

Villano Beach

Cdp, St. Johns County, Florida. LocalFlare, Data for Economic Development. Last updated 2026-10-04.

Population: not shown. BEBR publishes no population estimate for this place

Labor force: not shown. no LAUS series: FloridaCommerce publishes labor force for counties and cities of 25,000 and more

Sales and visitor spending

BusinessFlare® estimate, last 12 months
\$82.1M 12 months to 2026-03

Estimate runs to
Mar 2026 Mar 2026

Statewide median error, 2017 to 2022 back-test
15.7% 2017 to 2022

Wide error flag
no Mar 2026

Retail trade (NAICS 44-45): Census sales 2017
\$28.5M 2017

Retail trade (NAICS 44-45): Census sales 2022
n/a 2022

Retail trade (NAICS 44-45): 2022 landing error
n/a 2022

Accommodation and food services (NAICS 72):
Census sales 2017
\$14.5M 2017

Accommodation and food services (NAICS 72):
Census sales 2022
n/a 2022

Accommodation and food services (NAICS 72): 2022
landing error
n/a 2022

Economic Census anchors and the back-test

Sector	Census sales 2017	Census sales 2022	2017 carried to 2022	Landing error
Retail trade (NAICS 44-45)	\$28.5M	n/a	n/a	n/a
Accommodation and food services (NAICS 72)	\$14.5M	n/a	n/a	n/a

BusinessFlare® estimate from public sources.

The estimate anchors on the sales the US Census Bureau published for this place in the 2017 and 2022 Economic Census, for retail trade and for accommodation and food services, and moves them month by month with the county's sales tax returns by kind of business (Florida Department of Revenue Form 10). After the 2022 anchor the place's share of the county moves with the growth of its commercial property on the Department's 2026 tax roll, as submitted by the county property appraiser, by use code: stores, shopping centers, supermarkets and auto dealers for retail; restaurants, bars and hotels for accommodation and food. The three spending groups follow the county's kind code mix within each sector. Every place with both anchors was carried from 2017 to 2022 the same way and the landing on the 2022 Census figure is the published error.

Flags: 2022 Census sales withheld or not published for Retail trade (NAICS 44-45): the 2017 anchor is carried; no commercial inventory of the sector's kinds on the roll in this place at the anchor year: the anchor share is carried; 2022 Census sales withheld or not published for Accommodation and food services (NAICS 72): the 2017 anchor is carried; no commercial inventory of the sector's kinds on the roll in this place at the anchor year: the anchor share is carried.

Monthly estimate, twelve month and annual views, the visitor, resident and big ticket groups, chart and workbook: Street Economics Pass data, served by the account service, never in this file.

Source: BusinessFlare® city-level sales and visitor spending estimate (method and error; the figures are Street Economics Pass data), retrieved 2026-10-04

Source: Economic Census geographic area series, retail trade and accommodation and food services, 2017 and 2022, retrieved 2026-10-01

Tourist tax: not shown. the county does not publish tourist tax collections by city

Business base: not shown. no licensed business, business formation or business patterns data for this place

Building permits: not shown. the Building Permits Survey covers permit issuing places, not census designated places

Property roll: not shown. no parcels of this place on the county's 2026 roll (the roll codes block groups, and none lies in it)

Housing: not shown. the Shimberg Center Clearinghouse publishes no page for this place

Fiscal: not shown. no Department of Revenue distributions or EDR financial report for this place

Bank deposits: not shown. no FDIC office reports this city as its location

Sources

Economic Census geographic area series, retail trade and accommodation and food services, 2017 and 2022

<https://www2.census.gov/programs-surveys/economic-census/data/>, retrieved 2026-10-01

Florida Department of Revenue, Local Government Tax Distributions by County (Form 4), Tourist Development Tax

<https://floridarevenue.com/dataPortal/Pages/TaxResearch.aspx>, retrieved 2026-09-28

Florida Department of Revenue, NAL tax roll, 2026 preliminary and final as posted

https://floridarevenue.com/property/Pages/DataPortal_RequestAssessmentRollGISData.aspx, retrieved 2026-10-03

BusinessFlare® city-level sales and visitor spending estimate (method and error; the figures are Street Economics Pass data)
sources/#estimate, retrieved 2026-10-04