed written modification to this Agreement.

**(D) GOVERNING LAW AND VENUE.** This Agreement shall be construed in accordance with the Laws of the State of Florida without regard to its conflicts of law provisions. Venue for any dispute arising out of this Agreement shall be in the Seventh Judicial Circuit in and for Flagler County, Florida. Each party waives any defense, whether asserted by motion or pleading, that the aforementioned courts are an improper venue or inconvenient forum. The parties consent to the personal jurisdiction of the aforementioned courts and irrevocably waive any objections to such jurisdiction.

**(E) HEADINGS.** The paragraph headings are inserted herein for convenience and reference only and in no way define, limit, or otherwise describe the scope or intent of any provisions hereof.

**(F) SEVERABILITY.** Should any paragraph or portion of any paragraph of this Agreement be rendered void, invalid, or unenforceable by any court of law for any reason, such determination shall not render void, invalid, or unenforceable any other paragraph or portion of this Agreement.

**(G) INTEGRATION AND MODIFICATION.** This Agreement constitutes the entire understanding between the parties, and supersedes all prior agreements and understandings, whether written or oral, between the parties with respect to the subject matter hereof. No change will be valid unless made by supplemental written agreement executed by the parties.

**(H) NO CONSTRUCTION AGAINST PREPARER OF AGREEMENT.** This Agreement has been prepared by the County and reviewed by the Grantee's City Attorney.



The County and the Grantee and its professional advisors believe that this Agreement expresses their understanding and that it should not be interpreted in favor of, or against either party merely because of their efforts in preparing it.

**(I) NO THIRD PARTY BENEFICIARY.** Persons not a party to this Agreement may not claim any benefit hereunder or as third party beneficiaries hereto.

**(J) INDEPENDENT CAPACITY.** The parties agree that the Grantee, its officers, agent, and employees, in performance of this Agreement, will act in the capacity of an independent contractor and not as a joint venture or as an officer, employee, or agent of the County. The Grantee agrees to take such steps as may be necessary to ensure that any third party which Grantee contracts with will be deemed to be an independent contractor and will not be considered or permitted to be an agent of the County. Moreover, the Grantee has no authority to and shall not pledge the County's credit or make the County a guarantor of payment or surety for any contract, debt, obligation, judgment lien, or any form of indebtedness.

**(K) ASSIGNMENT.** Neither party to this Agreement may assign any rights or delete any duties under this Agreement without the prior written consent of the other party.

**(L) FUNDING OBLIGATION.** This Agreement is not a general obligation of the County. The Grantee understands that neither this Agreement nor any representation by any County employee or officer creates any obligation to appropriate or make funds available for the purposes of this Agreement beyond the fiscal year in which this Agreement is executed. No liability shall be incurred by the County beyond the funding budgeted and available for the purposes of this Agreement in the County's fiscal year. If funds are not appropriated by the County for any reason for any or all of this Agreement, the County agrees to notify the Grantee in writing of the failure of this appropriation, and upon receipt of this notice, this Agreement, and all rights and obligations contained herein, shall terminate without liability or penalty to the County. Notwithstanding the foregoing, the County shall not be prohibited from pledging any legally available Tourist Development Taxes for any obligations heretofore or hereafter incurred, which pledge shall be prior and superior to any obligation of the County pursuant to this Agreement.

**(M) DAMAGES.** In no event shall either party be liable to the other (nor to any person claiming any right, title, or interest derived from, or as a successor to the Agreement) for incidental, consequential, or special damages of any kind, including without limitation, lost profits, or loss of business arising out of this Agreement irrespective of whether the parties have advance notice of the possibility of such damage; provided however, the foregoing limitation does not apply to the indemnification obligations described in this Agreement.

**(N) TIME IS OF THE ESSENCE.** Time is of the essence for the lawful performance of the duties and obligations contained in this Agreement. The parties covenant and agree

that they shall diligently and expeditiously pursue their respective obligations set forth in this Agreement.

**(O) FORCE MAJEURE.** Neither party shall be considered in default in performance of its obligations hereunder to the extent that performance of such obligations, or any of them singularly, is delayed or prevented by a bona fide force majeure. For the purpose of this Agreement, a bona fide force majeure is defined in accordance with the common law of the State of Florida as being an event or circumstance beyond the control and authority and without the fault or negligence of the party seeking relief under this Section. The maximum relief granted to either party under this Section shall be the tolling of time for the duration of the force majeure. A force majeure may be deemed to excuse performance pursuant to this Agreement only to the extent such performance is actually prevented or precluded by such force majeure.

**(P) SURVIVAL.** The terms and obligations of Sections 13, 14, 15, 16(l) and 16(m) of this Agreement shall survive the termination of this Agreement.

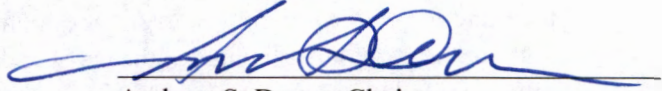
**(Q) BINDING EFFECT.** This Agreement shall inure to the benefit of and be binding upon the parties' respective successors and assigns.

**(R) DUE AUTHORITY.** Each party represents and warrants to the other party that: (i) it has full right and authority and has obtained all necessary approvals to enter into this Agreement; (ii) the person executing this Agreement is authorized to do so; and (iii) this Agreement constitutes a valid and legally binding obligation of the party, enforceable in accordance with its terms.

*[Signature page to follow.]*

**IN WITNESS WHEREOF**, the parties have caused this Agreement to be executed by their duly authorized representatives on the dates indicated below.

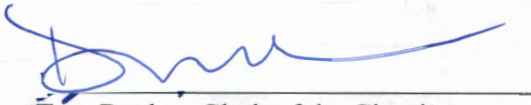
**FLAGLER COUNTY BOARD OF COUNTY COMMISSIONERS**



Andrew S. Dance, Chair

1-8-2024  
Date

ATTEST:



Tom Bexley, Clerk of the Circuit Court and Comptroller

APPROVED AS TO FORM:

Ronda L. Moore Digitally signed by Ronda L. Moore  
Date: 2024.01.02 12:43:10 -05'00'

Sean S. Moylan, Deputy County Attorney

*[Signature page to follow.]*

**CITY OF PALM COAST**

DocuSigned by:  
*Denise Bevan*  
88F638DE3A4147C...

Signature

Denise Bevan, City Manager

Name, Title

12/28/2023

Date

ATTEST:

*Kaley Cook*  
Signature

Kaley Cook, City Clerk

Name, Title



APPROVED AS TO FORM:

DocuSigned by:  
*Jennifer Nix*  
EC8C6D69C81F4D4...

City Attorney

Exhibits:

- Exhibit A – The Project
- Exhibit B – Quarterly Project Status Report
- Exhibit C – Request for Reimbursement



**Tourist Development Council  
January 24, 2024  
Government Services Building  
Bunnell, FL – 9:00 am**

**EVENT FUNDING  
PROJECT DETAILS**



**18<sup>th</sup> Annual Primary Care Spring Conference Session I  
Continuing Education Company  
March 25, 2024 – March 29, 2024**

**About:** Continuing Education Company, Inc. (CEC) is an accredited continuing medical education organization. They have been developing and presenting continuing medical education programs for over 30 years. Their mission is to develop and provide educational opportunities to improve the skills and knowledge of medical and healthcare professionals. To accomplish this mission, they offer American Academy of Family Physicians (AAFP), AMA PRA Category 1 Credits <sup>tm</sup> and ABIM MOC accredited live CME conferences and online courses.

**Event History:** The inaugural spring conference was held in Captiva Island in 2006. In 2007 the conference was moved to the Hammock Beach Resort in Palm Coast. Attendance increased dramatically that year. As a result, CEC has held its spring conference in Flagler County every year since 2001. Due to restrictions imposed for Covid-19, the 2020 conference was moved to an online live stream format but returned as an in-person event in 2021.

**Event Highlights:** The spring conference series consists of two one-week conferences, Session I & Session II, with meeting days running Monday to Friday 8:00am to 12:15pm. This conference series typically attracts Primary Care Physicians as well as Physician Assistants and Nurse Practitioners. The conference is targeted to a national audience with the majority coming to Flagler County from outside of Florida. Past conferences have attracted attendees from as far as the West Coast and Alaska. Attendees are free in the afternoon and evening and are encouraged to enjoy Flagler County's many attractions and activities. It is important to note that each weekly session is handled as a distinct conference and event in terms of logistics, marketing, and audience generation.

**Event Location:** Hammock Beach Resort

**Estimated Attendance:** 225 conference registrants & an estimated 800+ family members

**Estimated room nights:** 756 – ADR=\$394.00

**Total Event Budget:** \$144,750.00

**Funding Request and Purpose:** \$8,000. These funds will strictly be used towards marketing of the event. Florida in the spring is popular with medical professionals seeking to earn continuing medical education (CME). There are many options for CME conferences in late March and April in locations such as Orlando, Clearwater/St. Pete, Sarasota, Marco Island, Naples, etc. Attracting a national audience to this conference in Flagler County has always been a challenge due to access from major airports as well as overall familiarity as a tourism destination. The TDC has done incredible work to overcome these barriers over the years and their continued support of this event has enabled us to exceed our typical marketing efforts when compared to our other events held elsewhere. This includes additional spending on brochure mailings, advertising on Google and social media platforms and more.

**TDC Prior Funding History:**

2017 - \$8,000 Session I

2018 - \$8,000 Session I

2019 - \$8,000 Session I

2020 - \$8,000 Session I (Due to COVID- funding was not distributed)

2021 - \$8,000 Session I

2022 - \$8,000 Session I

2023 - \$8,000 Session I

**Budget:**

Content Development	\$6,000.00
Accreditation and Outcomes Evaluation	\$4,850.00
Logistics (AV, F&B, on-site management)	\$55,750.00
Marketing (Graphic Design, Production/Printing, Advertising,)	\$45,050.00
Transportation & Lodging (staff/faculty)	\$15,600.00
Faculty Honoraria	\$17,500.00
<b>Total Expenses:</b>	<b>\$144,750.00</b>

Registration Fees:	\$139,000.00
Exhibit Fees:	\$3,000.00
TDC Funding:	\$8,000.00
<b>Total Revenue:</b>	<b>\$150,000.00</b>

**Contact:**

Walter Ejnes, President  
Continuing Education Company, Inc.  
250 Palm Coast Pkwy NE, #607-152  
Palm Coast, FL 32137  
walter@cmemeeting.org  
[www.CMEmeeting.org](http://www.CMEmeeting.org)



**Tourist Development Council  
January 24, 2024  
Government Services Building  
Bunnell, FL – 9:00 am**

**EVENT FUNDING  
PROJECT DETAILS**



**18<sup>th</sup> Annual Primary Care Spring Conference Session II  
Continuing Education Company  
April 1 – April 5, 2024**

**About:** Continuing Education Company, Inc. (CEC) is an accredited continuing medical education organization. They have been developing and presenting continuing medical education programs for over 30 years. Their mission is to develop and provide educational opportunities to improve the skills and knowledge of medical and healthcare professionals. To accomplish this mission, they offer American Academy of Family Physicians (AAFP), AMA PRA Category 1 Credits <sup>tm</sup> and ABIM MOC accredited live CME conferences and online courses.

**Event History:** The inaugural spring conference was held in Captiva Island in 2006. In 2007 the conference was moved to the Hammock Beach Resort in Palm Coast. Attendance increased dramatically that year. As a result, CEC has held its spring conference in Flagler County every year since 2001. Due to restrictions imposed for Covid-19, the 2020 conference was moved to an online live stream format but returned as an in-person event in 2021.

**Event Highlights:** The spring conference series consists of two one-week conferences, Session I & Session II, with meeting days running Monday to Friday 8:00am to 12:15pm. This conference series typically attracts Primary Care Physicians as well as Physician Assistants and Nurse Practitioners. The conference is targeted to a national audience with the majority coming to Flagler County from outside of Florida. Past conferences have attracted attendees from as far as the West Coast and Alaska. Attendees are free in the afternoon and evening and are encouraged to enjoy Flagler County's many attractions and activities. It is important to note that each weekly session is handled as a distinct conference and event in terms of logistics, marketing, and audience generation.

**Event Location:** Hammock Beach Resort

**Estimated Attendance:** 225 conference registrants & an estimated 800+ family members

**Estimated room nights:** 756 – ADR=\$394.00

**Total Event Budget:** \$144,750.00

**Funding Request and Purpose:** \$8,000. These funds will strictly be used towards marketing of the event. Florida in the spring is popular with medical professionals seeking to earn continuing medical education (CME). There are many options for CME conferences in late March and April in locations such as Orlando, Clearwater/St. Pete, Sarasota, Marco Island, Naples, etc. Attracting a national audience to this conference in Flagler County has always been a challenge due to access from major airports as well as overall familiarity as a tourism destination. The TDC has done incredible work to overcome these barriers over the years and their continued support of this event has enabled us to exceed our typical marketing efforts when compared to our other events held elsewhere. This includes additional spending on brochure mailings, advertising on Google and social media platforms and more.

**TDC Prior Funding History:**

2017 - \$8,000 Session II

2018 - \$8,000 Session II

2019 - \$8,000 Session II

2020 - \$8,000 Session II (Due to COVID- funding was not distributed)

2021 - \$8,000 Session II

2022 - \$8,000 Session II

2023 - \$8,000 Session II

**Budget:**

Content Development	\$6,000.00
Accreditation and Outcomes Evaluation	\$4,850.00
Logistics (AV, F&B, on-site management)	\$55,750.00
Marketing (Graphic Design, Production/Printing, Advertising,)	\$45,050.00
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<b>Total Expenses:</b>	<b>\$144,750.00</b>

Registration Fees:	\$139,000.00
Exhibit Fees:	\$3,000.00
TDC Funding:	\$8,000.00
<b>Total Revenue:</b>	<b>\$150,000.00</b>

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**Tourist Development Council  
January 24, 2024  
Government Services Building  
Bunnell, FL – 9:00 am**

**EVENT FUNDING  
PROJECT DETAILS**



**State Championship and Hall of Fame Ceremony  
Florida Flag Football  
June 29-30, 2024**

**About:** The United Flag Football League (UFFL) previously known as Florida Flag Football has been coming to Palm Coast and Flagler County for 15 years. As the governing body for Florida and the nation UFFL will bring two (2) qualifying tournaments and one (1) Florida State Championships with Hall of Fame induction ceremony event to Flagler County using the fields at Indian Trails Sports Complex in Palm Coast and Wadsworth Park in Flagler Beach. The state championship will be June 29-30, 2024, and this National Qualifier August 24-25, 2024.

**Event History:** The UFFL organizes tournaments nationwide and throughout Florida. This event will be the State Championship of Florida and will organize the induction ceremony for the Hall of Fame at a local venue (tbd). In 2023 there were 32 teams registered with an average roster of 15 and an average of 10 spectators per team. The projected number of teams for 2024 is 40 teams with the same roster and spectator numbers. In 2023, The Hall of Fame Ceremony had 75 total guests who all stay overnight. For 2024 UFFL is projecting 100 attendees for the Hall of Fame Ceremony. Command staff and referees from Georgia, Florida, and Carolinas will be present for the management of the event.

**Event Highlights:**

- 3 Championship games on Sunday
- 40 teams with 20-man rosters and spectators
- 100 HOF members and families
- Men and women participants

**Event Location:** Indian Trails Sports Complex, Palm Coast, FL

**Estimated Attendance:**

- 600 Athletes
- 400 Spectators
- 100 Hall of Fame attendees

**Estimated room nights:** 400+

**Funding Request & Purpose:** \$5,000 bid fee

**Event Budget:**

**Estimated Event Budget**

REFEREES	\$ 7,000
TROPHIES	\$ 1,000
FIELDS	\$ 1,900
INSURANCE	\$ 400
ROOMING FOR REFS	\$ 2,800
MEDIA & SOCIAL MEDIA	\$ 3,000

**Expenses Hall of Fame 2024**

SHIRTS, HATS	\$ 650
TROPHIES	\$ 720
ROOM	\$ 250
MEDIA AND SOCIAL MEDIA	\$ 300

**TOTAL \$18,020**

**REVENUE**

TEAM FEES \$375 X 40 Teams	\$15,000
TDC GRANT	\$ 5,000

**TOTAL \$20,000**

**TDC Prior Funding History:**

- 2015-\$5,000
- 2016 \$5,000
- 2017 \$5,000
- 2018 \$3,500
- 2019 \$5,000
- 2020 \$5,000
- 2021 \$5,000
- 2022 \$5,000
- 2023 \$5,000



**Tourist Development Council  
January 24, 2024  
Government Services Building  
Bunnell, FL – 9:00 am**

**EVENT FUNDING  
PROJECT DETAILS**



**National Championship Qualifier  
United Flag Football League  
August 24-25, 2024**

**About:** The United Flag Football League (UFFL) previously known as Florida Flag Football has been coming to Palm Coast and Flagler County for 15 years. As the governing body for Florida and the nation UFFL will bring two (2) qualifying tournaments and one (1) Florida State Championships with Hall of Fame induction ceremony event to Flagler County using the fields at Indian Trails Sports Complex in Palm Coast and Wadsworth Park in Flagler Beach. The state championship will be June 29-30, 2024, and this National Qualifier August 24-25, 2024.

**Event History:** The UFFL organizes tournaments nationwide and throughout Florida. This event will be a National Qualifier and will attract teams from as far away as Virginia to Tennessee and down to Louisiana. In 2023 there were 55 teams registered with rosters of 12 players each and an average of 8 spectators per team. The projected number of teams for 2024 is over 100 teams with more than 1,200 players and 800 spectators. Command staff and referees from Georgia, Florida, and Carolinas will be present for the management of the event.

**Event Highlights:**

- 8 Championship games on Sunday
- 100+ teams with 15-man rosters and spectators
- Men and women participants

**Event Location:** Wadsworth Park, Flagler Beach, FL.

**Estimated Attendance:**

- 1,200 Athletes
- 800 Spectators
- 100+ teams

**Estimated room nights:** 400+

**Funding Request & Purpose:** \$5,000 bid fee

**Event Budget:**

**Estimated Event Budget**

REFEREES	\$ 8,000
TROPHIES	\$ 2,000
FIELDS	\$ 1,900
INSURANCE	\$ 400
ROOMING FOR REFS	\$ 4,000
MEDIA AND SOCIAL MEDIA	\$ 3,000
<b>TOTAL</b>	<b>\$19,300</b>

**REVENUE**

TEAM FEES PAID \$200 X 100 Teams	\$20,000
GRANT	\$ 5,000
<b>TOTAL</b>	<b>\$25,000</b>

**TDC Prior Funding History:**

- 2015 \$5,000
- 2016 \$5,000
- 2017 \$5,000
- 2018 \$3,500
- 2019 \$5,000
- 2020 \$5,000
- 2021 \$5,000
- 2022 \$5,000
- 2023 \$5,000



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**EVENT FUNDING  
PROJECT DETAILS**



**Flagler Babe Ruth Baseball  
July 4-8, 2024**

**About:** [Flagler Babe Ruth Baseball](#) will be hosting the North Florida Babe Ruth 9u, 11u, and 18u State Tournament. Teams will be coming from the Panhandle, Orlando, Tampa, and Jacksonville area to compete. It is a 4-day tournament starting July 4<sup>th</sup> weekend. The tournament is double elimination.

**Event History:** This will be Flagler Babe Ruth Baseball third year hosting this tournament. There will be 6-8 9U teams, 5-8 11u teams and 4-8 18u teams. Two or three of the teams will be local from the Jacksonville and Sanford area, but the majority are coming in from out of town. The average team has 12 players with 3 coaches. On the low end, there is an estimated 150 hotel rooms booked for a minimum of 2 nights as no team is eliminated on day one. Event organizer has been using Hilton Garden Inn as the primary hotel and then the Clarion at Destination Daytona as our backup. The league itself also provides 4 hotel rooms for the umpires to stay 4 nights. On average there are 500-1,000 people at the fields on day 1 and day 2 of the tournament.

**Event Highlights:** It's a free event for the community. This tournament helps promote the league and bring baseball and outside interest to Flagler County.

**Event Location:** The fields are located at 1120 County Road 13, Bunnell Florida at the Flagler County Fair Ground. The fields are reserved, as well as Cattleman's Hall for coaches meeting and umpires during the tournament.

**Estimated Attendance:** Total attendance will be around 2,500-5,000 people throughout the tournament.

**Estimated room nights:** 150 rooms for a 2-night stay.

**Total Event Budget:**

<b>Revenue</b>		<b>Total Cost</b>
Registrations	9u & 11u \$400/team x 10 teams 18u \$500/team x 4 teams	\$ 6,000
Concessions	\$2,200	\$ 2,200
TDC Funding		\$ 3,000
	<b>TOTAL EVENT REVENUE</b>	<b>\$11,200</b>
<b>Expense Item</b>		
Baseballs & Lineup Cards	\$500	\$ 500
Field Chalk & Turfus	\$400	\$ 400
Umpire Game Fees	\$50/game x 2/field x 30/games	\$3,000
Umpire Hotel Rooms	\$169/adr x 16 nights	\$2,704
Trophies for 1 <sup>st</sup> & 2 <sup>nd</sup> place	\$7/trophy x 18 trophies	\$ 126
	<b>TOTAL EVENT EXPENSES</b>	<b>\$6,730</b>

**Funding Request & Purpose:** Up to \$3,000 as Sponsorship to offset the cost of the umpires as indicated in the budget. This will be reimbursable post event with the submission of invoices, proof of payments and or receipts.

**TDC Prior Funding History:** n/a

[www.flaglerbaseball.com](http://www.flaglerbaseball.com)