

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
AUGUST 21, 2023 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Michael Gordon, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – June 19, 2023
 - Regular Meeting Minutes – July 17, 2023
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. TDC BOARD MEMBER RECOMMENDATIONS (**Action Required**)
Public Comment
8. TAG! CHILDREN’S MUSEUM PRESENTATION
9. ART, CULTURE AND HERITAGE GRANT ALLOCATIONS (**Action Required**)
Public Comment
10. TOURISM DESTINATION MARKETING DISCUSSION
11. MONTHLY REPORTS PROVIDED IN PACKETS
12. MEMBER COMMENTS
13. NEXT MEETING DATE – September 18th
14. ADJOURN

TDC Regular Meeting – August 21, 2023

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – June 19, 2023
- Regular Meeting – July 17, 2023
- Public Comment



**Minutes of Meeting
Tourist Development Council
St. Johns County, Florida**
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
June 19, 2023 – 1:30 p.m.

CALL TO ORDER

Michael Gordon, Chairman, called the meeting to order at 1:31 p.m.

Present: Michael Gordon, Chair
Regina Phillips, Vice Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Don Samora, Mayor, City of St. Augustine Beach Representative
Irving Kass, District 2
Michael Wicks, District 4
Troy Blevins, District 5

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Administrative Coordinator
Jalisa Ferguson, Assistant County Attorney
Saundra Hutto, Deputy Clerk

PLEDGE OF ALLEGIANCE

Irving Kass led the Pledge of Allegiance.

ROLL CALL

Masters called the roll. Council Members Gordon, Phillips, Sikes-Kline, Blevins, Samora, Kass, Wicks, and Arnold were present.

APPROVAL OF AGENDA

Kass requested that the Council consider the addition of the following items: following discussion items be added to the agenda: 1) Fiscal Years 2023 and 2024 revenues; 2) the Fiscal Year 2024 marketing plan, with the request for proposals (RFP) on adding a third agency, and 3) the Sing Out Loud Festival. Discussion ensued on the three items being added to the agenda.

Motion by Kass, seconded by Blevins, carried 8/0, to add the three discussion items to the agenda.

Motion by Sikes-Kline, seconded by Kass, carried 8/0, to approve the Agenda, as amended.

APPROVAL OF MINUTES

Motion by Blevins, seconded by Arnold, carried 8/0, to approve the minutes of the March 20, 2023, meeting, as submitted.

PUBLIC COMMENT

There was none.

TDC BOARD MEMBER RECOMMENDATIONS

Meeks recommended that the TDC request that the BCC appointment a new member to fill the vacant seat on the Council. Discussion ensued on tabling the request and advertising the vacancy.

Motion by Sikes-Kline, seconded by Arnold, carried 8/0, to continue the item until the August Tourist Development Council meeting.

Yea: Sikes-Kline, Arnold, Gordon, Phillips, Samora, Kass, Wicks, Blevins
Nay: None

RECONSIDER A REQUEST TO INCREASE FUNDING FOR THE OLD SCHOOL KINGFISH SHOOTOUT TOURNAMENT JUNE 9-11, 2023

Meeks presented the details of the request, via PowerPoint; and Arnold provided information on why the item was being reheard.

Laura Dozier, Vice President at Northeast Florida Wahoo Shootout and Old School Kingfish Shootout, provided details, including statistics from the tournament. Discussion ensued on the increased funding request.

Motion by Arnold, seconded by Gordon, carried 8/0, to recommend the Board of County Commissioners to reconsider and approve an increase in funding for the Old School Kingfish Shootout from \$20,000 to \$30,000.

Yea: Sikes-Kline, Arnold, Gordon, Phillips, Samora, Kass, Wicks, Blevins
Nay: None

SPORTS TOURISM GRANT APPROVALS

- The Great Race Vintage Car Rally, June 21-25, 2023, Recommended - \$20,000
- Ancient City Game Fish Association Redfish Bass/Kingfish Tournament, July 14-15, 2023, Recommended - \$25,000
- American Junior The Player's Championship Sawgrass, August 31-September 3, 2023, Recommended - \$10,000
- Florida Elite Soccer Series Tournament, August 19-26, 2023, Recommended - \$10,000

- Lion's Den Karate, August 25-26, 2023, Recommended - \$9,500

Meeks provided details on the recommended grants and explained the grant approval process.

Teddy Meyer, St. Johns County Parks and Recreation Facilities Manager, spoke on updating the grant process, scheduling events in a timely manner, the definition of a sporting event, and the details of, and funding for, The Great Race.

Blevins requested that the Council vote on The Great Race separately; discussion ensued on the reasoning for voting on the grant separately.

Motion by Blevins, seconded by Kass, carried 8/0, to vote on The Great Race separately from the other grant requests.

Yea: Sikes-Kline, Arnold, Gordon, Phillips, Samora, Kass, Wicks, Blevins

Nay: None

Motion by Wicks, seconded by Sikes-Kline, carried 8/0, to recommend that the Board of County Commissioners to approve the funding request from The Great Race Vintage Car Rally for \$20,000.

Yea: Sikes-Kline, Arnold, Gordon, Phillips, Samora, Kass, Wicks, Blevins

Nay: None

Motion by Blevins, seconded by Samora, carried 8/0, to recommend that the Board of County Commissioners to approve the funding requests from Ancient City Game Fish Association Redfish Bass/Kingfish Tournament for \$25,000; the American Junior The Player's Championship Sawgrass for \$10,000; the Florida Elite Soccer Series Tournament for \$10,000; and the Lion's Den Karate for \$9,500.

Yea: Sikes-Kline, Arnold, Gordon, Phillips, Samora, Kass, Wicks, Blevins

Nay: None

REVENUE

Meeks provided details of the projected revenue for Fiscal Year 2024 and stated that it was approximately \$24 million. Discussion ensued on group business, transient travelers, the collection of Airbnb revenue, marketing, reserves, and lowering revenue projections.

CONTRACTS

Meeks provided a summary on the County's Tourism Promotional Contracts, the unified marketing agency contract, and the RFP process. Discussion ensued on consolidating to a single marketing agency contract, with additional comments provided by Jaime Locklear, Assistant Director Purchasing and Contracts, on the RFP process.

SING OUT LOUD FESTIVAL

Meeks provided a brief history of the Sing Out Loud program and explained the details of, and funding for, the 2024 event. Discussion ensued on turning Sing Out Loud into an economic opportunity and adding a musical note to the County's branding initiative.

CULTURAL COUNCIL FISCAL YEAR 2024 PROMOTION PLAN PRESENTATION

Meeks introduced the item. Christina Parrish Stone, Executive Director of the St. Johns Cultural Council (SJCC), provided the details of the Fiscal Year 2024 Promotion Plan, via PowerPoint. Discussion ensued on product development, the St. Augustine Beach Hotel, Hastings Main Street, the one-percent art fund, and the literary tour, with respect to the Zora Neale Hurston's house.

VISITORS AND CONVENTION BUREAU FISCAL YEAR 2024 PROMOTION PLAN PRESENTATION

Susan Phillips, St. Johns County Visitors and Convention Bureau, provided the details of the Fiscal Year 2024 promotion plan, via PowerPoint. Discussion ensued on staffing.

MONTHLY REPORTS PROVIDED IN PACKETS

Gordon stated that the monthly reports were provided in the agenda packet.

MEMBER COMMENTS

Phillips requested that the County recognize Juneteenth as a national holiday and spoke about marketing diversity.

NEXT MEETING DATE

Gordon stated that the next meeting date was scheduled for July 17, 2023.

ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 4:59 p.m.

Approved _____, 2023

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Michael Gordon, Chair

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

By: _____
Deputy Clerk

Draft



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
July 17, 2023 - 1:30 pm

CALL TO ORDER

Gordon called the meeting to order at 1:34 p.m.

Present: Michael Gordon, Chair
Regina Phillips, Vice Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Don Samora, Mayor, City of St. Augustine Beach Representative
Irving Kass, District 2
Troy Blevins, District 5

Absent: Michael Wicks, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Administrative Coordinator
Jalisa Ferguson, Assistant County Attorney
Artricia K. Allen, Deputy Clerk

PLEDGE OF ALLEGIANCE

Gordon led the Pledge of Allegiance.

ROLL CALL

Masters called the roll. Council members Gordon, Phillips, Arnold, Sikes-Kline, Blevins, Samora, and Kass were present. Council member Wicks was absent during roll call.

APPROVAL OF AGENDA

Motion by Kass, seconded by Samora, carried 7/0, with Wicks absent, to approve the Agenda, as submitted.

PUBLIC COMMENT

There was none.

ENHANCED SUMMER 2023 MARKETING DISCUSSION

Kass introduced the item. Susan Phillips, SJC Visitors and Convention Bureau (VCB), presented the details of the discussion, via PowerPoint. Discussion ensued on the Sing Out Loud event, the brand and Sing Out Loud marketing efforts, and how to stimulate business.

Motion by Blevins, seconded by R. Phillips, carried 8/0, to recommend the Board of County Commissioners to accept the recommendation from the Tourist Development Council to allocate \$399,485 of Category 1 Reserve (1144–59920) funds to Contractual Services (1144–53120) to be expended by the Visitors and Convention Bureau for enhanced promotion of the overall destination and Sing Out Loud event in August and September, to include reconsidering the Sing Out Loud line item budget amounts.

RECOMMENDED BUDGET

Meeks presented the details of the recommended budget, via PowerPoint. Discussion ensued on the proposed budget, Tourist Development Tax Revenues, and the allocated categories.

Public Comment: There was none.

Motion by Blevins, seconded by Sikes-Kline, carried 8/0, to approve the proposed budget, as submitted.

Yea: Arnold, Blevins, Gordon, Kass, Phillips, Samora, Sikes-Kline, Wicks

Nay: None

MONTHLY REPORTS PROVIDED IN PACKETS

Meeks stated that the monthly reports were provided in the agenda packet.

MEMBER COMMENTS

Phillips reported on an article in the *Jacksonville Business Journal*: “Telling the Whole Story of St. Augustine” (Exhibit A).

NEXT MEETING DATE – AUGUST 21, 2023

Meeks stated that the next meeting was scheduled for August 21, 2023.

ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 2:40 p.m.

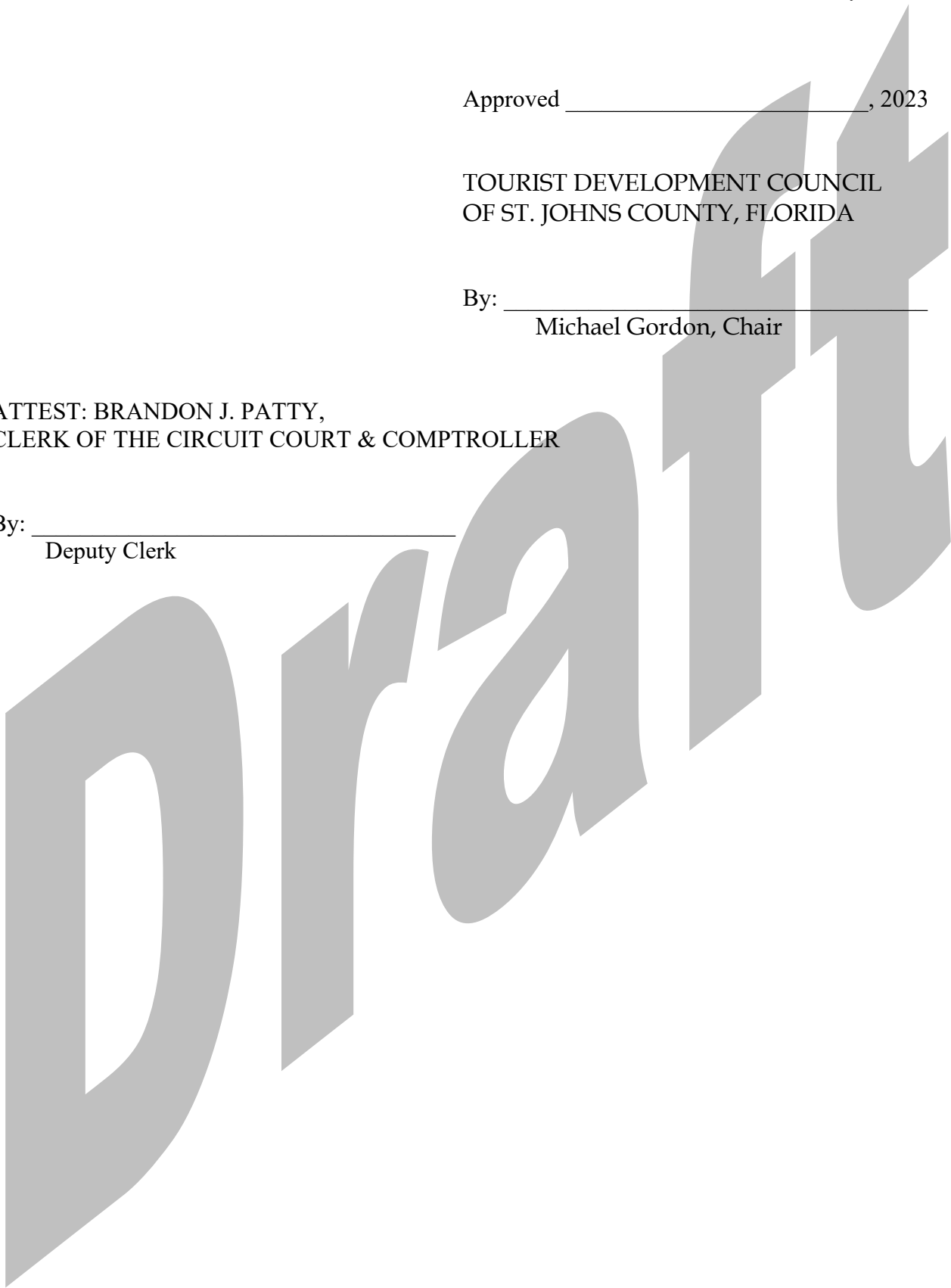
Approved _____, 2023

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Michael Gordon, Chair

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

By: _____
Deputy Clerk



TDC Regular Meeting – August 21, 2023

Agenda Item 7 – TDC BOARD MEMBER RECOMMENDATION – Tera Meeks (Action Required)

There is currently one (1) Vacancy

Due to Resignation of Joe Finnegan - Accommodation Member

Per Florida Statute 125.0104 up to four (4) members (but not less than 3 members) are owner or operators of tourist accommodations, which are subject to the bed tax. The remaining members are persons currently involved in tourist related businesses other than accommodations. All members must be electors in St. Johns County. A notice of the committee vacancy was sent out by the BCC Office.

Applicants were invited to attend today's meeting to provide a brief introduction if they wished.

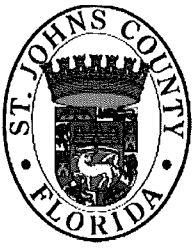
The following table list the applicants and their affiliation.

August 21, 2023 TDC Meeting

Agenda Item 7 - TDC Board Member Recommendation 2023 TDC APPLICANTS

TDC NON-ACCOMODATION APPLICANTS			
NAME	ORGANIZATION/EMPLOYMENT	POSITION	AFFILIATIONS
Benjamin Brandao	GeoTrippin Adventure Company	Owner/Operator	American Canoe Association Matanzas River Keeper The Nature Conservancy
Jeanetta Cebollero	RQ Music dba Ramona +the Riot	Owner/Operator	Epic-Cure Hopeful Handbags Ace Alliances Corp
Jan Marle Chesterton	Retired from NYS Hospitality and Tourism Association	Executive Director	St. Augustine Art Association, St. Johns Golf Club Amateur Tournament
Brian Clark	P3 Consultant/BPC Family Trust Foundation	Consultant	Jax Speech and Hearing Center Jacksonville State University Board of Directors Williams YMCA Board of Directors Community Foundation
Garrett Colton	One Sotheby's Realty	Realtor	Realtor in St. Johns Retail Director for Oklahoma Contemporary Arts Center
Charles Cox	San Sebastian Winery	Owner/Operator	Past Member of SJC Chamber of Commerce, Past Member of Visitors and Convention Bureau, Member of Visit Florida
Arthur Field	Carolina Pops Orchestra	Exec Director	International Conductors Guild Director American Society of Composers
Constance Fontaine	Amtech Global Capital	Chief Operating Officer	Order of Eastern Stars
Eli Gilmore	Watson Mortgage Corp	Mortgage Loan Officer	National Board Respiratory Therapists St. Johns County Board of Realtors Business Partner Florida Notary Public
Heather Harley-Davidson	Advanced Building Company of North Florida	Building Contractor	St. Augustine Art Association Member
Bonnie Hayflick	Bonnie Hayflick PR Counsel	Owner/Operator	Rotary Club Member Freelance PR rep - SJC Chamber, First Coast Cultural Center, St. Johns Cultural Council, Investing in Kids (INK!), Historic Tours of

Matthew Ohlson	University of North Florida - Leadership and Workforce Development	Professor	Public Consulting Group Corporate Consultant Florida Virtual School Principal Boston Public Schools
Nicholas "Nick" Primrose	Jacksonville Port Authority	Chief of Regulatory Compliance	Deputy General Counsel Governor Ron Desantis (1/2019 - 8/2020) Governor Rick Scott (8/2017 - 1/2019)
Beth Strautz	Vagus PR, Inc.	Founder/Owner	Tutoring Chicago, Gamma Gamma Gamma Chicago Children's Choir, 100 Black Men of Louisville JDRF, Living Well Cancer Research Center



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Rec 12-6-22
lyr. 12-6-23

Application

Board/Committee Name: Tourist Development Council

First Name: Benjamin

Last Name: Brandao

Address: 4420 Carter Road

City, State Zip: St Augustine, FL 32086 **APT 13**

Home Phone:

Cell Phone: (904) 314-7876

Work Phone: (904) 701-3272

Email: benbrandao@live.com

District: 5

Most Recent Occupation/Employer:

Owner Operator, GeoTrippin' Adventure Company LLC

Past Work Experience/Employers:

Owner Operator; The United Salons of America, Jacksonville, FL
Corporate Marketing Team; Web.com Holdings
Clear Channel Television; news editor, floor director, assignment desk.
Clear Channel Radio Radio and Event Sales Representation

Civic Clubs, Organizations:

American Canoe Association (ACA); Member and Certified Instructor
ACA Safety Education Instructor Council: Member
Matanzas River Keeper; Donor and Business Neighbor
The Nature Conservancy; Member
St Johns County Audubon Society: Member
St. Augustine, Ponte Vedra & The Beaches VCB; Industry Partner

Elected or Appointed Positions:

NA

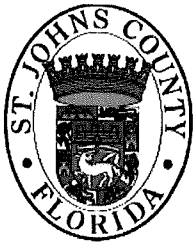
Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No Details:

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

References:

Name	Relationship	Phone
Gail Ingals	Business Partner	(904) 373-0306
Jenine Morely	Business Partner	(904) 907-5742
Lauren Reed	Business Partner	(904) 373-0306

Additional Information:

As a professional kayaker, I have ample time to budget for volunteer opportunities that are relevant to my area of expertise.



TDC

St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Rec. 11.4.22
6 Month 5.4.23
1 Year 11.4.23

Application

Board/Committee Name: Tourist Development Council

First Name: Jeanetta

Last Name: Cebollero

Address: 105 Colon Ave.

City, State Zip: Saint Augustine, FL 32084

Home Phone:

Cell Phone:

Work Phone: (352) 551-8985

Email: ancientcityentertainmentgroup@gmail.com

District: 3

Most Recent Occupation/Employer:

RQ MUSIC LLC DBA
Ramona + the Riot
Ancient City Entertainment

Past Work Experience/Employers:

Self Employed 10 + years

Civic Clubs, Organizations:

Board Member:
Epic-Cure
Hopefull Handbags
Ace Alliance Corp
NIVA

Elected or Appointed Positions:

Do you do Business with the County:

Yes Details: Occasionally I perform music for affiliated local events, such as Sing Out Loud/Fort Mose

Do you Have and Employment or Contractual Relationship with the County:

No Details: 0

Voting Conflict:

No Details:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Number of Times Recused:

N/A **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Mount Dora High School c/o 2005

Numerous Performance - Production- and Tourism Grants written, as well as marketing clinics and masterclasses attended

References:

Name	Relationship	Phone
Kara Pound	Publicist	(386) 237-4500
Don Holmes	City Manager- Palatk	(386) 268-0000
John Regan	City Manager- St Aug	(904) 669-1873

Additional Information:

Jeanetta Cebollero is a resident, homeowner, wife and mother in St. Johns County, who resides in the city of Saint Augustine.

She has built a sustainable entertainment company locally wherein she produces high quality events "Battle of the datil" "As If! 90's Fest" "Palatka Blue Crab Festival" and is involved heavily in fundraising within the community for others in need. For the Last 10+ years she has performed all over the country as the principle vocalist for 9 piece soul band Ramona + the Riot, Bringing positive notoriety. to North Florida and has been asked to perform at the Grammys, as well as the World Trade Center, and more. She is entrenched within the hospitality community, and loves to spread the word regionally that she lives in the BEST PLACE that exists!

Renee Unsworth
Totally St. Augustine
7 Russell Blvd.
St. Augustine FL 32084
904-315-3762

totallystaugustine@gmail.com

On behalf of:

Ancient City Entertainment
As if 90s Fest
ACE Alliance

This is a letter of support for Ancient City Entertainment, the organizer of the As if 90s Fest, which benefitted ACE Alliance, a north Florida nonprofit organization that is committed to supporting St. Johns and Putnam County's movers and shakers who dedicate their craft and livelihood to the culture of tourism, entertainment and hospitality. ACE Alliance provides fellow artists and industry members disaster relief and wellness impact.

The As If 90s Fest not only brought out-of-county visitors to the event, but also provided income to local talent and businesses in our community. Musicians, area vendors and artisans, event organizers and production assistance were hired for this event, supporting those who live here and who continue to provide arts and entertainment options for those who are visiting our area.

As a local media publication in St. Johns County that promotes events, local businesses, nonprofit organizations and historic attractions, this type of event adds to the cultural experiences in our town. It not only brings people from other areas of Florida, but it also gives people already visiting a reason to stay an extra night.

Social media analytics from posts about the As If 90s Fest from Totally St. Augustine's Facebook and Instagram pages show that thousands of people from all areas of Florida and beyond are seeing the event and learning about things to do in St. Augustine. One video posted on Instagram on the day of the event, May 15, has had 11,184 views. A facebook post with the music lineup had a reach of 4,806.

Events such as the As If 90s Fest also bring a new and different audience to St. Johns County, a younger demographic. It's for these reasons that we support this organization.

Sincerely,

Renee Unsworth

totallystaugustine.com

www.facebook.com/totallystaugustine

instagram.com/totallystaugustine



totallystaugustine
Saint Augustine, Florida



totallystaugustine
@ramona_and_the_riot on Saturday,
May 15 at the @asifthe90sfest

5w



doctorg_pt Humanity! ❤️🔥



5w 2 likes Reply



lafra105 Back together again ❤️



5w 2 likes Reply



belindaftx It was awesome!
Great music! Beautiful weather!



5w 1 like Reply



11,184 views

MAY 15



Add a comment...

Post



Totally St. Augustine

May 15 · 🌐

TOTALLY RAD MUSIC FESTIVAL at Francis Field! We hope to see you at AS IF! North Florida 90's Fest on Saturday, May 15 from noon to 9 p.m. — with co-headliners Coolio and Sister Hazel! Totally St. Augustine will be there taking photos and enjoying all the 90s music, food trucks, area vendors, and great weather! General admission is \$15. TICKETS: www.asifthe90sfest.com/

A portion of the proceeds go the nonprofit ACE Alliance, an organization that helps those in the entertainment industry.



MUSIC LINEUP

12 p.m. Salt and Pine

12:45 p.m. Space Heaters

Intro by Cathlene Minor

1:30 p.m. Bad Dog Mama

2:30 p.m. NKO

2:40 p.m. Savage Swim Bikini Show

3:20 p.m. Chillula

4:30 p.m. Sailor Jane and The Swell

5:50 p.m. Ken & Drew of Sister Hazel

7 p.m. Ramona & The Riot

7:55 p.m. Spider Monkey

8:30 p.m. Coolio

Performance for Your Post

4,806 People Reached

74 Reactions, Comments & Shares

48 Like | 16 On Post | 32 On Shares

10 Love | 1 On Post | 9 On Shares

7 Comments | 0 On Post | 7 On Shares

9 Shares | 9 On Post | 0 On Shares

83 Post Clicks

13 Photo Views | 12 Link Clicks | 58 Other Clicks

NEGATIVE FEEDBACK

9 Hide Post | 0 Hide All Posts

0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts



October 22, 2022

*Old City Public Relations
206 Azalea Court
St. Augustine, FL 32080
386-237-4500*

Dear Ms. Tera Meeks and TDC Council Members,

I am thrilled to recommend Jeanetta Cebollero, co-owner of Ancient City Entertainment, for a seat on the Tourist Development Council. Mrs. Cebollero and I have worked closely over the past few years promoting world-class events held in St. Johns County such as As If! The '90s Fest and Battle of the Datil as well as the Palatka Blue Crab Festival and the new music series, Jazz on the River. Mrs. Cebollero is one of the hardest working people I know. A musician herself, she is passionate about uplifting local artists and has certainly earned the title of "The Hardest Working Woman in Show Business" – or at least here in St. Johns County. Mrs. Cebollero is the first to help put on a fundraiser when a fellow musician is in need. She also makes sure that her events have a fundraising side to them whether it's raising funds for Veterans who would benefit from equine therapy such as with the upcoming Battle of the Datil event held at Tringali Barn at Heritage Farms or the nonprofit that she started herself, Ace Alliance Corp. Ace Alliance Corp assists tourism, hospitality, and entertainment workers in Putnam and St. Johns County in times of crisis, disaster, and emergency. Ace has been the beneficiary of Mrs. Cebollero's highly successful As If! The '90s Fest, which takes place annually at Francis Field in downtown St. Augustine. The final thing that I will leave you with is that Mrs. Cebollero is brilliant when it comes to ideation. She is always coming up with new, forward-thinking event ideas, business ideas, nonprofit ideas, and more to help keep St. Johns County on the map when it comes to increasing tourism in our beautiful area.

Please do not hesitate to contact me with any questions.

Sincerely,

Kara Pound
Owner, Old City Public Relations
kara@oldcitypr.com
386-237-4500

TERRILL L. HILL
MAYOR-COMMISSIONER

TAMMIE McCASKILL
COMMISSIONER

WILL JONES
COMMISSIONER

JUSTIN R. CAMPBELL
COMMISSIONER

RUFUS J. BOROM
COMMISSIONER



CITY of *Palatka*
FLORIDA

DONALD E. HOLMES
CITY MANAGER

LAUREN R. SHANK
FINANCE DIRECTOR

JASON L. SHAW, SR
CHIEF, POLICE DEPT.

CHRIS TAYLOR
CHIEF, FIRE DEPT.

VALERIA BLAND THOMAS, ESQ.
CITY ATTORNEY

SUNNI L. KRANTZ
INTERIM CITY CLERK

Regular meeting 2nd and 4th Thursdays each month at 6:00 p.m.

July 22, 2022

To Whom It May Concern:

It is my pleasure to write a letter of recommendation for Jeanetta Salyer, RQ Music, LLC. For professional event promotion, production, and coordination. Jeanetta was truly wonderful to work with. The City of Palatka hosted its first Blue Crab Festival Memorial Day Weekend 2022 with a very short window to execute the event. Jeanetta and her staff made the entire event seamless from start to finish. Her vision for the three-day festival and creative coordination made the entire event a success.

I was very impressed with the hard work and dedication of Jeanetta and her team. Her professionalism, self-directed drive, and professional skill set made her a perfect candidate to work with the City of Palatka. She was very accommodating and understanding of our procurement policies, financial arrangements, and needs being a government entity. She was transparent throughout the entire event and each weekly meeting was productive to the overall success of the event. Jeanetta delivered a high-quality event in a fast-paced setting and made herself readily available to our entire staff including Sanitation, Streets, Public Safety (Fire and Police), Administration, Commission, as well as outside organizations we partnered with.

I highly recommend, without reservation, Jeanetta Salyer for your event needs. If I can be of any further assistance or provide you with any further information, please let me know.

With Regard,

Lauren R. Shank
Finance Director
City of Palatka
lshank@palatka-fl.gov
386-916-2259

201 N. 2nd STREET • PALATKA, FLORIDA • 32177

PHONE: 386-329-0100

www.palatka-fl.gov

FAX: 386-329-0106



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

REC: 5.17.2023 **TDC**

1 YEAR: 5.17.2024

Board/Committee Name: Tourist Development Council

First Name: Jan Marie

Last Name: Chesterton

Address: 65 Anastasia Lakes Drive

City, State Zip: St Augustine, FL 32080

Home Phone:

Cell Phone: (518) 423-0249

Work Phone:

Email: jchester@nycap.rr.com

District: District 5

Most Recent Occupation/Employer:

New York State Hospitality & Tourism Association (non profit)
president

Past Work Experience/Employers:

20 years association executive:

Executive-level Organization Management - Financial/Budgetary Management - Political/Legislative Advocacy- Media Relations - Fundraising/ Event Management - Public Relations/Affairs - Member Development - Strategic Planning - Educational Programs – Guest Services - Revenue Raising - Public Speaking

6 years owner operator restaurant deli catering

Civic Clubs, Organizations:

NYS Tourism Advisory Council - NYS Tourism Industry Coalition Administrator
NYS Main Street Small Business Coalition - NYS Division of Tourism, Regional Tourism Task Force - NYS Governors' Green Hospitality and Tourism Partnership - NYS Independent Living Council Travel Committee - US EPA Region 2 Hospitality & Restaurant Pollution Prevention Advisory Council - NYS Office of Homeland Security Advisory partner - NYS Governor's Tourism Conference Advisory Board - NYS Department of Health, Ground Water Rule Work Group
NYS Consumer Protection Board, Recall Awareness Promotion Project - Travel/Tourism Judge NYS DECA Conference

Elected or Appointed Positions:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:**

Voting Conflict:

Yes **Details:** for 7 years I have been a volunteer at the St Augustine Art Association, which receives some funds from the TDC

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

University of Delaware - Graduate Institute of Organization Management, IOM
Graduate Leadership Saratoga
Skidmore College- Bachelor of Arts in Psychology and Sociology
Culinary Institute of America - Continuing Education

References:

Name	Relationship	Phone
Anna Pras	professional propert	(904) 599-1596
Jason Neely	professional realtor	(904) 501-0947
Jennifer Flynt	St Aug Art Assoc Exe	(904) 842-2310

Additional Information:

SKILLS
Executive-level Organization Management - Financial/Budgetary Management - Political/Legislative Advocacy-
Media Relations - Fundraising/ Event Management - Public Relations/Affairs - Member Development - Strategic
Planning - Educational Programs – Guest Services - Revenue Raising - Public Speaking



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: *Affordable Housing Advisory Committee; Arts / Culture / Heritage Funding Panel; Cultural Resource Review Board; Health and Human Services Advisory Council; Housing Finance Authority; Industrial Development Authority; Planning and Zoning Agency; Recreation Advisory Board; Tourist Development Council;*

Submitted 10.07.2022

First Name: Brian
Last Name: Clark
Address: 5213 RIVER PARK VILLAS DR
City, State Zip: Saint Augustine, FL 32092
Home Phone: (904) 522-1702
Cell Phone: (904) 742-4072
Work Phone: (904) 742-4072
Email: clarkbrian@bellsouth.net
District: 1

Most Recent Occupation/Employer:

P3 Consultant / BPC Family Trust Foundation / 2019 - Current

Past Work Experience/Employers:

BNY Mellon Jacksonville, FL 2017–2019

Vice President US Corporate Trust Sales & Relationship Management

- Business Development - Expanding revenue streams through strategically targeting Health Care Providers, Large Hospital Networks/Systems, Continuing Care Retirement Communities (CCRC), State Agencies, Municipalities and Private and Public Universities and Colleges all throughout Florida, North Carolina, and South Carolina.
- Relationship Management – Executes service delivery to a portfolio of Tier I clients focusing on the total client experience and a commitment to high quality level of service to retain and expand a portfolio currently generating over \$8 million in revenue and ranking consistently year over year as number one or two in all market territories.

EverBank Wealth Management (TIAA) Jacksonville, FL 2012-2017

Senior Wealth Specialist - VP

- Cross-Functional Coordination - Collaboration with internal referral partners and responsible for six financial centers throughout Central, West and North Florida working with Institutional Investors, Endowments, Non-Profit Organizations and High Net-Worth Investors to deliver globally diversified investment strategies and solutions as well as help create, modify, and implement Investment Policy Statements, Procedures and Best Practices
- Market Research and Analysis - Subject Matter Expert (SME) on CCRC's (Continuing Care Retirement Communities) Florida Statute 625 and Chapter 651. These statutes focus on the governing of assets, escrow and custodial arrangements, and operational structure and investments for all of Florida's CCRC's. Responsible for the development and creation of conservative investment strategies, services, and alternatives for 25 CCRC's in the State of Florida, while generating extensive cost savings for the community patients and providers.

Wells Fargo Financial Advisors Jacksonville, FL 2010-2012 Financial Advisor and Senior Investment Specialist

- Capital Solutions – Prospecting for new clients by leveraging personal network, cold calling, small business door to door marketing, representation at industry conferences and data mining of public databases to generate new business leads and opportunities while building a successful and profitable clientele book of business totaling over



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

\$15 million assets under management. Contributor to test question database for general security and insurance licenses. Received Series 7, Series 66, Safe 20 Mortgage licenses, the State of Florida 215 Insurance license, and the Florida Long-Term care license.

- Prioritization and multi-tasking – Produced seminars, workshops, and presentations on a diverse range of subject matters for various groups, small businesses, Fortune 500 institutions and professional sports franchises.

Responsible for creating and managing logistics over multiple years for a client event attended by national and international clients, prospects, centers of influence and industry professionals and executives.

Wells Fargo Bank Jacksonville, FL Vice President - Relationship Management Manager 2006-2010
Vice President – Senior Relationship Manager 2001-2006

- Corporate Strategies - Created innovative solutions that focused on strengthening diversity, inclusion, and cultural competencies across the organization as the business line continued regional expansion. Strategically planned and acquired new office expansions in the southeast, while opening offices in Jacksonville and Orlando, FL as well as Atlanta, GA. Managed all logistics for strategical operational set-up and execution which included: recruitment and staffing, marketing and brand recognition, training, and development for human capital, as well as negotiating new office buildouts and oversight.

- Executive Management – Recruited and managed a diverse team of 20 professionals including Relationship Managers and Specialist located in multiple locations and states. Launched new corporate, municipal and escrow services team starting with zero revenue, zero clients, zero retail footprint and successfully built and managed a group of professionals in the Southeast market that expanded to over \$15 million in annual revenue. Produced and managed \$5 billion in total par principal and was consistently in the top three in market share for each of the 7 states in the southeast and in each product segment represented.

- Product Delivery – Established niche products in select market segments to become the recognized professional consultant and SME for all new Insurance and Institutional Delaware Trust products as well as Student Loan and other Asset Based Obligations. Knowledge and experience of the entire product life cycle.

- Contract Oversight – Responsible for negotiating complex legal documents through effective communication skills and careful judgement. Negotiated and represented as part of the deal team for the largest Hospital System Capital Financing Structure in the State of Florida as well as the largest Catastrophic Financing in the nation.

Civic Clubs, Organizations:

Jacksonville Speech and Hearing Center Board of Directors – Chairman, Treasurer, Director, Executive Committee

Jacksonville State University (Alabama) Board of Governors

Williams YMCA Advisory Board of Directors – Executive Committee, Impact and STEM Committee Chair

Community Foundation – Advisory Board (St. Augustine, FL)

Flagler Health Village YMCA Advisory Board – Director

Switzerland Community Church - Member

President North Florida chapter for Jacksonville State University (Alabama) Alumni Association

Boys and Girls Club of St. Johns County, Florida - Volunteer

ABA – American Bankers Association

Florida Medical Group Management Association

TRIO – Transplant Recipients International Organization - Member

Jacksonville, FL Chamber of Commerce

Junior Developmental League Football Coach

Youth League Flag Football and Youth League Baseball Coach

United Way Coordinator and Volunteer

Moose Lodge International - Member

Habitat for Humanity Volunteer – Participated in completion and building of three (3) homes

Elected or Appointed Positions:

None

Do you do Business with the County:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details**
:

Do you Have and Employment or Contractual Relationship with the County:

No **Details**
:

Voting Conflict:

No **Details**
:

Number of Times Recused:

Details
:

Subject of Active Civil or Criminal Investigation:

No **Details**
:

Negative Publicity:

No **Details**
:

Educational Background:

Education/Training

Jacksonville State University Bachelor of Science in Finance and Management Jacksonville, AL 1990-1994

University of North Florida Business Management and Graduate Studies Jacksonville, FL 1995-1997

Cannon Trust Institute Certified Corporate Trust Specialist Charlotte, NC 1998-2000

Licenses/Designations

Safe20 mortgage license, Series 7 General Securities license, Series 66 license, State of Florida 215 (Life, Health, and Variable Annuity) license, State of Florida Long Term Care license, Notary of Public, Certified Auditor, Certified Tax Preparer.

References:

Name	Relationship	Phone
Brian Lee	Friend	(904) 669-4471
Beverly Slough	Friend	(904) 210-7289
Michael Howland	Work	(904) 608-2185

Additional Information:

Community Ambassador with over 25 years working for multiple Fortune 50 and Fortune 150 international and multinational companies serving as a trusted advisor while establishing diverse and extensive relationships across multiple industries and professions to develop and expand new and existing opportunities with a proven history of successfully maximizing shareholder equity. Partnering with local, state, federal and nonprofit entities to pursue Private-Public relationships that best fulfill the needs of the community through a Florida nonprofit grant fund foundation that has provided over a quarter million in critical funding to our most vulnerable children and senior citizens, veterans, first responders, public servants, religious leaders, and the amazing healthcare leaders and



St. Johns County Board of County Commissioners

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frontline fighters serving during the pandemic. Strong ability utilizing interpersonal skills to determine stakeholder needs while developing and managing robust solutions for maximum results in all areas as measured through Key Performance Indicators (KPI). In addition, monitoring and reducing Key Risk Indicators (KRI) through stringent adherence to regulatory and governing standards, procedures, and best practices. Consistently and successfully collaborates with internal partners, team members, and industry peers to help discover new opportunities. Extensive relationships spanning all levels of local, state, and federal government, federal agencies, NGO's, nonprofit's, municipalities, private and public universities, healthcare and hospital systems, finance and insurance companies, as well as a wide range of private entities.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Received 1.6.23 One Year 1.6.24

Board/Committee Name: Tourist Development Council

First Name: Garrett

Last Name: Colton

Address: 382 ocean forest drive

City, State Zip: Saint Augustine, FL 32080

Home Phone:

Cell Phone: (405) 413-4323

Work Phone:

Email: Garrett.colton@gmail.com

District: 5

Most Recent Occupation/Employer:

One Sotheby's

Past Work Experience/Employers:

Retail director for Oklahoma contemporary Arts Center / gallery director for Reform Gallery / store manager for RTH

Civic Clubs, Organizations:

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:



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No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

BA in communications at university of kansas

References:

Name	Relationship	Phone
Jeff Chefan	Boss	(904) 400-3884
Kelly Conway	Business associate	(904) 501-5147
Tim Kirkpatrick	Friend	(904) 501-4223

Additional Information:

I've worked in the arts for 15 years and recently started a new career as a realtor in Saint Johns. I'm excited to be a part of the community and help make this the best place in the world.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 06/27/23

1 Yr. 06/27/24

Board/Committee Name: Tourist Development Council

First Name: Charles

Last Name: Cox

Address: 3689 Lone Wolf Trail

City, State Zip: St. Augustine, FL 32086

Home Phone:

Cell Phone: (904) 501-5077

Work Phone: (904) 826-1594

Email: cgcox@seavin.com

District: 3

Most Recent Occupation/Employer:

President, Seavin, Inc. DBA San Sebastian Winery, Lakeridge Winery & Vineyards, Prosperity Vineyards

Past Work Experience/Employers:

I have worked for my current company for the past 31 years.

Civic Clubs, Organizations:

Member and past Board member of the St. Johns County Chamber, Member and past Board Member and 3 time Chairman of the St. Johns County VCB, Past Board of Trustees member of the St. Augustine Lighthouse, Member and past board member of the Florida Grape Growers Assoc., Member of the Orlando Visitors and Convention Bureau, Member of Visit Florida.

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:**

Voting Conflict:

No **Details:**

Number of Times Recused:

NA **Details:**



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Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

4 Years Auburn University, Studying Architecture, Building Science, Business Economics, and Marketing.

References:

Name	Relationship	Phone
Peter Yesawich	Friend	(407) 701-6071
John Fraser	Friend	(904) 806-1440
Jeanne Burgess	Co-Worker (40 years)	(352) 978-8253

Additional Information:

Over the past 31 years I have overseen the growth of Florida's largest winery, developing and executing PR and Marketing programs, including creative, brand building, event marketing, and hosting 250,000 guests annually to our 2 hospitality centers. Revenue growth in that time expanded from \$535,000 to \$17,000,000 annually along with developing 2 additional brands and expanding multi state distribution. In addition, over the past 40 years I have traveled extensively nationally and internationally visiting 26 countries throughout the world and counting. While living in St. Johns County I have served for 18 of those years on the Visitors and Convention Bureau board, 3x as it's Chairman and I am well versed in the Tourist Development tax, it's uses, value to the local economy and how it is distributed for the benefit of the County tourism, through the various categories. I have owned and operated a short term rental home and been a bed tax collector during my residency in St. Johns County. In addition to the over \$17,000,000 in ad spending for the wineries over the past 30 years, I also managed a program for the state department of Agriculture promoting all 24 Florida Wineries branded "TryFloridaWine", ad spending in excess of \$2,400,000. from 2012-2018. I believe all of these experiences have me well prepared for serving on the TDC board.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council Received 10.26.22 One Year 10.26.23

First Name: ARTHUR

Last Name: FIELD

Address: 5489 Atlantic Vw

City, State Zip: St Augustine, FL 32080

Home Phone:

Cell Phone: (864) 419-6609

Work Phone:

Email: djarthurf@gmail.com

District: 5

Most Recent Occupation/Employer:

Greenville Pops Orchestra, Inc. Executive Director/Music Director

Past Work Experience/Employers:

Intuit, Inc. (Tax Specialist); Epic Entertainment, LLC (Manager); A. Field, Attorney at Law (Civil Attorney from 1977 to 2015, retired); CIF, LLC (Manager); Aladdin's Restaurant (Owner); Fidelity Int'l (Mutual Fund Manager); Clemson Univ. (Visiting Assoc. Prof.); Sacred Heart Univ. (Adj.Assoc.Prof.)

Civic Clubs, Organizations:

Amer.Soc.of Composers; International Conductors' Guild (Past Dir.); Past Comm'r of Arts & Museum South Carolina; Past Co-Comm'r Arts & Tourism Fairfield County Connecticut

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:



St. Johns County Board of County Commissioners

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Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

Clemson Univ. Ph.D. (Triple: Management Science, Statistics, Operations Research) as Applied to Tourism;
Rutgers Law School-Newark, J.D.; Rutgers College (B.A.2x: Mathematics; Statistics); Furman Univ. Post-Doctoral
(Orchestral Conducting)

References:

Name	Relationship	Phone
Nicholas Negron	Friend	(518) 242-9229
Dr. Gary Malvern	Friend	(864) 982-0218
Dr. John Milas	Friend	(864) 420-2310

Additional Information:

My triple Ph.D. is in statistics/operations research applied to tourism. In 2000, I developed the concept of Disney's Genie+. I wrote 2 books on the economy and have been published several times in significant journals concerning tourism and/or mathematics. I taught statistics, management and tourism at Clemson U., Sacred Heart U., Rutgers and Yale. I created and conducted a Pops Orchestra and have served as guest conductor for several orchestras, including St Augustine circa 2009. I traveled extensively worldwide. I have minors in Art History, Philosophy, German and Physics and 2 years of mechanical engineering studies.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

First Name: CONSTANCE

Last Name: FONTAINE

Address: 42 Bridge Oak Ln

City, State Zip: Saint Augustine, FL 32095

Home Phone:

Cell Phone: (732) 618-5107

Work Phone:

Email: Constancefontaine@yahoo.com

District: 5

Most Recent Occupation/Employer:

Chief Operating Officer/ Amtech Global Capital

Past Work Experience/Employers:

Seaview Orthopaedic and Medical Associates/ Director of Administrative Support Services in New Jersey for 13 years

Civic Clubs, Organizations:

Order of Eastern Stars

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**



St. Johns County Board of County Commissioners

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Negative Publicity:

No **Details:**

Educational Background:

Completed High School
Completed Upsala College Business
Obtained Facility Management Professional Certification

References:

Name	Relationship	Phone
Kristy Dunn	Direct supervisor	(386) 220-4596
Pat Walcott Morgan	Professional	(732) 779-0403
Deborah Lawrence-Carpente	Personal	2019883158

Additional Information:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec: 4.5.2023

1 Year 4.5.2024

TDC

Board/Committee Name:

Tourist Development Council

First Name:

Eli

Last Name:

Gillmore

Address:

5242 Ellen Ct

City, State Zip:

St Augustine, FL 32086

Home Phone:

(904) 572-9924

Cell Phone:

(904) 572-9924

Work Phone:

(904) 572-9924

Email:

ELIGILLMORE@HOTMAIL.COM

District:

3

Most Recent Occupation/Employer:

Watson Mortgage Corp. 11/01/2022 - current, Mortgage Loan Officer
UF Health Jacksonville 10/2013 - current, Respiratory Therapist

Past Work Experience/Employers:

Alarm installation with Village Key and Alarm 2009
Publix deli 2009 - 2013

Civic Clubs, Organizations:

National Board of Respiratory Therapists
St Johns County Board of Realtors Business Partner
Florida Notary Public

Elected or Appointed Positions:

Do you do Business with the County:

No Details:

Do you Have and Employment or Contractual Relationship with the County:

No Details: 0

Voting Conflict:



St. Johns County Board of County Commissioners

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No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

ST Johns River State College AS degree
St Johns River State College AA degree
Florida State License Respiratory # RT13105
NMLS # 2238820
Florida LO # 2238820
Florida Notary Public Commission # HH 016370

References:

Name	Relationship	Phone
Trevor Fleming	Friend	(904) 524-7757

Additional Information:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Received 4.22.23 One Year 4.22.24

First Name: Heather

Last Name: Harley-Davidson

Address: 284 Ole Road

City, State Zip: St. Augustine, FL 32080

Home Phone: (904) 217-9571

Cell Phone: (904) 209-8376

Work Phone:

Email: heatherharleydavidson11@gmail.com

District: 3

Most Recent Occupation/Employer:

State Certified General Contractor/ Advanced Building Company of North Florida

Past Work Experience/Employers:

Owner and Operator of Channel Marker 71 Barrier Island Inn and Restaurant

Civic Clubs, Organizations:

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

0 **Details:**

Subject of Active Civil or Criminal Investigation:



St. Johns County Board of County Commissioners

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Yes **Details:** Yes, my neighbors have both built on property lines, both issues are being resolved by Code Enforcement and the Building Department. I am not applying for Code Enforcement, Contract Review Board or Adjustment and Appeals Board at this time, after is

Negative Publicity:

No **Details:**

Educational Background:

UNF Bachelors of Science Industrial Technology Building Construction, General Contractor
UNF Minor in Business Administration
SJRCC Associates in Arts/ Real Estate Broker
Real Estate Institute
Florida Insurance College
Award winning Artist St Augustine Art Association

References:

Name	Relationship	Phone
Marsha LaFontaine	Professional/ inves	(386) 546-2397
Kirsten Lightfoot	Professional / real	(904) 669-4558
Cheryle Beebe	Professional / Retir	(904) 501-3000

Additional Information:

I have an expanded skill set supported by practical and educational experience. I lifeguarded & and lifeguard dispatch prior to the event of 911 emergency system for St. Johns County from age 16 to 26 under the direction of Captain Buddy Williams. I have land acquisition, developed, designed and built coastal construction homes and commercial projects throughout St Augustine and St. Johns County since 1997, as a General Contractor and a Real Estate Broker. I have sat on wetland buffer committees, and practiced eco-tourism with my personal projects. I owned and operated an Inn and two restaurants of a period of ten years working directly with tourist development council for their marketing resources. I have raised my children in this community in the St Johns County School System. I live in Treasure Beach on the water, and delight in our wildlife and coastal living life style. I am a gifted artist and an active St Augustine Art Association member.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

First Name: Bonnie

Last Name: Hayflick

Address: 62 Valencia Street

City, State Zip: St. Augustine, FL 32084

Home Phone: (904) 612-4419

Cell Phone: (904) 612-4419

Work Phone: (904) 612-4419

Email: bonniepr@bellsouth.net

District: 2

Most Recent Occupation/Employer:

Self employed public relations, Bonnie Hayflick PR Counsel

Past Work Experience/Employers:

Since 1978, I have been a self-employed, and traditionally employed public relations, broadcast, and print news professional.

Civic Clubs, Organizations:

Rotary Club of St. Augustine member; freelance PR rep and consultant for St. Johns County Chamber of Commerce, First Coast Cultural Center, St. Johns Cultural Council, Investing in Kids (INK!), Historic Tours of America/Old Town Trolley Tours of St. Augustine, and the St. Augustine Humane Society, along with private business individuals and companies in the U.S. and Canada.

Graduate of St. Johns County Chamber of Commerce, St. Johns County Leadership Class of 2021.

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:



St. Johns County Board of County Commissioners

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n/a **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

B.A. degree in Mass Communications, Broadcast production from the University of South Florida, Tampa, FL.
Graduated in 1980.

Graduate of St. Johns County Chamber of Commerce, St. Johns County Leadership Class of 2021.

References:

Name	Relationship	Phone
Isabelle Renault	Client	(904) 829-5681
David Chatterton	Client	(904) 829-3800
Christina Parrish Stone	Client	(904) 434-0959

Additional Information:

Bonnie Hayflick is a PR, communications consultant specializing in media relations, strategic alliance networking, special events, and TV and radio news coverage for individuals, philanthropies, businesses, corporations, and non-profits. She has also worked for advertising agencies, marketing and PR firms, social media teams, TV and radio stations, and newspapers. Bonnie has represented clients in tourism and hospitality, fine arts and music entertainment, franchise operations, healthcare, aesthetics, retail, transportation and safety, waste management, real estate, construction, higher education, and more. She has planned and implemented large-scale public events with thousands of attendees and small, intimate VIP gatherings. Bonnie has placed major news stories about her clients in domestic and international news outlets including consumer and industry, professional trade media, and maintains an extensive list of media/news contacts. She serves as media spokesperson and appears on TV and radio, as well as in print. She also provides photography, copywriting, editing, proofreading services for clients with feature stories, hard news, websites, and bylined columns.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 06/28/2023
1 yr. 06/28/2024

Board/Committee Name: Tourist Development Council

First Name: Matthew

Last Name: Ohlson

Address: 217 S. Common Ln.

City, State Zip: SAINT AUGUSTINE, FL 32095

Home Phone: (352) 474-9602

Cell Phone: (352) 474-9602

Work Phone:

Email: matthew.ohlson@unf.edu

District: 5

Most Recent Occupation/Employer:

Professor of Leadership and Workforce Development, University of North Florida

Past Work Experience/Employers:

Public Consulting Group, Corporate Consultant
Florida Virtual School, Principal
Boston Public Schools, Teacher
The University of Florida, Instructor

Civic Clubs, Organizations:

Jax Rotary (Downtown)
Ronald McDonald House Executive Board of Directors
Youth Crisis Center, Board of Directors

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**



St. Johns County Board of County Commissioners

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Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

UF, PhD in Organizational Leadership

References:

Name	Relationship	Phone
Dr. Jason Lewis	Mentor	(904) 687-3488
Gary Monahan	Friend	(239) 206-9235
Dylan Edwards	Student/Colleague	(850) 445-9481

Additional Information:

atthew A. Ohlson is the Director of the Taylor Leadership Institute and Associate Professor of Leadership at the University of North Florida. A former teacher and administrator in the Boston Public Schools and the Florida Virtual School, Dr. Ohlson earned his Ph.D. in Organizational Leadership from the University of Florida and has served as a Leadership Coach to 7 Olympians, 15 professional athletes, and more than 500 educational leaders throughout the nation. Dr. Ohlson's research and community engagement work has been focused on collaborating with K12schools, athletic teams, nonprofits, and businesses to increase recruitment, retention, and achievement using leadership development as a catalyst for increased outcomes. For his efforts, Dr. Ohlson has received more than 23 external grants and has been awarded the Florida College Access Network (FCAN) Innovator Award, NPR American Graduate Champion, National Jefferson Award for Public Service, the Gender Equity Award and the Work of Heart Award from United Way. Dr. Ohlson also serves as the Leadership Advisor to UNF Athletics and serves on the Board of the Ronald McDonald House and Franklin Covey Higher Education.



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

August 1, 2022

DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).

Name: Nicholas "Nick" Primrose District #: 5

Address: 132 Thornton Ct.

City: St. Augustine State: FL Zip: 32092

Phone #: 4403648298 E-mail Address: nprimrose@gmail.com

How long have you been a legal resident of St. Johns County? 1 year

Most recent occupation/employer: Jacksonville Port Authority - Chief, Regulatory Compliance

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: Florida Bar (2010 - present)

Educational background: B.A., Political Science & Communications (Lake Forest College); M.P.A., Public Management (DePaul University); J.D. (Barry University)

Past work experience: Deputy General Counsel for Governor Ron DeSantis (1/2019 - 8/2020)
Deputy General Counsel for Governor Rick Scott (8/2017 - 1/2019); In-House Counsel, Farmers Insurance (7/2016 - 8/2017)

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- 1. The Federalist Society
- 2. Leadership Florida
- 3. American Enterprise Institute
- 4. Maverick PAC

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
Residential Home (.3 acres)

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
None

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

- | | |
|--|--|
| 1. <u>Tourist Development Council</u> | 2. <u>Industrial Development Authority</u> |
| 3. <u>Planning & Zoning Agency</u> | 4. <u>Recreation Advisory Board</u> |

List three (3) personal or professional references:

1. Michael Sasso, 407-413-0237
2. Glen Gilzen, 727-488-5403
3. Patrick Kilbane, 904-652-3000

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.) In addition to being a licensed attorney, for three years I was the Deputy General Counsel to Governors Rick Scott and Ron DeSantis providing legal advice and guidance for good governance, including spending time as the General Counsel for the Division of Emergency Management. I understand the legislative and government process, including procurement requirements and Sunshine laws. Additionally, throughout my career I've been included in economic development decision-making both on the State level and now with the Port Authority.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.

Nick Primrose Digitally signed by Nick Primrose
Date: 2022.08.01 14:20:48 -04'00'

8/1/2022

Signature

Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

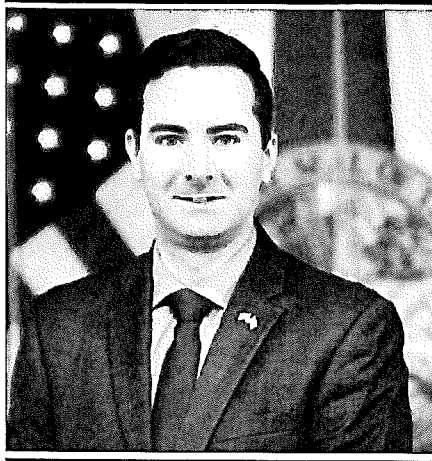
Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____

Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____



NICK PRIMROSE

CHIEF OF REGULATORY
COMPLIANCE AT JAXPORT

OVERVIEW

Experienced attorney with both in-house general counsel and litigation experience. Practice has focused on high profile constitutional matters of law and public policy and regulatory compliance. Previously focused on insurance related legal matters.

COURT ADMISSIONS

United States Court of Appeals for the Eleventh Circuit, United States District Courts for the Northern, Middle and Southern District of Florida, and all Florida courts.

CONTACT INFORMATION

T: (440) 364-8298

E: nprimrose@gmail.com

EXPERIENCE

JACKSONVILLE PORT AUTHORITY (JAXPORT)

August 2020 – Present

Chief of Regulatory Compliance handling all aspects of legal and regulatory compliance in the areas of maritime law, contracts, environmental policy, emergency preparedness, and risk management. Providing legal and policy advice on the strategic plan and growth of JAXPORT. Serve as JAXPORT's liaison with the Jacksonville City Council Special Committee on Resiliency and the City of Jacksonville Office of General Counsel.

EXECUTIVE OFFICE OF THE GOVERNOR

Governor Ron DeSantis (January 2019 – August 2020)

Governor Rick Scott (August 2017 – January 2019)

Deputy General Counsel serving as a legal advisor to Governors DeSantis and Scott. Represented the Governors in litigation before state and federal courts. Provided oversight and litigation strategy on economic, transportation, healthcare, and election lawsuits. Managed the legal departments of executive branch agencies, including personnel issues and procurements. Served as *General Counsel* for the Division of Emergency Management (Jan. 2019 – Aug. 2020). Advised both Governors on judicial appointments and provide legal guidance for executive appointments and suspensions.

FLORIDA STATE UNIVERSITY, COLLEGE OF LAW

September 2019 – December 2019

Adjunct Professor co-teaching a class on Executive Power, a comprehensive look at the Executive Branch under both the United States Constitution and the Florida Constitution. The two-credit class was for 2L and 3L students providing not only a detailed overview of the constitutional provisions of executive power, but also utilizing caselaw to explore limitations and restraints on the power.

NATIONAL REPUBLICAN SENATORIAL COMMITTEE

September 2018 – November 2018

Election Day Operations Director for Rick Scott's Senate campaign, overseeing voting procedures and poll watchers for the 2018 Senate Election. Organized and trained 67 county-level legal teams to ensure the integrity of the election. Provided legal advice on election law issues. Managed the recount operations, including managing 70 retained attorneys and 16,000+ volunteers, providing training, developing practical materials, and collecting real-time data.

**LAW OFFICES OF CHRISTINA M. SANABRIA,
FARMERS INSURANCE GROUP OF COMPANIES**

August 2016 – August 2017

In-House Litigation Attorney with civil litigation practice focused on insurance and personal injury law. Managed a high-volume caseload with high exposure, large value claims. First-Chaired two successful jury trials.

WOOTEN KIMBROUGH, P.A.

August 2013 – August 2016

Associate Attorney with civil litigation practice focused on automobile negligence, premises liability, and products liability law. Managed a civil pre-suit and litigation caseload, including client relations and business development. First-Chaired two jury trials.

EDUCATION

BARRY UNIVERSITY SCHOOL OF LAW

Juris Doctor (May 2013)

Honors: **Rank:** 26/156 (Top 16%) **GPA:** 3.173/4.000
Book Awards (Highest Grade): Civil Procedure I, Trial Advocacy, Motions & Depositions, and Florida Evidence
Best Appellate Brief in Legal Research & Writing

Organizations: Trial Team: *President* (2012-2013), Witness of the Year 2013
Federalist Society for Law & Public Policy Studies: *President* (2011-2012), *Treasurer/Secretary* (2010-2011)

Publications: "Has Society Become Tolerant of Further Infringement on First Amendment Rights?" Barry L. Rev, Vol. 19: Iss. 2, Article 4 (Spring, 2014)
"Return Economic Substantive Due Process Rights: A Challenge to the Individual Mandate Using the Commerce Clause" (Spring, 2012)

DEPAUL UNIVERSITY

Master of Public Administration (June 2010)

Honors: Golden Key International Honor Society
School of Public Service Graduate School Student Representative

LAKE FOREST COLLEGE

Bachelor of Arts in Political Science, Minor in Communications (May 2008)

Activities: Division III Swim Team, Four-Time Conference Champion
General Assembly Student Representative
Delta Kappa Epsilon Fraternity

PROFESSIONAL ASSOCIATIONS & ACTIVITIES

Florida Elections Commission, Chair (August 20, 2021-Present)

Florida Freight Advisory Committee, Vice Chair (2021-Present)

Federalist Society for Law & Public Policy Studies, Member (2010-Present)

Florida Bar Governmental & Public Policy Advocacy Committee, Member (2018-Present)

Junior Achievement of Central Florida, Leadership Council (2016-2017)

Orange County Young Republicans, President (2016-2017)

James Madison Institute, Leadership Fellow, Class Two (2015-2016)

Barry University School of Law Alumni Association, President (2015)

SIGNIFICANT REPORTED CASES

Nancy Carola Jacobson, et al., v. Secretary of State, et al., 19-14223 (11th Cir. Apr. 29, 2020)

Advisory Opinion to Governor re: Amendment 4, 288 So. 3d 1070 (Fla. 2020)

Scott Israel v. Ron DeSantis, 269 So. 3d 491 (Fla. 2019)

Mary Beth Jackson v. Ron DeSantis, 268 So. 3d 662 (Fla. 2019)

Brenda Snipes v. Rick Scott, 2019 WL 163352 (N.D.Fla. Jan. 10, 2019)



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 05.16.2023

1 Yr. 05.16.2024

Board/Committee Name: Tourist Development Council

First Name: Beth

Last Name: Strautz

Address: 215 Topsail Drive

City, State Zip: Ponte Vedra, FL 32081

Home Phone:

Cell Phone: (773) 895-5387

Work Phone:

Email: beth@vaguspr.com

District:

Most Recent Occupation/Employer:

Founder/Owner/President (Below is a description on my current role)
Vagus PR, Inc.
Ponte Vedra, Florida & Chicago, Illinois
2004-2023 (19 years)

A Chicago native & current resident of Ponte Vedra, I am the President and Founder of Vagus PR, Inc. Vagus is a public relations and social media firm specializing in everything from travel, tourism, & destination marketing to lifestyle, arts & culture.

I have deep roots and relationships in the travel and tourism industry including media contacts at Travel & Leisure, Conde Nast Traveler, Forbes, USA Today, Fox & Friends, Lonely Planet, Budget Travel, just to name a few.

I have a fundamental understanding of the tourism industry from media to trade shows to events to marketing.

Noteworthy clients include:

- Darden Restaurant Group, Seasons 52
- Diablo Valley, DMO
- Chicago Children's Choir
- Lettuce Entertain You Enterprises
- United Kingdom Trade & Investment
- Vail Resorts
- Marriott Hotels Corporation
- IHG
- White House Napa Valley Inn
- Celebrity Chefs including: Chef Art Smith, Chef Jean Joho, Chef Jean-Georges Vongerichten, and Chef Jacques Torres

With over 20 years of experience successfully branding and driving revenue for some of the world's largest cities and companies including Hyatt, Marriott, Lettuce Entertain You Enterprises, and Darden, I provide the experience, contacts and expertise to help grow short and long-term tourism in St. Johns County.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Past Work Experience/Employers:

Account Executive

Point B Communications, Tourism & Hotel Advertising Agency

1999 – 2005 (6 years)

I served as an Account Director at Point B Communications, a Chicago advertising agency devoted to travel and tourism. I was the team leader in planning and executing integrated marketing and tourism strategies for clients including several DMOs nationwide, Hilton, Kimpton, Marriott International and Vail Resorts. I oversaw strategy, content development and creative execution of all campaign initiatives. Campaigns included everything from collateral, broadcast, print media and direct mail to public relations and interactive.

Public Relations Manager

Lettuce Entertain You Restaurants Enterprise

1997 – 1999 (2years)

I served as Marketing and PR Manager for Lettuce Entertain You Enterprises, a Chicago-based corporation that owns and licenses over 70 restaurants nationwide. While at Lettuce, I created and directed public relations strategies, media programs and promotional programs for chefs and restaurants including Maggiano's, Eiffel Tower Restaurant in Las Vegas, Joe's Seafood, and RPM backed by Giuliana & Bill Rancic.

Public Relations Coordinator

Hyatt Hotels Corporation

1995 – 1997 (2 years)

I worked at Hyatt Hotels Corporation where I managed marketing and PR for over 104 hotels and resorts in the United States, Canada and the Caribbean. At Hyatt, I learned the inner workings of the hospitality and tourism industry firsthand. My responsibilities included marketing hotel openings and acquisitions, media relations, and creating company-wide promotions.

Public Relations

Chicago Office of Tourism

1993 – 1995 (2 years)

I worked for the Chicago Office of Tourism where I handled public relations for journalists on assignment in Chicago and acted as liaison with Foreign Consulates and the Chamber of Commerce.

Civic Clubs, Organizations:

I have served in Mentoring & Charity positions for the following organizations:

- Tutoring Chicago
- Gamma Gamma Gamma
- Chicago Children's Choir
- 100 Black Men of Louisville
- JDRF
- Living Well Cancer Research Center

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Loyola University Business School (1993-1994)
Spring Hill College, Bachelor's of Arts (1990-1994)

References:

Name	Relationship	Phone
Eileen Cole	Tourism & Travel Cli	(707) 751-6071
Linda Ostoski	Business Contact and	(904) 422-1098
John Brophy	Brother and Business	(904) 476-7373

Additional Information:

I think I have laid out my deep and relevant experience within this application, but I want to reiterate my desire to volunteer and contribute to my new hometown of Ponte Vedra, Florida in St. John's County. I love it here and I am poised and excited to take my passion, talent and expertise to help spread the word about how great St Johns County is to the world.

TDC Regular Meeting – August 21, 2023

Agenda Item 9 – Arts, Culture and Heritage Grant Recommendations (Action Required)

Attached is the list of ACH Grant Applications for FY2024. There were 29 Grant Applications received, totaling \$983,860. The recommended ACH Grant budget for FY2024 is \$575,000, which is an increase from the previous year.

The Grant Evaluation Panel reviewed and scored the applications at their meeting on July 24th. Applicants were invited to attend the meeting to provide any updates from what was originally included in their application.

FY2024 Arts, Culture & Heritage Grant Application List

Application #	Organization Name	Program/Performance/Event Name	Average Score	Request Amount	Eligible Funding	Funding Recommendation
2024-009	Friends of Lincolnville, Inc.	Lincolnville Museum General Program Support	93	\$ 50,000.00	\$ 50,000.00	\$ 43,500
2024-007	Flagler College	Crisp-Ellert Art Museum General Programming 2023-2024	93	\$ 30,000.00	\$ 30,000.00	\$ 26,100
2024-027	Limelight Theatre, Inc.	Limelight Theatre, Inc.	93	\$ 50,000.00	\$ 50,000.00	\$ 43,500
2024-003	Lightner Museum of Hobbies	Lightner Museum Exhibitions 2023 - 2024	92	\$ 50,000.00	\$ 50,000.00	\$ 43,500
2024-014	The Woman's Exchange of St. Augustine	New Exhibitions, Speakers and Technology	92	\$ 30,000.00	\$ 30,000.00	\$ 26,100
2024-008	St Augustine Lighthouse & Maritime Museum	St Augustine Lighthouse & Maritime Museum Marketing	90	\$ 20,000.00	\$ 20,000.00	\$ 17,300
2024-029	Vilano Beach Main Street	Vilano Holiday Village	89	\$ 30,000.00	\$ 22,500.00	\$ 19,575
2024-005	Historic Florida Militia, Inc	Historic Florida Militia, Inc. Annual Events	89	\$ 30,000.00	\$ 22,500.00	\$ 19,575
2024-006	Saint Augustine Film Festival	14th Annual Saint Augustine Film Festival	89	\$ 41,687.00	\$ 31,265.25	\$ 27,200
2024-012	St. Augustine Art Association	STAAA Exhibits & Programs Support	89	\$ 50,000.00	\$ 37,500.00	\$ 32,625
2024-016	Saint Augustine Music Festival	ST AUGUSTINE MUSIC FESTIVAL	89	\$ 39,398.00	\$ 29,548.50	\$ 25,700
2024-017	Fort Mose Historical Society	Flight to Freedom: The Fort Mose Story Lives On...	89	\$ 18,166.00	\$ 13,624.50	\$ 11,850
2024-025	The AdFish Group	Whiskey, Wine & Wildlife	88	\$ 36,842.00	\$ 27,631.50	\$ 24,000
2024-015	The Ximenez-Fatio House Museum	The Ximenez Fatio House Nights of Lights Art Exhibition & Programs	88	\$ 28,367.00	\$ 21,275.25	\$ 18,500
2024-010	Apex Theatre Studio	23-24 Mainstage series	87	\$ 30,000.00	\$ 22,500.00	\$ 19,575
2024-019	EMIL MAESTRE MUSIC ASSOC INC	EMMA 2023 2024 Concert Series	86	\$ 40,000.00	\$ 30,000.00	\$ 26,100
2024-011	Latin Community Services	Unidos en la Musica: A Latin American Festival	85	\$ 50,000.00	\$ 37,500.00	\$ 32,600
2024-021	The AdFish Group	St. Augustine Food + Wine Festival	85	\$ 50,000.00	\$ 37,500.00	\$ 32,600
2024-023	First Coast Cultural Center	Exhibition & Workshop Featuring Master Sculptor Peter Rubino	84	\$ 7,500.00	\$ 5,625.00	\$ 4,850
2024-024	St. Augustine Ballet, Inc.	St. Augustine Ballet Nutcracker Ballet Performances 2023	84	\$ 30,000.00	\$ 22,500.00	\$ 19,575
2024-001	Romanza-St. Augustine, Inc.	Romanza Events	84	\$ 50,000.00	\$ 37,500.00	\$ 32,625
2024-022	First Coast Opera	2023-24 Opera Season	83	\$ 35,000.00	\$ 26,250.00	\$ 22,800
2024-018	Lincolnville Historical Preservation & Restoration Society, Inc	Historic Lincolnville Festival	80	\$ 8,000.00	\$ 6,000.00	\$ 5,250
2024-026	Flagler College	Cabaret starring Laura Osnes	79	\$ 30,000.00		Ineligible
2024-002	Jimmy Jam Community Outreach	Jimmy Jam BBQ Slam 2024	77	\$ 22,350.00		Ineligible
2024-013	Flagler College	St. Augustine Spanish Food & Wine Festival	77	\$ 13,000.00		Ineligible
2024-004	Classic Car Museum of St Augustine Inc	Classic Car Museum of St Augustine, Inc	73	\$ 50,000.00		Ineligible
2024-028	RQ MUSIC LLC	AS IF! 90's Fest	67	\$ 40,000.00		Ineligible
2024-020	PR Resources Center-La Casa Boricua	Puerto Rican Day Festival	55	\$ 23,550.00		Ineligible

ACH Total Requests \$ 983,860.00 \$ 661,220.00 \$ 575,000

TDC Regular Meeting – August 21, 2023

Agenda Item Monthly Reports (Information Only)

FY2023 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
June	\$ 2,263,926	3.5%
FYTD	\$ 17,809,362	5.8%
% OF BUDGET		75.0%
% OF FY		81.0%

BUDGETED \$ \$ 21,986,880

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2023

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$ 31,137,967.94	2.2%	\$ 30,249,583.62	1.2%	\$ 39,770,195.54	2.4%	\$ 36,620,019.99	29.0%	\$ 41,171,556.98	6.9%	\$ 58,300,569.55	7.7%
EXEMPT RECEIPTS	\$ (1,363,608.14)	25.2%	\$ (1,215,164.82)	32.2%	\$ (1,376,879.34)	39.1%	\$ (1,682,908.59)	73.9%	\$ (1,348,770.98)	21.1%	\$ (1,374,043.55)	10.6%
TAXABLE RECEIPTS	\$ 29,774,359.80	1.4%	\$ 29,034,418.80	0.2%	\$ 38,393,316.20	1.5%	\$ 34,937,111.40	27.4%	\$ 39,822,786.00	6.5%	\$ 56,926,526.00	7.7%
TOTAL TAX COLLECTED	\$ 1,488,717.99	1.4%	\$ 1,451,720.94	0.2%	\$ 1,919,665.81	1.5%	\$ 1,746,855.57	27.4%	\$ 1,991,139.30	6.5%	\$ 2,846,326.30	7.7%
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,488,717.99	1.4%	\$ 1,451,720.94	0.2%	\$ 1,919,665.81	1.5%	\$ 1,746,855.57	27.4%	\$ 1,991,139.30	6.5%	\$ 2,846,326.30	7.7%
LESS COLLECTION ALLOWANCE	\$ (8,866.53)	16.8%	\$ (10,684.24)	27.8%	\$ (12,152.24)	26.9%	\$ (11,826.94)	19.0%	\$ (13,380.51)	19.3%	\$ (18,394.21)	19.7%
PLUS PENALTY	\$ 21,987.69		\$ 7,459.65		\$ 9,402.27		\$ 7,576.59		\$ 9,712.55		\$ 7,590.32	
PLUS INTEREST	\$ 991.51		\$ 190.34		\$ 179.89		\$ 165.63		\$ 239.23		\$ 155.49	
TOTAL AMOUNT REMITTED	\$ 1,502,830.66	2.8%	\$ 1,448,686.69	0.6%	\$ 1,917,095.73	1.6%	\$ 1,742,770.85	27.5%	\$ 1,987,710.57	6.5%	\$ 2,835,677.90	7.7%
LESS TAX COLLECTOR & CLERK	\$ (30,056.61)	2.8%	\$ (28,973.73)	0.6%	\$ (38,341.91)	1.6%	\$ (34,855.42)	27.5%	\$ (39,754.21)	6.5%	\$ (56,713.56)	7.7%
NET TO TDC	\$ 1,472,774.05	2.8%	\$ 1,419,712.96	0.6%	\$ 1,878,753.82	1.6%	\$ 1,707,915.43	27.5%	\$ 1,947,956.36	6.5%	\$ 2,778,964.34	7.7%

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$ 51,154,219.10	4.7%	\$ 40,423,534.14	3.1%	\$ 48,073,785.95	3.8%							\$ 376,901,432.81
EXEMPT RECEIPTS	\$ (1,157,627.70)	14.2%	\$ (1,482,744.14)	43.2%	\$ (1,690,634.55)	13.8%							\$ (12,692,381.81)
TAXABLE RECEIPTS	\$ 49,996,591.40	4.5%	\$ 38,940,790.00	2.0%	\$ 46,383,151.40	3.5%							\$ 364,209,051.00
TOTAL TAX COLLECTED	\$ 2,499,829.57	4.5%	\$ 1,947,039.50	2.0%	\$ 2,319,157.57	3.5%							\$ 18,210,452.55
ADJUSTMENTS	\$ -												
TOTAL TAX DUE	\$ 2,499,829.57	4.5%	\$ 1,947,039.50	2.0%	\$ 2,319,157.57	3.5%							\$ 18,210,452.55
LESS COLLECTION ALLOWANCE	\$ (16,827.27)		\$ (14,238.73)		\$ (18,001.95)								\$ (124,372.62)
PLUS PENALTY	\$ 6,255.24		\$ 5,636.56		\$ 8,794.15								\$ 84,415.02
PLUS INTEREST	\$ 136.71		\$ 85.52		\$ 179.06								\$ 2,323.38
TOTAL AMOUNT REMITTED	\$ 2,489,394.25	4.4%	\$ 1,938,522.85	2.0%	\$ 2,310,128.83	3.5%							\$ 18,172,818.33
LESS TAX COLLECTOR & CLERK	\$ (49,787.89)	4.4%	\$ (38,770.46)	2.0%	\$ (46,202.58)	3.5%							\$ (363,456.37)
NET TO TDC	\$ 2,439,606.37	4.4%	\$ 1,899,752.39	2.0%	\$ 2,263,926.25	3.5%	0		0		0		\$ 17,809,361.96

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 966,625	64.3%	-3.2%	\$ 169,146	11.3%	-3.7%	\$ 273,465	18.2%	54.9%
November	\$ 929,682	64.2%	1.7%	\$ 147,183	10.2%	-22.4%	\$ 274,602	19.0%	38.6%
December	\$ 1,258,171	65.6%	-0.6%	\$ 197,554	10.3%	-12.3%	\$ 322,403	16.8%	26.2%
2023 Janaury	\$ 975,482	56.0%	17.1%	\$ 269,059	15.4%	52.9%	\$ 327,089	18.8%	51.6%
February	\$ 1,159,536	58.3%	10.2%	\$ 342,566	17.2%	-10.9%	\$ 333,150	16.8%	15.8%
March	\$ 1,723,615	60.8%	4.8%	\$ 388,742	13.7%	-9.2%	\$ 526,660	18.6%	29.2%
April	\$ 1,376,723	55.3%	-5.0%	\$ 434,408	17.5%	3.0%	\$ 493,201	19.8%	40.2%
May	\$ 1,132,566	58.4%	-4.7%	\$ 303,960	15.7%	-1.5%	\$ 378,007	19.5%	33.3%
June	\$ 1,115,918	48.3%	-5.0%	\$ 557,783	24.1%	10.8%	\$ 510,594	22.1%	18.2%
July	\$ -			\$ -			\$ -		
August	\$ -			\$ -			\$ -		
September	\$ -			\$ -			\$ -		

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 50,054	3.3%	8.9%	\$ 43,541	2.9%	-33.7%	\$ 1,502,830.66
November	\$ 48,721	3.4%	-13.6%	\$ 48,498	3.3%	-40.8%	\$ 1,448,686.66
December	\$ 52,838	2.8%	-16.7%	\$ 86,130	4.5%	11.9%	\$ 1,917,095.73
2023 Janaury	\$ 97,212	5.6%	44.5%	\$ 73,929	4.2%	-1.2%	\$ 1,742,770.75
February	\$ 83,894	4.2%	17.5%	\$ 68,565	3.4%	-3.3%	\$ 1,987,710.57
March	\$ 72,650	2.6%	5.5%	\$ 124,010	4.4%	48.2%	\$ 2,835,677.90
April	\$ 100,278	4.0%	8.5%	\$ 84,785	3.4%	22.4%	\$ 2,489,394.25
May	\$ 62,062	3.2%	12.2%	\$ 61,928	3.2%	-3.1%	\$ 1,938,522.85
June	\$ 63,828	2.8%	-8.2%	\$ 62,006	2.7%	16.6%	\$ 2,310,128.83
July	\$ -			\$ -			\$ -
August	\$ -			\$ -			\$ -
September	\$ -			\$ -			\$ -

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2023												
OCT	\$ 415,640	27.7%	-11.1%	\$ 357,846	23.8%	13.5%	\$ 583,683	38.8%	4.1%	\$ 18,949	1.3%	51.1%
NOV	\$ 417,227	28.8%	1.3%	\$ 272,268	18.8%	-7.0%	\$ 618,910	42.7%	2.7%	\$ 24,357	1.7%	-10.0%
DEC	\$ 540,722	28.2%	0.2%	\$ 302,312	15.8%	5.9%	\$ 904,075	47.2%	-1.3%	\$ 31,296	1.6%	39.3%
JAN	\$ 587,071	33.7%	41.9%	\$ 285,908	16.4%	41.0%	\$ 708,461	40.7%	16.8%	\$ 39,575	2.3%	69.1%
FEB	\$ 712,203	35.8%	1.8%	\$ 368,085	18.5%	21.6%	\$ 731,483	36.8%	4.1%	\$ 40,142	2.0%	56.3%
MAR	\$ 970,477	34.2%	3.3%	\$ 599,477	21.1%	9.9%	\$ 1,067,618	37.6%	15.1%	\$ 24,694	0.9%	-24.7%
APR	\$ 954,858	38.4%	7.5%	\$ 518,456	20.8%	10.4%	\$ 832,047	33.4%	-1.2%	\$ 57,618	2.3%	119.7%
MAY	\$ 708,377	36.5%	8.4%	\$ 386,674	19.9%	-3.9%	\$ 703,901	36.3%	2.5%	\$ 26,783	1.4%	31.4%
JUN	\$ 1,031,406	44.6%	1.3%	\$ 417,699	18.1%	8.7%	\$ 716,062	31.0%	4.2%	\$ 27,888	1.2%	30.8%
JUL	\$ -			\$ -			\$ -			\$ -		
AUG	\$ -			\$ -			\$ -			\$ -		
SEP	\$ -			\$ -			\$ -			\$ -		
FY YTD	\$ 6,337,980			\$ 3,508,726			\$ 6,866,240			\$ 291,301		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$ 106,358	7.1%	17.0%	\$ 14,588	1.0%	48.6%	8.0%	\$ 5,767	0.4%	3.5%	\$ 1,502,830.66
NOV	\$ 93,239	6.4%	5.7%	\$ 14,680	1.0%	19.7%	7.4%	\$ 8,005	0.6%	37.4%	\$ 1,448,686.66
DEC	\$ 105,650	5.5%	8.6%	\$ 18,875	1.0%	9.2%	6.5%	\$ 14,165	0.7%	84.9%	\$ 1,917,095.73
JAN	\$ 99,582	5.7%	12.5%	\$ 16,344	0.9%	-35.8%	6.7%	\$ 5,830	0.3%	-2.0%	\$ 1,742,770.75
FEB	\$ 112,638	5.7%	1.1%	\$ 15,491	0.8%	-15.4%	6.4%	\$ 7,669	0.4%	18.0%	\$ 1,987,710.57
MAR	\$ 138,013	4.9%	-4.2%	\$ 26,134	0.9%	-18.6%	5.8%	\$ 9,265	0.3%	-17.4%	\$ 2,835,677.90
APR	\$ 99,066	4.0%	-21.8%	\$ 18,102	0.7%	-19.7%	4.7%	\$ 9,246	0.4%	-2.7%	\$ 2,489,394.25
MAY	\$ 90,610	4.7%	-15.4%	\$ 14,099	0.7%	-33.8%	5.4%	\$ 8,079	0.4%	-7.5%	\$ 1,938,522.85
JUN	\$ 93,207	4.0%	-2.1%	\$ 15,836	0.7%	-10.3%	4.7%	\$ 8,031	0.3%	-10.6%	\$ 2,310,128.83
JUL	\$ -			\$ -				\$ -			\$ -
AUG	\$ -			\$ -				\$ -			\$ -
SEP	\$ -			\$ -				\$ -			\$ -
FY YTD	\$ 938,364			\$ 154,149				\$ 76,057.63			\$ 18,172,818.20



VCB Report to the Tourist Development Council

August 21, 2023



Combined Lodging Metrics

June 2023

Occupancy (%)	FY 2023			
	Apr	May	June	FYTD
This Year	59.5	50.2	55.5	57.4
Last Year	68.6	59.4	63.9	61.2
Percent Change	-13.3	-15.5	-13.1	-6.2

ADR	FY 2023			
	Apr	May	June	FYTD
This Year	222.45	230.16	210.85	195.65
Last Year	213.84	223.40	201.92	195.35
Percent Change	4.0	3.0	4.4	0.2

RevPAR/L	FY 2023			
	Apr	May	June	FYTD
This Year	132.38	115.50	117.04	112.25
Last Year	146.75	132.65	128.99	119.53
Percent Change	-9.8	3.0	-9.3	-6.1

Supply	FY 2023			
	Apr	May	June	FYTD
This Year	325,132	347,741	332,192	3,570,974
Last Year	293,724	311,885	294,784	3,224,758
Percent Change	10.7	11.5	12.7	10.7

Demand	FY 2023			
	Apr	May	June	FYTD
This Year	193,495	174,505	184,387	3,570,974
Last Year	201,576	185,183	188,317	3,224,758
Percent Change	-4.0	-5.8	-2.1	10.7

Gross Revenue	FY 2023			
	Apr	May	June	FYTD
This Year	43,042,186	40,163,293	38,878,885	400,830,154
Last Year	43,104,218	41,370,419	38,025,012	385,448,120
Percent Change	-0.1	-2.9	2.2	4.0

Combined STR Traditional Lodging and Vacation Rental Performance Metrics

Smith Travel Research

June 2023

Occupancy (%)	FY 2023		
	Apr	May	June
This Year	72.0	64.4	66.5
Last Year	77.3	68.8	70.0
Percent Change	-6.8	-6.4	-5.1

Running 12 Months		
2021	2022	2023
57.4	67.6	67.9
55.2	57.4	67.6
4.1	17.8	0.4

Supply	FY 2023		
	Apr	May	June
This Year	199,590	206,212	202,440
Last Year	200,100	206,770	199,800
Percent Change	-0.3	-0.3	1.3

Running 12 Months		
2021	2022	2023
2,383,855	2,418,892	2,446,102
2,309,029	2,383,855	2,418,892
3.2	1.5	1.1

ADR	FY 2023		
	Apr	May	June
This Year	200.97	186.79	177.83
Last Year	193.18	181.66	174.13
Percent Change	4.0	2.8	2.1

Running 12 Months		
2021	2022	2023
141.98	172.13	177.93
131.17	141.98	172.13
8.2	21.2	3.4

Demand	FY 2023		
	Apr	May	June
This Year	143,768	132,797	134,560
Last Year	154,663	142,210	139,902
Percent Change	-7.0	-6.6	-3.8

Running 12 Months		
2021	2022	2023
1,368,620	1,635,314	1,660,742
1,274,049	1,368,620	1,635,314
7.4	19.5	1.6

RevPAR	FY 2023		
	Apr	May	June
This Year	144.76	120.29	118.20
Last Year	149.31	124.94	121.93
Percent Change	-3.0	-3.7	-3.1

Running 12 Months		
2021	2022	2023
81.52	116.37	120.80
72.38	81.52	116.37
12.6	42.8	3.8

Revenue	FY 2023		
	Apr	May	June
This Year	28,892,789	24,805,020	23,928,602
Last Year	29,877,853	25,833,334	24,361,535
Percent Change	-3.3	-4.0	-1.8

Running 12 Months		
2021	2022	2023
194,321,492	281,481,509	295,498,079
167,116,183	194,321,492	281,481,509
16.3	44.9	5.0

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Smith Travel Research June 2023

Current Month June 2023 vs June 2022						
	Occ %	ADR	Percent Change from June 2022			
	2023	2023	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	69.5	140.59	-3.1	2.2	-1.0	-2.0
Nassau County, FL	70.1	292.05	-2.7	0.5	-2.2	-2.1
Pinellas County, FL	69.5	183.89	-2.1	-3.1	-5.1	-3.4
St. Johns County, FL	66.5	177.83	-5.1	2.1	-3.1	-1.8
Charleston, SC	77.1	180.77	-2.4	-0.7	-3.1	-3.0
Jacksonville, FL	69.5	144.81	-4.5	1.3	-3.3	-1.7
Myrtle Beach, SC	69.3	175.03	-7.4	1.0	-6.5	-9.2
Orlando, FL	74.0	185.12	-4.3	0.3	-3.9	-3.7
Sarasota, FL	69.8	174.27	-4.4	3.2	-1.4	-0.6
Savannah, GA	76.0	156.53	-0.0	-0.3	-0.3	0.6
Fort Walton Beach, FL	74.3	255.54	-8.5	-3.7	-12.0	-10.9
Daytona Beach, FL	61.0	144.53	-6.9	-0.9	-7.7	-10.6
Zip Code 32084+	66.9	156.03	-6.2	-0.1	-6.3	-3.6
Zip Code 32080+	71.9	183.37	-0.4	-1.6	-2.0	-1.4
Zip Code 32092+	62.2	108.76	-9.4	-1.9	-11.1	-11.4
Ponte Vedra+	67.8	292.70	0.5	5.5	6.0	6.0

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



AllTheRooms.com Analytics

June 2023

Active Listings	FY 2023		
	Apr	May	June
This Year	6,428	6,415	6,476
Last Year	5,436	5,423	5,362
Percent Change	18.2	18.1	20.8

Supply	FY 2023		
	Apr	May	June
This Year	125,542	141,529	129,752
Last Year	93,924	105,115	94,984
Percent Change	33.7	34.6	36.3

Occupancy (%)	FY 2023		
	Apr	May	June
This Year	39.6	29.6	38.4
Last Year	50.2	40.9	51.0
Percent Change	-21.1	-27.5	-24.7

Demand	FY 2023		
	Apr	May	June
This Year	49,726	41,944	49,827
Last Year	47,145	42,973	48,415
Percent Change	5.5	-2.4	2.9

ADR	FY 2023		
	Apr	May	June
This Year	284.54	268.69	300.04
Last Year	281.50	268.48	282.22
Percent Change	1.1	0.1	6.3

Revenue	FY 2023		
	Apr	May	June
This Year	14,149,030	11,270,137	14,950,283
Last Year	13,271,159	11,537,360	13,663,477
Percent Change	6.6	-2.3	9.4

RevPAL	FY 2023		
	Apr	May	June
This Year	112.70	79.63	115.22
Last Year	141.30	109.76	143.85
Percent Change	-20.2	-27.4	-19.9



AllTheRooms.com Analytics

June 2023

Area Comparison	Occupancy	ADR	RevPAL	Supply	Demand
32080	44%	\$ 293.02	\$ 129.01	3,496	27,339
32082	31%	\$ 502.04	\$ 157.70	465	2,490
32084	35%	\$ 300.47	\$ 103.68	2,071	15,956
32092	26%	\$ 168.51	\$ 44.14	302	1,623



Glossary of Terms

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



TDT Collections

June 2023

June (Net Collections) \$ 2,263,926 3.5%

YTD Net Collections June \$ 17,809,362 5.8%

YTD Collections by Area	June	YTD
Anastasia Island and St. Augustine Beach (32080)	45%	35%
Ponte Vedra Beach (32082)	18%	19%
St. Augustine, Vilano and North Beach (32084)	31%	38%
St. Augustine Shores/South/207 (32086)	1%	2%
World Golf Village and west of I-95 (32092)	4%	5%
I-95&SR 16/Palencia (32095)	1%	1%
Other	0.3%	0.4%



Website Campaign Updates

July 2023

Top Level Performance

Visits to Website	186,611
Pageviews	383,244
Engaged Sessions	110,960
Engagement Rate	59.46%
Avg Engagement Time per session	3:08

Organic Performance

Visits to Website	76,611
Pageviews	132,281
Time on Site	3:12

Key Performance Indicators

Guides Ordered	806
eNewsletter Signups	271
Clicks on Partner Listings	11,863
BookDirect Clicks (lodging)	1,882

- **45% increase in YOY engaged sessions**
- **30% increase in YOY organic search traffic**
- **10% increase in YOY engagement rate - currently at 59.46%**
- **99% increase in YOY eNewsletter signups**

VIC Visitation

July 2023

SJCC –PVBD Visitor & Information Center						
	July 2023	July 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	57	34	0.09%	353	425	490

City of St. Augustine Downtown Visitors Center						
	July 2023	July 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	59,905	60,348	91%	524,890	426,820	505,368

St. Augustine Beach Visitors Center						
	July 2023	July 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	4,817	1,753	7%	24,039	22,844	25,977

Jacksonville Airport Visitor Information Center						
	July 2023	July 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visits	1,413	1,006	2%	4,074	10,042	10,695

Total Inquiries at Visitors Centers						
	July 2023	July 2022		FYTD 2023	FYTD 2022	Total FY 2022
	66,192	63,141		553,356	460,131	542,530

Departmental Reports



Social Media

July 2023

Social Media		YOY Change
Facebook		
Fans added In July	1,014	
Total Facebook Fans	531,116	1.7%
Facebook Impressions	2,392,937	
Engagement Rate	6.4%	
Reach	1,059,937	
Instagram		
Instagram Followers	46,152	5.9%
Instagram Impressions	371,785	
Reach	83,107	
Twitter		
Twitter Followers	14,044	0.0%
Twitter Impressions	32K	
TikTok (launched 7/4/22)		
TikTok Followers	5,239	6367.9%
TikTok Likes	3,621	
TikTok Total Video Views	96.4K	
YouTube		
Views To Date	448,200	7.4%

**Changes in Facebook's algorithm continues to impact followers, reach, impressions and engagement*



Communications Summary

July 2023

	July	FYTD	FYTD 22	
Total Impressions	4,991,285,177	183,705,248,752	82,920,098,841	122%
VCB Supported Stories <i>in publication or broadcasted</i>	6	372	278	34%



Sales Measurement Summary

June 2023

	June	Monthly % Actual vs Goal	YTD	YTD % Actual vs Goal
Solicitation Emails/Calls	217	38%	1,614	5%
Total Leads Distributed	24	-20%	215	-13%
Lead Room Nights	25,200	133%	95,517	13%



Florida's First Coast of Golf

June 2023

	Jun-23	Jun-22	% Change
Rooms	4,974	4,252	17%
	Jun-23	Jun-22	% Change
Rounds	19,129	16,352	17%

Precipitation	2023	2022	Change
	5.69	4.16	1.53

Temperature (Avg High)	2023	2022	Change
	75	81	-3

Digital Traffic

Jun-23	Jun-22	% Change
8,990	15,577	-42%
2023 YTD	2022 YTD	% Change
147,292	104,562	41%



CEO's Comments

- June Combined Traditional and Vac Rental Lodging: Occupancy 55.5% (-13.1%), ADR \$210.85 (+4.4%), RevPAR/L \$117.04 (-9.3%), Demand -2.1%, Supply +12.7%, Revenue +2.2%
- June Traditional Lodging Stats: Occupancy 66.5% (-5.1%), ADR \$177.83 (+2.1%), RevPAR \$118.20 (-3.1%), Demand -6.8%, Supply -0.3%
- June Vacation Rental Stats: Occupancy 38.4% (-24.7%), ADR \$300.04 (+6.3%), RevPAL \$115.22 (-19.9%), Demand +2.9%, Gross Rev +9.4% and Supply +36.3%
- July Publicity: Supported stories FYTD 372, +34% to FYTD 2022.
- June Sales team lead room nights were up +13% YTD goal, with solicitations at +5% of goal.
- An enhanced Summer 2023 marketing campaign and new standalone Sing Out Loud Festival campaign launched July 31, 2023.
- The VCB Summer 2023 destination attractions promotion (www.FHCSummerFun.com) utilizing two digital platform partners (a.ki and Travel Spike) has generated 11,244 visits since early July launch.
- The VCB is working with the City of St. Augustine to update the Downtown VIC video wall with fresh new continuous loop video. In addition, an initial 30th anniversary Nights of Lights logo design has been provided to the City for review, with additional iterations in process.
- The Chefs of Florida's Historic Coast recognition program (previously launched in 2021, but temporarily shelved due to COVID) was re-launched with nearly 50 chefs being recognized through St. Johns County for their culinary excellence.
- A joint press conference will be held August 17th with the SJC Board of County Commissioners (Commission Chair Whitehurst), City of St. Augustine (Mayor Sikes-Kline), St. Johns County Tourism & Cultural Development Division (Tera Meeks), SJC Chamber of Commerce (Isabelle Renault), Historic Tours of America (Dave Chatterton), and the VCB to announce that our respective organizations are autism certified and recognized as a Certified Autism Center (CAC).