



Flagler County Tourist Development Council Agenda

April 20, 2022 • 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) August 24, 2021, Special Meeting
 - b) January 26, 2022, 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) January 2022 Marketing Report
 - b) February 2022 Marketing Report
 - c) March 2022 Marketing Report
- 5) **Tourist Development Tax Update:**
Shelly Edmonson, Flagler County Tax Collector's Office
- 6) **Fund 110 Discretionary Event Funding Applications:**
 - a) \$4,000 – Continuing Education Conference, Summer Session, July 11-15, 2022
- 7) **Quarterly Marketing Update:**
Courtnee Brokaw, Marketing Manager
Candi Breckenridge, Marketing Media Manager
- 8) **Tourism Development Office Update:**
Amy Lukasik, Executive Director
- 9) **Community Outreach:** A thirty-minute time has been allocated at the end of the meeting for public comment. Each speaker will be allowed up to three minutes to address the Board on items not on the agenda.
- 10) **Board Member Commentaries**
- 11) **Adjournment**

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

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

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

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Agenda
August 24, 2021 - 10:00 am
Flagler County Special Zoom Meeting**

MEETING CALLED TO ORDER BY CHAIR DAVID SULLIVAN AT 10:00

1. **Pledge to the Flag and Moment of Silence.** Sullivan let the pledge to the flag and requested a moment of silence.

This meeting streamed live on Spectrum channel 492 and Flagler County YouTube.com

2. **Fund 111 Funding Request:**

a) \$339,478.00 - Required 12.5% local match for post-hurricane Dorian FEMA Dune Project.

Lukasik - The reason for the special meeting is due to the time sensitivity of an agenda item that was presented at the BOCC meeting on August 16, 2021. The item is the 12.5% match for the post Dorian Dune Project.

Commissioner Sullivan pulled the item at the BOCC meeting August 16, 2021 to respect the protocol of the TDC so we could bring it before you for a vote. This is a \$2.6 million project and 12.5% match of \$339,478.00 is the match that goes to FEMA. After the vote it will again go before the BOCC.

Sullivan - Any questions concerning this item. Hearing no questions, we will move to approve.

Walker/Bryan - Motion to approve. Motion carries.

3. **Community Outreach:** A 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.
4. **Board Member Commentaries:** **Cook** - I just wanted to thank you Commissioner Sullivan for bringing this before us so we can vote on this, as we all know how important beach re-nourishment is but if they just push items through there is no reason for a Tourism board.
5. **Adjournment** - Motion to adjourn meeting at 10:18

**RECORDING OF THIS MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:
Tourism Development council Meeting August 24,2021**

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
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
January 26, 2022
9:00 A.M.
Minutes**

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

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

1. Attendance

PRESENT: Chair David Sullivan, Felicia Cook, John Lulgjuraj, Ken Bryan, Pam Walker, Ryan Crabb, Stephen Baker, Nick Klufus, Lisa Robinson.

STAFF: Amy Lukasik, Candi Breckenridge, Debra Naughton, Courtnee Brokaw, Christina Hutsell

2. Adoption of Minutes from October 20, 2021 Meeting

Sullivan – Read into record and documented twelve (12) form 8B's filed with the Board Secretary from the October 20, 2021 meeting per FS112.3143(4)(a).

Bryan/Baker. Motion to adopt the October 20, 2021 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review

- a) Revenue Report
- b) Budget to Actual Report

Walker/Cook. Motion to accept the Revenue Report. Motion Carries.

Crab/Baker. Motion to accept the Budget to Actual Report. Motion Carries.

4. Accept Marketing Reports For Review

- a) October 2021 Marketing Report
- b) November 2021 Marketing Report
- c) December 2021 Marketing Report

Lukasik–For October, the top viewed blog was the "Turtles Murals and More" and we also did a YouTube video with Marineland that reached 5k views with no additional paid advertising.

Walker/Klufus. Motion to accept October 2021 Marketing Report. Motion Carries.

Lukasik– For November, we saw an increase from visitors from Lake City. The event pages were the most popular. Results from paid advertising for Starry Nights created 1300 views and 200 comments.

Bryan/Klufus. Motion to accept November 2021 Marketing Report. Motion Carries.

Lukasik – For December one of our key performance indicators are referral clicks to our partners, which we saw growth to Princess Place, Equestrian Adventures, and Marineland. We promoted the Parachuting Santa and the Holiday Parade, and saw over 22K views on Facebook.

Walker/Cook. Motion to accept December 2021 Marketing Report. Motion Carries.

5. Tourist Development Tax Update

Renee Flynt from the Tax Collector's Office provided the update. Please see attachment.

Cook – Looking for a zip code breakdown of the taxes. Renee said she would ask what they could provide.

6. Fund 110 Discretionary Event Funding Request

Lulgjuraj confirmed with staff that all the Event Funding Request had been vetted by staff.

a) \$ 7,500 NCCAA, Pro-Am Golf Tournament, March 23-27, 2022

Klufus/Cook. Motion to fund \$7,500 NCCAA, Pro-Am Golf Tournament, March 23-27, 2022. Motion Carries with **Baker** and **Robinson** abstaining.

Baker and **Robinson** declared Conflict of Interest. Form 8B completed and signed.

b) \$ 5,000 XO Foundation Group, Bash @ the Beach Golf Tournament, April 24-26, 2022.

Walker/Crabb. Motion to fund \$5,000 XO Foundation Group, Bash @ the Beach Golf Tournament, April 24-26, 2022. Motion Carries. **Baker** declared Conflict of Interest. Form 8B completed and signed.

c) \$ 2,200 Sisters Across America, SAA Invitational, May 12-15, 2022.

Walker/Cook. Motion to fund \$2,200 Sisters Across America, SAA Invitational, May 12-15, 2022. Motion Carries. **Baker** declared Conflict of Interest. Form 8B completed and signed.

d) \$ 3,000 FLA Football, National Flag Football Event, February 4-6, 2022.

Crabb/Baker. Motion to fund \$ 3,000 FLA Football, National Flag Football Event, February 4-6, 2022. Motion Carries.

e) \$12,500 Florida United Lacrosse, Father's Day Lacrosse Tournament, June 18-19, 2022.

Cook/Bryan. Motion to fund \$12,500 Florida United Lacrosse, Father's Day Lacrosse Tournament, June 18-19, 2022. Motion Carries. **Baker**, **Crabb**, and **Robinson** declared Conflict of Interest. Form 8B completed and signed.

f) \$10,000 Florida United Lacrosse, Veterans Day Invitational, November 12-13, 2022.

Bryan/Lulgjuraj. Motion to fund \$10,000 Florida United Lacrosse, Veterans Day Invitational, November 12-13, 2022. Motion Carries. **Baker**, **Crabb** and **Robinson** declared Conflict of Interest. Form 8B completed and signed.

g) \$ 8,000 Primary Care Spring Conference, Session I, March 28 - April 1, 2022.

Walter Ejnes of Primary Care Conference, spoke on how he has been having this conference for the past 15 years. This year the TDC funding is vital due to the virus.

Cook/Walker. Motion to fund \$8,000 Primary Care Spring Conference, Session I, March 28 - April 1, 2022. Motion Carries. **Baker** declared Conflict of Interest. Form 8B completed and signed.

h) \$ 8,000 Primary Care Spring Conference, Session II, April 4-8, 2022.

Lulgjuraj/Bryan. Motion to fund \$8,000 Primary Care Spring Conference, Session II, April 4-8, 2022. Motion Carries. **Baker** declared Conflict of Interest. Form 8B completed and signed.

i) \$ 5,000 Florida Flag Football, 7 Man State Qualifier, April 9-10, 2022.

Norm Mclean of FLA Football, spoke and stated that the organization has been coming to Palm Coast since 2009. The pandemic helped bring more business due to other States were shut down.

Cook/Crabb. Motion to fund \$5,000 Florida Flag Football, 7 Man State Qualifier, April 9-10, 2022. Motion Carries.

j) \$ 5,000 Florida Flag Football, State Championship & Hall of Fame Dinner, June 25-26, 2022.

Baker/Klufus. Motion to fund \$ 5,000 Florida Flag Football, State Championship & Hall of Fame Dinner, June 25-26, 2022. Motion Carried.

7. Quarterly Marketing Update

Breckenridge gave a quarterly marketing update. See attachments.

8. Tourism 2020-2022 Strategic Plan Update

Lukasik reviewed and updated the pillars of the Strategic Plan and goals that have been accomplished and updated. See attachment.

Lukasik commented on the goal relating to the Visitor/Experience Center. Staff is looking at grant opportunities that would be available to help fund the project. Seeking a location that has a high level of vehicle and foot traffic in Flagler Beach. Funding is earmarked so we can move quickly when a location becomes available and is a good fit. With the new hotel breaking ground and real estate is going up, possible locations are becoming harder to find. There is a strong sense of urgency to look for a location. There are two parcels for sale on A1A and S. 9th Street and staff is looking for a consensus to perform due diligence to include an appraisal. Staff will work with county attorney and administration and would bring forth a formal presentation in the future.

Baker- Confirmed location and agreed that this area has foot traffic as she lived in the area.

Lulgjuraj – Wanted to confirm that we are looking for just a consensus to move forward.

Bryan – As a representative of Flagler Beach, it's a great opportunity as we would like to see Flagler Beach be more of a walkable community.

Sullivan- Polled the Board members with a unanimous consensus to move forward.

9. Community Outreach: A 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.

Angela with Soul Energy would like to present her four-day presentation. Would like a partner with workforce development.

10. Board Member Commentaries

Cook- Wanted to say thank you for what this office has done during this pandemic.

Lulgjuraj – So happy with the growth we are seeing. FB3 would like to see the Styrofoam go away and be replaced with bio gradable products.

Bryan – That you TDC for a great job. Excited to see the Right Whales coming through. First Friday has had a great response. The replacement bench program for Veterans Park will be rescheduled. We are looking to replace the fountain in the park. Parking signs are going into the parking lot's and the TDC sponsored them. Flagler Beach has a birthday coming up and would like to make it a grand event. The "Beaches Go Green" cigarette butt pickup program is going well.

Klufus – Thank you for the resiliency and thank you for the open line of communication with the City of Palm Coast.

Sullivan – Palm Coast is moving the Fireworks to the Airport. The pedestrian bridge is coming along.

Walker – Thank you and congratulations as I am seeing a downturn in international travel, we are seeing an increase here in Flagler. I am seeing a lot of companies liquidating.

Crabb – Hired a new Sales Manager and have opened a new retail area called "The Shop".

Baker – Nothing to report.

Robinson – Thank you for all the help in 2021, we had a record year.

Adjournment

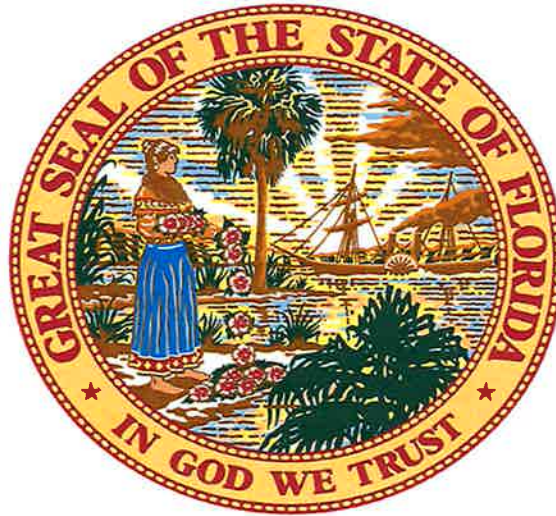
Bryan motion to adjourn meeting at 11:15

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

[TDC MEETING January 26,2022](#)

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.

DRAFT



Flagler County Tax Collector Tourist Tax Dept.

Quarterly Collection Report
January 2022

Shelly Edmonson, CFCA

Active Accounts as of January 2022

1216

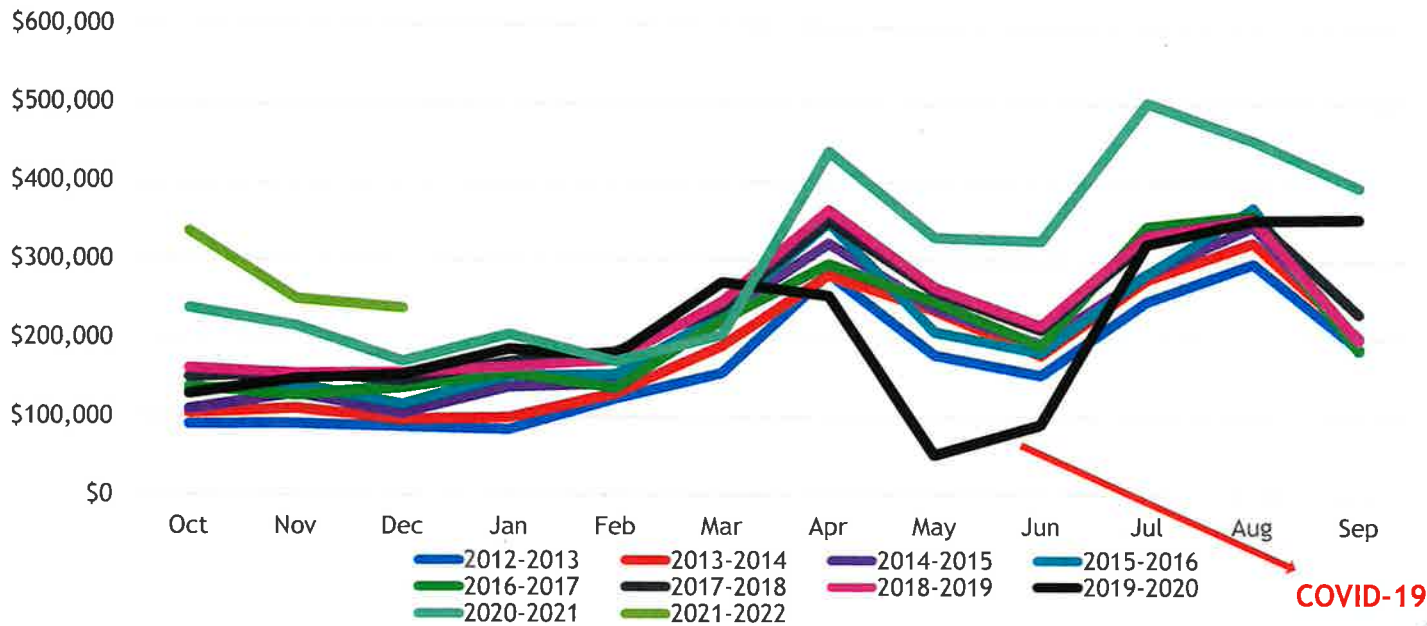
- 395 - Single Family
- 30 - Partial (Single Room)
- 17 - Duplex
- 536 - Condo / Town house
- 5 - Campgrounds
- 5 - Bed and Breakfast
- 17 - Hotels / Motels / Chains
- 211 - Remaining Misc



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

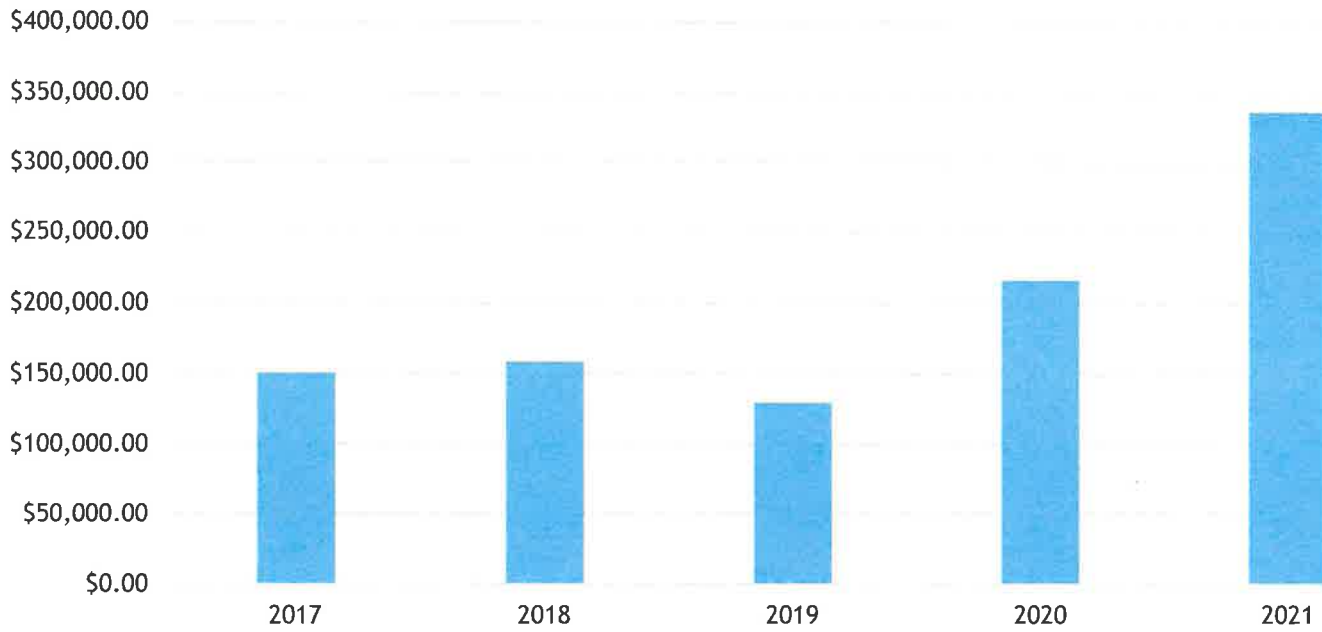
Flagler County Total TDT Collections

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



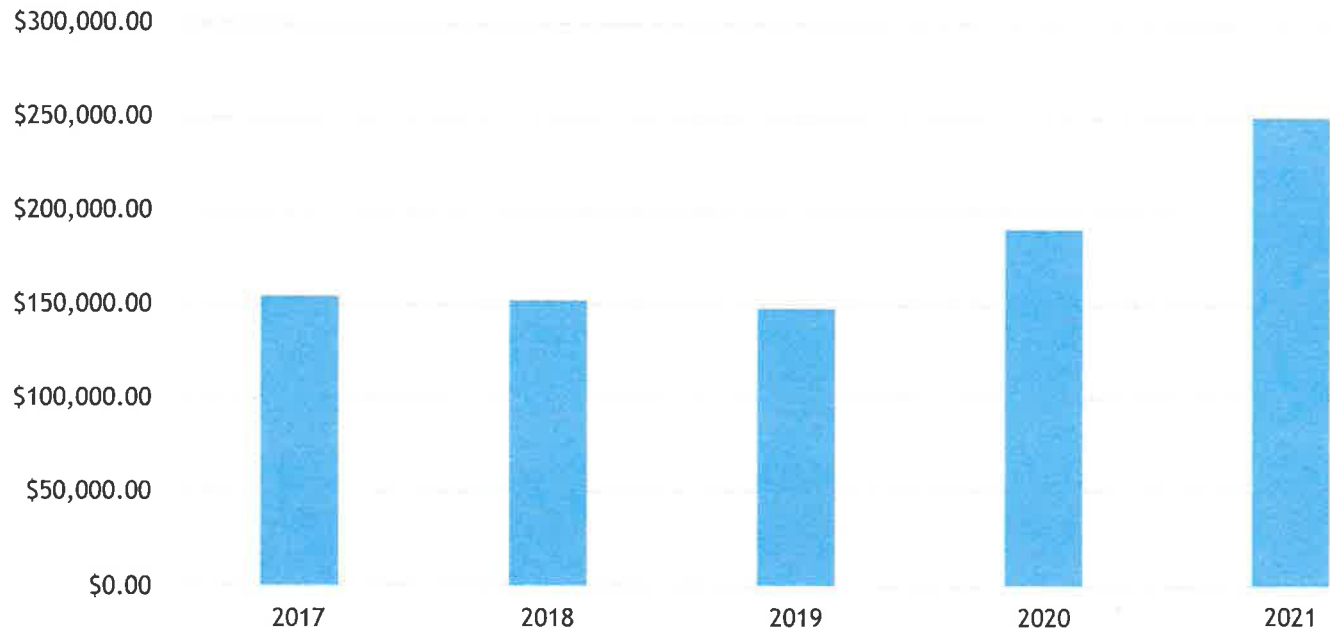
Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

October Collection Period



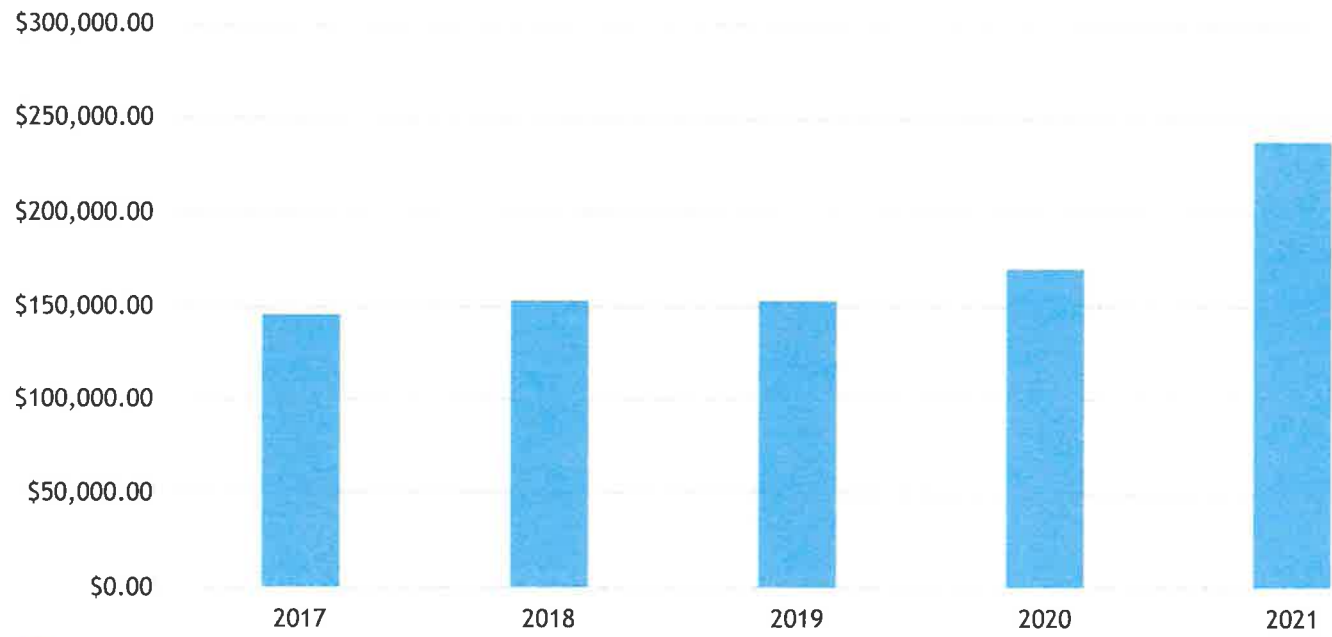
Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

November Collection Period

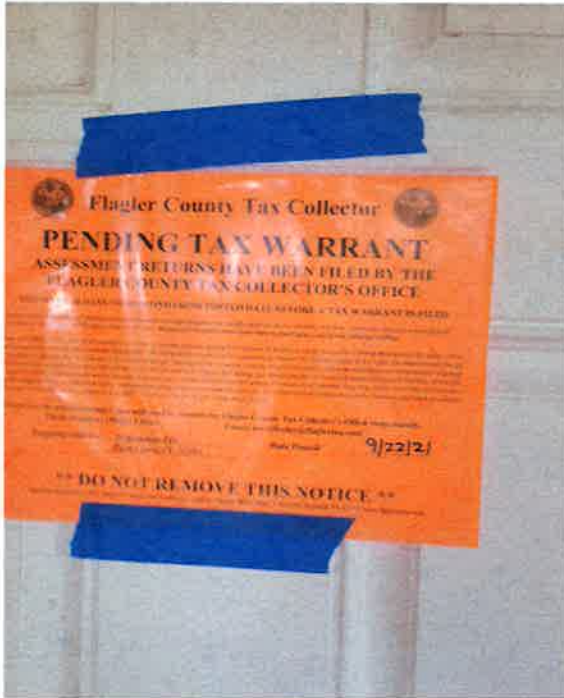


Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

December Collection Period



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR



\$92,316.54
collected

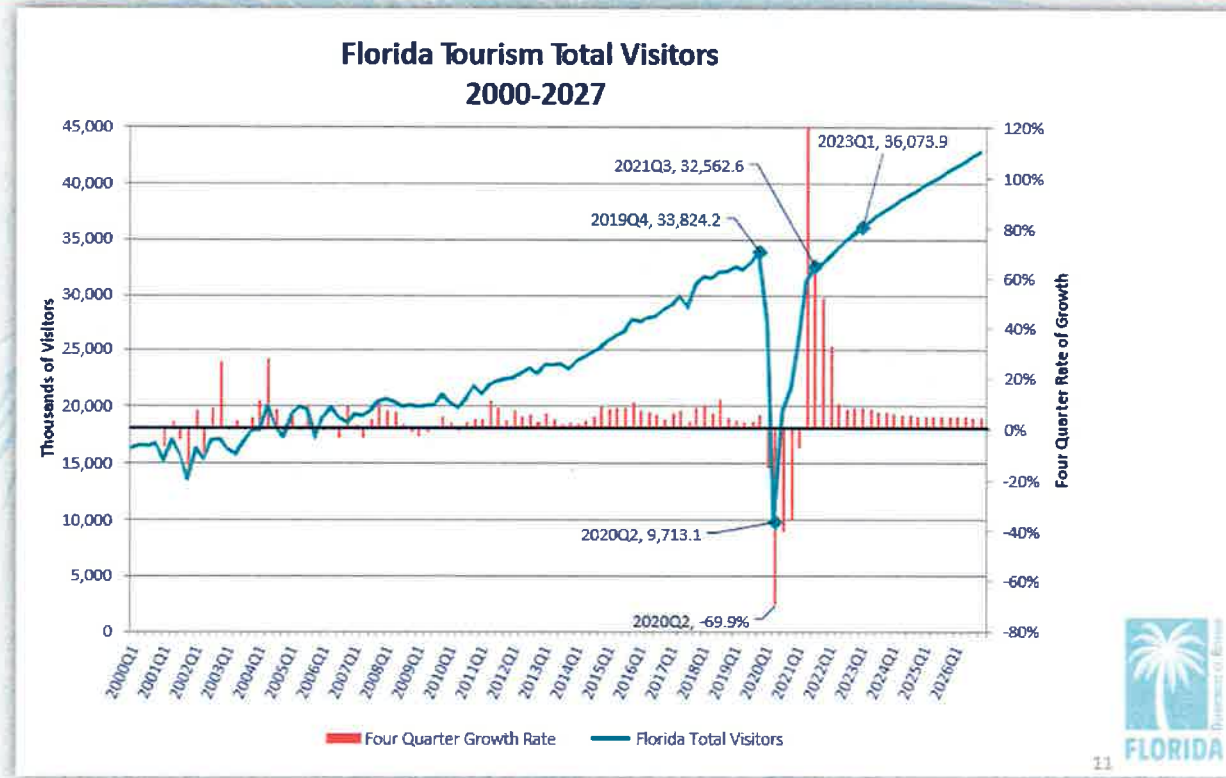
8 ENFORCEMENT PENDING TAX WARRANTS - RECTIFIED

- * Posted on properties
- * Sent Certified Letters
- * Worked with County Attorney
- * Collaborated with other County TC Offices



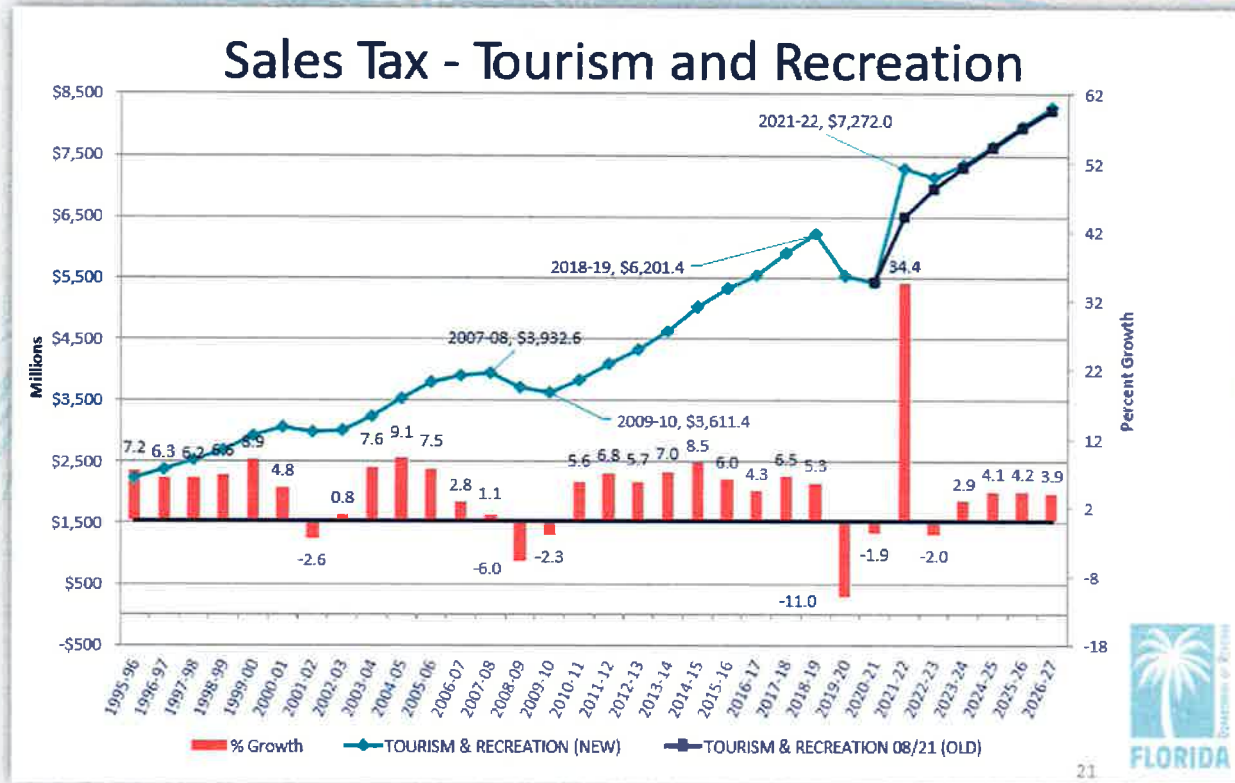
Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

Florida
DEPARTMENT OF REVENUE



Suzanne Johnston
 FLAGLER COUNTY TAX COLLECTOR

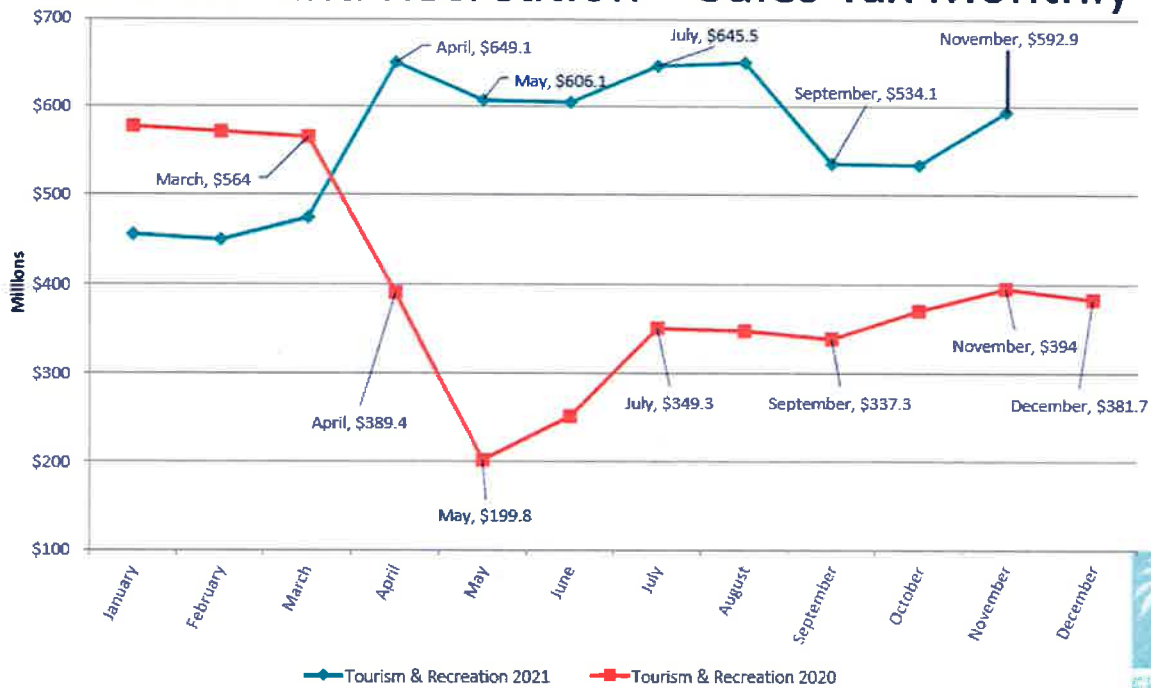
Florida
DEPARTMENT OF REVENUE



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

Florida
DEPARTMENT OF REVENUE

Tourism and Recreation – Sales Tax Monthly



Suzanne Johnston
 FLAGLER COUNTY TAX COLLECTOR



Community Outreach 2022 Flagler Home and Lifestyle Show



Tourist Development Tax

Are you renting ALL or PART of your Home, Condo, Mobile Home or RV?

You may be subject to Tourist Development Tax, please contact our Tourist Tax Department with any questions.

(386) 313-4165



Amy Rader, Shelly Edmonson, Renee Flynt



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

Florida Fun Facts



- Tampa & St. Petersburg had the highest average hotel occupancy rate of any major United States travel market in 2020.
- 90% of visitors in 2021 to Florida came from other states



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

Questions?



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 Robinson, Lisa		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE TOURISM DEVELOPMENT COUNCIL	
MAILING ADDRESS 150 FLAGLER PLAZA DR		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 type="checkbox"/> COUNTY
DATE ON WHICH VOTE OCCURRED 1.26.2022		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, Lisa Robinson, hereby disclose that on January 24, 20 22

(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 INN & SUITS, 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:

I am the General Manager of the Hampton Inn & Suites, Palm Coast FL, in Flagler County. Item 6a, 6e and 6f on the TDG agenda for January 26th, 2022 allocated funds to the below and we are a host.

- 6a) NCCAA, Pro-Am Golf Tournament — abstain
- 6e) Florida United Lacrosse, Father's Day Tournament
- 6f) Florida United Lacrosse, Veterans Day Invitational.



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.

1/24/2022
Date Filed

Lisa 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.

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
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IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

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DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Ryan Crabb, hereby disclose that on January 26, 20 22:

(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 HILTON GARDEN INN, 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:

I am the General Manager of the Hilton Garden Inn, Palm Coast, FL, in Flagler County.
Item 5e and 5f. On the TDC agenda for January 26th, 2022 allocated funds to the following:

- (6E) FL. United LAX, Father Day LAX, June 18-19, 2022 \$15,000
- (6F) FL. United LAX, Father Day LAX, November 12-13, 2022

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.

1/26/22
Date Filed

Ryan Crabb
Signature

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

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

LAST NAME—FIRST NAME—MIDDLE NAME Baker, Stephen		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE TOURISM DEVELOPMENT COUNCIL	
MAILING ADDRESS 200 OCEAN CREST 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 type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
DATE ON WHICH VOTE OCCURRED 1.26.2022		NAME OF POLITICAL SUBDIVISION:	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input type="checkbox"/> APPOINTIVE	

WHO MUST FILE FORM 8B

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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

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

ELECTED OFFICERS:

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

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

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

APPOINTED OFFICERS:

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

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

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

APPOINTED OFFICERS (continued)

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

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

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

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, STEPHEN BAKER, hereby disclose that on JANUARY 21, 20 22 :

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

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____;
- inured to the special gain or loss of my relative, _____;
- inured to the special gain or loss of HAMMOCK BEACH GOLF RESORT, 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:

I am the Director of Group Sales for Hammock Beach Golf Resort & Spa in Palm Coast FL, in Flagler County. Item 6a,6b,6c,6e,6f,6g, on the TDG agenda for January 26th, 2022 allocated funds to the below and we are a host.

- (6a) NCCAA, Pro-Am Golf Tournament
- (6b) XO Foundation Group, Bash @the Beach Golf Tournament
- (6c) Sisters Across America, SAA Invitational
- (6e) Florida United Lacrosse, Fathers Day
- (6f) Florida United Lacrosse, Veterans Day Invitational
- (6g) Primary Care Spring Conference, Sessions I
- (6h) Primary Care Spring Conference, Session II

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.

Date Filed 1/26/22

Signature Stephen Baker

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



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

**QUARTERLY
MARKETING
UPDATE**



1

HIGHLIGHTS

- Top Performing Blogs
- 12 Days of Elfing
Awesome Experiences
- Starry Nights
- Pet-Friendly Activities

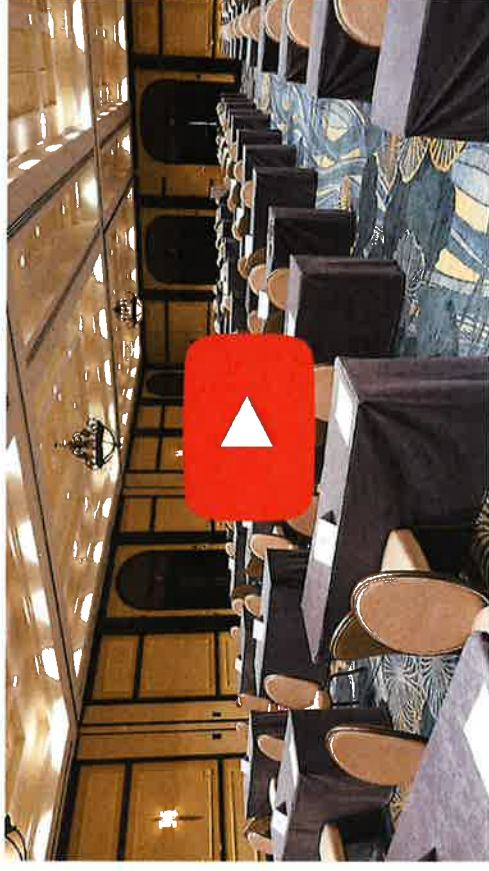


2 NEW VIDEOS

- Sports Video



- Meetings Video





2022 CREATIVE CAMPAIGN

Overview

Chain restaurants, identical hotels and the same handful of tourist traps. Some might call this Florida tourism in a nutshell, but in Palm Coast and the Flagler Beaches, we beg to differ. We march shoeless to the beat of our own drum and celebrate the fun, funky and quirky moments that make life worth living. Sure, we're a little different, but that's what makes us a better place to visit. Come discover us for yourself and...





VACATION
**OUTSIDE
THE BOX**



Palm Coast
AND THE
FLAGLER BEACHES

EXPLORE


VENTURE
**OUTSIDE
THE BOX**



Palm Coast
AND THE
FLAGLER BEACHES

EXPLORE


CULTURE
**OUTSIDE
THE BOX**



Palm Coast
AND THE
FLAGLER BEACHES

EXPLORE

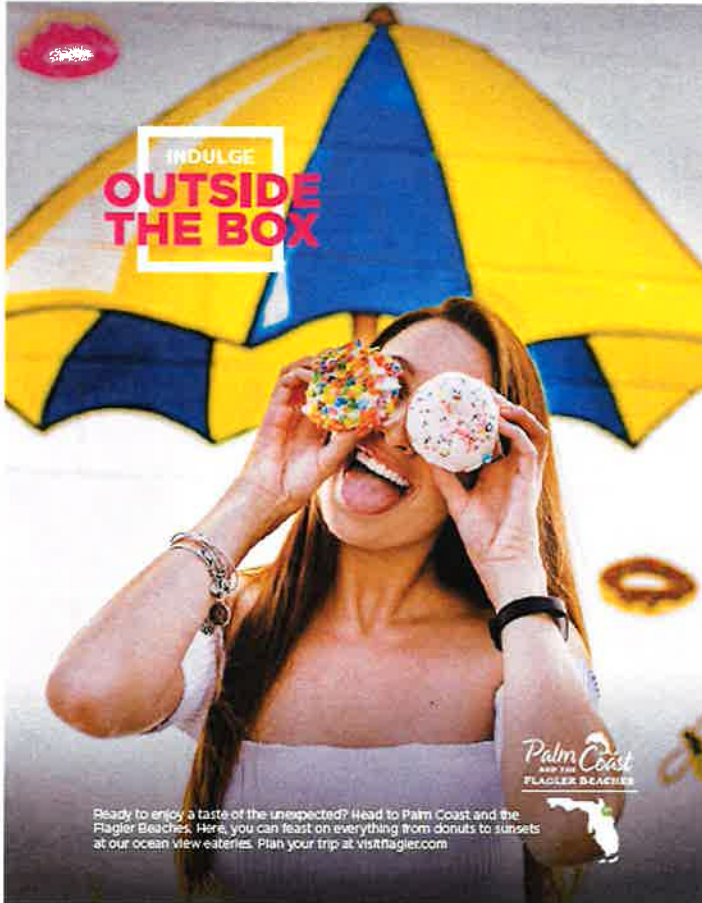
DISCOVER
**OUTSIDE
THE BOX**




Palm Coast
AND THE
FLAGLER BEACHES

EXPLORE






Palm Coast and the Flagler Beaches
...
 Sponsored · 

At Palm Coast and the Flagler Beaches, we celebrate our quirkiness.

Sure, we're a little different, but that's what makes us a better place to visit.

Here's to a destination that's as vivid as your imagination.

Start planning today!



VISITFLAGLER.COM

As Vivid As Your Imagination

Get inspired for your upcoming vacation wit...

[Learn more](#)



**THANK
YOU!**

Palm Coast
AND THE
FLAGLER BEACHES
TOURISM DEVELOPMENT OFFICE

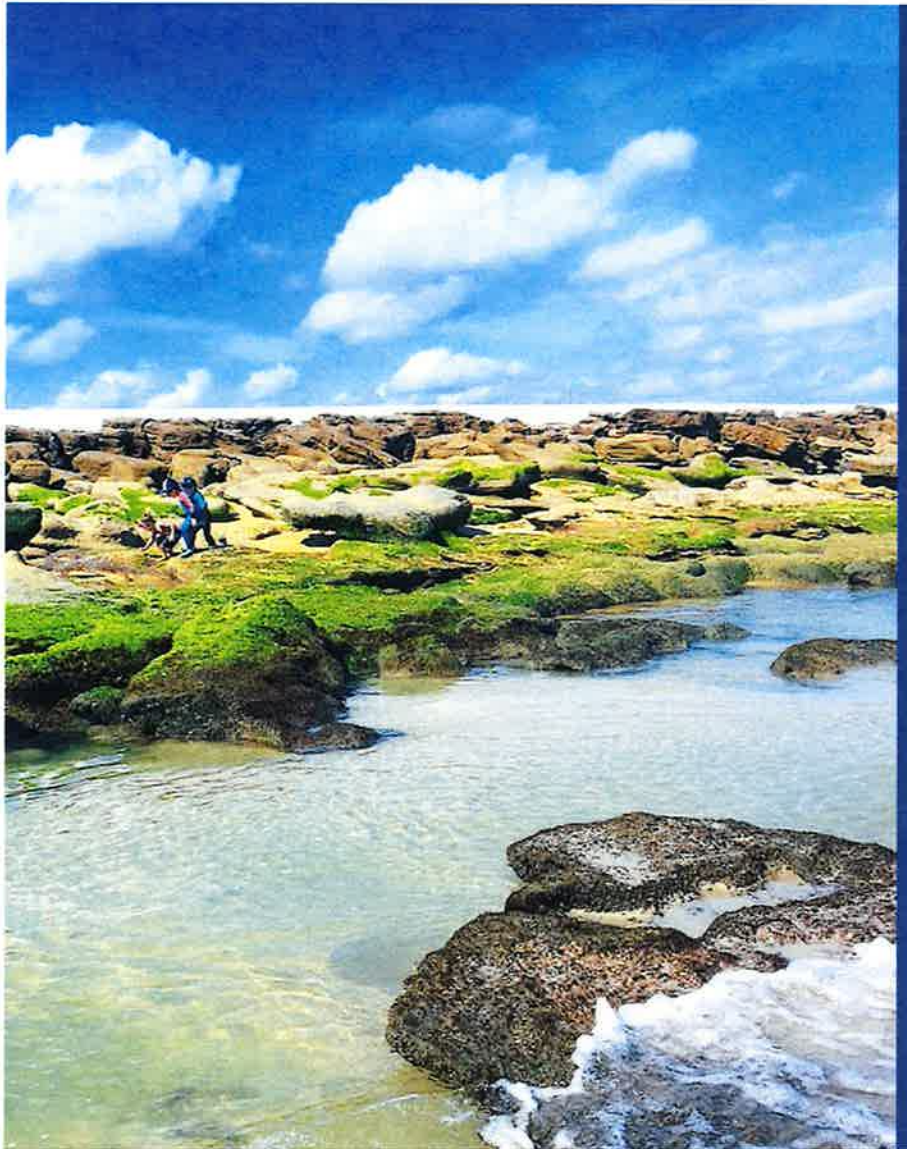


STRATEGIC PLAN UPDATE

JANUARY 26, 2022

Palm Coast
AND THE
FLAGLER BEACHES

Beverly Beach • Bunnell • Flagler Beach
The Hammock • Marineland



BACKGROUND



October 2019:
TDC adopted 2020-2022 Strategic Plan



November 2019:
BOCC adopted 2020-2022 Strategic Plan



January 2021:
Staff presented progress updates including revised objectives in response to COVID-19



January 2022:
Annual update and next steps

STRATEGIC RECOMMENDATIONS

Three strategic pillars serve to organize the goals, objectives, and tactics of the Plan.

For each pillar, a goal statement and associated objectives and tactics were developed.

DESTINATION DEVELOPMENT

The TDC and TDO must become more active and collaborative in advocating for vital destination improvements and enhancements in order to remain competitive and improve quality of place.

VISITOR EXPERIENCE

Cultivate an authentic, positive experience that highlights our values and environmental practices.

ORGANIZATIONAL EXCELLENCE

The TDC and TDO's commitment to community, excellence and fiscal responsibility.

DESTINATION DEVELOPMENT

INCREASE THE EXPOSURE OF ECO-TOURISM MAGNETS

Priority: B

Status: Ongoing

Progress To Date:

- Pursue the creation of visitor experiences and packages for promotional and advertising opportunities.
- Continue to advocate future expansions, improvements, events and programs of the key targets.

Trails

Beach (Sea Turtle Nesting Season)

Estuaries

Marineland

Conservation Areas (Princess Place)

The Agricultural Museum



DESTINATION DEVELOPMENT

IMPROVE DESTINATION SIGNAGE AND ENVIRONMENTAL MESSAGING

Priority: B

Status: Ongoing

Progress To Date:

- Partnering with the City of Flagler Beach & Flagler Creates to address signage for parking lots and aesthetic improvements
- Sponsored business directory map located at the pier
- Enhance wayfinding signage throughout county to create strong quality of place
- Environmental messaging for beaches and overall sustainability



DESTINATION DEVELOPMENT

STRENGTHEN THE COUNTY'S ARTS & CULTURE OFFERINGS

Priority: A

Status: Near Completion/Ongoing

Progress To Date:

- Facilitated stakeholder meetings that resulted in the establishment of the Flagler County Cultural Council (FC3)
- FC3 is incorporated and upon approval of 501(c)(3)-will seek designation through BOCC resolution to act as the singular county-wide Local Arts Agency (LAA)
- Partnered with PCAF to develop county wide Turtle Trail and to also include murals, etc.



DESTINATION DEVELOPMENT

ENHANCE EVENT FACILITIES

Priority: C

Status: Ongoing

Progress To Date: Discussions Only

- Partner with COPC to identify destination deficiencies and opportunities including resident need vs group events
- Based on results through research and feasibility studies, determine which project(s) would have the greatest potential for increased visitation and economic impact to Flagler County
- Strategically guide efforts to enhance or develop facilities as to their viability, costs/ROI, and means of implementation



VISITOR EXPERIENCE

ADVANCE FLAGLER'S FESTIVAL CULTURE

Priority: B

Status: Ongoing

Progress To Date:

- Determined organizations that possessed an interest in creating destination-defining events
- Events would be a point of differentiation from other regional events and somewhat unique in concept

Palm Coast Songwriters Festival

Starry Nights

Native American Festival *



VISITOR EXPERIENCE

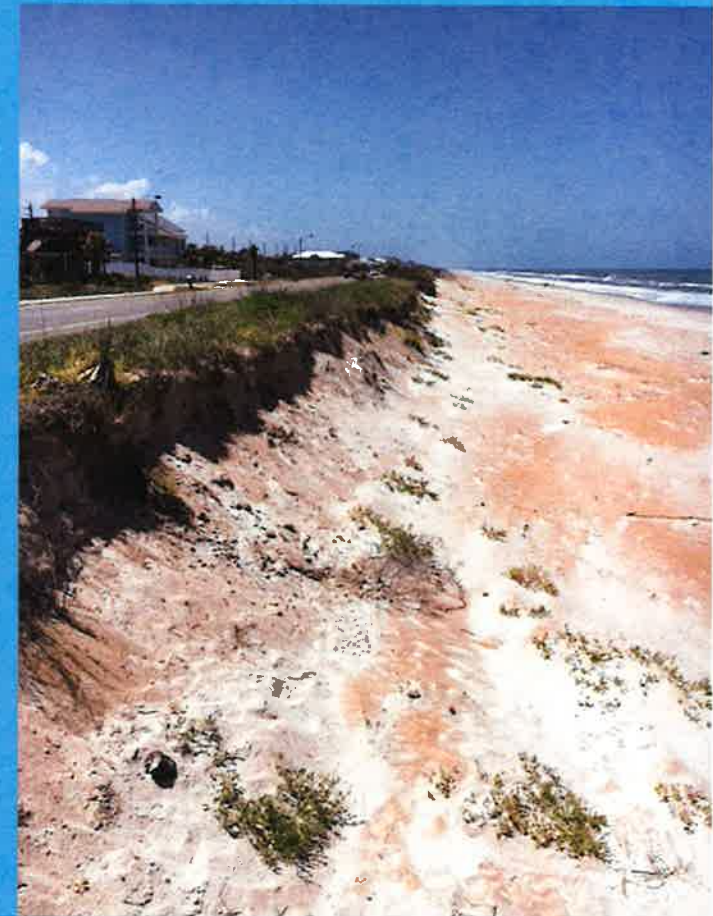
*SUPPORT THE SUSTAINABILITY OF FLAGLER COUNTY'S
BEACHES & ENVIRONMENT*

Priority: A

Status: Complete/Ongoing

Progress To Date:

- Paid off loan
- Continue to dedicate 20% of revenue for beach renourishment efforts
- Explore participation in the Blue Community Consortium, or similar initiatives for environmental sustainability



VISITOR EXPERIENCE

TARGET EFFORTS TO LURE MEETINGS & SPORTS EVENTS FROM SECTORS AND AFFINITIES THAT MIRROR THE COUNTY'S STRENGTHS

Priority: C

Status: Ongoing

Progress To Date:

- Target Meeting Planners that represent industries being pursued by the Department of Economic Opportunity
- Expand target markets for sports tournaments that do not require current fields or courts



ORGANIZATIONAL EXCELLENCE

REDEFINE TDC GRANT PROGRAMS AND CAPITAL PROJECTS FUND TO ACHIEVE A HIGHER ROI

Priority: A

Status: Complete

Progress To Date:

- Developed new Policies & Procedures for awarding grant funds
- Created a numeric "scorecard" to award funds based on merit and ROI



ORGANIZATIONAL EXCELLENCE

DEVELOP STATE-OF-THE-ART VISITOR/DESTINATION CENTER
TO INCREASE AWARENESS AND IN-MARKET EXPERIENCE

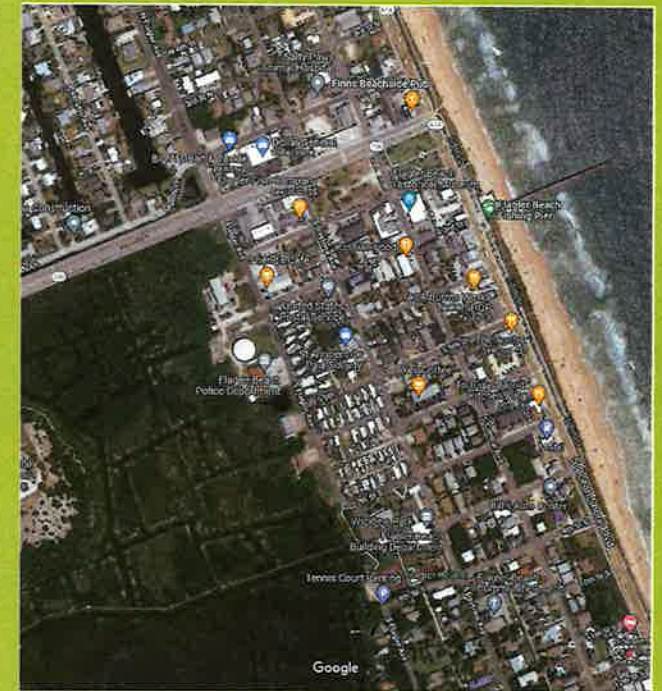
Priority: B

Status: Ongoing

Progress To Date:

Identified:

- Key high traffic (pedestrians and vehicles) locations that will ensure the maximum potential for success
- Possible grant opportunities once purchase is complete
- Utilization to existing and future business, residents and visitors
- New revenue opportunities to expand beyond traditional information
- Organizations that may have an interest in partnerships and collaborations



ORGANIZATIONAL EXCELLENCE

EXPAND COMMUNITY OUTREACH TO COMMUNICATE THE VALUE OF A VISITOR ECONOMY

Priority: B

Status: Completed/Ongoing

Progress To Date:

- Utilized the completion of A1A construction to reintroduce the TDC to the community through Turtles, Taco's & Tourism Event
- Office is currently developing an industry roadmap to become a Community Shared Value
- Inform and educate TDC message to area organizations and clubs
- Created Flagler Supports Biz & Pledge to Prevent (COVID-19 response)
- Developed and administered CARES Act Small Business Grant Program
- Vacation rental re-opening plan to state
- Videos- Resilient Community & Support Small Businesses

FREE COMMUNITY EVENT!



Turtles, Tacos AND TOURISM

presented by,  Palm Coast AND THE FLAGLER BEACHES
PLANNING DEVELOPMENT CENTER

Join us for a FREE community **BLOCK PARTY** to celebrate the unveiling of Turtle #8 and all things Turtles, Tacos & Tourism!

WHEN: February 26th from 3:00 pm - 7:00 pm
WHERE: Flagler Beach Historical Museum - 207 S. Central Ave.

- 3:00 pm: Block party kick-off!
- 3:00-7:00pm : Music by D.J. Vern
- 3:30 pm : PCAF Turtle Unveiling
- 3:45-5:15 pm : Souvenir Photo Op
- 4:00-6:00 pm : Arts & Crafts
- 5:00 pm : Tacky Tourist Contest*

*Come dressed in your tackiest tourist gear for a chance to win a FREE 2 night stay at Hammock Beach Resort!



ORGANIZATIONAL EXCELLENCE

OPTIMIZE STAFF AND OPERATIONAL RESPONSIBILITIES

Priority: A

Status: Complete/Ongoing

Progress To Date:

- Aligned staff responsibilities with the strategic plan which included revised job descriptions
- Determine the need for and related responsibilities for in-house staff and fixed assets
- Established the organizations core values including a mission and vision statement
- Review and revise departmental policies that ensure consistency and budgetary transparency



CONCLUSION

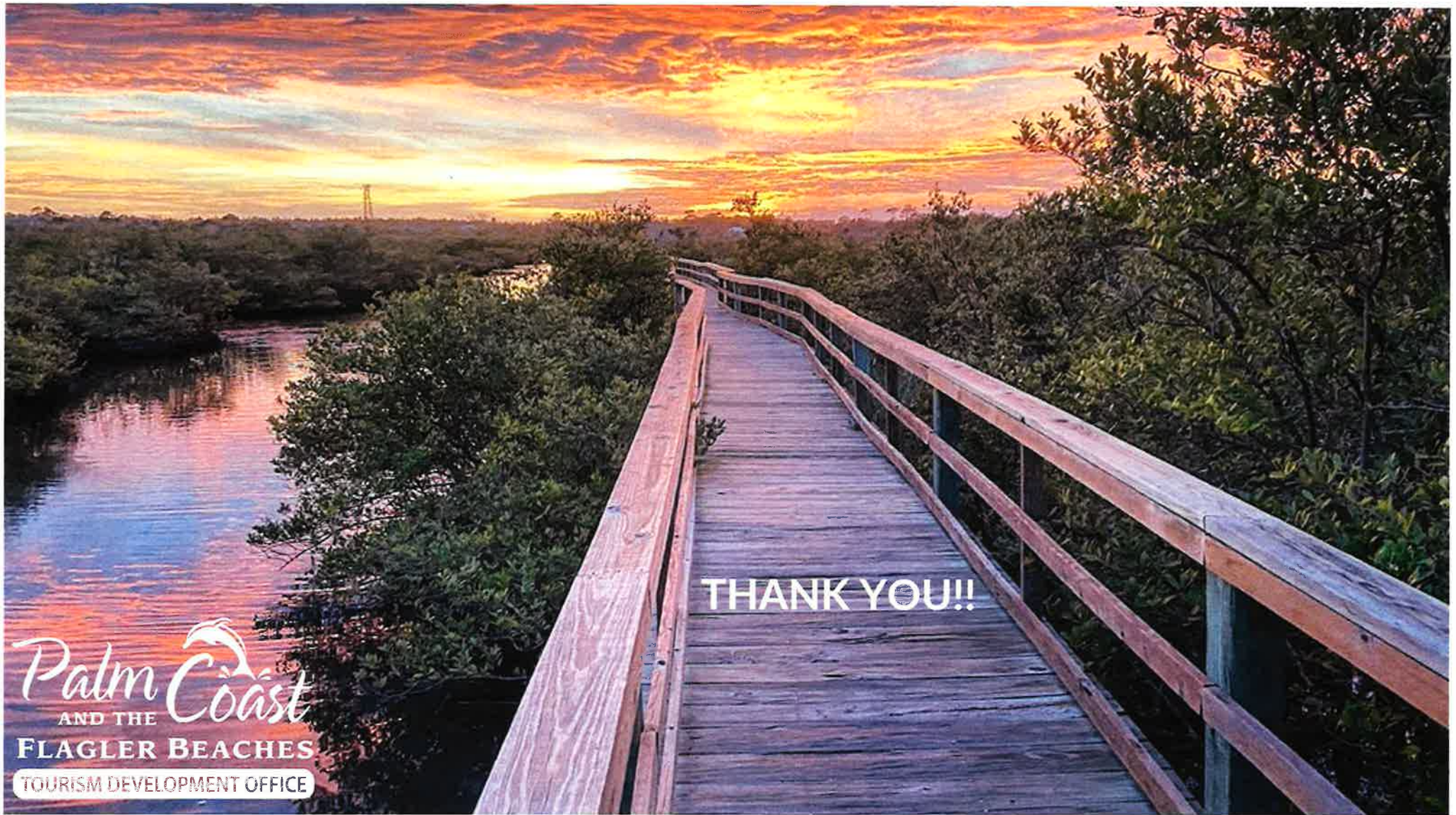
The Plan address several key issues that focus on developing a vibrant and sustainable tourism destination for our future visitors and current residents.

However, we realize that we need to be in a constant state of learning and listening to our visitors, residents, and community partners. If we have learned one thing since Hurricane

Matthew is that we must be ready for change when the situation calls for it.

Sometimes that's Mother Nature, sometimes it's the industry or economic times.

Sometimes it's the visitor or resident that changes what they need, want, and expects from us. We must embrace a new mind-set of change in order to elevate Flagler County for future success and sustainability.



THANK YOU!!

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

AIRDNA

December 2021 vs December 2020

Property Type	<u>Available Listings</u>			<u>Booked Listings</u>			<u>Occupancy Rate</u>			<u>Average Daily Rate</u>			<u>RevPAR</u>		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	669	794	18.7%	491	711	44.8%	47%	50%	6.7%	278	332	19.4%	130	165	27.3%
Private Room	48	74	54.2%	43	67	55.8%	37%	47%	28.4%	69	137	98.7%	25	64	155.1%
Shared Room	0	0		0	0		0%	0%		0	0		0	0	

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)	89	114	28.1%	74	108	45.9%	53%	57%	7.6%	123	131	6.9%	65	74	15.0%
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Studio	11	6	- 45.5 %	6	5	- 16.7 %	50%	82%	63.1 %	149	161	8.0%	75	132	76.1%
1 bedroom	78	108	38.5 %	68	103	51.5 %	53%	56%	5.2%	121	129	7.4%	64	72	12.9%
2 bedroom s	117	145	23.9 %	91	127	39.6 %	47%	48%	3.0%	175	212	21.0 %	82	102	24.6%
3 bedroom s	326	346	6.1%	218	304	39.4 %	45%	49%	8.7%	259	301	16.2 %	117	148	26.2%
4+ bedroom s	137	189	38.0 %	108	172	59.3 %	45%	48%	5.5%	511	603	18.1 %	231	288	24.5%

Occupancy Rate Last Twelve Months

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Jan - 2021	46%	38%	37%	38%	42%	55%	51%	45%
Feb - 2021	61%	60%	58%	58%	63%	68%	68%	62%
Mar - 2021	76%	72%	72%	74%	74%	77%	80%	75%
Apr - 2021	68%	66%	65%	65%	73%	77%	75%	70%
May - 2021	69%	62%	60%	61%	65%	76%	77%	67%
Jun - 2021	80%	80%	78%	77%	80%	83%	84%	80%

Jul - 2021	84%	85%	83%	83%	83%	85%	85%	84%
Aug - 2021	60%	56%	54%	61%	64%	70%	66%	61%
Sep - 2021	56%	46%	41%	42%	49%	61%	65%	51%
Oct - 2021	50%	46%	44%	47%	53%	60%	61%	52%
Nov - 2021	49%	39%	40%	52%	58%	63%	60%	51%
Dec - 2021	49%	48%	47%	47%	51%	55%	50%	50%
Total	62%	58%	57%	59%	64%	69%	69%	63%

Average Daily Rate

Last Twelve Months

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Jan - 2021	253	240	226	225	240	274	253	248
Feb - 2021	281	273	266	262	284	293	296	280

Mar - 2021	344	328	327	330	339	354	367	341
Apr - 2021	314	311	313	312	332	352	342	327
May - 2021	313	313	312	300	311	341	341	320
Jun - 2021	335	339	336	335	339	352	357	342
Jul - 2021	351	352	349	348	350	366	370	356
Aug - 2021	311	310	314	316	316	335	321	318
Sep - 2021	312	304	300	292	296	320	341	311
Oct - 2021	296	291	290	285	292	308	318	300
Nov - 2021	294	295	301	314	318	317	318	309
Dec - 2021	316	318	310	312	321	324	311	317
Total	316	315	314	313	320	334	335	322

Revenue (USD)

Last Twelve Months

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Jan - 2021	184,671	119,258	109,454	112,341	132,275	247,488	210,822	1,116,309

Feb - 2021	208,508	192,452	186,530	183,276	215,859	241,065	247,423	1,475,113
Mar - 2021	446,965	496,821	498,519	520,053	434,041	475,866	516,479	3,388,744
Apr - 2021	414,873	400,751	401,985	399,506	593,900	669,678	500,218	3,380,911
May - 2021	600,640	541,074	416,492	406,939	458,885	590,731	737,349	3,752,110
Jun - 2021	641,729	648,394	778,556	766,096	649,171	702,001	716,979	4,902,926
Jul - 2021	723,227	733,635	712,264	711,721	900,339	961,769	973,718	5,716,673
Aug - 2021	584,336	535,750	530,380	475,728	503,692	585,839	533,698	3,749,423
Sep - 2021	409,790	323,092	291,525	361,133	428,801	459,291	519,214	2,792,846
Oct - 2021	432,599	317,511	304,248	312,637	367,156	547,463	574,590	2,856,204
Nov - 2021	351,053	357,199	369,360	401,276	455,240	495,000	472,986	2,902,114
Dec - 2021	376,347	365,666	352,517	437,352	487,531	532,672	381,222	2,933,307
Total	5,374,738	5,031,603	4,951,830	5,088,058	5,626,890	6,508,863	6,384,698	38,966,680

*Rev Par, Supply, Demand

**3 years

AIRDNA

Flagler County Monthly Trend Report

Available Listings						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	633	535	626	701	716	727
Previous Year	537	467	590	648	690	698
Current vs Previous %	18%	15%	6%	8%	4%	4%
2 Years Ago	689	592	698	642	649	719
Current vs 2 years ago %	-8%	-10%	-10%	9%	10%	1%

Booked Listings						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	519	399	449	331	251	227
Previous Year	433	294	378	266	142	196
Current vs Previous %	20%	36%	19%	24%	77%	16%
2 Years Ago	501	391	421	169	94	152
Current vs 2 years ago %	4%	2%	7%	96%	167%	49%

<u>Occupancy Rate</u>						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	46%	52%	52%	40%	28%	41%
Previous Year	45%	55%	48%	35%	36%	42%
Current vs Previous %	3%	-5%	10%	13%	-22%	-2%
2 Years Ago	45%	66%	57%	55%	48%	40%
Current vs 2 years ago %	3%	-21%	-8%	-27%	-41%	2%

<u>Average Daily Rate</u>						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	267	293	329	333	298	431
Previous Year	254	273	332	343	351	427
Current vs Previous %	5%	7%	-1%	-3%	-15%	1%
2 Years Ago	246	234	260	222	237	358
Current vs 2 years ago %	9%	25%	27%	50%	26%	20%

RevPAR						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	123	152	172	133	84	176
Previous Year	113	149	158	121	126	178
Current vs Previous %	9%	2%	9%	10%	-34%	-1%
2 Years Ago	110	155	148	122	113	143
Current vs 2 years ago %	12%	-2%	16%	9%	-26%	23%

Revenue (USD)						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	1,527,353	1,422,011	1,984,260	1,171,194	612,992	1,124,069
Previous Year	1,141,735	893,517	1,350,141	734,889	440,128	864,354
Current vs Previous %	34%	59%	47%	59%	39%	30%
2 Years Ago	1,381,440	1,367,138	1,413,630	433,671	253,631	544,239
Current vs 2 years ago %	11%	4%	40%	170%	142%	107%

**Florida, Walton, Nassau, Okaloosa, Martin, St. Johns

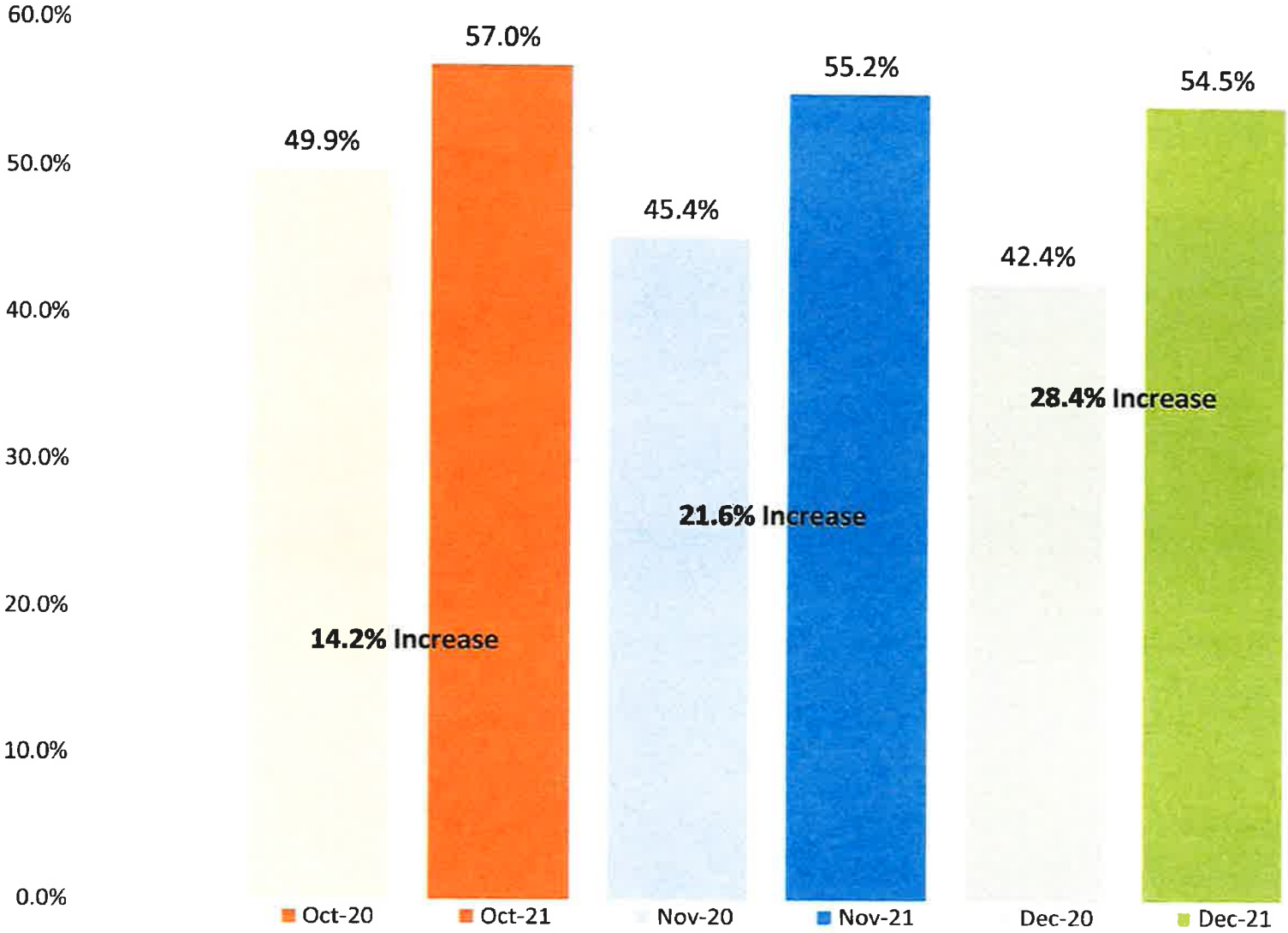


MONDAY, FEBRUARY 7
1:00 P.M.

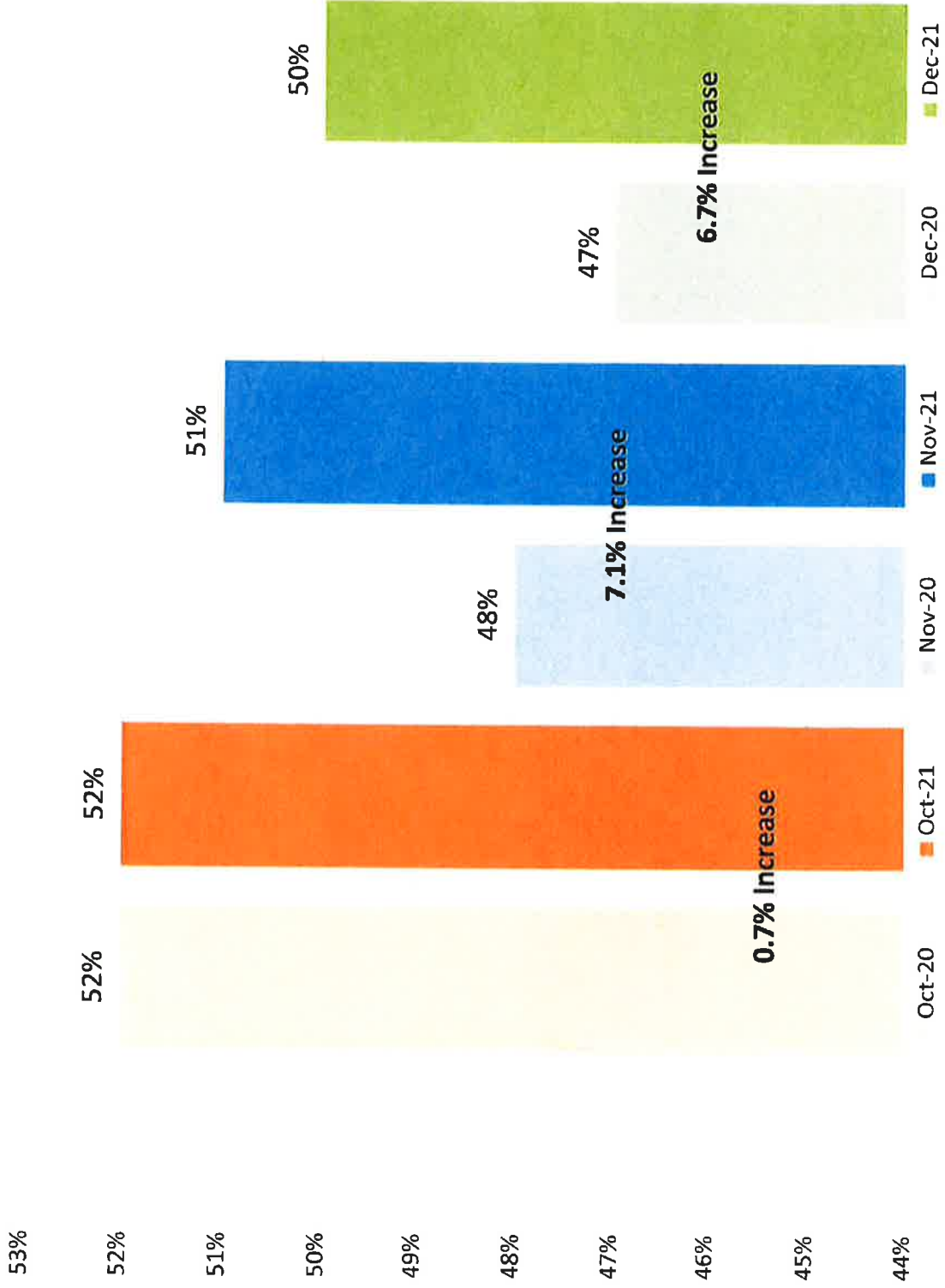
SAVE THE DATE

BOARD CHAMBERS

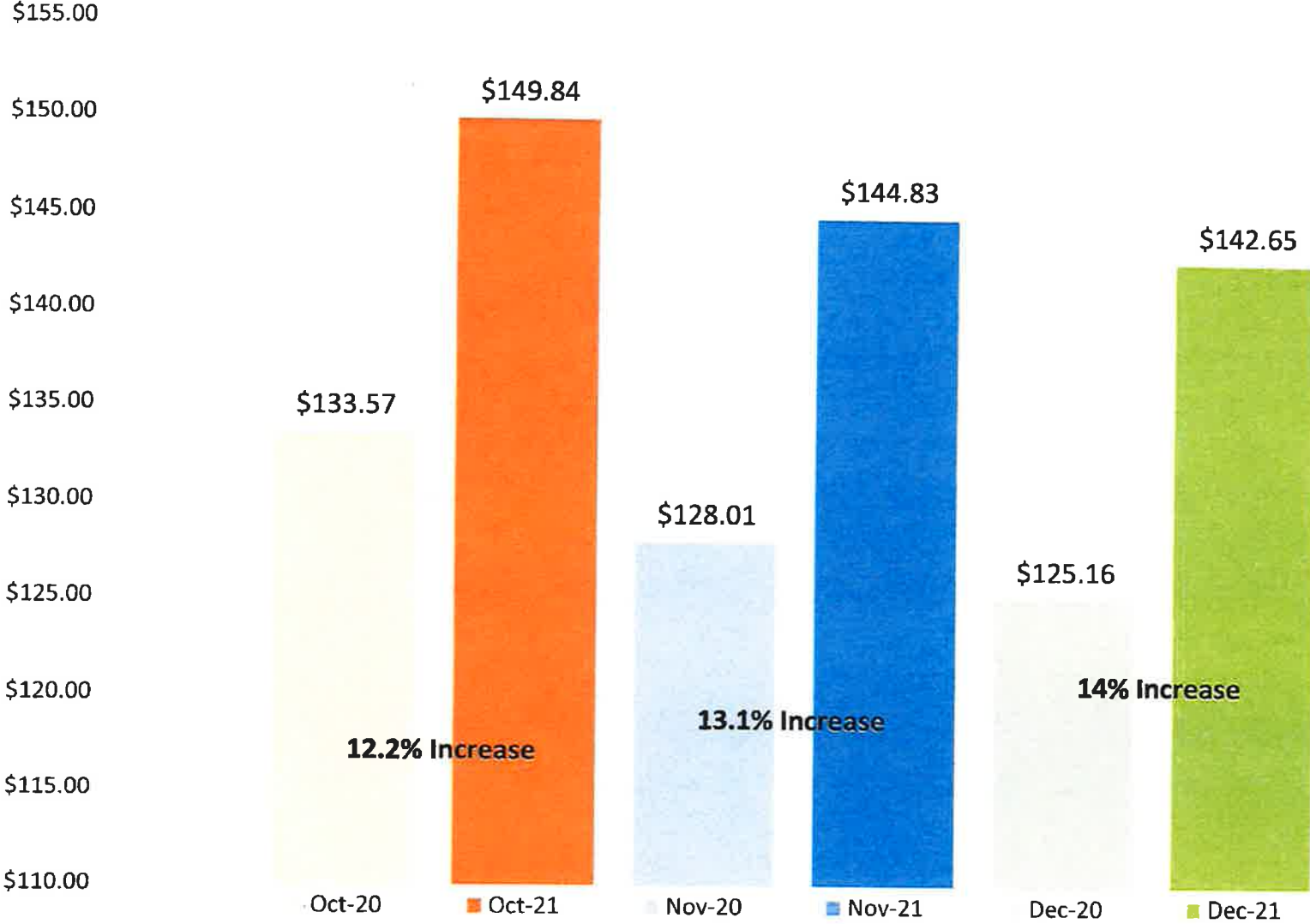
HOTEL & RESORT | OCCUPANCY RATE



VACATION RENTAL | OCCUPANCY RATE



HOTEL & RESORT | AVERAGE DAILY RATE



Hotel & Resort Occupancy

Oct-20	Oct-21	Nov-20	Nov-21	Dec-20	Dec-21
49.9%	57.0%	45.4%	55.2%	42.4%	54.5%

Hotel & Resort Average Daily Rate

Oct-20	Oct-21	Nov-20	Nov-21	Dec-20	Dec-21
\$133.57	\$149.84	\$128.01	\$144.83	\$125.16	\$142.65

Vacation Rental Average Listings

Oct-20	Oct-21	Nov-20	Nov-21	Dec-20	Dec-21
636	776	645	786	669	794

Vacation Rental Occupancy Rate

Oct-20	Oct-21	Nov-20	Nov-21	Dec-20	Dec-21
52%	52%	48%	51%	47%	50%

Vacation Rental Average Daily Rate

Oct-20	Oct-21	Nov-20	Nov-21	Dec-20	Dec-21
\$272	\$317	\$281	\$328	\$278	\$332

**Flagler County Board of County Commissioners
Analysis of Monthly Tourist Development Tax Collections
Fiscal Year 2017-18 Through 2021-2022**

Prepared By:
Tourist Development Office

Month	Fiscal Year		Annual Change		Fiscal Year		Annual Change		Fiscal Year		Annual Change		Fiscal Year		Annual Change	
	2017-18	2018-19	Amount	Percentage	2019-20	Amount	Percentage	2020-21	Amount	Percentage	2021-22	Amount	Percentage	2021-22	Amount	Percentage
October	\$150,697	\$158,643.51	\$7,946.30	5.27%	\$129,420.78	\$(29,222.73)	-18.42%	\$216,179.13	\$86,758.35	67.04%	\$337,090.11	\$120,910.98	55.93%			
November	\$154,717	\$152,524.56	\$(2,192.84)	-1.42%	\$148,228.03	\$(4,296.53)	-2.82%	\$190,467.11	\$42,239.08	28.50%	\$250,882.67	\$60,415.56	31.72%			
December	\$145,755	\$153,399.68	\$7,644.82	5.24%	\$153,342.82	\$(56.86)	-0.04%	\$170,473.85	\$17,131.03	11.17%	\$238,904.87	\$68,431.02	40.14%			
January	\$170,307	\$161,457.05	\$(8,849.50)	-5.20%	\$186,203.34	\$24,746.29	15.33%	\$205,323.83	\$19,120.49	10.27%	\$283,469.85	\$78,146.02	38.06%			
February	\$183,044	\$169,863.79	\$(13,179.88)	-7.20%	\$178,057.40	\$8,193.61	4.82%	\$170,568.19	\$(7,489.21)	-4.21%	\$242,643.78	\$72,075.59	42.26%			
March	\$239,636	\$243,242.32	\$3,606.23	1.50%	\$271,519.87	\$28,277.55	11.63%	\$204,791.15	\$(66,728.72)	-24.58%	\$335,564.58	\$130,773.43	63.86%			
April	\$351,198	\$359,606.26	\$8,408.38	2.39%	\$254,911.26	\$(104,695.00)	-29.11%	\$440,138.42	\$185,227.16	72.66%						
May	\$260,424	\$261,044.58	\$620.97	0.24%	\$51,851.50	\$(209,193.08)	-80.14%	\$330,508.39	\$278,656.89	537.41%						
June	\$211,692	\$213,124.68	\$1,432.46	0.68%	\$90,527.20	\$(122,597.48)	-57.52%	\$325,957.40	\$235,430.20	260.07%						
July	\$324,888	\$327,353.59	\$2,465.14	0.76%	\$321,497.84	\$(5,855.75)	-1.79%	\$503,493.19	\$181,995.35	56.61%						
August	\$349,993	\$348,921.66	\$(1,071.19)	-0.31%	\$352,540.63	\$3,618.97	1.04%	\$455,275.28	\$102,734.65	29.14%						
September	\$228,318	\$195,539.65	\$(32,778.80)	-14.36%	\$238,891.11	\$43,351.46	22.17%	\$395,329.47	\$156,438.36	65.49%						
Totals	\$2,770,669	\$2,744,721.33	\$(25,947.91)	-0.94%	\$2,376,991.78	\$(367,729.55)	-13.40%	\$3,608,505.41	\$1,231,513.63	51.81%	\$1,688,555.86	\$530,752.60	45.84%			

Hurricane Irma September	Hurricane Michael October 2018	Hurricane Dorian August 2019	COVID-19 March 2020
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2022 FROM ACCOUNT: 109-0000-312.10-00 THRU ACCOUNT: 109-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
109-0000-312.10-00	Tourist Development	550,000.00	222,069.63	327,930.37
109-0000-361.10-00	Interest-MMIA & Investmts	4,000.00	555.02	3,444.98
109-0000-361.30-00	FAIR VALUE OF INVESTMENTS			
109-0000-386.70-00	Excess Fees-Tax Collector			
109-0000-398.00-00	5% STATUTORY REV REDUCTN			
109-0000-399.00-00	Cash Carry Forward	3,298,453.00		3,298,453.00
109-4600-581.91-10	Interfund Transfer			
109-4700-573.81-05	AID TO OTHER GOVTS	209,565.00	59,564.20	150,000.80
109-4700-573.82-46	Historical Museum-Flag Bc			
109-4700-573.82-53	OTHER ENTITIES	150,000.00		150,000.00
109-4700-575.31-10	Professional Services	4,500.00	71.84	4,428.16
109-4700-575.34-10	Other Contracted Services			
109-4700-575.34-16	Comm Fees - Tax Collector	18,000.00	6,662.09	11,337.91
109-4700-575.34-20	Governmental Services			
109-4700-575.46-10	Bldging/Equipt Repairs			
109-4700-575.49-18	BANK ANALYSIS FEES	150.00	19.41	130.59
109-4700-575.62-10	Buildings			
109-4700-575.63-10	Improvmts other than bldg			
109-4700-575.63-13	Ag Museum-Landscaping			
109-4700-575.81-21	Flagler Beach			
109-4700-575.81-35	CITY OF PC-IND TRLS SPRTS			
109-4700-575.82-01	Flglr Cty Historical Soc			
109-4700-575.82-51	Flagler Co Park/Rec award	28,370.00		28,370.00
109-4700-575.82-52	FLAGLER PLAYHOUSE			
109-4700-575.82-54	TOWN OF MARINELAND			
109-4700-575.82-55	FRIENDS OF WASHINGTON OAK			
109-4700-575.82-56	FLAGLER AUDTORIUM			
109-4911-598.99-21	Pooled Cash Clearing Acct			
109-5000-587.98-11	Designated for Future Use	3,441,868.00		3,441,868.00
109-6000-537.63-10	Improvmts other than bldg			
109-6000-573.31-10	Professional Services			
109-6000-573.34-20	Governmental Services			
109-6000-573.44-10	Rentals & Leases			
109-6000-573.45-30	Property/Casualty Ins			
109-6000-573.62-10	Buildings			
109-6000-573.63-10	Improvmts other than bldg			
109-6000-573.63-77	ENGINEERING STAFF TIME			
109-6000-573.64-10	Equipment			
109-6010-572.62-10	Buildings			
109-6040-537.31-10	Professional Services			
109-6040-537.34-10	Other Contracted Services			
TOTALS:		7,704,906.00	288,942.19	7,415,963.81

2022 FROM ACCOUNT: 110-0000-312.10-00 THRU ACCOUNT: 110-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
110-0000-312.10-00	Tourist Development	1,650,000.00	666,208.90	983,791.10
110-0000-331.50-06	HURRICANE MATTHEW			
110-0000-331.50-07	HURRICANE IRMA			
110-0000-334.50-06	HURRICANE MATTHEW			
110-0000-361.10-00	Interest-MMIA & Investmts	3,000.00	414.78	2,585.22
110-0000-361.30-00	FAIR VALUE OF INVESTMENTS			
110-0000-362.01-05	BILLBOARD RENTALS			
110-0000-366.01-00	Contributions in Aid			
110-0000-369.30-00	Refund-Prior Year Expense		.31	.31-
110-0000-369.90-00	Miscellaneous			
110-0000-386.70-00	Excess Fees-Tax Collector			
110-0000-398.00-00	5% STATUTORY REV REDUCTN			
110-0000-399.00-00	Cash Carry Forward	2,204,978.00		2,204,978.00
110-4700-559.10-12	Regular Salaries	341,176.00	148,259.42	192,916.58
110-4700-559.10-13	Other Salaries & Wages			
110-4700-559.10-14	Overtime		97.50	97.50-
110-4700-559.10-21	FICA	26,101.00	11,045.52	15,055.48
110-4700-559.10-22	Retirement Expense	57,577.00	24,909.53	32,667.47
110-4700-559.10-23	Life & Health Insurance	56,438.00	20,483.11	35,954.89
110-4700-559.10-24	Workers Comp Expense	581.00	207.55	373.45
110-4700-559.10-25	Unemployment Comp Expense			
110-4700-559.10-26	OTHER POST EMP BENEFITS			
110-4700-559.31-10	Professional Services	44,000.00	3,245.55	40,754.45
110-4700-559.34-10	Other Contracted Services	292,103.00	100,502.36	191,600.64
110-4700-559.34-16	Comm Fees - Tax Collector	54,000.00	19,986.27	34,013.73
110-4700-559.34-20	Governmental Services			
110-4700-559.40-10	Travel Expenses	5,000.00	156.80	4,843.20
110-4700-559.41-01	DEVICES AND ACCESSORIES			
110-4700-559.41-10	Communications Recurring	5,720.00	4,899.28	820.72
110-4700-559.42-01	POSTAGE	20,000.00	1,853.83	18,146.17
110-4700-559.43-10	Utilities Expense	2,500.00	970.17	1,529.83
110-4700-559.44-10	Rentals & Leases	50,000.00	25,470.56	24,529.44
110-4700-559.45-10	General Liability Ins		1,112.43	1,112.43-
110-4700-559.45-20	Vehicle Insurance	250.00	545.88	295.88-
110-4700-559.45-30	Property/Casualty Ins			
110-4700-559.45-60	Other Insurance & Bonds			
110-4700-559.46-10	Bldging/Equipt Repairs		72.46	72.46-
110-4700-559.46-20	Vehicle Repair	500.00	214.39	285.61
110-4700-559.46-30	Maintenance Agreements	8,127.00	1,266.85	6,860.15
110-4700-559.46-40	Small Tools & Equipt		37.99	37.99-
110-4700-559.47-10	Printing & Binding	20,000.00	6,938.00	13,062.00
110-4700-559.48-10	Promotional Activities	25,250.00	16,290.09	8,959.91
110-4700-559.48-11	Promotional-FC Chamber			
110-4700-559.48-12	Promotional-AACHO			
110-4700-559.48-13	Promotional-Utd Carbn Ctl			
110-4700-559.48-14	Promotnl-FL Frst Cst Golf			
110-4700-559.48-15	Promotional-F.C. Art Lgqe		120.00	120.00-
110-4700-559.48-16	Promotional- Miles Media			
110-4700-559.48-17	Promotional-FL Auditorium			
110-4700-559.48-18	Promotional-F.B. Chamber			
110-4700-559.48-19	Rotary Club - Flagler Bch			
110-4700-559.48-21	Flagler Symphonic Society			
110-4700-559.48-22	Friends of Washington Oak			

2022 FROM ACCOUNT: 110-0000-312.10-00 THRU ACCOUNT: 110-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
110-4700-559.48-23	Flagler Cty Corvette Club			
110-4700-559.48-24	F.C Creekside Festival			
110-4700-559.48-25	Interspace Airport Ads			
110-4700-559.48-26	Bunnell Chamber of Commer			
110-4700-559.48-27	Ginn Championship			
110-4700-559.48-28	NEFJA			
110-4700-559.48-29	PC/Flagler Foundation Art			
110-4700-559.48-30	Flagler Archaeology Club			
110-4700-559.48-31	Florida Agricultural Muse			
110-4700-559.48-32	Flagler Habitat for Human			
110-4700-559.48-33	FPC Home Builders Assoc			
110-4700-559.48-34	AMER FOREIGN ACADEM RSRCH			
110-4700-559.48-35	GINN FOUNDATION			
110-4700-559.48-36	HISPANIC AMERICAN CLUB			
110-4700-559.48-37	FLAGLER PREMIER SOCCER CL			
110-4700-559.48-38	CONTINUING EDUC CO INC			
110-4700-559.48-39	PALM COAST ARTS FOUNDATIO			
110-4700-559.48-40	Heritage Crossroads			
110-4700-559.48-41	PC Chamber of Commerce			
110-4700-559.48-42	PC TENNIS CENTER			
110-4700-559.48-43	FRIENDS OF A1A BYWAY			
110-4700-559.48-44	CITY OF PALM COAST	20,000.00		20,000.00
110-4700-559.48-45	PROMOTIONAL-SPECIAL EVENT	103,500.00	38,099.32	65,400.68
110-4700-559.48-46	OVERNIGHT EVENT			
110-4700-559.48-47	REG DR MRKT/QLTY LIFE EVT			
110-4700-559.48-48	CITY OF FLAGLER BEACH	25,000.00		25,000.00
110-4700-559.48-49	PROMOTIONAL SEMG	80,000.00	1,250.00	78,750.00
110-4700-559.48-50	PROMOTIONAL CAP PRJ 109			
110-4700-559.49-10	Other Current Chrgs/Oblig	6,000.00	3,320.95	2,679.05
110-4700-559.49-15	Advertising	617,714.00	213,612.36	404,101.64
110-4700-559.49-18	BANK ANALYSIS FEES	1,300.00	352.09	947.91
110-4700-559.51-10	Office Supplies	2,000.00	371.77	1,628.23
110-4700-559.51-11	Office Equipt	16,000.00	8,939.54	7,060.46
110-4700-559.52-10	Gas, Oil & Lubricants	800.00	68.40	731.60
110-4700-559.52-12	Other Operating Expenses	3,000.00	1,661.77	1,338.23
110-4700-559.52-20	Clothing & Wearing Apparl			
110-4700-559.52-30	Data Processing Software	17,155.00	17,390.49	235.49-
110-4700-559.54-10	Publications/Memberships	26,366.00	22,236.55	4,129.45
110-4700-559.55-01	TRAINING/EDUCATIONAL COST	2,000.00	149.00	1,851.00
110-4700-559.55-03	CONFERENCE/SEMINAR REGIST	5,000.00	95.00	4,905.00
110-4700-559.64-10	Equipment			
110-4911-598.99-21	Pooled Cash Clearing Acct			
110-5000-587.98-11	Designated for Future Use	1,922,820.00		1,922,820.00
TOTALS:		7,715,956.00	1,362,856.77	6,353,099.23

2022 FROM ACCOUNT: 111-0000-312.10-00 THRU ACCOUNT: 111-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
111-0000-312.10-00	Tourist Development	550,000.00	222,069.64	327,930.36
111-0000-331.39-13	FEMA HURR DORIAN DUNE RES	2,376,346.00		2,376,346.00
111-0000-331.50-06	HURRICANE MATTHEW			
111-0000-332.01-01	BUDGET ONLY			
111-0000-334.39-01	Beach Restoration Project			
111-0000-334.39-03	DESIGN 2.6ML SR A1A SHORE	619,017.00		619,017.00
111-0000-334.39-11	FDEP-FC HURR MATT RECOVER			
111-0000-334.39-12	STATE ROAD A1A DUNE REST			
111-0000-334.50-06	HURRICANE MATTHEW			
111-0000-334.50-07	HURRICANE IRMA			
111-0000-361.10-00	Interest-MMIA & Investmts	3,000.00	200.24	2,799.76
111-0000-361.30-00	FAIR VALUE OF INVESTMENTS			
111-0000-366.01-00	Contributions in Aid			
111-0000-369.30-00	Refund-Prior Year Expense			
111-0000-384.01-00	Loan Proceeds			
111-0000-384.02-04	TDT REV BOND,SERIES 2017			
111-0000-386.70-00	Excess Fees-Tax Collector			
111-0000-398.00-00	5% STATUTORY REV REDUCTN			
111-0000-399.00-00	Cash Carry Forward	1,819,761.00		1,819,761.00
111-4600-581.91-10	Interfund Transfer	660,524.00	660,524.00	
111-4700-537.31-10	Professional Services	5,690.00	9,296.21	3,606.21-
111-4700-537.34-10	Other Contracted Services	150,750.00	58,875.00	91,875.00
111-4700-537.34-16	Comm Fees - Tax Collector	20,400.00	6,662.09	13,737.91
111-4700-537.34-20	Governmental Services	30,000.00		30,000.00
111-4700-537.45-10	General Liability Ins			
111-4700-537.45-20	Vehicle Insurance			
111-4700-537.46-20	Vehicle Repair			
111-4700-537.49-10	Other Current Chrgs/Oblig	248,310.00	149,287.10	99,022.90
111-4700-537.49-18	BANK ANALYSIS FEES	2,000.00	33.27	1,966.73
111-4700-537.52-12	Other Operating Expenses			
111-4700-537.71-10	Principal on Bonds/Notes			
111-4700-537.72-10	Interest on Notes & Bonds			
111-4700-537.73-20	Bond Issuance Costs			
111-4700-537.81-05	AID TO OTHER GOVTS			
111-4700-537.81-14	Aid to Flagler Beach	105,344.00	105,343.64	.36
111-4700-537.82-53	OTHER ENTITIES			
111-4911-598.99-21	Pooled Cash Clearing Acct			
111-5000-587.98-11	Designated for Future Use	810,265.00		810,265.00
111-6010-572.34-20	Governmental Services			
111-6010-572.62-10	Buildings			
111-6040-537.34-20	Governmental Services			
111-6040-537.40-10	Travel Expenses			
111-6040-537.44-10	Rentals & Leases			
111-6040-537.45-10	General Liability Ins			
111-6040-537.46-31	NORTH DUNE RESTORATION			
111-6040-537.52-10	Gas, Oil & Lubricants			
111-6040-537.82-53	OTHER ENTITIES			
111-8406-537.81-14	Aid to Flagler Beach	619,017.00		619,017.00
111-8410-537.34-20	Governmental Services			
111-8410-537.40-10	Travel Expenses			
111-8410-537.45-10	General Liability Ins			
111-8410-537.46-31	NORTH DUNE RESTORATION			
111-8410-537.52-10	Gas, Oil & Lubricants			

PREPARED 04/11/2022, 9:20:59
PROGRAM: GM365L

FLAGLER CNTY BRD OF COUNTY COMMISSIONERS
ACCOUNT BALANCE LIST

2022 FROM ACCOUNT: 111-0000-312.10-00 THRU ACCOUNT: 111-9999-999.99-99

ACCOUNT	DESCRIPTION	BUDGET	ACTUAL	BALANCE
111-8410-537.81-05	AID TO OTHER GOVTS			
111-8410-537.82-53	OTHER ENTITIES			
111-8415-537.63-10	Improvmts other than bldg			
111-8419-537.82-53	OTHER ENTITIES	2,715,824.00	74,559.20	2,641,264.80
111-8999-587.98-15	ANTICIPATED GRANT EXPS			
TOTALS:		10,736,248.00	1,286,850.39	9,449,397.61



SEO REPORT

January 2022



SEO EXECUTIVE SUMMARY

Organic Traffic Performance

Organic sessions were up 18% YoY (+3,400 sessions). Content that contributed to growth included the Homepage (+128%; +642 sessions), Events (+73%; +498 sessions), and Webcams (+26%; +1,291 sessions). While the 25 Things to Do When You Visit blog post was the 2nd most popular landing page, however it attracted fewer sessions this year. We've reviewed the page and shared thoughts in the recommendations section of the report.

Other YoY organic highlights

- Listing referrals were up 53%
- Event referrals were up 66%
- Newsletter signups up 77%
- Pages/session were up 2%
- Average session duration up 2%
- Bounce rate down 2%

Overall Site Performance

Overall sessions declined by 39% (-30,200 sessions) compared to last year. The decline could primarily be attributed to Social (-92%; -38,864 sessions). Notably, there was a drop in Display (-100%; -3,343 sessions); however, it appears there were 7,516 display sessions that filtered into the "Other" channel instead.

Organic Sessions

22,511

↑ 18.0%

Organic Sessions YTD

22,511

↑ 18.0%



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Jan 1, 2022 - Jan 31, 2022

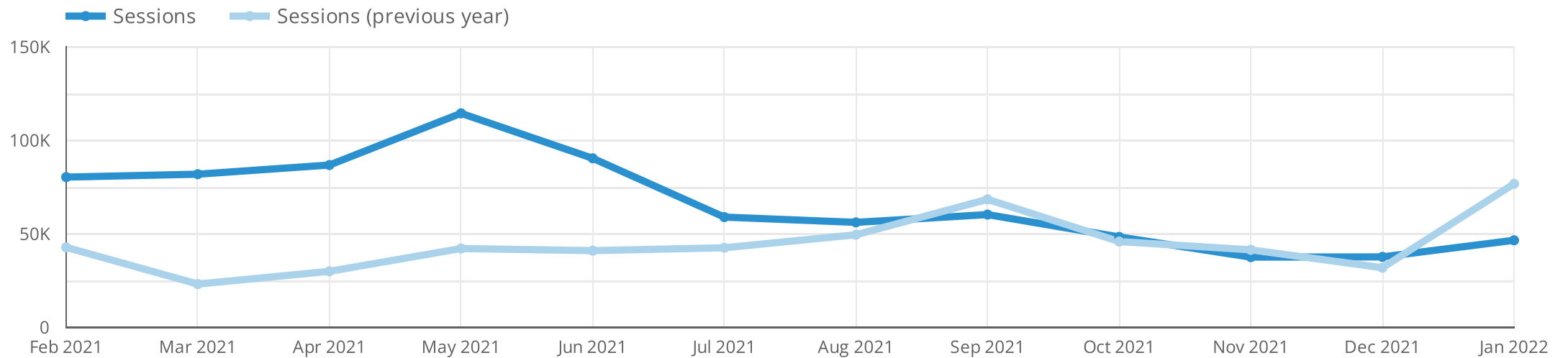
How is my total traffic performing over time?

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

Month	Sessions	% Δ	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session D...
January	46,642	-39.3% ↓	34,271	59.56%	75,548	1.62	00:01:22
December	37,764	18.1% ↑	26,876	58.8%	61,179	1.62	00:01:20
November	37,641	-9.4% ↓	25,394	55.45%	61,311	1.63	00:01:27
October	48,428	5.3% ↑	36,804	63.09%	75,595	1.56	00:01:17
September	60,390	-11.9% ↓	45,974	67.27%	90,253	1.49	00:01:08
August	56,224	13.4% ↑	41,286	62.54%	86,965	1.55	00:01:17

How are users from all sources trending over time?

by Sessions Year over Year



Overall Traffic Summary | Last Month

Jan 1, 2022 - Jan 31, 2022

What channels are my website visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Organic Search	22,511	18.0% ↑	48.26%
Direct	8,471	37.7% ↑	18.16%
(Other)	8,115	133.9% ↑	17.4%
Social	3,329	-92.1% ↓	7.14%
Paid Search	2,313	169.0% ↑	4.96%
Referral	1,826	12.0% ↑	3.91%
Email	77	-18.1% ↓	0.17%
Grand total	46,642	-39.3% ↓	100%

Analysis: Overall sessions declined by 39% (-30,200 sessions) compared to last year. The decline could primarily be attributed to Social (-92%; -38,864 sessions). Notably, there was a drop in Display (-100%; -3,343 sessions); however, it appears there were 7,516 display sessions that filtered into the "Other" channel instead.

What were the top campaigns that sent traffic?

by Campaign and Sessions

Campaign	Sessions
Evergreen	8,017
ACQ_Flagler_Location_Specific	2,293
january2022	45
January2022	32
dm-flpcfb	29
welcome-home	22
Complete	17
ACQ_Flagler	12
ExtendedSummer	9

How does my website perform compared to the DMO averages?

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

Pages per Sessions			
Channel	Industry	Visit Flagler	% dif
All Channels	1.98	1.54	-22.29%
Organic Search	2.13	1.71	-19.53%
Paid Search	2.26	1.91	-15.42%

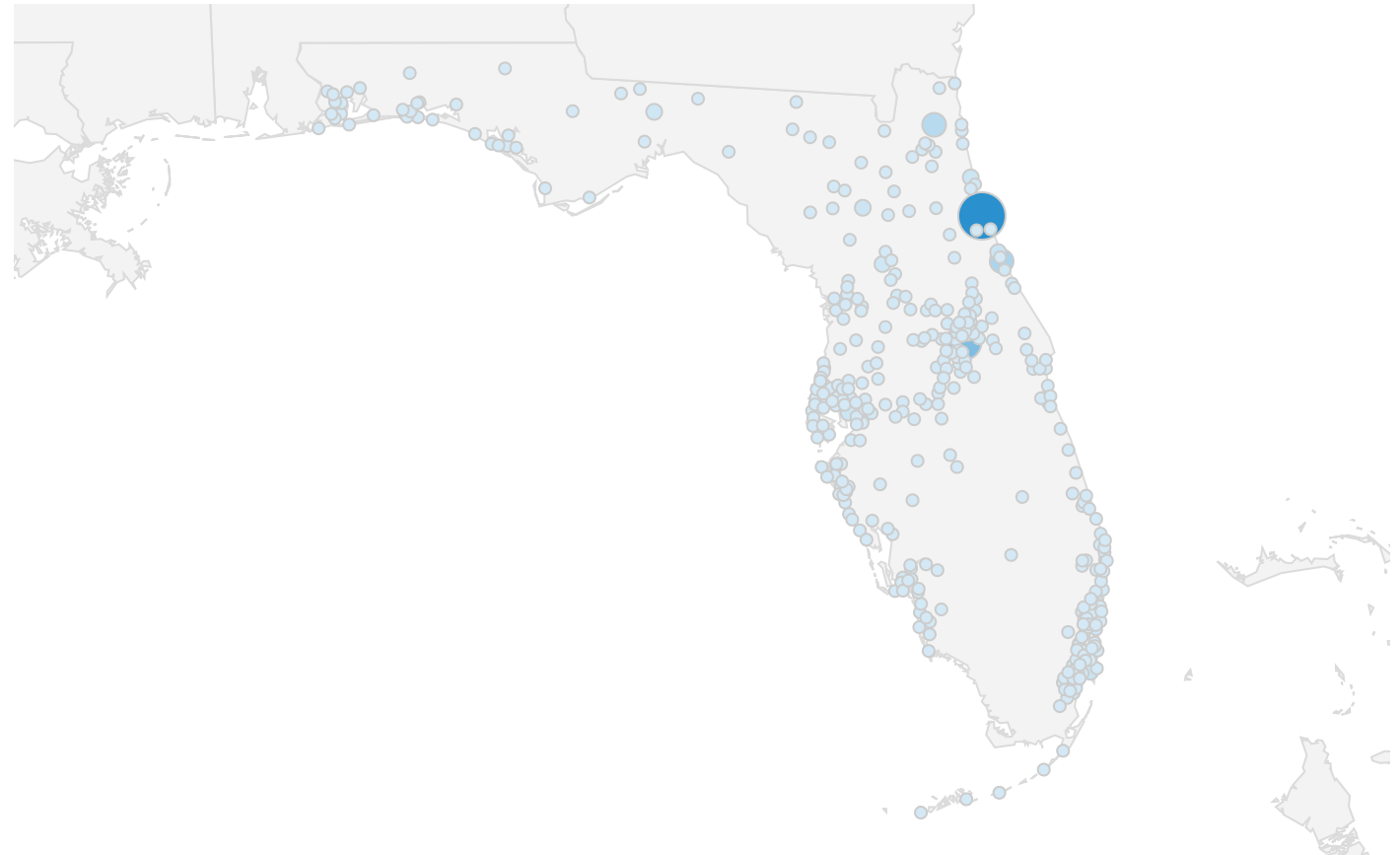
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:50	00:01:13	-33.87%
Organic Search	00:02:13	00:01:42	-23.49%
Paid Search	00:01:52	00:01:16	-31.83%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.17%	60.51%	11.72%
Organic Search	48.9%	48.06%	-1.71%
Paid Search	48.71%	62.96%	29.26%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	8,078	11.0% ↑
Orlando	3,963	-12.3% ↓
Daytona Beach	1,912	490.1% ↑
Jacksonville	1,360	-29.0% ↓
Miami	562	-74.9% ↓
Ormond Beach	417	-35.3% ↓
Tampa	364	-43.7% ↓
St. Augustine	363	-5.7% ↓
Gainesville	336	60.0% ↑
Ocala	233	-4.5% ↓
Tallahassee	222	111.4% ↑
Fort Lauderdale	192	170.4% ↑
Port Orange	181	-54.4% ↓
St. Augustine Beach	166	5.1% ↑
Keystone Heights	143	-
Bunnell	126	600.0% ↑
Palatka	115	-19.6% ↓

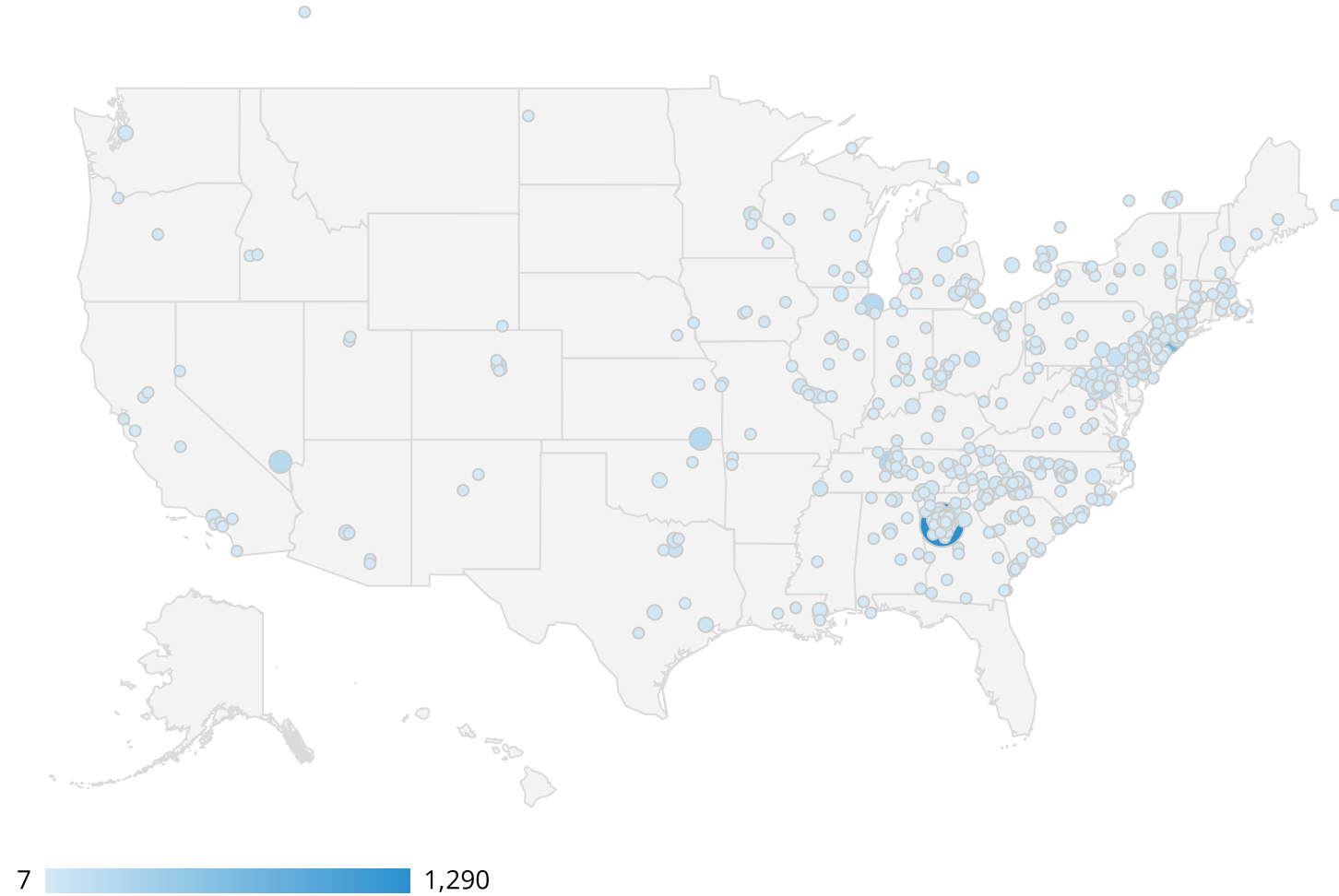


1 8,078

What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

City	Sessions
Atlanta	1,290
New York	732
Charlotte	381
Nashville	296
Washington	255
Chicago	249
Coffeyville	248
Raleigh	237
Las Vegas	233
Philadelphia	148
Lancaster	138
Dallas	131
Greenville	114
Columbus	114
Cleveland	110
Ashburn	106
Boston	98
Pittsburgh	88



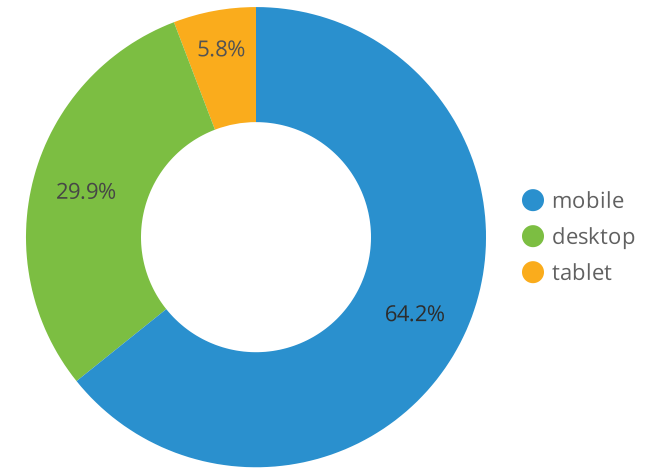
Overall Traffic Device Breakdown | Last Month

Jan 1, 2022 - Jan 31, 2022

What devices are users on my site using?

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

Device Category	Sessions	% Δ	Bounce Rate	Pages / Session	Avg. Session D...
Mobile	29,964	-49.1% ↓	65.62%	1.48	00:01:05
Desktop	13,969	7.7% ↑	46.52%	1.92	00:02:00
Tablet	2,709	-45.9% ↓	59.91%	1.65	00:01:24
Grand total	46,642	-39.3% ↓	59.56%	1.62	00:01:22



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/	9,234	392.2% ↑
/beaches/webcams/	6,074	54.2% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,187	-48.3% ↓
/events/	943	73.0% ↑
/lodgings	588	-95.1% ↓
/beaches/	511	193.7% ↑
/things-to-do/	498	318.5% ↑
/where-to-stay/campgrounds-rv-parks/	423	57.2% ↑
/event/7th-annual-princess-place-preserve-pow-wow-flagle...	388	424.3% ↑
/things-to-do/restaurants-bars/	326	-10.7% ↓

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	4,409	20.4% ↑
/	2,785	217.2% ↑
/events/	503	122.6% ↑
/lodgings	361	26.2% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	316	-55.1% ↓
/where-to-stay/campgrounds-rv-parks/	224	40.0% ↑
/where-to-stay/vacation-rentals/	185	26.7% ↑
/things-to-do/restaurants-bars/	178	25.4% ↑
/listing/princess-place-preserve/270329/	155	203.9% ↑
/listing/flagler-by-the-sea-campgrounds/270602/	154	862.5% ↑

How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate

Top Landing Pages	Sessions	Avg. Session Duration	Bounce Rate
/	12,710	00:00:47	78.21%
/beaches/webcams/	11,393	00:01:12	50.33%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,554	00:02:38	57.14%
/events/	1,538	00:02:33	38.49%
/lodgings	1,009	00:02:36	29.44%
/where-to-stay/campgrounds-rv-parks/	692	00:02:13	44.51%
/beaches/	671	00:01:46	58.72%
/things-to-do/	611	00:01:44	63.99%
/event/7th-annual-princess-place-preserve-pow-wo...	528	00:01:04	72.92%
/things-to-do/restaurants-bars/	528	00:02:47	42.61%
/beaches/pet-friendly-zones/	468	00:02:03	60.68%
/about/visitors-guide-brochures/	466	00:01:56	53.43%
/where-to-stay/vacation-rentals/	460	00:02:10	57.39%
/things-to-do/outdoor-adventures/horseback-riding-...	377	00:01:26	53.58%
/listing/flagler-by-the-sea-campgrounds/270602/	362	00:01:30	45.58%
/where-to-stay/	343	00:02:17	51.02%
/listing/princess-place-preserve/270329/	335	00:01:17	39.1%
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-...	334	00:00:23	84.73%
/blog/post/bright-lights-starry-nights/	310	00:01:19	77.1%
/event/cirque-maceo/20802/	307	00:02:01	38.44%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	11,208	13,803
/	10,922	12,746
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,101	1,766
/events/	1,096	2,047
/lodgings	1,004	1,205
/about/visitors-guide-brochures/	658	1,807
/beaches/	627	1,077
/things-to-do/	605	1,150
/event/7th-annual-princess-place-preserve-pow-wow-...	532	742
/where-to-stay/campgrounds-rv-parks/	494	924
/beaches/pet-friendly-zones/	423	608
/where-to-stay/	408	937
/where-to-stay/vacation-rentals/	403	673
/things-to-do/restaurants-bars/	397	695
/listing/princess-place-preserve/270329/	389	712
/event/cirque-maceo/20802/	359	638
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-co...	356	481
/listing/flagler-by-the-sea-campgrounds/270602/	348	635
/things-to-do/outdoor-adventures/horseback-riding-on...	330	585
/blog/post/bright-lights-starry-nights/	298	488

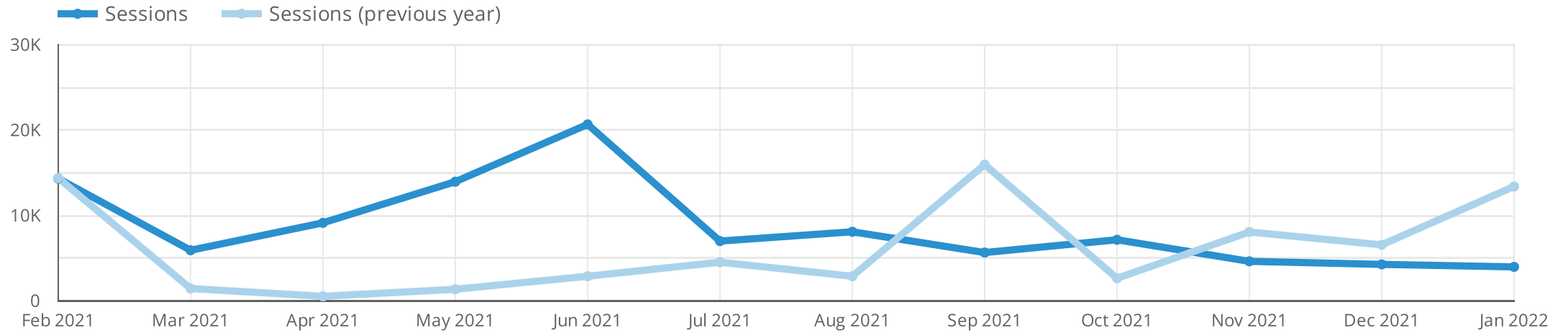
What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/	14,242	00:00:48	78.05%
/beaches/webcams/	13,847	00:01:12	49.8%
/events/	2,739	00:02:29	38.57%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,028	00:02:38	57.11%
/about/visitors-guide-brochures/	1,947	00:01:56	53.78%
/things-to-do/	1,294	00:01:42	64.63%
/beaches/	1,260	00:01:45	58.28%
/lodgings	1,207	00:02:35	29.46%
/where-to-stay/campgrounds-rv-parks/	1,155	00:02:13	44.13%
/where-to-stay/	900	00:02:09	51.02%
/things-to-do/restaurants-bars/	889	00:02:47	42.53%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	799	00:01:26	53.58%
/where-to-stay/vacation-rentals/	763	00:02:11	57.14%
/event/7th-annual-princess-place-preserve-pow-wow-flagler-countys-native-a...	686	00:01:04	72.64%
/listing/princess-place-preserve/270329/	662	00:01:16	38.64%
/beaches/pet-friendly-zones/	656	00:01:53	60.55%
/listing/flagler-by-the-sea-campgrounds/270602/	635	00:01:31	45.71%
/event/cirque-maceo/20802/	558	00:02:01	38.31%
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-the-flagler-beac...	534	00:02:49	56.13%
/blog/post/bright-lights-starry-nights/	468	00:01:19	77.85%
/things-to-do/outdoor-adventures/biking-hiking/	460	00:02:16	38.16%
/where-to-stay/pet-friendly/	459	00:02:33	53.14%
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-flagler-beac...	458	00:00:23	84.48%

How are blog sessions trending over time?

by Sessions Year over Year



How is my blog traffic performing over time?

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

Month	Sessions	% Δ	Bounce Rate	Avg. Session Duration	Pages / Session
January	5,558	-60.3% ↓	47.09%	00:03:01	2.8
December	5,397	-22.6% ↓	52.57%	00:02:22	2.47
November	5,377	-36.9% ↓	56.59%	00:02:19	2.26
October	8,025	159.2% ↑	70.78%	00:01:47	2.04
Septemb...	6,702	-59.2% ↓	60.65%	00:02:19	2.29
August	8,973	177.7% ↑	64.71%	00:02:06	2.14

What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Organic Search	2,834	-23.6% ↓	50.99%
Direct	949	134.3% ↑	17.07%
Social	836	-86.6% ↓	15.04%
(Other)	482	-85.6% ↓	8.67%
Referral	254	176.1% ↑	4.57%
Paid Search	189	3,680.0% ↑	3.4%
Grand total	5,558	-60.3% ↓	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	2,051
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-t...	541
/blog/post/bright-lights-starry-nights/	486
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-t...	466
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	457
/blog/post/sweet-sips-to-share-with-your-sweetheart-in-palm-c...	324
/blog/post/healthy-ish-treats-and-eats-in-palm-coast-and-the-fl...	255
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-b...	240
/blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-...	227
/blog/post/find-beachside-bliss-with-a-spa-getaway-in-palm-co...	177

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

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagle...	2,051
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-the-fla...	541
/blog/post/bright-lights-starry-nights/	486
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	466
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	457
/blog/post/sweet-sips-to-share-with-your-sweetheart-in-palm-coast-...	324
/blog/post/healthy-ish-treats-and-eats-in-palm-coast-and-the-flagler-...	255
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	240
/blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-palm-...	227
/blog/post/find-beachside-bliss-with-a-spa-getaway-in-palm-coast-a...	177

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

by Landing Page, Second Page and Sessions

Landing Page	Second Page	Sessions
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	73
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	69
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	67
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	60
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/about/visitors-guide-brochures/	33
/blog/post/bright-lights-starry-nights/	/blog/post/bright-lights-starry-nights/	32
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/bulow-plantation-ruins-historic-state-park/270600/	24
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	24
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	23
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/hammock-beach-golf-resort-&-spa/270440/	22

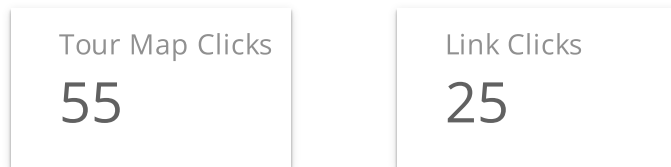
What channels are my website visitors coming from?

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

Channel	Sessions	Pageviews	Bounce Rate	Avg. Session Duration	Pages / Session
Social	41	44	87.8%	00:00:30	1.07
Referral	35	49	54.29%	00:03:13	1.4
Organic Search	8	10	50%	00:06:01	1.25
Direct	6	6	100%	00:00:00	1
(Other)	2	2	100%	00:00:00	1
Grand total	92	111	72.83%	00:01:58	1.21

What actions are my website visitors taking?

Tour map and link clicks last month



What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
The Sea Turtle Hospital	5
River to Sea Preserve	4
Down to Earth Pottery	3
audio tour	2
Equestrian Adventures of Florida	2
Art LaMay Studio	1
Gamble Rogers Memorial State Recreation ...	1
Mala Compra Greenway Trail	1
Varn Park	1
A1A Scenic and Historic Coastal Byway	1
Grand total	25

The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a soft-focus office setting. Overlaid on the image are various digital graphics: a colorful horizontal bar at the top (orange, green, blue, red, purple, teal), a line graph with data points on the left, a network diagram with nodes and lines on the right, and several circular and rectangular overlays in the bottom left and bottom right. The text 'ORGANIC TRAFFIC' is centered in a white box.

ORGANIC TRAFFIC

Organic Sessions

22,511

↑ 18.0%

Percent of Total Sessions

48.26%

↑ 94.3%

% New Sessions

64.46%

↓ -2.5%

Avg. Session Duration

00:01:43

↑ 2.4%

Pages / Session

1.75

↑ 2.1%

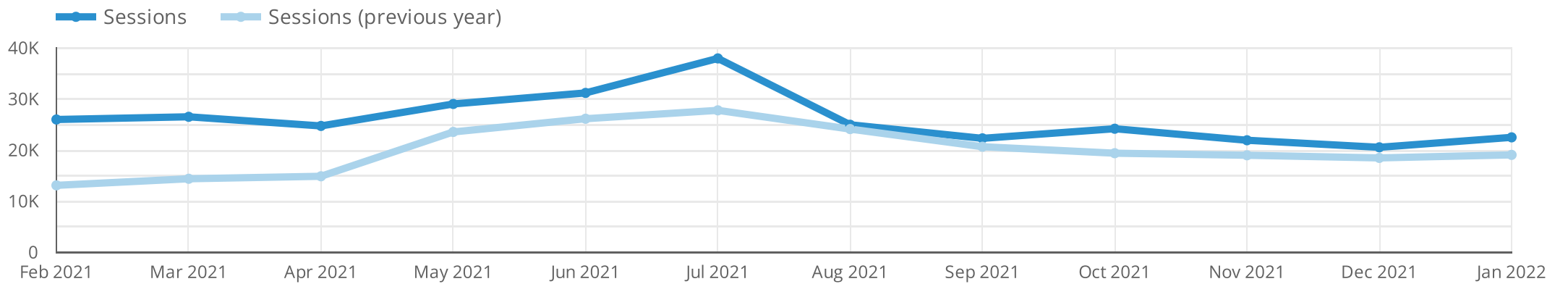
Bounce Rate

50.47%

↓ -1.8%

How are organic sessions trending?

by Sessions Year over Year



What pages are organic search visitors landing on?

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

Landing Page	Sessions	% Δ
/beaches/webcams/	6,330	25.6% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,462	-48.0% ↓
/events/	1,183	72.7% ↑
/	1,143	128.1% ↑
/where-to-stay/campgrounds-rv-parks/	657	58.3% ↑
/things-to-do/restaurants-bars/	505	11.7% ↑
/where-to-stay/vacation-rentals/	430	31.1% ↑
/event/7th-annual-princess-place-preserve-pow-wo...	405	393.9% ↑
/beaches/	355	23.3% ↑
/listing/flagler-by-the-sea-campgrounds/270602/	350	1,029.0% ↑

Analysis: Organic sessions were up 18% YoY (+3,400 sessions). Content that contributed to growth included the Homepage (+128%; +642 sessions), Events (+73%; +498 sessions), and Webcams (+26%; +1,291 sessions). While the 25 Things to Do When You Visit blog post was the 2nd most popular landing page, however it attracted fewer sessions this year. We've reviewed the page and shared thoughts in the recommendations section of the report.

Other YoY organic highlights

- Listing referrals were up 53%
- Event referrals were up 66%
- Newsletter signups up 77%
- Pages/session were up 2%
- Average session duration up 2%
- Bounce rate down 2%

<p>Organic Clicks</p> <p>16,528</p> <p>↑ 11.2%</p>	<p>Organic Impressions</p> <p>831,697</p> <p>↑ 17.8%</p>	<p>Organic CTR%</p> <p>1.99%</p> <p>↓ -5.6%</p>	<p>Average Ranking Position</p> <p>19.53</p> <p>↑ 10.9%</p>
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How is my site performing organically on Google search results?

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

Query	Clicks	Average Position	Δ	Site CTR
flagler beach webcam	868	1.03	0.01 ↑	64.3%
flagler beach cam	836	1	0	70.85%
flagler beach	475	5.02	0.21 ↑	2.41%
flagler beach live cam	169	1	0	66.8%
flagler beach surf cam	138	1.95	-0.64 ↓	35.84%
things to do in palm coast fl	128	2.32	0.7 ↑	18.05%
things to do in palm coast	108	2.23	1.06 ↑	13.64%
webcam flagler beach	103	1.03	-0.11 ↓	83.74%
palm coast florida	96	8.11	3.28 ↑	0.66%
flagler webcam	92	1	0	48.94%
flagler live cam	91	1	0	51.41%
flagler by the sea campground	90	2.39	-7.25 ↓	36.44%
flagler pier cam	84	1	-0.04 ↓	50.6%
flagler by the sea	78	1.84	-7.65 ↓	26.09%
flagler beach pier webcam	73	1.01	-0.08 ↓	50.69%
flagler beach campground	68	2.02	-0.34 ↓	10.85%
palm coast fl	67	8.45	3.56 ↑	0.54%
what to do in palm coast florida	61	1.66	0.54 ↑	40.94%
flagler beach florida	61	5.37	0.67 ↑	1.68%
things to do palm coast	60	1.7	0.62 ↑	23.72%

Analysis: Last month, organic impressions were up 18% and clicks were up 11%. The site remained steadily in the top spot for several Beach Cam keywords. Aside from those queries, things to do and campground searches were the top drivers of traffic to the site. The site's rankings for general "Palm Coast, FL" terms have dipped compared to last year. Since the queries are general, it's difficult to ascertain the intent of the search. Strategically including the keyword in popular content may help recapture your rankings.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	183
Princess Place Cottages	174
Bull Creek Campground/Dead Lake	152
Equestrian Adventures of Florida	135
Marineland Dolphin Adventure	109
Beverly Beach RV Camptown Resort	98
Gamble Rogers Memorial State Recreational Area	85
River To Sea Preserve	73
Golden Magnolia Resort	70
Island Cottage Oceanfront Inn	48
Hammock Beach Golf Resort & Spa	45
Grand Reserve Golf Course and Club	41
Bulow Plantation RV Resort	41
Blue Moon Beach Rental	40
Tomahawk Tavern	39
Suites on the Beach	38
Si Como No Inn	38
Canopy Walk Vacation Rentals	36
Flagler Beach Motel & Vacation Rentals	35
Flagler County Recreation Area and Fairgrounds	34
Grand total	3,397

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Flagler County Recreation Area and Fairgrounds CIR...	226
PALM COAST STRAWBERRY FESTIVAL 2022	46
FIRST FRIDAY	44
Creative Bazaar Arts & Crafts Flea Market	26
Veteran's Park Starry Nights in Flagler Beach	21
Flagler Playhouse MASS APPEAL	8
ROCKY AND THE ROLLERS	8
ZERBINNI FAMILY CIRCUS 2022	7
TNT ART & CRAFT SHOW	6
"LOUIS" TO THE TURTLE TRAIL	5
Flagler Auditorium Melissa Manchester	5
Flagler Auditorium EARTH TO MARS / BRUNO MARS ...	3
Inaugural Smithsonian Exhibition "The National Museu...	2
ADBACADABRA	2
Flagler Auditorium MOTONES AND JERSEYS	2
NMAAHC A PLACE FOR ALL PEOPLE	2
Inaugural Smithsonian Exhibition	1
Grand total	414

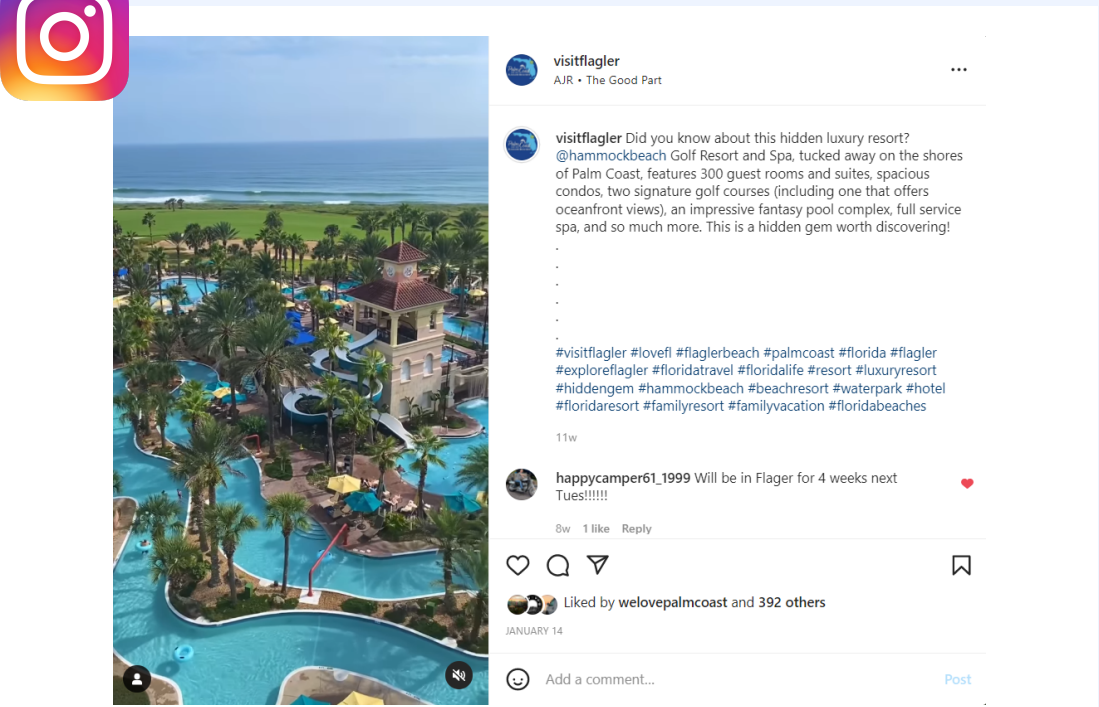
January 2022

Social Media Channels



TOP PERFORMING CONTENT

January 2022



Reach	83,499
Video Views	N/A
Engagement	6,242

Reach	9,862
Video Views	10,300
Engagement	619

Facebook Followers

20,764

↑ 2.47%
From DEC

Instagram Followers

5,948

↑ 1.55%
From DEC

TOP PERFORMING CONTENT

January 2022

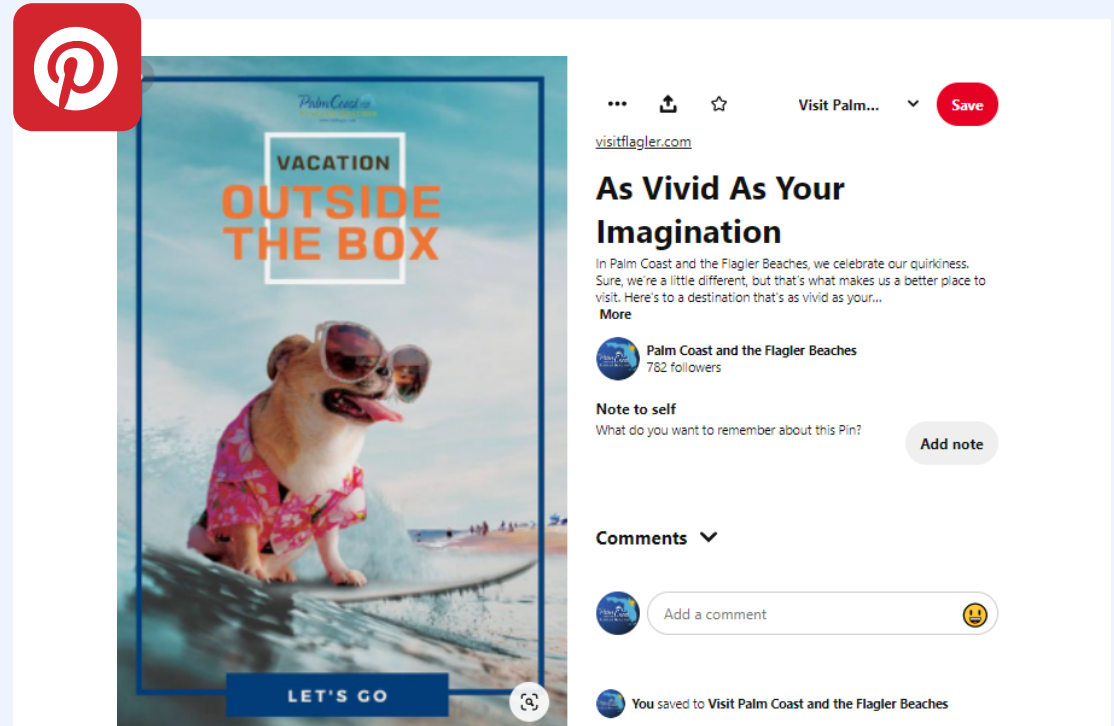


Impressions	393
Video Views	N/A
Engagement	12

Twitter Followers

3,720

↑ 0.0%
From DEC



Impressions	268,932
Video Views	N/A
Engagement	1,464

Pinterest Followers

777

↑ 0.39%
From DEC

TOP PERFORMING CONTENT

January 2022



Video Views

5,000

YouTube Subscribers

1,570  0.64%

From DEC



SEO REPORT

February 2022



SEO EXECUTIVE SUMMARY

Organic Traffic Performance

Organic sessions were up 14% YoY (+3,500 sessions). The Webcams landing page continues its year-over-year upward trend, with a 20% increase (+1,094 sessions) in February 2022, and it was the No. 1 landing page. The Events landing page saw a 92% increase (+684 sessions). The second-highest landing page was the [Princess Place Preserve Native American Festival listing](#). After being canceled last year due to COVID-19, the page saw a 3,000% increase in sessions from 2021.

Overall Site Performance

Overall sessions were down 29% from last year (-23,236 sessions), with a 71% decrease (-19,710 sessions) in social contributing to that. Additionally, last year there were 13,000 sessions from display advertising, while this year there were none. Organic searches saw a 14% increase, comprising 52% of all sessions.

Organic Sessions

29,532

↑ 13.6%

Organic Sessions YTD

52,043

↑ 15.4%



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Feb 1, 2022 - Feb 28, 2022

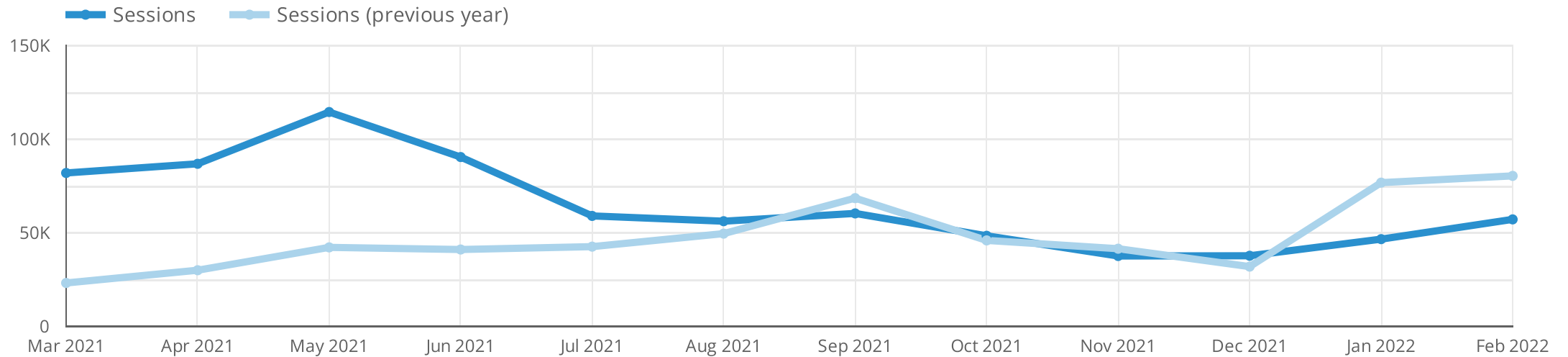
How is my total traffic performing over time?

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

Month	Sessions	% Δ	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session D...
February	57,197	-27.1% ↓	41,308	59.67%	91,648	1.6	00:01:27
January	46,642	-39.3% ↓	34,271	59.56%	75,548	1.62	00:01:22
December	37,764	18.1% ↑	26,876	58.8%	61,179	1.62	00:01:20
November	37,641	-9.4% ↓	25,394	55.45%	61,311	1.63	00:01:27
October	48,428	5.3% ↑	36,804	63.09%	75,595	1.56	00:01:17
September	60,390	-11.9% ↓	45,974	67.27%	90,253	1.49	00:01:08

How are users from all sources trending over time?

by Sessions Year over Year



Overall Traffic Summary | Last Month

Feb 1, 2022 - Feb 28, 2022

What channels are my website visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Organic Search	29,532	13.6% ↑	51.63%
Direct	11,190	39.7% ↑	19.56%
Social	8,078	-70.9% ↓	14.12%
(Other)	3,024	0.5% ↑	5.29%
Referral	2,722	31.4% ↑	4.76%
Paid Search	2,651	2,499.0% ↑	4.63%
Grand total	57,197	-28.9% ↓	100%

Analysis: Overall sessions were down 29% from last year (-23,236 sessions), with a 71% decrease (-19,710 sessions) in social contributing to that. Additionally, last year there were 13,000 sessions from display advertising, while this year there were none. Organic searches saw a 14% increase, comprising 52% of all sessions.

What were the top campaigns that sent traffic?

by Campaign and Sessions

Campaign	Sessions
Evergreen	2,919
ACQ_Flagler_Location_Specific	2,600
dm-flpcfb	36
ACQ_Flagler	35
Connect 360	23
welcome-home	13
Complete	11
ExtendedSummer	7
Welcome-Home	6

How does my website perform compared to the DMO averages?

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

Pages per Sessions			
Channel	Industry	Visit Flagler	% dif
All Channels	1.98	1.54	-22.14%
Organic Search	2.13	1.71	-19.51%
Paid Search	2.27	1.91	-15.79%

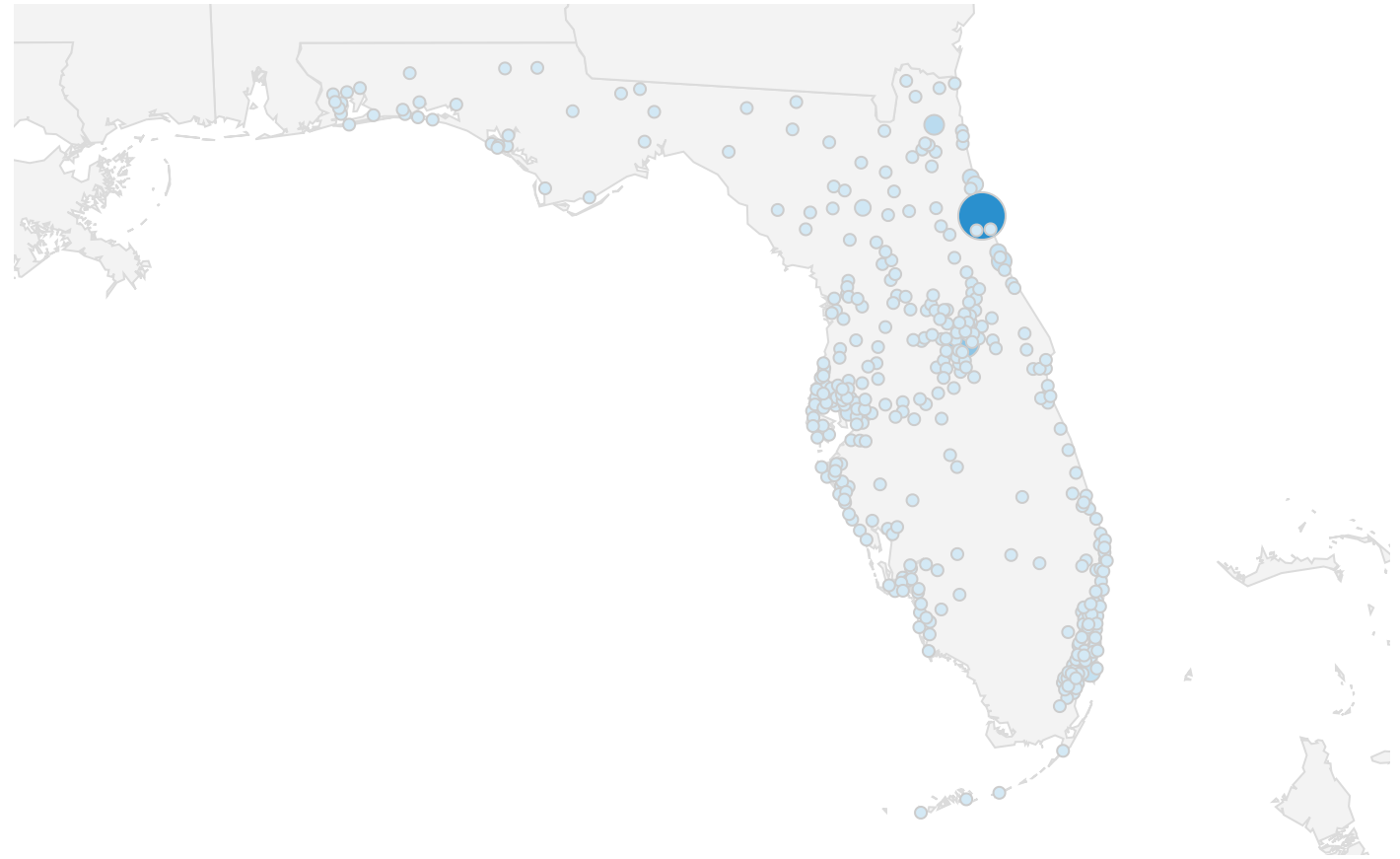
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:50	00:01:13	-33.25%
Organic Search	00:02:13	00:01:42	-23.31%
Paid Search	00:01:52	00:01:16	-32.32%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.24%	60.47%	11.49%
Organic Search	48.93%	48.28%	-1.34%
Paid Search	48.64%	63.15%	29.82%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	13,640	66.9% ↑
Orlando	5,557	16.4% ↑
Jacksonville	2,075	22.6% ↑
Miami	1,286	-34.3% ↓
Daytona Beach	1,169	154.1% ↑
St. Augustine	728	67.0% ↑
Ormond Beach	699	-12.5% ↓
Tampa	395	-57.2% ↓
Gainesville	350	58.4% ↑
St. Augustine Beach	333	62.4% ↑
Port Orange	310	-34.7% ↓
Ocala	274	2.2% ↑
DeLand	221	30.8% ↑
Palatka	170	8.3% ↑
Bunnell	165	450.0% ↑
Fruit Cove	146	44.6% ↑
Saint Augustine Shor...	132	80.8% ↑



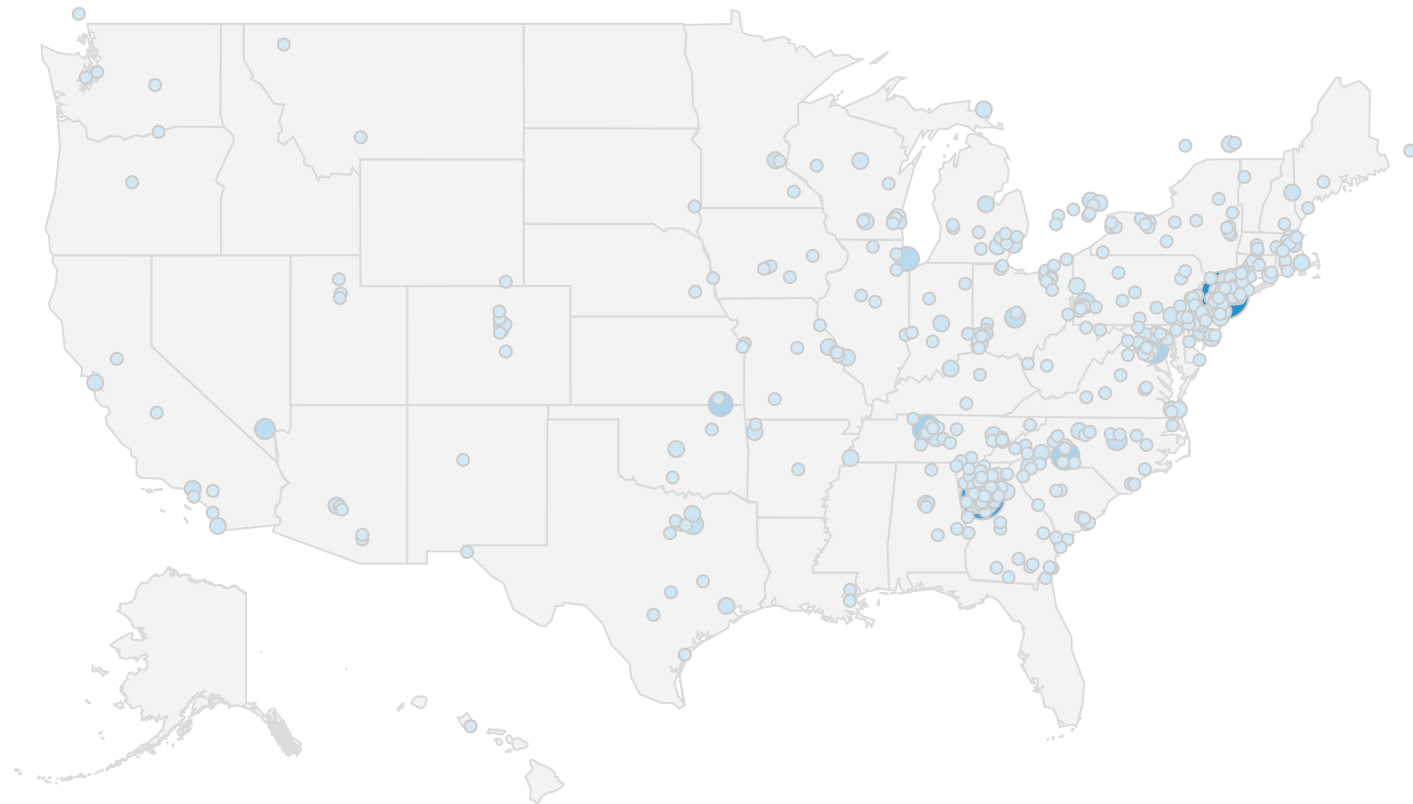
1 13,640

Analysis: Neighboring Bunnell saw a 450% increase, but has a small population and is part of Flagler. Daytona Beach saw a 154% increase and sits in the top five for number of sessions. Because Daytona is an hour drive and has similar attractions, highlight what is different about Flagler -- more parking, more accessible beaches, fewer crowds. Optimize blog posts to emphasize the quiet, local nature of Flagler, including [date night](#), [girls trip](#) and [spa day](#).

What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

City	Sessions
New York	1,232
Atlanta	1,008
Nashville	351
Washington	346
Charlotte	321
Coffeyville	293
Philadelphia	253
Chicago	227
Las Vegas	166
Dallas	154
Columbus	152
Ashburn	142
Raleigh	122
Pittsburgh	117
Boston	109
Fayetteville	89
Cleveland	87
Marietta	87



7 1,232

Analysis: Sessions from New York increased 53% (+428 session). While sessions from Atlanta decreased 71% (-2,444 sessions), session duration from Atlanta was up 170%, from :27 to 1:13.

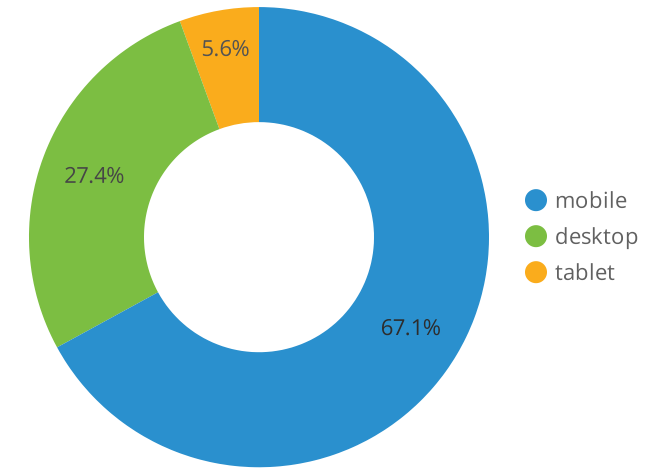
Overall Traffic Device Breakdown | Last Month

Feb 1, 2022 - Feb 28, 2022

What devices are users on my site using?

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

Device Category	Sessions	% Δ	Bounce Rate	Pages / Session	Avg. Session D...
Mobile	38,351	-33.5% ↓	63.54%	1.48	00:01:12
Desktop	15,647	6.7% ↑	50.19%	1.9	00:02:05
Tablet	3,199	-47.7% ↓	59.64%	1.63	00:01:32
Grand total	57,197	-27.1% ↓	59.67%	1.6	00:01:27



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/	7,104	395.1% ↑
/beaches/webcams/	6,464	39.4% ↑
/event/7th-annual-princess-place-preserve-pow-wow-flagle...	4,908	4,402.8% ↑
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-...	1,790	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,690	-24.5% ↓
/events/	1,170	25.1% ↑
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagl...	1,020	-
/lodgings	655	-91.7% ↓
/event/palm-coast-strawberry-festival-2022/20689/	593	-
/things-to-do/	544	45.1% ↑

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	4,981	30.8% ↑
/	2,502	141.7% ↑
/event/7th-annual-princess-place-preserve-pow-wow-flagler...	653	1,878.8% ↑
/events/	507	95.8% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	478	-40.1% ↓
/lodgings	373	-1.3% ↓
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagle...	292	-
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-b...	276	-
/listing/princess-place-preserve/270329/	194	438.9% ↑
/where-to-stay/vacation-rentals/	179	-29.2% ↓

How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate

Top Landing Pages	Sessions	Avg. Session Duration	Bounce Rate
/beaches/webcams/	12,370	00:01:21	57.15%
/	10,161	00:01:02	73.67%
/event/7th-annual-princess-place-preserve-pow-wow-...	5,705	00:01:13	62%
/blog/post/free-things-to-do-in-palm-coast-and-the-...	2,352	00:01:10	76.19%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	2,226	00:02:38	54.18%
/events/	1,765	00:02:40	37.68%
/blog/post/pizza-joints-we-love-in-palm-coast-and-th...	1,412	00:01:05	75.64%
/lodgings	1,097	00:02:54	25.71%
/event/palm-coast-strawberry-festival-2022/20689/	756	00:00:52	56.22%
/things-to-do/	688	00:01:34	59.74%
/beaches/	673	00:01:41	57.21%
/where-to-stay/campgrounds-rv-parks/	584	00:02:24	49.83%
/about/visitors-guide-brochures/	548	00:01:34	59.49%
/things-to-do/restaurants-bars/	514	00:02:43	45.14%
/beaches/pet-friendly-zones/	512	00:02:01	57.23%
/event/cirque-maceo/20802/	465	00:02:04	40.86%
/where-to-stay/vacation-rentals/	452	00:01:46	55.97%
/listing/princess-place-preserve/270329/	450	00:02:10	41.56%
/things-to-do/outdoor-adventures/horseback-riding-...	403	00:01:48	54.34%
/where-to-stay/	395	00:02:31	54.94%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	12,245	15,542
/	8,467	10,585
/event/7th-annual-princess-place-preserve-pow-wow-...	5,631	7,078
/blog/post/free-things-to-do-in-palm-coast-and-the-fla...	2,291	3,249
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,532	2,641
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-...	1,312	1,751
/events/	1,195	2,404
/lodgings	1,092	1,380
/event/palm-coast-strawberry-festival-2022/20689/	754	957
/about/visitors-guide-brochures/	743	1,872
/beaches/	631	1,126
/things-to-do/	630	1,129
/listing/princess-place-preserve/270329/	588	1,118
/event/cirque-maceo/20802/	492	756
/where-to-stay/	458	930
/where-to-stay/campgrounds-rv-parks/	456	816
/beaches/pet-friendly-zones/	425	563
/where-to-stay/vacation-rentals/	396	676
/listing/marineland-dolphin-adventure/270614/	386	677
/things-to-do/outdoor-adventures/horseback-riding-on...	371	700

Analysis: Visitors spent at least one minute on 19 of the top 20 landing pages. Combined, the [Strawberry Festival](#) and [Princess Place Native American Festival](#) pages delivered 6,461 sessions and average session duration of one minute. Consider making the [annual events page](#) more robust with information about the events and internal links to the calendar.

What are my most viewed pages?

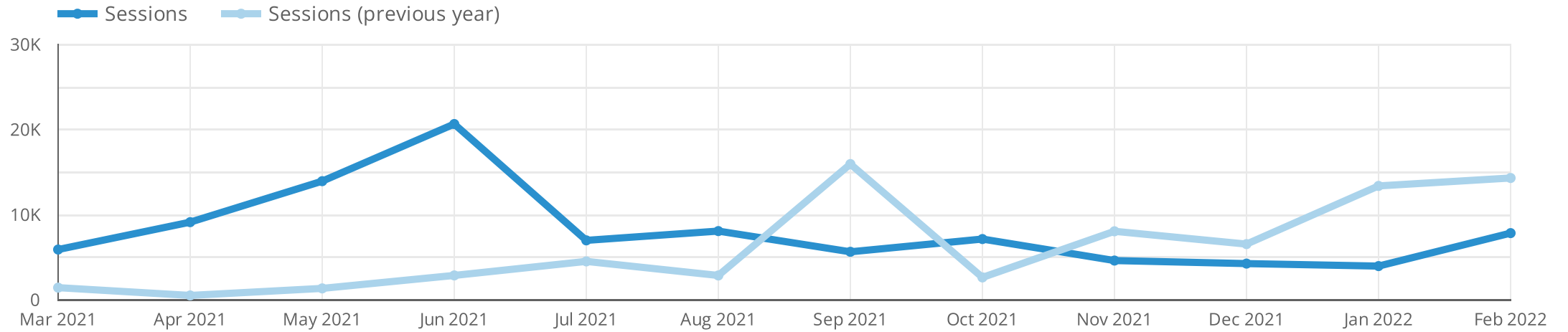
by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	15,365	00:01:21	56.52%
/	11,893	00:01:02	73.46%
/event/7th-annual-princess-place-preserve-pow-wow-flagler-countys-native-a...	6,965	00:01:13	61.61%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	3,392	00:01:10	76.06%
/events/	3,249	00:02:38	37.63%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,967	00:02:38	54.18%
/about/visitors-guide-brochures/	2,199	00:01:28	59.71%
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beaches/	1,829	00:01:05	75.58%
/lodgings	1,385	00:02:52	25.78%
/things-to-do/	1,349	00:01:34	60.09%
/beaches/	1,277	00:01:43	56.87%
/where-to-stay/	1,018	00:02:31	55.22%
/listing/princess-place-preserve/270329/	995	00:02:14	41.83%
/where-to-stay/campgrounds-rv-parks/	962	00:02:28	49.49%
/event/palm-coast-strawberry-festival-2022/20689/	923	00:00:54	55.92%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	895	00:01:48	54.21%
/things-to-do/restaurants-bars/	846	00:02:42	45.22%
/where-to-stay/vacation-rentals/	725	00:01:48	55.36%
/event/cirque-maceo/20802/	719	00:02:01	39.75%
/beaches/pet-friendly-zones/	700	00:02:00	56.56%
/listing/marineland-dolphin-adventure/270614/	641	00:01:30	46.13%
/listing/flagler-by-the-sea-campgrounds/270602/	508	00:01:37	43.51%
/listing/washington-oaks-gardens-state-park/270476/	477	00:01:56	53.3%

Analysis: Your most viewed pages align closely to your top landing pages.

How are blog sessions trending over time?

by Sessions Year over Year



How is my blog traffic performing over time?

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

Month	Sessions	% Δ	Bounce Rate	Avg. Session Duration	Pages / Session
February	9,509	-38.8% ↓	56.56%	00:02:25	2.36
January	5,558	-60.3% ↓	47.09%	00:03:01	2.8
December	5,397	-22.6% ↓	52.57%	00:02:22	2.47
November	5,377	-36.9% ↓	56.59%	00:02:19	2.26
October	8,025	159.2% ↑	70.78%	00:01:47	2.04
Septemb...	6,702	-59.2% ↓	60.65%	00:02:19	2.29

What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Organic Search	3,858	-6.7% ↓	40.57%
Social	2,686	-61.1% ↓	28.25%
Direct	2,005	140.1% ↑	21.09%
Referral	359	131.6% ↑	3.78%
(Other)	336	-88.4% ↓	3.53%
Paid Search	265	26,400.0% ↑	2.79%
Grand total	9,509	-38.8% ↓	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	Pageviews
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-bea...	3,444
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	3,005
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-b...	1,829
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-t...	452
/blog/post/rep-flagler-beach-with-these-fun-local-tees/	364
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and...	327
/blog/post/sweet-sips-to-share-with-your-sweetheart-in-palm-c...	188
/blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-...	188
/blog/post/turtles-murals-and-more-your-guide-to-public-art-in...	163
/blog/post/best-places-to-watch-the-big-game-in-palm-coast-a...	156

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

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagle...	5,056
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	3,444
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	2,069
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-the-fla...	993
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	614
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	599
/blog/post/bright-lights-starry-nights/	565
/blog/post/sweet-sips-to-share-with-your-sweetheart-in-palm-coast-...	512
/blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-palm-...	415
/blog/post/rep-flagler-beach-with-these-fun-local-tees/	364

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

by Landing Page, Second Page and Sessions

Landing Page	Second Page	Sessions
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	144
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	112
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	104
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	96
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	77
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beaches/	/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beaches/	62
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beaches/	/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	46
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	/events/	45
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/about/visitors-guide-brochures/	42
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	39

What channels are my website visitors coming from?

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

Channel	Sessions	Pageviews	Bounce Rate	Avg. Session Duration	Pages / Session
Referral	59	65	88.14%	00:00:10	1.1
Direct	12	12	100%	00:00:00	1
(Other)	5	5	100%	00:00:00	1
Social	4	4	100%	00:00:00	1
Organic Search	2	2	100%	00:00:00	1
Grand total	82	88	91.46%	00:00:07	1.07

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 12	Link Clicks 0
------------------------------	-------------------------

What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
No data	



ORGANIC TRAFFIC

Organic Sessions

29,532

↑ 21.5%

Percent of Total Sessions

51.63%

↑ 59.7%

% New Sessions

63.99%

↓ -3.4%

Avg. Session Duration

00:01:43

↓ -8.4%

Pages / Session

1.67

↓ -3.6%

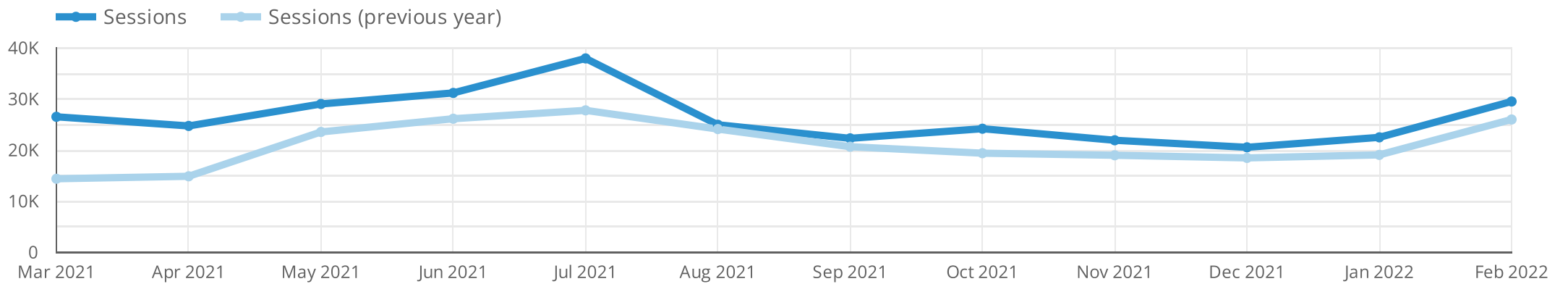
Bounce Rate

53.14%

↑ 4.0%

How are organic sessions trending?

by Sessions Year over Year



What pages are organic search visitors landing on?

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

Landing Page	Sessions	% Δ
/beaches/webcams/	6,605	19.9% ↑
/event/7th-annual-princess-place-preserve-pow-wo...	4,437	3,138.7% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coa...	2,138	-27.3% ↓
/events/	1,428	91.9% ↑
/	1,132	82.6% ↑
/event/palm-coast-strawberry-festival-2022/20689/	711	-
/where-to-stay/campgrounds-rv-parks/	546	9.9% ↑
/beaches/	483	22.0% ↑
/things-to-do/restaurants-bars/	481	-14.1% ↓
/event/cirque-maceo/20802/	415	-

Analysis: Organic sessions were up 14% YoY (+3,500 sessions). The Events landing page saw a 92% increase (+684 sessions). The second-highest landing page was the Princess Place Preserve Native American Festival listing. After being canceled last year due to COVID-19, the page saw a 3,000% increase in sessions from 2021. As COVID restrictions lift, there is potential to capture increased interest in events.

<p>Organic Clicks</p> <p>22,334</p> <p>↑ 16.9%</p>	<p>Organic Impressions</p> <p>909,248</p> <p>↑ 20.5%</p>	<p>Organic CTR%</p> <p>2.46%</p> <p>↓ -3.0%</p>	<p>Average Ranking Position</p> <p>19.39</p> <p>↑ 10.7%</p>
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How is my site performing organically on Google search results?

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

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	817	1	0	71.86%
flagler beach webcam	756	1.03	-0 ↓	68.17%
flagler beach	458	6.19	0.58 ↑	1.72%
pow wow palm coast	276	2.03	-	63.59%
things to do in palm coast fl	252	1.37	-0.04 ↓	33.92%
native american festival palm coast	223	1	-	69.69%
flagler beach surf cam	191	1.85	-0.42 ↓	40.21%
palm coast strawberry festival 2022	191	1	-	70.48%
flagler beach live cam	160	1	0	67.23%
flagler webcam	128	1	0	59.81%
native american festival florida 2022	123	2.15	-	27.58%
flagler pier cam	120	1	-0.02 ↓	54.3%
things to do in palm coast florida	109	1.25	0.14 ↑	35.5%
things to do in palm coast	109	2.64	1.44 ↑	14.21%
webcam flagler beach	107	1.02	-0.02 ↓	84.92%
palm coast florida	105	8.4	2.72 ↑	0.74%
flagler live cam	104	1	0	63.03%
palm coast fl	102	8.91	3 ↑	0.83%
princess place pow wow	99	1.03	-	73.33%
princess place preserve events	96	1.13	-4.61 ↓	61.94%

Analysis: Last month, organic impressions were up 21% and clicks were up 17%. Seven webcam results ranked first.

Again, queries related to events drove traffic comparable to that driven by webcam searches.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	229
Marineland Dolphin Adventure	176
Equestrian Adventures of Florida	153
Princess Place Cottages	148
Bull Creek Campground/Dead Lake	105
Golden Magnolia Resort	76
River To Sea Preserve	70
Beverly Beach RV Camptown Resort	68
Grand Reserve Golf Course and Club	55
Gamble Rogers Memorial State Recreational Area	54
Tomahawk Tavern	53
Washington Oaks Gardens State Park	47
Bulow Plantation RV Resort	45
Flagler County Recreation Area and Fairgrounds	44
Island Cottage Oceanfront Inn	43
Hammock Beach Golf Resort & Spa	40
Si Como No Inn	39
Bings Landing County Park	36
Mala Compra Road Beachfront Park - Pet Friendly	36
Flagler Playhouse	34
Grand total	3,486

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Princess Place Preserve 7th Annual Princess Place P...	1,005
Flagler County Recreation Area and Fairgrounds CIR...	316
PALM COAST STRAWBERRY FESTIVAL 2022	309
ZERBINNI FAMILY CIRCUS 2022	136
Creative Bazaar Arts & Crafts Flea Market	57
Winter Jam - Valentine's Weekend Special	31
Flagler Auditorium EARTH TO MARS / BRUNO MARS ...	24
Flagler County Recreation Area and Fairgrounds Cirq...	18
CHEER AT THE PIER	15
RACE THE RUNWAYS	13
ADBACADABRA	9
Flagler Auditorium MOTONES AND JERSEYS	9
CREEKSIDE FESTIVAL	7
Flagler Area Cycling Enthusiasts Trail Day on the A1...	6
COMPANY	6
PALM COAST SONGWRITERS FESTIVAL	5
Flagler Auditorium SIX APPEAL	5
Flagler Auditorium Melissa Manchester	4
Bird Walk: Washington Oaks Gardens State Park	2
PROOF	2
Grand total	1,990



February 2022

Social Media Channels

TOP PERFORMING CONTENT

February 2022



Palm Coast and the Flagler Beaches
February 7 · 🌐
Follow your ❤️



Reach	17,135
Video Views	N/A
Engagement	795

Facebook Followers

21,614  4.09%
From JAN



visitflagler
Louis Armstrong · What A Wonderful World

visitflagler We've got the ultimate date idea to help you win some brownie points from your valentine: a day trip to Washington Oaks Gardens State Park. With its rose gardens, majestic oaks, reflection ponds, and coquina rock beach, this @fl.stateparks is truly enchanting.

Click the link in our bio for more romantic date ideas.

#visitflagler #lovefl #flaglerbeach #palmcoast #flagler #florida #washingtonoaks #statepark #flstatepark #botanicalgarden #rosegarden #oaktrees #naturesbeauty #valentine #datenight #dateideas #exploreflorida

renasutton @forrest137
7w Reply

Liked by cycleheremedia and 313 others

FEBRUARY 1

Add a comment... Post

Reach	5,887
Video Views	5,920
Engagement	371

Instagram Followers

6,043  1.60%
From JAN

TOP PERFORMING CONTENT

February 2022



Visit Flagler
@VisitFlagler

Let's ride. 🌞🌴🏍️ #VisitFlagler #BikeWeek



Impressions	541
Video Views	N/A
Engagement	20

Twitter Followers

3,722

↑ 0.05%
From JAN



Visit Palm... Save

visitflagler.com

As Vivid As Your Imagination

In Palm Coast and the Flagler Beaches, we celebrate our quirkiness. Sure, we're a little different, but that's what makes us a better place to visit. Here's to a destination that's as vivid as your...
More

Palm Coast and the Flagler Beaches
782 followers

Note to self

What do you want to remember about this Pin?

Add note

Comments



Add a comment



You saved to Visit Palm Coast and the Flagler Beaches

Impressions	571,604
Video Views	N/A
Engagement	3,287

Pinterest Followers

781

↑ 0.51%
From JAN

TOP PERFORMING CONTENT

February 2022



Video Views

4,520

YouTube Subscribers

1,590  1.30%

From JAN



SEO REPORT

March 2022

FLAGLER
BEACH
FLA

SEO EXECUTIVE SUMMARY

Organic Traffic Performance

In March, Organic sessions were up 39% YoY (+10,411 sessions), more than twice the increases of the previous two months. The Webcams landing page continues to be the top landing page, this month seeing a 38% increase in organic sessions (+2,563 sessions). The Events landing page saw a 70% increase (+746 sessions).

The events page experienced year-over-year growth across several metrics. Bounce rate decreased from 47% to 34%, average session duration increased 50% (from 1:58 to 2:55) and sessions increased 60%, from 1,452 to 2,315.

The second-highest organic landing page was the "25 Things to Do When You Visit Palm Coast and the Flagler Beaches" blog post, which saw exponential session growth (+2,447 sessions) from last year.

Overall Traffic Performance

Overall sessions were down 14% from last year (-11,564 sessions). A 97% decrease in Display and 88% decrease in social contributed the decrease.

Two blog posts sat in the top five spots for most viewed pages: An Epic Itinerary for a Guys' Trip had 5,479 pageviews and an average session duration of 0:39 and 25 Things to Do When You Visit had 3,966 pageviews and an average session duration of 2:38. Overall Site Performance.

Organic Sessions

36,945

↑ 39.2%

Organic Sessions YTD

88,988

↑ 24.3%



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Mar 1, 2022 - Mar 31, 2022

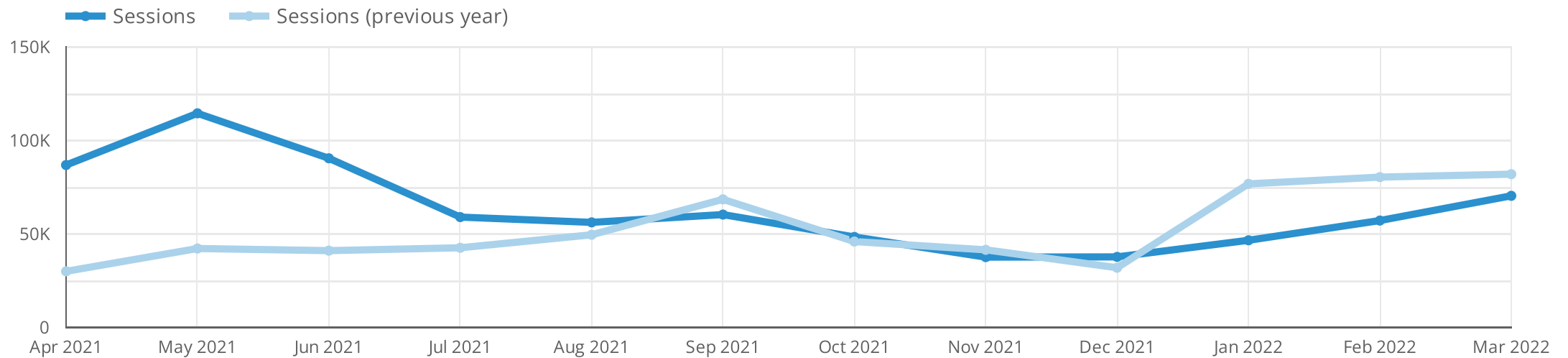
How is my total traffic performing over time?

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

Month	Sessions	% Δ	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session D...
March	70,428	-14.1% ↓	50,758	62.06%	112,067	1.59	00:01:23
February	57,197	-27.1% ↓	41,308	59.67%	91,648	1.6	00:01:27
January	46,642	-39.3% ↓	34,271	59.56%	75,548	1.62	00:01:22
December	37,764	18.1% ↑	26,876	58.8%	61,179	1.62	00:01:20
November	37,641	-9.4% ↓	25,394	55.45%	61,311	1.63	00:01:27
October	48,428	5.3% ↑	36,804	63.09%	75,595	1.56	00:01:17

How are users from all sources trending over time?

by Sessions Year over Year



Overall Traffic Summary | Last Month

Mar 1, 2022 - Mar 31, 2022

What channels are my website visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Organic Search	36,945	39.2% ↑	52.46%
(Other)	12,163	542.5% ↑	17.27%
Direct	11,374	12.8% ↑	16.15%
Social	3,903	-88.3% ↓	5.54%
Paid Search	3,352	2,260.6% ↑	4.76%
Referral	2,476	-4.8% ↓	3.52%
Display	215	-97.1% ↓	0.31%
Grand total	70,428	-14.1% ↓	100%

Analysis: Overall sessions were down 14% from last year (-11,564 sessions). A 97% decrease in Display and 88% decrease in social contributed to the decrease. Organic searches, however, saw a 39% increase and continued to comprise more than half of all sessions.

What were the top campaigns that sent traffic?

by Campaign and Sessions

Campaign	Sessions
Evergreen	12,027
ACQ_Flagler_Location_Specific	3,317
madden_srpc-flvf22	215
dm-flpcfb	40
welcome-home	38
ACQ_Flagler	30
Connect 360	25
dmflpcfb	7
Welcome-Home	7

How does my website perform compared to the DMO averages?

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

Pages per Sessions			
Channel	Industry	Visit Flagler	% dif
All Channels	1.98	1.54	-21.93%
Organic Search	2.12	1.71	-19.34%
Paid Search	2.27	1.91	-15.76%

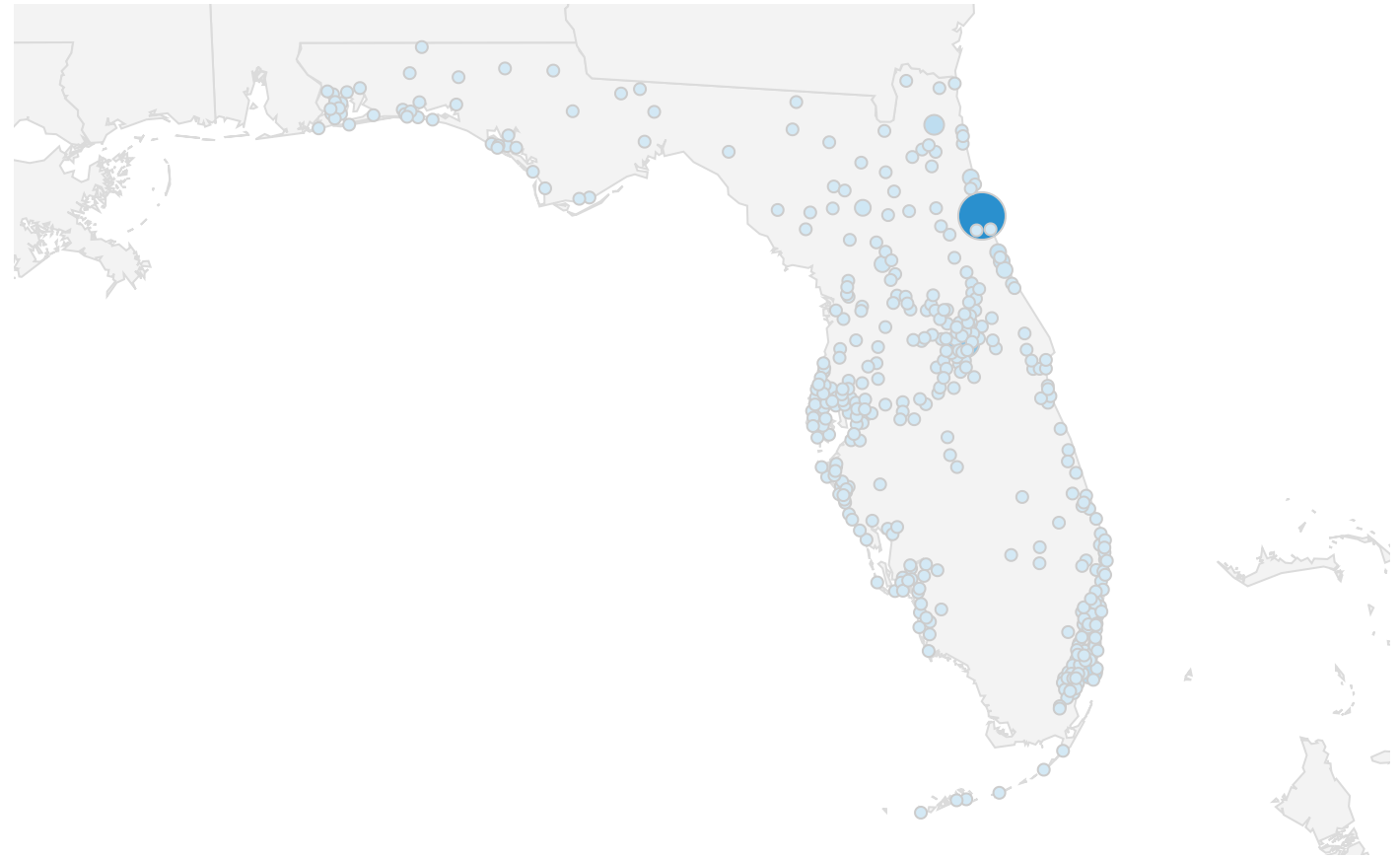
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:50	00:01:13	-32.86%
Organic Search	00:02:12	00:01:42	-23.03%
Paid Search	00:01:52	00:01:15	-32.69%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.47%	60.54%	11.13%
Organic Search	49.31%	48.56%	-1.52%
Paid Search	48.67%	63.33%	30.12%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	14,802	46.6% ↑
Orlando	6,121	38.1% ↑
Miami	2,350	7.6% ↑
Jacksonville	1,940	26.4% ↑
Daytona Beach	978	219.6% ↑
Ormond Beach	961	71.3% ↑
St. Augustine	594	54.7% ↑
Gainesville	393	14.2% ↑
Port Orange	378	36.0% ↑
Ocala	377	12.5% ↑
Tampa	347	-48.7% ↓
DeLand	313	125.2% ↑
St. Augustine Beach	306	41.0% ↑
New Smyrna Beach	205	27.3% ↑
The Villages	167	-2.3% ↓
Altamonte Springs	159	13.6% ↑
Bunnell	156	79.3% ↑

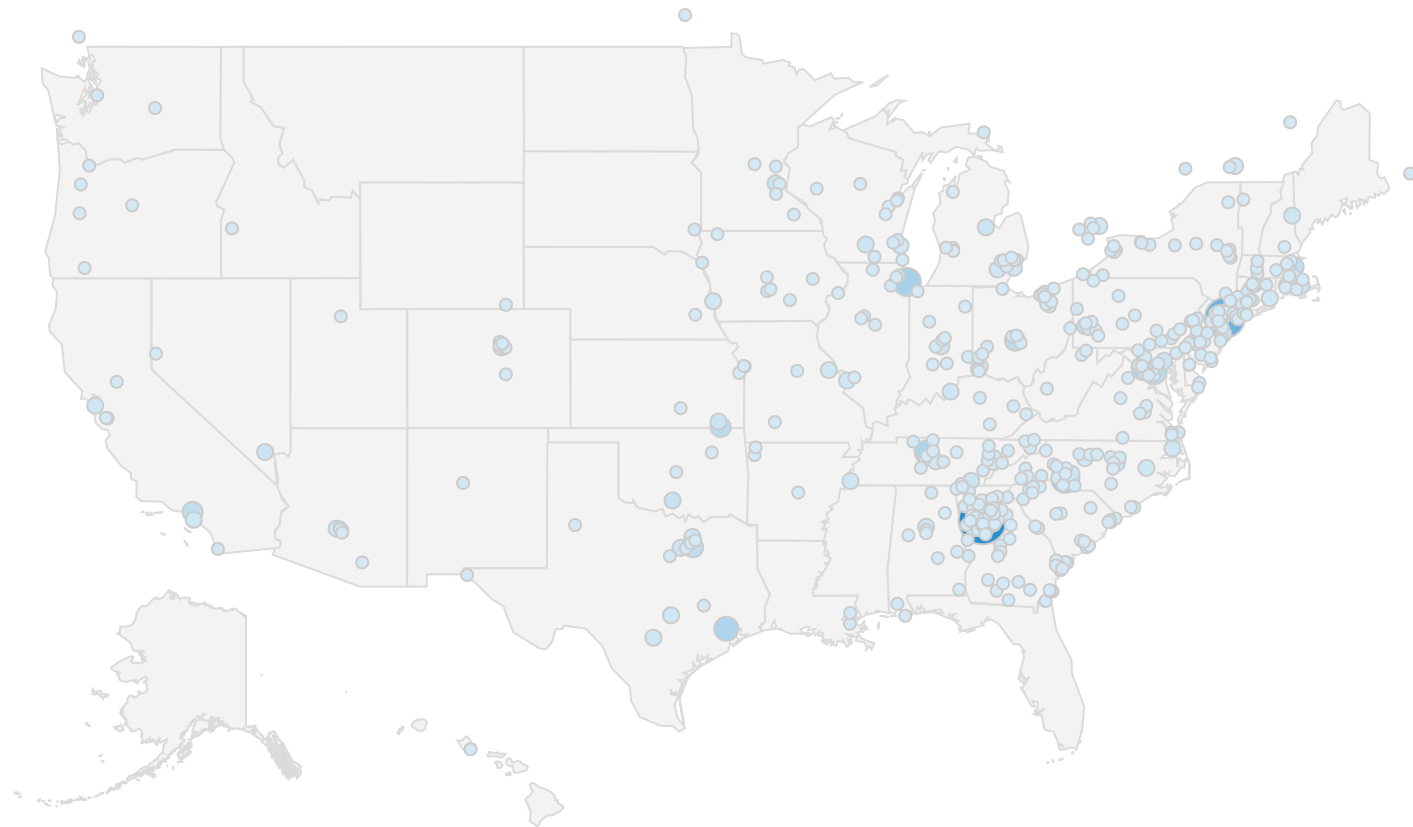


Analysis: Daytona Beach saw another significant increase in number of sessions. Optimize blog posts to emphasize the quiet, local nature of Flagler, including [date night](#), [girls trip](#) and [spa day](#). Orlando also experienced a notable increase in sessions, indicating that users are looking for a laid back day or weekend trip within driving distance.

What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

City	Sessions
Atlanta	1,746
New York	1,055
Charlotte	598
Chicago	471
Nashville	419
Ashburn	418
Houston	399
Columbus	325
Washington	313
Coffeyville	271
Los Angeles	236
Dallas	225
Cleveland	212
Boston	209
Philadelphia	208
Pittsburgh	151
Velma	137
Independence	127



10  1,745

Analysis: Sessions from New York increased 35% (+276 sessions). While sessions from Atlanta decreased 39% (-1,106 sessions), session duration from Atlanta was up 60%, from :38 to 1:03. Last year, the Atlanta traffic was driven by paid social media which kept engagement down.

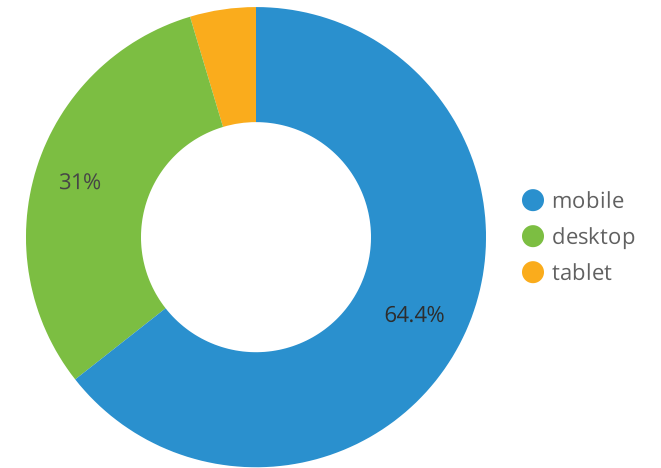
Overall Traffic Device Breakdown | Last Month

Mar 1, 2022 - Mar 31, 2022

What devices are users on my site using?

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

Device Category	Sessions	% Δ	Bounce Rate	Pages / Session	Avg. Session D...
Mobile	45,350	-23.0% ↓	64.08%	1.49	00:01:13
Desktop	21,817	19.4% ↑	57.52%	1.81	00:01:44
Tablet	3,261	-32.1% ↓	64.18%	1.59	00:01:19
Grand total	70,428	-14.1% ↓	62.06%	1.59	00:01:23



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/	8,472	522.0% ↑
/beaches/webcams/	7,794	31.0% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	2,377	633.6% ↑
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-a...	2,268	-
/event/canceled-5th-annual-strawberry-festival/20689/	1,766	-
/events/	1,547	53.9% ↑
/event/cracker-day/20886/	1,262	-
/event/palm-coast-strawberry-festival-2022/20689/	1,184	-
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-...	984	-
/things-to-do/	760	128.2% ↑

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	5,894	32.8% ↑
/	4,227	165.7% ↑
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-an...	2,421	-
/events/	637	66.3% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	627	159.1% ↑
/lodgings	462	-19.5% ↓
/blog/post/book-a-fairy-tale-cottage-at-princess-place-prese...	363	-
/event/palm-coast-strawberry-festival-2022/20689/	237	-
/where-to-stay/vacation-rentals/	226	-31.3% ↓
/event/canceled-5th-annual-strawberry-festival/20689/	200	-

How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate

Top Landing Pages	Sessions	Avg. Session Duration	Bounce Rate
/beaches/webcams/	14,499	00:01:24	58.77%
/	13,402	00:00:54	76.52%
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-co...	4,891	00:00:39	81.21%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	3,070	00:02:37	55.47%
/events/	2,315	00:02:55	33.87%
/event/canceled-5th-annual-strawberry-festival/206...	2,009	00:00:51	66.05%
/event/palm-coast-strawberry-festival-2022/20689/	1,450	00:01:11	47.24%
/event/cracker-day/20886/	1,418	00:01:04	60.44%
/blog/post/free-things-to-do-in-palm-coast-and-the-...	1,252	00:01:03	77.08%
/lodgings	1,240	00:02:47	30.73%
/things-to-do/	892	00:01:32	60.99%
/blog/post/book-a-fairy-tale-cottage-at-princess-pla...	842	00:01:56	52.85%
/beaches/	836	00:01:29	56.7%
/things-to-do/restaurants-bars/	666	00:02:29	48.65%
/beaches/pet-friendly-zones/	619	00:01:52	57.51%
/where-to-stay/campgrounds-rv-parks/	562	00:02:20	49.11%
/where-to-stay/vacation-rentals/	546	00:02:05	54.4%
/things-to-do/outdoor-adventures/horseback-riding-...	492	00:01:34	54.88%
/where-to-stay/	472	00:01:51	55.72%
/event/5th-annual-strawberry-festival/20689/	469	00:00:46	65.88%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	14,452	18,137
/	11,356	13,664
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-co...	4,393	5,032
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	2,096	3,440
/event/canceled-5th-annual-strawberry-festival/20689/	1,948	2,399
/events/	1,517	3,212
/blog/post/free-things-to-do-in-palm-coast-and-the-fla...	1,500	2,633
/event/cracker-day/20886/	1,446	1,857
/event/palm-coast-strawberry-festival-2022/20689/	1,407	1,694
/lodgings	1,229	1,554
/things-to-do/	848	1,602
/beaches/	815	1,474
/blog/post/book-a-fairy-tale-cottage-at-princess-place-...	752	1,173
/about/visitors-guide-brochures/	676	2,077
/things-to-do/restaurants-bars/	548	1,006
/where-to-stay/	537	1,090
/beaches/pet-friendly-zones/	531	790
/listing/marineland-dolphin-adventure/270614/	495	1,013
/where-to-stay/vacation-rentals/	490	928
/things-to-do/outdoor-adventures/horseback-riding-on-...	484	931

Analysis: The events page experienced year-over-year growth across several metrics. Bounce rate decreased from 47% to 34%, average session duration increased 50% (from 1:58 to 2:55) and sessions increased 60%, from 1,452 to 2,315.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	18,021	00:01:23	57.92%
/	15,283	00:00:54	76.3%
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-flagler-beac...	5,479	00:00:39	81.19%
/events/	4,320	00:02:54	33.91%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	3,966	00:02:38	55.44%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	2,446	00:01:03	77.08%
/event/canceled-5th-annual-strawberry-festival/20689/	2,445	00:00:51	65.99%
/about/visitors-guide-brochures/	2,224	00:01:41	58.2%
/things-to-do/	1,859	00:01:27	61.26%
/event/cracker-day/20886/	1,785	00:01:04	60.27%
/event/palm-coast-strawberry-festival-2022/20689/	1,712	00:01:11	47.14%
/beaches/	1,665	00:01:28	56.43%
/lodgings	1,563	00:02:46	30.78%
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-...	1,320	00:01:56	52.79%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	1,194	00:01:34	54.88%
/where-to-stay/	1,182	00:01:49	55.72%
/things-to-do/restaurants-bars/	1,097	00:02:32	48.8%
/where-to-stay/campgrounds-rv-parks/	928	00:02:20	49.02%
/where-to-stay/vacation-rentals/	916	00:02:03	54.5%
/beaches/pet-friendly-zones/	878	00:01:52	57.14%
/listing/marineland-dolphin-adventure/270614/	842	00:01:34	49.13%
/listing/princess-place-preserve/270329/	780	00:01:18	47.54%
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	718	00:00:39	78.47%

Analysis: Your most viewed pages align closely to your top landing pages.

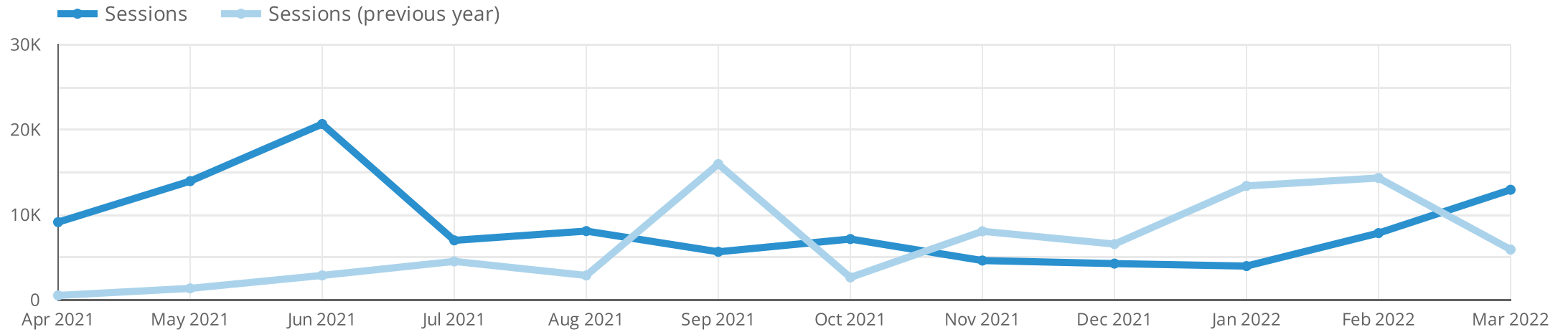
Two blog posts sat in the top five spots for most viewed pages:

[An Epic Itinerary for a Guys' Trip](#) had 5,479 pageviews and an average session duration of :39.

[25 Things to Do When You Visit](#) had 3,966 pageviews and an average session duration of 2:38.

How are blog sessions trending over time?

by Sessions Year over Year



How is my blog traffic performing over time?

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

Month	Sessions	% Δ	Bounce Rate	Avg. Session Duration	Pages / Session
March	14,960	87.2% ↑	61.5%	00:02:00	2.13
February	9,509	-38.8% ↓	56.56%	00:02:25	2.36
January	5,558	-60.3% ↓	47.09%	00:03:01	2.8
December	5,397	-22.6% ↓	52.57%	00:02:22	2.47
November	5,377	-36.9% ↓	56.59%	00:02:19	2.26
October	8,025	159.2% ↑	70.78%	00:01:47	2.04

What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
(Other)	5,406	205.1% ↑	36.14%
Organic Search	5,322	148.9% ↑	35.57%
Direct	1,970	177.9% ↑	13.17%
Social	1,623	-41.0% ↓	10.85%
Paid Search	372	9,200.0% ↑	2.49%
Referral	267	25.9% ↑	1.78%
Grand total	14,960	87.2% ↑	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	Pageviews
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-t...	5,498
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	4,013
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-bea...	2,503
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserv...	1,373
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and...	718
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-...	523
/blog/post/bikes-burgers-and-brews/	401
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagl...	380
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-b...	341
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-fla...	300

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

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagle...	9,069
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	6,112
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	5,947
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	2,410
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-p...	1,476
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-the-fla...	1,095
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	1,045
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	682
/blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-palm-...	667
/blog/post/bright-lights-starry-nights/	640

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

by Landing Page, Second Page and Sessions

Landing Page	Second Page	Sessions
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-flagler-beaches/	/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-flagler-beaches/	353
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	153
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	150
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	129
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl/	/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl/	106
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	95
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	74
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	59
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-flagler-beaches/	/blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-palm-coast-and-the-...	49
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/hammock-beach-golf-resort-&-spa/270440/	49

What channels are my website visitors coming from?

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

Channel	Sessions	Pageviews	Bounce Rate	Avg. Session Duration	Pages / Session
Referral	71	82	76.06%	00:01:24	1.15
Direct	24	25	95.83%	00:00:10	1.04
Organic Search	6	8	83.33%	00:00:42	1.33
Social	3	4	66.67%	00:01:54	1.33
(Other)	1	1	100%	00:00:00	1
Grand total	105	120	80.95%	00:01:05	1.14

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 46	Link Clicks 0
------------------------------	-------------------------

What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
No data	

The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a soft-focus office setting. Overlaid on the image are various digital graphics: a colorful horizontal bar (orange, green, blue, red, purple, teal) at the top; a line graph with data points on the left; a network of nodes and lines on the right; and several circular and rectangular data visualization elements at the bottom. The text 'ORGANIC TRAFFIC' is centered in a white box.

ORGANIC TRAFFIC

Organic Sessions

36,945

↑ 39.2%

Percent of Total Sessions

52.46%

↑ 62.1%

% New Sessions

62.89%

↓ -4.7%

Avg. Session Duration

00:01:40

↓ -6.5%

Pages / Session

1.68

↓ -6.1%

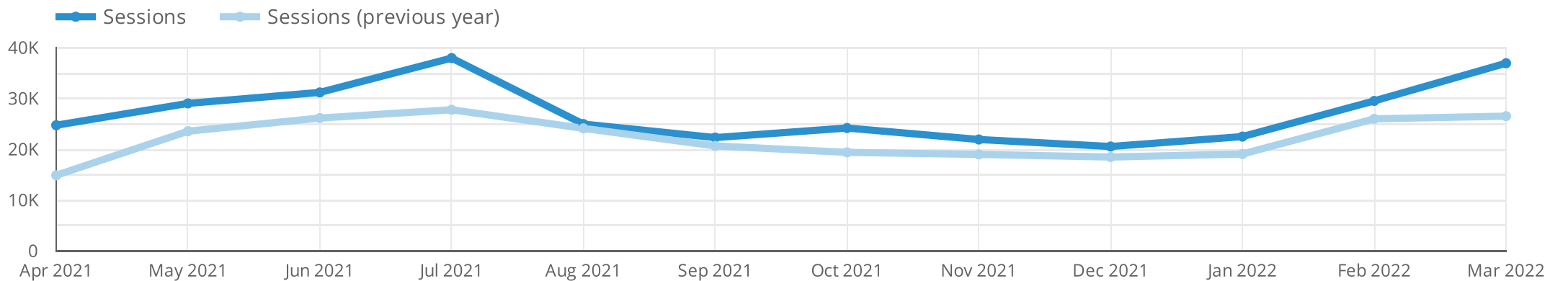
Bounce Rate

54.43%

↑ 6.5%

How are organic sessions trending?

by Sessions Year over Year



What pages are organic search visitors landing on?

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

Landing Page	Sessions	% Δ
/beaches/webcams/	9,380	37.6% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coa...	2,958	478.9% ↑
/event/canceled-5th-annual-strawberry-festival/206...	1,870	-
/events/	1,826	69.1% ↑
/	1,502	18.2% ↑
/event/palm-coast-strawberry-festival-2022/20689/	1,380	-
/event/cracker-day/20886/	1,326	-
/things-to-do/restaurants-bars/	585	-24.8% ↓
/beaches/	562	-13.8% ↓
/where-to-stay/campgrounds-rv-parks/	531	-6.8% ↓

Analysis: Organic sessions were up 39% YoY (+10,411 sessions). The 25 Things to Do blog post saw a nearly 500% increase in organic sessions (+2,447 sessions).

Events content performed exceptionally well in March. The Events page experienced a 70% increase in sessions, up from 1,080 sessions (+746 sessions) last year.

Additionally, three Event Listings — for Cracker Day, the Strawberry Festival and the cancellation page for the Strawberry Festival — drove significant traffic in March.

<p>Organic Clicks</p> <p>28,603</p> <p>📈 34.7%</p>	<p>Organic Impressions</p> <p>1,260,970</p> <p>📈 22.0%</p>	<p>Organic CTR%</p> <p>2.27%</p> <p>📈 10.4%</p>	<p>Average Ranking Position</p> <p>19.05</p> <p>📉 9.7%</p>
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How is my site performing organically on Google search results?

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

Query	Clicks ▾	Average Position	Δ	Site CTR
flagler beach cam	1,071	1	0	70.09%
flagler beach webcam	1,051	1.03	0 📉	69.05%
palm coast strawberry festival 2022	849	1.22	-	75.87%
strawberry festival palm coast	749	1.34	-1.55 📉	75.81%
flagler beach	486	7.1	1.21 📈	1.34%
things to do in palm coast fl	353	1.49	-5.75 📉	35.76%
flagler beach live cam	330	1	0	78.76%
flagler beach surf cam	308	1.29	-0.29 📉	55.1%
palm coast strawberry festival	285	1.49	-1.48 📉	67.86%
cracker day flagler county 2022	256	2.35	-	55.41%
things to do in palm coast	231	1.82	-5.52 📉	24.57%
flagler pier cam	183	1	-0.03 📉	60.6%
palm coast fl	175	9.63	1.48 📈	0.91%
palm coast	162	6.7	1.13 📈	0.79%
flagler live cam	155	1	0	51.32%
cracker day 2022	149	1.84	-	43.06%
flagler webcam	143	1	0	58.61%
things to do in palm coast florida	140	1.15	-5.76 📉	37.74%
palm coast florida	135	8.71	2.02 📈	0.77%
things to do palm coast	132	1.1	-5.64 📉	39.52%

Analysis: Last month, the site received 28,603 organic clicks (up 35%) and 1.2 million organic impressions (up 22%).

Events were popular with organic users. Queries related to the Strawberry Festival came in close behind the always popular beach cam searches. "Palm Coast Strawberry Festival 2022" was the most popular of these terms delivering 849 clicks.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Marineland Dolphin Adventure	255
Princess Place Preserve	181
Equestrian Adventures of Florida	174
Princess Place Cottages	149
Bull Creek Campground/Dead Lake	80
Washington Oaks Gardens State Park	78
River To Sea Preserve	78
Beverly Beach RV Camptown Resort	73
Hammock Beach Golf Resort & Spa	70
Grand Reserve Golf Course and Club	67
Mala Compra Road Beachfront Park - Pet Friendly	65
Golden Magnolia Resort	61
Island Cottage Oceanfront Inn	60
Si Como No Inn	58
Gamble Rogers Memorial State Recreational Area	57
Flagler Beach Municipal Pier	55
Bay Drive Park	49
Bony Booty's Beach Rentals	43
Grand total	4,142

Organic Listing Referrals YoY

4,142

↑ 28.2%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
PALM COAST STRAWBERRY FESTIVAL 2022	683
CRACKER DAY	508
Central Park in Town Center CANCELED - 5th Annual...	344
Central Park in Town Center 5th Annual Strawberry F...	106
CHEER AT THE PIER	60
TURTLE FEST	49
Creative Bazaar Arts & Crafts Flea Market	39
SMALLBIZ EXPO AND CONFERENCE	33
ATLANTIC GRILL EASTER BRUNCH	19
UP WITH DOWN RIDE	18
COMPANY	16
Flagler Auditorium DOO WOP PROJECT	14
GM SUNSHINE SHOWDOWN IN PALM COAST	12
Earth Day 2022	11
THE BRASS TAP	11
FLAGLER COUNTY YOUTH SHOW 4H AND FAA LIVEST...	10
EGG'S TRAVAGANZA / PALM COAST	8
CREEKSIDE FESTIVAL	7
Grand total	2,036

Organic Event Referrals YoY

2,036

↑ 229.4%



March 2022

Social Media Channels

TOP PERFORMING CONTENT

March 2022



Palm Coast and the Flagler Beaches
March 2 · 🌐

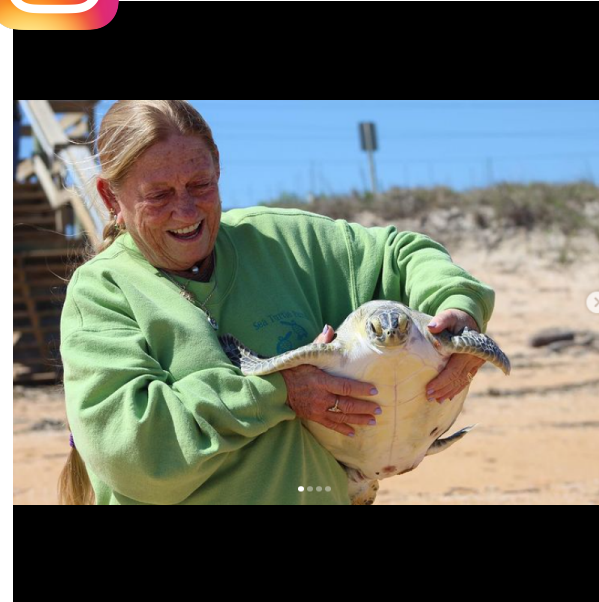
Today was a great day for Spumoni, a rehabbed green sea turtle who was returned home by the Flagler Turtle Patrol. Is it just us, or is he smiling? Safe travels, Spumoni! 🐢🌊🐢



Reach	21,983
Video Views	N/A
Engagement	1,371

Facebook Followers

22,507 4.13%
From FEB



visitflagler
Flagler Beach, Florida

visitflagler Today was a great day for Spumoni, a rehabbed green sea turtle who was returned home by the Flagler Turtle Patrol. Is it just us, or is he smiling? Safe travels, Spumoni! 🐢🌊🐢

#visitflagler #lovefl #flaglerbeach #palmcoast #floridatravel #travelflorida #exploreflorida #ecotourism #ecosexperience #seaturtle #seaturtlelease #turtlepatrol #seaturtleconservation #conservation #floridawildlife #wildlifeconservation

5w

a1aimages Love this!! Good luck little buddy!! ❤️

5w 1 like Reply

View Insights

👍🗨️🔍

👍👍👍 Liked by rippleeffectcotours and 184 others

MARCH 2

😊 Add a comment... Post

Reach	1,895
Video Views	N/A
Engagement	194

Instagram Followers

6,121 1.29%
From FEB

TOP PERFORMING CONTENT

March 2022



Visit Flagler @VisitFlagler · Mar 25
 Looking for something fun to do this weekend? We've compiled a list of 15 Free or Nearly-Free Things to Do in Palm Coast and the Flagler Beaches. Check it out! 📌



visitflagler.com
 15 Free or Nearly-Free Things to Do in Palm Coast and the Flagler Bea...
 Looking for fun activities that won't break the bank? Check out these 15 free or nearly-free things to do in Palm Coast and the Flagler ...

Impressions 99

Video Views N/A

Engagement 6

Twitter Followers

3,736

↑ 0.38%
From FEB



... Visit Palm... Save

palmcoastsongwritersfestival.com

Palm Coast Songwriters Festival 2022

Tickets are on sale now for the Palm Coast Songwriters Festival ✨
 Secure your 3-day pass or single day ticket for fun in the sun!

Palm Coast and the Flagler Beaches
 782 followers

Note to self
 What do you want to remember about this Pin?

Add note

Comments

Add a comment

You saved to Visit Palm Coast and the Flagler Beaches

Impressions 219,128

Video Views N/A

Engagement 1,376

Pinterest Followers

782

↑ 0.13%
From FEB

TOP PERFORMING CONTENT

March 2022



Video Views

6,238

YouTube Subscribers

1,600  0.63%

From FEB



**Tourist Development Council
April 20, 2022
Government Services Building
Bunnell, FL – 9:00 am**

**EVENT FUNDING
PROJECT DETAILS**



CONTINUING EDUCATION
COMPANY

**Continuing Education Company
12th Annual Essentials in Primary Care Summer Conference
July 11, 2021 – July 15, 2022**

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 [™] and ABIM MOC accredited live CME conferences and online courses.

Event History: This summer conference was first held 30 years ago in Kiawah Island, SC. In 2008 the conference relocated to Amelia Island and in 2010 to Palm Coast where it has been held every year since. Despite COVID-19 the conference was still held in 2020. Although the attendance was significantly impacted, we still were beyond the maximum physical distancing capacity of the Hammock Beach Resort's ballroom so conference attendees were provided access to view the conference live stream from alternate locations.

Event Highlights: The summer conference consists of a one-week conference, with meeting days running Monday to Friday 8:00am to 12:15pm. Attendees are free in the afternoons and typically spend that time relaxing or enjoying the area's many activities and attractions. The goal is to attract up to 200 medical clinicians joined by family members for a minimum of 750 overnight guests each evening. The conference runs for five days and typically attracts attendees to include the weekend before or after. The

conference will also continue to offer remote access viewing via live stream broadcasting.

Event Location: Hammock Beach Resort

Funding Request: \$4,000

Prior Funding History:

2017 - \$8,000 (Overnight Stay Grant)

2018 - \$8,000 (Overnight Stay Grant)

2019 - \$8,000 (Overnight Stay Grant)

2020 - \$8,000 (Overnight Stay Grant)

2021 - \$4,000 (Discretionary Grant)

Estimated Attendance: 220 conference registrants & an estimated 550+ family members

Estimated room nights: 873 – ADR=\$410.00