

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
FEBRUARY 5, 2024 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 – December 11, 2023
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. SELECTION OF NEW CHAIR AND VICE CHAIR (**Action Required**)
 - Public Comment
8. SPORTS TOURISM GRANT APPROVALS (**Action Required**)
 - Public comment
9. FY25 ACH GRANT GUIDELINES RECOMMENDATION (**Action Required**)
 - Public Comment
10. UPDATE FROM TOURISM MARKETING RFP WORKING GROUP INCLUDING DRAFT RFP SCOPE (**Action Required**)
 - Public Comment
11. POLICY FOR RESERVE FUNDING ALLOCATION
12. UPDATE ON ST. JOHNS COUNTY’S PROPOSAL FOR CONSIDERATION AS THE LOCATION FOR THE FLORIDA BLACK HISTORY MUSEUM
13. MONTHLY REPORTS PROVIDED IN PACKETS
14. MEMBER COMMENTS
15. NEXT MEETING DATE – March 18th
16. ADJOURN

TDC Regular Meeting – February 5, 2024

Agenda Item 5 – Approval of Minutes (**Action Required**)

- Regular Meeting – December 11, 2023
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
December 11, 2023 - 1:30 p.m.

1. CALL TO ORDER

Gordon 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
Irving Kass, District 2
Michael Wicks, District 4
Charles Cox, District 5
Troy Blevins, District 5

Absent: Don Samora, Mayor, City of St. Augustine Beach Representative

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

2. PLEDGE OF ALLEGIANCE

Gordon led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

Motion by Gordon, seconded by Kass, carried 8/0, with Samora absent, to approve the Agenda, as submitted.

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

5. APPROVAL OF MINUTES

Meeks stated that the requested changes for the September 18, 2023, meeting minutes had been changed and were back on the Agenda for approval.

Motion by Sikes Kline, seconded by Blevins, carried 8/0, with Samora absent, to approve the minutes for the September 18, 2023, meeting as submitted.

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

Motion by Sikes Kline, seconded by Blevins, carried 8/0, with Samora absent, to approve the minutes for the October 16, 2023, meeting as submitted.

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

6. PUBLIC COMMENT

Public Comment: Albert Syeles (Exhibit A) provided public comment.

7. PRESENTATION OF TOURIST DEVELOPMENT TAX RESERVES

Jessie Dunn, Director of the Office of Management and Budget, provided an overview of the Tourist Development Tax (TDT) Fund Reserves. He reviewed the St. Johns County Board of County Commission Administrative Code, the Fiscal Year (FY) 2024 TDT amended budget, and the FY 2024 TDT Fund Reserves. Discussion ensued on retaining minimum and maximum reserves, reserve budget categories, utilization of reserve funds, examples of Special Revenue Funds, and the Capital Improvement Program process with respect to Special Revenue Funds.

Discussion continued on the TAG! Children's Museum and the Zora Neale Hurston Statue funding recommendations and category allocations, accumulation of reverses, maintaining reserves, future use of reserves, including the future expenditure for the St. Johns County Ocean Pier, and on the concern with growth trend of occupancy.

8. TAG! CHILDREN'S MUSEUM FUNDING REQUEST

Meeks provided an overview of the background of the funding request.

Discussion ensued on the total cost of the project, funds raised, the use of Tourist Development Tax (TDT) funds regarding future projects, establishing a process or policy for the use of reserves,

the use of funds for county owned projects or facilities, the process of reallocations of funds, including the addition of the fifth penny, the budget process, tabling the request to the February 5, 2024, and future projects for further discussion, releasing funds for advertisement to raise funds for nonprofit organizations, and grant guidelines regarding funding.

Public Comment: Tara Massey provided public comment.

Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Samora absent, to recommend the Board of County Commissioners, to table the TAG! Children’s Museum and Zora Neale Hurston Statue funding request until February 5, 2024, meeting, or any future funding request until the Tourist Development Council is able to establish a policy or procedure.

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

Nay: None

Absent: Samora

9. ZORA NEALE HURSTON STATUE FUNDING REQUEST

The item was tabled until February 5, 2024.

10. TOURISM MARKETING REQUEST FOR PROPOSAL (RFP) WORKING GROUP UPDATE

Meeks provided the update on the RFP Working Group. Discussion ensued on pursuing a marketing contract with an external agency, and on the composition of the marketing working group.

11. MONTHLY REPORTS PROVIDED IN PACKETS

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

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), provided an update on the VCB monthly report and what to expect for the coming year. Discussion ensued on providing long term occupancy rate trend data, what to expect in future monthly reports, providing vacation rental data from the St. Johns County Tax Collector’s Office, pursuing a Nights of Lights economic impact study, and inviting Dennis Hollingsworth, St. Johns County Tax Collector, to present information to the Council on bed tax collections.

Christina Parrish Stone, Executive Director of the St. Johns County Cultural Council (SJCC), provided details of the SJCC monthly report. Discussion ensued on event impacts to St. Johns County residents and the support that the SJCC provided regarding quality-of-life, and on Category 2 reserve funds.

12. MEMBER COMMENTS

Wicks requested past studies on cultural arts and sports tourism. Meeks stated that she would send the following to Council members: 1) strategic plan, 2) sports tourism development plan, and 3) a performing arts center study.

Phillips spoke in support of the Zora Neale Hurston Statue funding request.

Sikes-Kline wished everyone a happy holiday.

Blevins requested Phillips to speak on the Florida Black History Museum. Phillips provided information on the museum. Arnold suggested that the VCB showcase a presentation of the museum, at the next scheduled Tourist Development Council meeting, and suggested establishing a survey, for the State Legislature, on museum location to be established in St. Johns County.

13. NEXT MEETING DATE

The next meeting was scheduled for February 5, 2024.

14. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 3:53 p.m.

Approved _____, 2024

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Chair

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

By: _____
Deputy Clerk

TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Approvals (Action Required)

- American Jr Golf Association Junior Players Championship, August 29 – September 1, 2024
Recommended Funding - \$10,000

- Ancient City Game Fish Association – (2) Events
Redfish Bash – April 12 – 13, 2024
Kingfish Tournament – June 27 – 29, 2024
Recommended Funding - \$25,000

- Jacksonville Football Club – (2) Soccer Events
Battle at the Beach - April 26 – 28, 2024
Labor Day Shootout - August 30 – September 1, 2024
Recommended Funding - \$15,000

- Florida Elite Soccer Academy Pre-Season Youth Soccer Series Tournaments
August 17 -18, 2024 and August 24-25, 2024
Recommended Funding - \$15,000

- Lion’s Den Karate, LLC Ancient City Championship Martial Arts Tournament
August 30-31, 2024
Recommended Funding - \$13,432

- Ancient City Road Runners Matanzas 5000 Run, January 20, 2024
Recommended Funding - \$15,000

- National Wrestling Coaches Association 2024 NWCA Convention, July 23 – 28, 2024
Recommended Funding - \$10,000

- Northeast Florida Kingfish Championship, Inc. - Old School Kingfish Shootout
June 7 – 9, 2024
Recommended Funding - \$20,000

- New Horizon Entertainment, LLC - River City Wrestling Con, June 8 – 9, 2024
Recommended Funding - \$12,500

- First Coast Sailing Association, Inc. – 2024 St. Augustine Race Week, April 6 – April 13, 2024
Recommended Funding – 10,000

- Perfect Game, Inc. (4) Youth Baseball Events
North Florida Kick-off Classic, scheduled for March 8 -10, 2024
Bold City Super Regional NIT, scheduled for April 12 – 14, 2024
Battle at the Beach, scheduled for May 25 – 27, 2024
Sunshine State Championships, scheduled for June 7 – 9, 2024
Recommended Funding - \$40,000 for all (4) events



RECREATION ADVISORY BOARD MEETING MINUTES

January 10, 2024

The meeting was called to order at 1:01 p.m. by Chair Lauren Watkins who then called the roll. Members present were Lauren Watkins, Brad Long, Casey Van Rysdam, Bill Bowen, and Marty McEachean. Harold Dockins and Marithza Ross arrived at 1:11 p.m.

Also present was Commissioner Christian Whitehurst and Parks and Recreation Staff: Ryan Kane, Director, Jamie Baccari, Assistant Director, Teddy Meyer, Recreation Facilities Manager, Bobby McFarland, Sports Tourism Development Specialist and Diane Gorski, Project Specialist.

Reports

Commissioner Christian Whitehurst wished everyone a Happy New Year.

Watkins shared that David Simpkins, St. Johns County School District liaison was unable to attend the meeting but that he had provided an email with district sports updates that was given to all RAB members and staff.

Watkins called for public comments for non-agenda items only. She said that speakers would be given 3 minutes to speak.

Ms. Suzanne Clulow, 109 Laurel Wood Way, St. Augustine thanked the RAB for their dedication to the community and Parks and Recreation and spoke in support of the Parks and Recreation Department and the Shore Drives Trail project. She stated that the trail will provided a much needed ADA Accessible surface and a safe place for families and residents to walk and enjoy the beautiful views.

The Chair introduced Teddy Meyer and explained that he would be introducing Sports Event Funding Category III Recreation & Leisure Sport Marketing Grant Applicants. Meyer gave a brief overview and introduction for each applicant who then provided a presentation that was followed by a question and answer period and discussion. RAB members used the Grant Application Scoring Sheet that is included in the Grant Application Packet, to rank the application for economic impact and determine the grant amount awarded. The RAB requested that all applicants embed a video on their website to help market St. Johns County as a tourism destination.

1. National Wrestling Coaching Association - Motion to award \$10,000, by Van Rysdam, seconded by Long and approved 7/0.
2. American Junior Golf Association - Motion to award \$10,000 as requested by Watkins, seconded by Dockins and approved 7/0.
3. Florida Elite – Motion to award \$15,000 by Dockins, seconded by McEachean and approved 7/0.
4. Old School King Fish – Motion to award \$20,000 by Van Rysdam, seconded by Bowen and approved 7/0.
5. River City Wrestling Convention – Motion to award \$12,500 by Dockins, seconded by Van Rysdam and approved 7/0.
6. Ancient City Road Runners – Motion by Watkins to award \$15,000, seconded by Bowen approved 6/0 with Dockins abstaining as he is a member of the group.

7. Ancient City Karate – Motion by Dockins to award \$13,432, seconded by Watkins and approved 7/0.
8. Perfect Game – Motion by Van Rysdam to award \$40,000 for all 4 events, seconded by Long and approved 7/0.
9. JFC Soccer – Motion by Van Rysdam to award \$15,000 for both events, seconded by Dockins and approved 7/0.
10. First Coast Sailing Association (St. Augustine Race Week) – Motion by Watkins to award \$10,000, seconded by McEachean and approved 7/0.
11. Ancient City Game Fish Association – Motion by Van Rysdam to award \$25,000 for both events, seconded by Dockins and approved 7/0.

Discussion relating to the TDC Category III Tourism Grant Application included the RAB requesting post event reporting data be provided to them and that staff track the information. Van Rysdam and Watkins concurred that math on numbers and expenses be correctly entered in the pdf that is provided in the grant application. Watkins mentioned the grant application process moving into an online portal and asked Meyer if he wanted to add anything. Meyer said that the department is working with the Cultural Council and the licensing for the Sports Tourism Grant Program Application piece. He said that the goal is to have everything uploaded and data available for review in August. He said that staff will change the vernacular between page 7 on the competitors and spectators to line up with page 4. Van Rysdam asked staff to work on the P & L with grant applicants to ensure accuracy. Long stated that the portal will build an archive and this will help RAB members make educated decisions in the long term.

Kane provided a playground update and shared the county press release. He credited Jamie Baccari's for enhancing the playgrounds and making them a better product for the community and recognized the support from the Board of County Commissioners (BCC). He gave an update on the Shore Drive Project. He said that the contract is anticipated to be brought back to the BCC, most likely at a meeting in February. It will be a presentation to the BCC and will be the last opportunity for people to speak on the item. He said that the department will communicate this to everyone who has communicated both positively and negatively to us so that they are aware of this coming forward to the Board. He shared that the department has hired a GIS person who will start at the end of the month who will help with the implementation of CityWorks to create and combine a data base of all our resources. This will allow us to better maintain our properties and manage our resources. He said that we are starting the weekend Supervisor who will work Friday through Monday to provide a much better service to our community. The supervisor will have 2 part-time weekend employees to assist. Kane shared that the Mills fields light project is 95% complete. He mentioned the importance of working with local athletic organizations who provide sports opportunities for residents in the county. He mentioned the many benefits for local residents in being able to attend a local tournament hosted by local athletic organizations. He stated that the department is trying to development more of these opportunities and the additional regional parks will help with this.

Watkins asked if the department had received the cost of pervious vs impervious surfacing of the Shore Drive Trail project. Kane replied that staff would forward an email with the information to the RAB. Van Rysdam asked if the Shore Drive Trail item was still on the January 16th meeting and if it was going to be added as a consent or regular item. Kane replied that it was his understanding that the Shore Drive Trail contract would be added to a February BCC agenda as a presentation to the BCC which would be a regular agenda item. Van Rysdam asked if there was potential to name the trail after Commissioner Paul Waldron. The naming of the trail is not going to part of the presentation. He said that naming something after Commissioner Waldron was a priority and that the BCC would be considering this.

Baccari reminded everyone of the MLK Breakfast and Basketball Tournament in Hastings this Saturday (January 13th). She said the department wrapped up phone calls from Santa who made over 200 calls to local children.

She shared that the 2-day Winter Break Camp was well attended. Baccari read the email with cost of pervious vs. impervious surfacing for Shore Drive Trail and stated that staff would forward the information to the RAB. She said that there would be approximately a 10.6% impact to the 55 acres. Watkins clarified that about 5.5% percent of the park acreage (3.025 acres) will be impacted. Van Rysdam wanted to know if the trail can be built with both surfaces, with the pervious surface in areas of flooding. Discussion relating to the trail ensued.

McEachean asked how community service was being addressed in the grant application. Watkins explained that it was included in the Scoring Sheet. Meyer reminded everyone that this was scheduled to be brought back at the February 14th meeting where the RAB will decide how the community service requirement will be stated and scored. Van Rysdam questioned whether or not formalizing this requirement was in conflict with the tourism goals. Watson reminded everyone that this will be discussed in February.

Bowen stated that he hoped that the residents supported the Shore Drive Trail Project. He mentioned the Fairgrounds being a mud field after the Jimmy Jam event. Kane stated that staff was assessing the condition of the grounds and moving towards putting a plan in place for future events.

Long provided updates on the Foundation Board. He said that Robbins resigned and that he is now the President. Rhonda Levitt remains Vice President. Stefan Salzbrunn is now the Secretary/Treasurer. He said that they were vetting two potential board members next Tuesday. The Foundation is looking forward to holding future events. He thanked the BCC for the continued support and stated that the Foundation was looking to the future and working on streamlining the organization.

Ross asked for clarification on how the TDT Category III Grant funding opportunity is advertised. Meyer provided a quick overview that included staff reaching out to groups in the community, repeat events, use of the HuddleUp Application that creates a Sports Tourism index and the VCB. He mentioned working to have more access to the Convention Center for events and reaching out to high school and college sports groups to hold competitions during the weekday daytime hours in our facilities.

Van Rysdam wants the policy on site fees on the agenda for the future. He wants to know how fees are calculated historically and what factors are considered. Kane responded that staff is working with a consultant and fees are a portion of the conversation. He said that staff would report the findings to the RAB.

Bowen asked for an update on the Disc Golf Course. Baccari said there are issues with the established golf course design and staff is working on mitigating the issues so that the Disc Golf Course project can move forward.

Watkins motioned to adjourn the meeting. The motion was seconded by McEachean and approved 7/0.

TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

American Junior Golf Association

Funding request from American Junior Golf Association for the Junior Players Championship presented by Rolex, scheduled for August 29 – September 1, 2024. The event will take place at TPC Sawgrass Stadium in Ponte Vedra.

The application was reviewed by the Recreation Advisory Board at their January 10th meeting and recommended for funding in the amount of \$10,000. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	August 29 - September 1, 2024
Event Name	The Junior PLAYERS Championship presented by Rolex
Sport	Golf
Legal Name of Host Organization	American Junior Golf Association
Organization/Event Website	ajga.org

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Matt Emmi	Cell Phone Number	(772) 834-1590
Email Address	memmi@ajga.org		
Total Event Budget Amount	\$65,000	Grant Amount Requested	\$10,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/ In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

TPC Sawgrass - Stadium / Ponte Vedra Beach, FL

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: TM

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: TM

3. A comprehensive Sponsorship Packet

Staff (initial) received: TM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TM

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: TM

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: TM

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: TM

Applicant agrees that the information provided is accurate.

Applicant signature:

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial TM

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

The Junior PLAYERS Championship presented by Rolex will consist of 78 of the best male junior players in the world. The event will take place at TPC Sawgrass - Stadium over the Labor Day weekend. If we have proceeds following the event, it will go to various charities.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:

TPC Sawgrass - Stadium

PARTICIPATION

Number of Teams	0	Number of Individual Competitors	78
Number of Coaches/Trainers	15	Number of Spectators	200

Provide a description of the participants & include team names & geographic & qualifying criteria.

All participants will be boys between the ages of 12-19. The players will come from all over the world to compete in the event.

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

T. Meyer Date 12-19-23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

Marketing Plan

Junior PLAYERS Championship

Tournament Promotion

The American Junior Golf Association is in a unique spot in which we do not have to advertise to find participants. Fortunately, we will have two full 78 player fields without advertising locally, regionally and nationally. However, we will send out information to local & national media informing them of the tournament, key players, sponsors etc. This usually happens once the field is announced which is 5 weeks prior to the tournament. However, about 5 months prior to the tournament, the tournament microsite will go “live” and all partners logos with websites embedded will be displayed. St. John’s County TDC’s logo would be displayed proudly and anyone that visits the microsite will be able to see the display.

Target Audience

Our target audience is the junior golfers but indirectly also their families who travel to the area with the players. These families will be directed to the tournament website for all things relating to the tournament. The website in 2022 featured close to 16,000 unique views while the AJGA website alone featured over 10 million unique views.

AJGA Deliverables to St. John’s TDC

- Logo with website embedded on tournament website
- (1) 3’x5’ banner displayed onsite during the tournament
- Additional banners or items displayed provided by St. John’s County
- Ability to distribute material to the tournament players and their families
- AJGA will reach out to all local, regional and national media outlets in the Greater Jacksonville/St. John’s County area highlighting the event and welcoming them to the tournament.
- Potential social media posts revolving around the tournament either on @AJGAGolf

NOTES ABOUT AJGA SOCIAL PLATFORMS

Instagram

- Posts averaged 15K/per post impressions
- Current following: 110K
- About 675,000 interactions in the past year on all posts
- Currently best platform for Instagram stories – average 10K views
- Philosophy: Best quality photos / high-quality video that tells a story, engages lots of members, amplifies events and are “Instagram-worthy” moments
- AJGA target audience: Millennial (junior golfers) but taste-making for all golf fans
- AJGA audience averages: 75.6% male, 24.4% female, with 2.6% followers aged 18-34
- Overall audience averages: 1.4 billion active monthly users
- **Instagram Reels has become the most successful social media platform of the AJGA**
 - o Several videos over 1 million views, including the most viral over 17 million views
 - o Focusing on fun/entertaining content

TikTok

- Current following: 28.6K
- The fastest growing of the AJGA social media platforms
- Focusing on fun/entertaining content

- Youngest AJGA social media audience by far
- Three videos over 124K views in 2023
- AJGA target audience: our members, golf fans, and similar groups
- AJGA audience: 86% male, 14% female, with largest following (48%) aged 18-24.
- Overall audience: 1 billion active monthly users

X (Formerly Twitter)

- Current following: nearly 33K followers on @AJGAGolf plus four other account contributors from the AJGA brand
- Over 10 million interactions on X since November 2017
- Philosophy: engage often with news and industry discussion, boost tournament coverage and leaders
- AJGA audience target: junior golfers, golf industry tastemakers, parents, college coaches – broadest spectrum
- Overall audience averages: 556 million monthly users

Facebook

- Current following: 36K (+1.8% one-year growth)
- Philosophy: share as much of best photo and video from events as well as articles / news to boost AJGA website engagement, provide parents with the ability to amplify their kids' brands, utilize Facebook Live when it makes sense as a broadcast medium
- AJGA target audience: sponsors, parents, committees, juniors who engage
- AJGA audience averages: 56.7% male, 30.4% of all men are aged 25-34 and 45-54, while 43.3% women, 15.4% aged 45-54.
- Overall audience averages: Largest of all social platforms, 2.9 billion+ active monthly users

Website statistics

- Nearly 13 million annual unique users
- Average session on AJGA.org 6 minutes, 12 seconds
- 75% returning users
- 89% users from the United States
- 62% mobile users

Event History

1. 2023 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
2. 2022 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
3. 2021 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
4. 2020 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
5. 2019 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
6. 2018 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
7. 2017 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players

Event Attendance Monitoring Plan

The AJGA asks every player an extensive registration questionnaire including housing, room nights, rental car, etc. If the TDC ever needs this information we would be happy to share.



*Developing Golf's
Next Generation*

American Junior Golf Association

1980 SPORTS CLUB DRIVE • BRASELTON, GA 30517 • (770) 868-4200 • AJGA.ORG • A 501(c)(3) NONPROFIT ORGANIZATION

The Junior PLAYERS Championship presented by Rolex

August 29 - September 1, 2024

TPC Sawgrass - PLAYERS Stadium Course

Ponte Vedra Beach, Florida

- 78 players - Boys age 12 - 19 (186 net visitors)
- 21 states & 16 countries represented
- 18th year of the event at TPC Sawgrass - Stadium Course
- \$411,589 economic impact since in 2023
- \$1,5658,237 economic impact since 2019
- Over 65 volunteers per year from the local community
- 2023 champion, Miles Russell, was our youngest champion (14 years old) and youngest to win our Rolex AJGA Boys Player of the Year since Tiger Woods (1992).

About the AJGA

We are a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf.

- Inception was 1978
- Over 9,000 members
 - 50 states and over 60 countries
- Will conduct 144 tournaments in 2024

AJGA alumni have risen to the top of amateur, collegiate and professional golf:

- In NCAA Division I, 24 of the past 32 men's champions and 25 of the past 32 women's champions are AJGA alumni.
- Former AJGA juniors have compiled more than 1,000 victories on the PGA and LPGA Tours:
 - Tiger Woods, Phil Mickelson, Jordan Spieth, Rickie Fowler, Bubba Watson, Webb Simpson, Sergio Garcia, Scottie Scheffler, Dustin Johnson, Patrick Reed, Collin Morikawa, Justin Thomas, Stacy Lewis, Ariya Jutanugarn, Alison Lee, Lexi Thompson, Inbee Park, Paula Creamer, Nelly Korda, Cristie Kerr and Morgan Pressel are some notable alumni.

THE JUNIOR PLAYERS CHAMPIONSHIP PRESENTED BY ROLEX



TPC SAWGRASS - THE PLAYERS STADIUM COURSE

AUGUST 31 - SEPTEMBER 3, 2023

- FULFILLMENT REPORT -

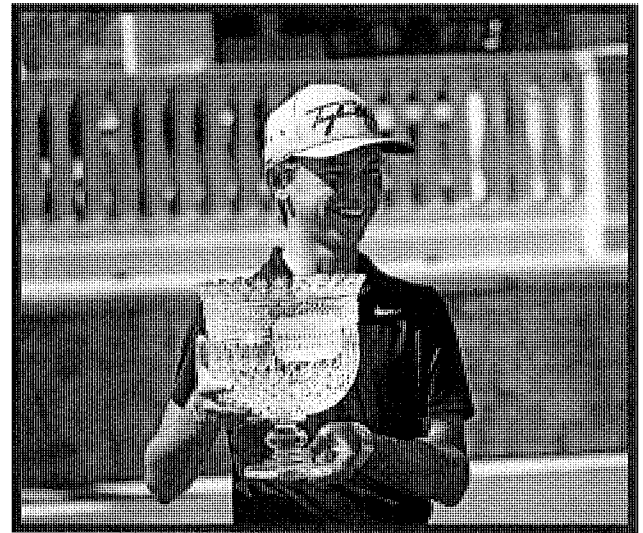


HOST FACILITY



TPC SAWGRASS
PONTE VEDRA BEACH, FL

CHAMPION



MILES RUSSELL
9-UNDER-PAR 207

TOURNAMENT DETAILS

21

STATES REPRESENTED

78

PLAYERS IN FIELD

186

NET VISITORS

16

COUNTRIES REPRESENTED

2023 ECONOMIC IMPACT

VISITOR SPENDING - \$104,495.88

REGIONAL MULTIPLIER - 2.37

\$1,565,237

ECONOMIC IMPACT SINCE 2019

TOTAL ROOM NIGHTS AT HOTELS - 247

ADMINISTRATIVE COSTS - \$69,170.54

\$411,589

TOTAL ECONOMIC IMPACT

THE JUNIOR PLAYERS CHAMPIONSHIP PRESENTED BY ROLEX



INSTAGRAM

110.2K
FOLLOWERS

412,452
AJGA POST REACH

36,008
POST LIKES



X

32.9K
FOLLOWERS

60
#JRPLAYERS POSTS

1,183,851
#JRPLAYERS REACH



FACEBOOK

36.4K
FOLLOWERS

32.7K
LIKES

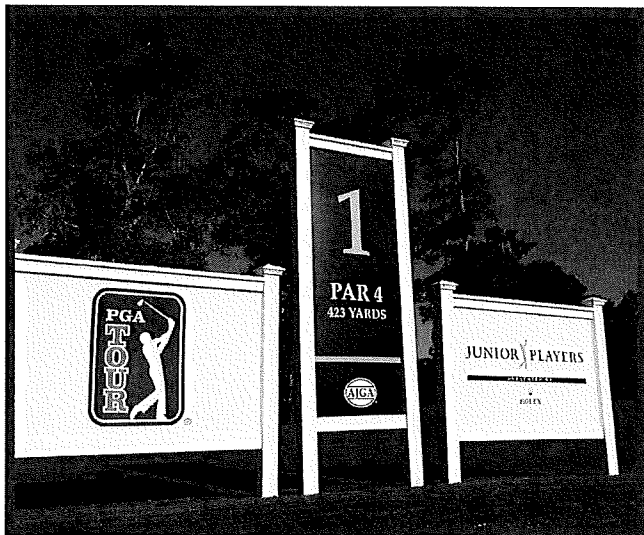


TIKTOK

28.6K
FOLLOWERS

23.9 MILLION +
POST VIEWS

1.3 MILLION +
POST LIKES



13,253
UNIQUE PAGE VIEWS

5,965
UNIQUE PAGE VIEWS

10.4 MILLION
UNIQUE PAGE VIEWS

TAYLORMADE | ADIDAS GOLF
LIVE SCORING

INDIVIDUAL TOURNAMENT
WEBPAGE

SCHEDULE & RESULTS
PAGES

TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Ancient City Game Fish Association – Redfish BASH Kingfish Challenge

Funding request for two events the Redfish BASH Kingfish Challenge, scheduled for April 12-13 and June 27-29, 2024. The events will take place throughout St. Johns County utilizing the St. Augustine Marina and Northeast Florida Marlin Association.

The application was reviewed by the Recreation Advisory Board at their January 10th meeting and recommended for funding in the amount of \$25,000 total for both. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	12-13 April 2024 27-29 June 2024
Event Name	Redfish BASH Kingfish Challenge
Sport	Fishing
Legal Name of Host Organization	Ancient City Game Fish Association (ACGFA)
Organization/Event Website	ACGFA.com

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Donna Frantz	Cell Phone Number	9048140515
Email Address	lmanucy@bellsouth.net		
Total Event Budget Amount	162,000.00	Grant Amount Requested	30,000.00

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

No county owned properties will directly be utilized for these events. The Redfish Bash will be held at St Augustine Marina and the Kingfish Challenge will be held at the North East Florida Marlin Association.

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

NA

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: TM

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: TM

3. A comprehensive Sponsorship Packet

Staff (initial) received: TM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TM

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: TM

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: TM

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: TM

Applicant agrees that the information provided is accurate.

Applicant signature:

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial TM

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

For this years two events we are going to continue with the separate competitions format. This allows fisher people to fish both event weekends if they chose.

Redfish Bash is a two day inshore fishing tournament to compete for many ways to win. Our local inshore waters are very favorable for this type of fishing competition.

Kingfish Challenge is a three day offshore fishing tournament for many ways to win. Our local offshore waters are very favorable for this type of fishing competition.

Both tournaments will have a Junior Angler fishing competition division.

For both events competitors are required to attend a mandatory Captain's to compete in each tournament.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:.

NA

PARTICIPATION

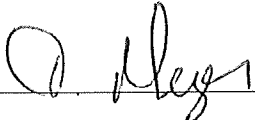
Number of Teams	(100)(100)	Number of Individual Competitors	100) (400)
Number of Coaches/Trainers	(20) (50)	Number of Spectators	(200) (2,000)

Provide a description of the participants & include team names & geographic & qualifying criteria.

Redfish Bash 100 Individuals
Kingfish Challenge 100 (4 Person Teams) 400
Junior Angler 200

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

 Date 12-28-23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

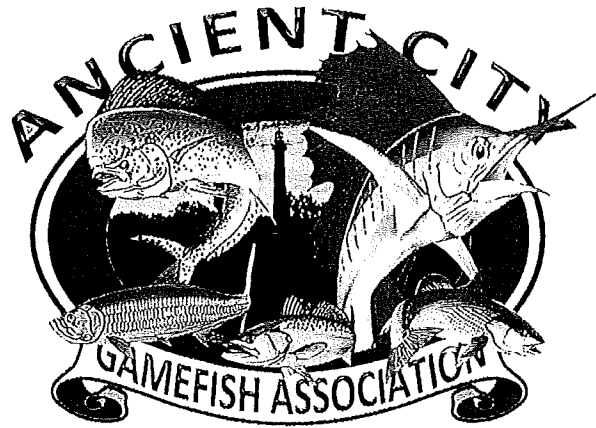
Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent



ACGFA Challenge and Bash Sponsorship Structure

Headliner Sponsor \$20,000 - \$10,000

Junior Sponsor \$3,000

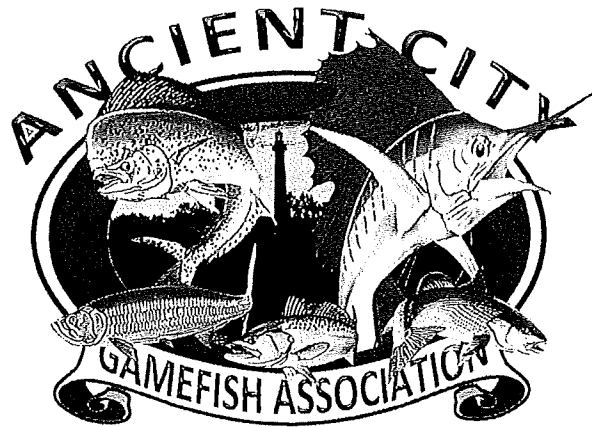
Big Fish Sponsor \$3,000

Gold Sponsor \$5,000

Silver Sponsor \$3,000

Bronze Sponsor \$1,000

Business Sponsor \$ 500



4 December2023

ORGINAZTION: ANCIENT CITY GAME FISH ASSOCIATION
P. O. Box 2001, St Augustine, FL 32085

EVENT NAME: ACGFA Redfish Bash – Kingfish Challenge

EVENT ACTIVITY SCHEDULE: Redfish Bash main event Captains Meeting (April 12, 2024)

Food – Raffle - Live Music

Redfish Inshore Competition (April 13, 2024)

Weigh in Judging (April 13, 20234)

Redfish Bash Awards Ceremony (April 13, 2024)

Kingfish Challenge sponsor Kickoff Party – May 2024

Junior Challenge Fishing Clinic, Captains Meeting and Raffle (June 27, 2024)

Junior Challenge Fishing Tournament (June 28, 2024)

Junior Challenge Awards Ceremony (June 28, 2024)

Kingfish Challenge main event Captains Meeting (June 28, 2024)

Food – Raffle - Live Music

Kingfish Offshore Competition (June 29, 2024)

Weigh in Judging (June 29, 2024)

Challenge Awards Ceremony (June 29, 2024)

Marketing Plan:

Marketing for the ACGFA Challenge is the goal for our yearly club operating budget. Our marketing is directed to benefit this event as well as other businesses in St Johns, Duval, Putnam, Nassau and Flagler counties. Marketing is accomplished through a diverse plan that utilizes numerous types of media to reach the maximum number of event participants. Media outlets used by ACGFA for this plan will include virtual brochure, social media outlets, radio broadcasts, posters, and t-shirts.

Event Survey Process

Ancient City Game Fish Association

ACGFA

Redfish Bash – Kingfish Challenge

Each paid participant must attend a mandatory Captain's meeting during both events. They bring their families and friends to this meeting. Each person is asked to complete a short survey. These surveys assist with gathering demographic data/information. This data/information gathers input not captured on the registration forms. This input is used to improve current and future events. Surveys are a voluntary action to help prove event participation. Each person who completes a survey receives a raffle ticket for a chance to win a nice prize.



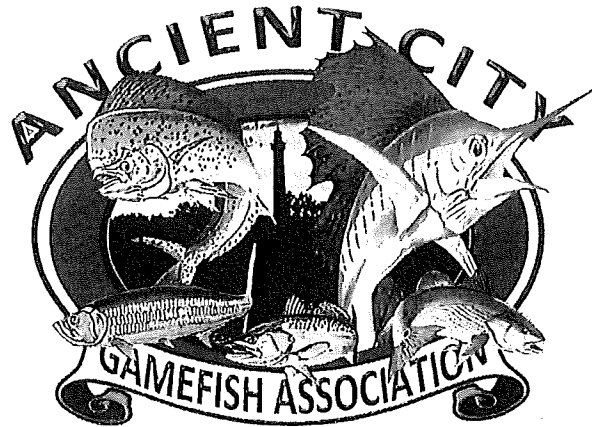
ACGFA Event Financial Recap

	TDC	Income	Expenses	Profit / Loss	Comments
2020	\$15,000	\$103,800	\$ 89,600	\$ 14,200	4 Day Event
2021	0	\$ 64,000	\$ 67,000	(\$3,700)	COVID
2022	\$ 20,000	\$100,000	\$ 71,700	\$ 28,300	3 Day Event
2023	\$ 25,000	\$111,000	\$ 62,300	\$ 48,700	2 Events
2024	\$ 30,000				



ACGFA Event Participation Recap

	KFC	BWC	Jr Challenge	Spectators	Notes
2021	256	124	87	934	No TDC Funding - COVID
2022	356	106	93	1110	4 Day Event
2023	336	130	74\39	820/338	2 Events 3 Day - 2 Day
2024					



4 December 2023

ORGANIZATION: ANCIENT CITY GAME FISH ASSOCIATION
P. O. Box 2001, St Augustine, FL 32085

EVENT NAME: ACGFA Redfish Bash – Kingfish Challenge

EVENT ACTIVITY SCHEDULE: Redfish Bash main event Captains Meeting (April 12, 2024)

Food – Raffle - Live Music

Redfish Inshore Competition (April 13, 2024)

Weigh in Judging (April 13, 2024)

Redfish Bash Awards Ceremony (April 13, 2024)

Kingfish Challenge sponsor Kickoff Party – May 2024

Junior Challenge Fishing Clinic, Captains Meeting and Raffle (June 27, 2024)

Junior Challenge Fishing Tournament (June 28, 2024)

Junior Challenge Awards Ceremony (June 28, 2024)

Kingfish Challenge main event Captains Meeting (June 28, 2024)

Food – Raffle - Live Music

Kingfish Offshore Competition (June 29, 2024)

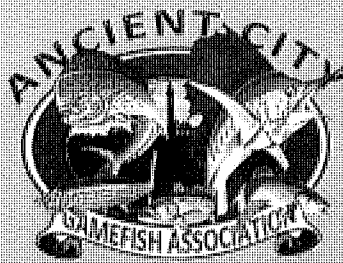
Weigh in Judging (June 29, 2024)

Challenge Awards Ceremony (June 29, 2024)

Marketing Plan:

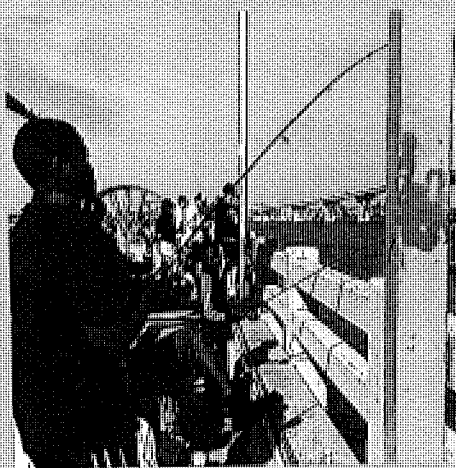
Marketing for the ACGFA Challenge is the goal for our yearly club operating budget. Our marketing is directed to benefit this event as well as other businesses in St Johns, Duval, Putnam, Nassau and Flagler counties. Marketing is accomplished through a diverse plan that utilizes numerous types of media to reach the maximum number of event participants. Media outlets used by ACGFA for this plan will include virtual brochure, social media outlets, radio broadcasts, posters, and t-shirts.

ANCIENT CITY GAME FISH ASSOCIATION



14TH ANNUAL FREE KIDS FISHING CLINIC

Join us for fishing and a learning clinic. All gear and bait will be provided.



KIDS 12 & UNDER

**SATURDAY
MARCH 9, 2024**

St. Augustine Marina
245 Vilano Road
St. Augustine, FL 32084



FREE LUNCH & RAFFLE

**Registration: 8:00am - 8:30am
Clinic: 8:00am - NOON**

**FIRST 100 KIDS
GET A FREE
BAIT BUCKET!**

For more information,
contact Donna at 904-814-0515.

ST. JOHNS COUNTY
PARKS & RECREATION
Play Your Way

TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Jacksonville Football Club, Inc.

Funding request from Jacksonville Football Club for two soccer events Battle at the Beach, scheduled for April 26 – 28, 2024 and Labor Day Shootout, scheduled August 30 – September 1, 2024. The tournaments will be held in St. Johns County at Davis Park and Nocatee Park in Ponte Vedra.

Both tournaments are for U9 – U19 soccer players. Teams come from throughout Florida, as well as Georgia and the Carolina's.

The application was reviewed by the Recreation Advisory Board at their January 10th meeting and recommended for funding in the amount of \$15,000 total for both events. Funding has been allocated in the FY24 Sports Marketing Budget.

Date	April 26th to 28th (BATB) and August 30th to Sept 1st (LDSO)
Event Name	Battle at the Beach (BATB) and Labor Day Shootout (LDSO)
Sport	Soccer
Legal Name of Host Organization	Jacksonville FC, Inc.
Organization/Event Website	www.jfcsoccer.com

This organization is (Choose one) Non-Profit For-Profit Government Private
Chartered Other (please list)

Primary Contact Name	Pat Cannon	Cell Phone Number	904-294-5897
Email Address	pcannon@jfcsoccer.com		
Total Event Budget Amount	162,933	Grant Amount Requested	20,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

Davis Park - 210 Davis Park Road, Ponte Vedra Beach, Florida 32082

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

Patton Park - 2850 Hodges Boulevard, Jacksonville, FL 32224

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: PC *TM*

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: PC *TM*

3. A comprehensive Sponsorship Packet

Staff (initial) received: PC *TM*

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: PC *TM*

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: PC *TM*

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: PC *TM*

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: PC *TM*

Applicant agrees that the information provided is accurate.

Applicant signature: *Pat Cannon*

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial PC *TM*

Comments:

SECTION 4

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

The JFC Labor Day Shootout event is for teams looking for a great weekend filled with some highly competitive matches, high quality and professionally maintained soccer complexes/fields and outstanding beaches to enjoy during your downtime! We offer competitive tournament rates, very reasonable hotel rates from our partner hotel sponsors, Team and Individual awards to all champions!

The Battle at the Beach event is hosted at our St. Johns County Park, Davis Park and Nocatee Park. This event is a great way to end the season. This event is a great event for all levels, including recreational teams. The registration fee is lower to all for recreational teams to have an event they can also attend. Teams and individual awards for all champions and finalists.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:

Davis Park and Nocatee Park

PARTICIPATION

Number of Teams	511	Number of Individual Competitors	7000
Number of Coaches/Trainers	450	Number of Spectators	14000

Provide a description of the participants & include team names & geographic & qualifying criteria.

Both our Battle at the Beach and Labor Day Shootout events are for U9 to U19 soccer players. We host teams from throughout Florida (Orlando City, Florida Premier, Florida Elite, etc.) and the Southeast (Georgia, South Carolina, North Carolina). Teams must be registered with either US Club or USYS in order to register for these event. Our Labor Day event is for competitive teams only, but our Battle at the Beach event if for both Recreational and Competitive levels.

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

J. Meyer Date 12-19-23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Marketing Plan for Promoting Jacksonville FC's 2024 Tournaments

Objective: The objective of this marketing plan is to promote the JFC Battle at the Beach in April and the JFC Labor Day Shootout in September 2024 to increase participation and community engagement.

I. Pre-Tournament Preparation (December 2023 - February 2024)

A. Branding and Messaging:

Develop unique branding for each tournament, including logos, themes, and visual identity, reflecting their distinct characters. Craft compelling and consistent messaging that highlights the values of sportsmanship, mutual respect, humility, and team spirit.

B. Tournament Websites:

Update website pages within www.jfcsoccer.com for each tournament with essential details: Dates, locations, schedules, and registration information. Accommodation options and travel recommendations. Contact information and FAQs.

C. Social Media Presence:

Utilize JFC social media profiles for both tournaments on platforms such as Facebook, Instagram, and Twitter. Develop a content calendar to engage with the audience leading up to each event.

4,800 Facebook followers

1,800 Twitter followers

5,667 Instagram followers

D. Email Marketing Setup:

Segment email lists for each tournament (players, coaches, parents, soccer enthusiasts). Utilize JFC's email marketing software (e.g., Constant Contact) for both events. Design email templates for each tournament.

21,800 Jacksonville FC email subscribers

II. Pre-Tournament Promotion (March - April 2024 for JFC Battle at the Beach and August - September 2024 for JFC Labor Day Shootout)

A. Social Media Marketing:

Start regular posting on JFC social media accounts for both tournaments. Share teaser content, including tournament highlights, countdowns, and club/team spotlights.

B. Email Campaigns:

Send out initial email announcements for both tournaments to segmented lists. Highlight early bird registration discounts, incentives, and exclusive offers. Share engaging tournament-related content and stories.

C. Collaborations and Partnerships:

Partner with local soccer influencers and clubs for cross-promotion of both tournaments. Collaborate with local businesses for sponsorship and promotion opportunities for both events.

III. Tournament Weeks (Late April 2024 for JFC Battle at the Beach and Early September 2024 for JFC Labor Day Shootout)

A. Social Media Marketing:

Increase posting frequency to create excitement and share real-time updates for each tournament. Share daily schedules, match-ups, and team profiles specific to the respective event. Engage with the audience by running contests and polls for each tournament.

B. Email Marketing:

Send daily or weekly updates to participants with last-minute information for each tournament. Encourage participants to share their tournament experiences and photos on social media using event-specific hashtags.

IV. Post-Tournament Follow-Up (After Each Tournament)

A. Social Media Marketing:

Share tournament highlights, photos, and videos specific to each tournament.
Post thank-you messages to participants, sponsors, and attendees for both events.
Begin early promotion for the following year's tournaments.

B. Email Marketing:

Send post-event surveys to gather feedback for each tournament.
Provide discount codes for early registration in the next year's events.

V. Ongoing Evaluation and Improvement (Continuous)

A. Analytics and Feedback:

Regularly monitor social media and email campaign performance for each tournament.
Analyze attendee feedback and suggestions for both events. Adjust the marketing plan for future editions of the tournaments based on insights.

B. Continuous Engagement:

Maintain a year-round social media presence for Jacksonville FC to keep the audience engaged and informed about upcoming events and updates.

C. Sponsorship Growth:

Seek out new sponsorship opportunities to enhance tournament offerings and reach for both events.

D. Community Building:

Encourage community involvement and engagement through soccer-related content, training sessions, and workshops throughout the year.



WHO WE ARE

Youth Soccer Club with **100+ Competitive Teams**

1,500+ Recreational Players spread out between St. John's County & Duval County

JFC provides the Competitive Program, **JFC Storm**, in agreement with **Ponte Vedra Soccer Club** for **Davis Park**.

JFC Storm currently has **25+ Competitive Teams**, boys & girls, based out of **Davis Park**.

JFC gives access for St. John's County based players to the **MLS NEXT** Program, the highest level of play in the United States for boys. JFC is the only **MLS NEXT** Club in all of north and northeast Florida. JFC also offers the highest level of play for girls in the entire county with **ECNL (Elite Clubs National League)**.

JFC currently has **1,150 players** training at **Davis Park** per week. Last season JFC had **1,200+ players** from **St. Johns County** registered with the club.





TOURNAMENTS & ECONOMIC IMPACT

JFC Labor Day Shootout (September) and Battle at the Beach (April/May)

LDSO - Longest running youth soccer tournament in Duval County, Clay County, and St. Johns County. **32nd Annual in 2024**. BATB has doubled in size the last two years!

Tremendous increase in participating teams over the past 3 years:

<u>LDSO</u>	<u>BATB</u>
267 Teams in 2021	110 Teams in 2021
286 Teams in 2022	115 Teams in 2022
296 Teams in 2023	217 Teams in 2023

A total number of **581 Games were played in St. John's county for both our Labor Day Shootouts and BATB in 2023**. We are expecting 600+ for 2024

JFC is expecting over **300+ teams for 2024 for LDSO and 220+ Teams for BATB**.

A total of **140+ visiting teams** visited our local areas with **1,700+ total hotel rooms booked in 2023**.

We have switched Travel agents for next year with our new one already engaging St. John's County Hotels, rather than in previous years they were used as overflow. The game counts have also almost doubled in St. John's County for LDSO for 2023.



PLAYER DRIVEN



TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Florida Elite Soccer Academy

Funding request from Florida Elite Soccer Academy for Pre-Season Youth Soccer Series Tournaments, scheduled over two weekends August 17 -18, 2024 and August 24-25, 2024. The tournaments will be held in St. Johns County utilizing the county parks in the northwest portion of the County.

The application was reviewed by the Recreation Advisory Board at their January 10th meeting and recommended for funding in the amount of \$15,000. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	August 17th-18th and August 24th-25th, 2024
Event Name	Florida Elite August Pre-Season Soccer Series Tournaments
Sport	Youth Soccer
Legal Name of Host Organization	Florida Elite Soccer Academy
Organization/Event Website	www.FloridaEliteSA.com

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Chris Brunner	Cell Phone Number	904-434-8528
Email Address	chris@floridaelitesa.com		
Total Event Budget Amount	\$91,825	Grant Amount Requested	\$15,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

Veterans Park - 1332 Veterans Parkway, St Johns Florida 32259
 Aberdeen Park - 1401 Shetland Drive, St Johns Florida 32259
 Durbin Crossing Fields - 345 Islesbrook Pkwy, St Johns Florida 32259
 Plantation Park - 3060 Racetrack Road, St Johns Florida 32259

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

Losco Park - 10931 Hood Road - Jacksonville - Contact Chris Brunner 904-434-8528
 Earl Johnson Park - 5308 St Augustine Road, Jacksonville - Contact Chris Brunner 904-434-8528

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) 825 X (B) 2 X (C) 169 = \$ 278,850

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) N/A X (B) N/A X (C) N/A = \$ Officials are local

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) 2053 X (B) 2 X (C) 169 = \$ 693,914

Please list the hotels that have been secured for the event(s). Include the hotel name and contact person, property address with zip code and telephone number.

Holiday Inn St Augustine - World Golf Expected Room Nights: 48
 Home2 Suites by Hilton St. Augustine I-95 Expected Room Nights: 63
 World Golf Village Renaissance St. Augustine Resort/ Expected Room Nights: 57

Point of contact for Hotels:
 Michael McGill
 Director of Business Development
 TRAVELING TEAMS™
 Tel (866) 468-3268 x8884
 Mobile (248) 513-2912
 Michael@travelingteams.com

Please list event related expenditures expected in St. Johns County. Attach a separate sheet if needed.

\$EXPENSE	PURPOSE
\$1600	Site Director Fees
\$1150	Dumpster Fees
\$1100	Food/Beverage (Referees/Staff)
\$1200	Traffic Control
\$2200	Field Set up Fees
\$1750	Staff payroll
\$150	Fuel
Total	\$9,150

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

Item	In-Kind	Cash
Travel	\$175	
Housing	N/A	
Food	\$2100	
Sanction Fees	\$7300	
Site Fees	\$850	
Rights/Guarantees	N/A	
Officials (Referees)	\$55,000	
Awards	\$12,500	
Equipment	\$1500	
Rentals	\$1150	
Insurance	N/A	
Security/Traffic control	\$2800	
Labor	\$4400	
Marketing/Promotions	\$1300	
Administrative fees	\$2750	
TOTAL	\$91,825	

*Awards and administrative expenses are not allowable reimbursement items for TDC Funds.

SECTION 1 continued

Projected Income	In-Kind	Cash
Admissions (Registrations)		\$269,000
Contributions		\$0
Grants (including TDC Funding)		\$15,000
Sponsorships		\$0
Sales (Tournament merch)		\$3000
Room Rebates		\$32,000
TOTAL	\$91,825	\$319,000

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: TM

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: TM

3. A comprehensive Sponsorship Packet

Staff (initial) received: TM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TM

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: TM

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: TM

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: TM

Applicant agrees that the information provided is accurate.

Applicant signature: Chris Brunner

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial TM

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

The Florida Elite August Invitational Tournaments are the Southeast's largest competitive pre-season kick off tournaments. Teams from Tampa, Miami, Atlanta, Savannah, South Carolina and Alabama attend this event to prepare their teams against the best competition. The Tournament offers three different playing levels creating a competitive, yet fair playing environment.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:.

Veterans Park - 1332 Veterans Parkway, St Johns FL 32259
Aberdeen Park - 1401 Shetland Dr, St Johns, FL 32259
Durbin Crossing Park - 345 Islesbrook Pkwy, St Johns FL 32259
Losco Park - 10931 Hood Rd, Jacksonville, FL 32257 - (904) 630-2489
Earl Johnson Park - 5308 St Augustine Rd, Jacksonville, FL 32207 - (904) 630-2489
Indian Trails Sports Complex - 5455 Belle Terre Pkwy, Palm Coast, FL 32137 - (386) 986-2528

PARTICIPATION

Number of Teams	368	Number of individual Competitors	6256
Number of Coaches/Trainers	340	Number of Spectators	14,076

Provide a description of the participants & include team names & geographic & qualifying criteria.

This tournament consists of Competitive youth soccer teams from the following primary locations: Tampa Florida, Miami Florida, Orlando Florida, Tallahassee Florida, Atlanta Georgia, Savannah Georgia, Charleston South Carolina, Birmingham Alabama, Charlotte North Carolina

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

T. Meyer Date 12-19-23

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

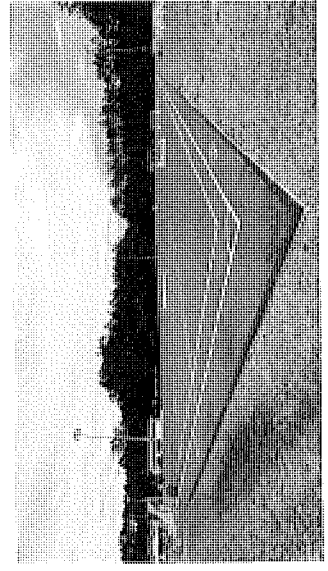
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FLORIDA ELITE INVITATIONAL TOURNAMENT 2024



2024 PRE-SEASON TOURNAMENT SERIES - THE 2024 SPRING SEASON BEGINS HERE
FLORIDA ELITE WINTER INVITATIONAL JANUARY 27-28, 2024

ST. JOHNS COUNTY, FLORIDA
TOURIST DEVELOPMENT COUNCIL
St. Augustine | Ponte Vedra on Florida's Historic Coast





WHO WE ARE!

Formed in 2014 after combining 2 local area Youth Soccer Clubs, Florida Elite has more than a Mission Statement, it's a continued relentless pursuit of excellence. Florida Elite Soccer Academy pledges to be a Full Service Soccer Organization dedicated to the growth and enrichment of its participating members.

Florida Elite provides development opportunities for players starting at a young age. A player-centric approach fosters individual confidence along with team success. These goals will be achieved through hard work, dedication and the complete commitment to every level of player from Recreational to Elite.

Florida Elite Soccer Academy teaches players a style of soccer emphasizing passing and possession of the ball. The philosophy is consistent throughout the Club so every team and individual learns a similar style of play. This leads to team success while promoting the continual growth and development of our players.

The Club instills a dedication to excellence and teamwork in all players. As players improve most by competing with players at similar levels, teams are formed by grouping players of similar abilities. This shared vision promotes a feeling of "family" within the club. As players mature, they have the opportunity to advance and rise to the highest level. Coaches on different teams collaborate, sharing ideas and experiences.

Everyone in the Florida Elite Soccer Academy Club – family members included – can feel proud of each team in the Club!

Event Highlights

- Over **200** teams attend with more than half of them traveling in from out of town.
 - Teams from Florida Cities include:
 - Orlando, Miami, Tampa, Tallahassee and Fort Myers
 - Teams from out of State include:
 - Georgia, South Carolina, North Carolina, New Jersey, Maine, Washington state and Virginia
- Provides a local tournament for over **2400** local families who will not have to travel out of town. The majority of which are St Johns County residents.
- Referees used from St John's referee pool account for 70% of tournament referees fees at \$38,000 to St John's residents
- St Johns County is the base location for this event. Tournament operations and the feature matches are scheduled for Veterans Park. Vendor City is also located at Veterans Park and all Trophy presentations.
- Local business support by providing them with Tournament dates in order for them to prepare for the necessary increase in traffic and sales.
- Publix is our local Tournament Sponsor and provides waters for all of our referees and has to overstock bread for event
- The Largest Pre-Season Tournament available in the Elite Clubs National League. This provides teams from all over the Country to compete in a Pre-Season event.
- Portions of the tournament proceeds go directly towards our Scholarship fund

Tournament Hotels - Each filled to capacity

- Holiday Inn St Augustine - World Golf
- World Golf Village Renaissance St. Augustine Resort
- Home2 Suites by Hilton St. Augustine I-95
- Holiday Inn Express Hotel & Suites Saint Augustine North
- Holiday Inn Express St. Augustine - Vilano Beach
- Best Western Historical Inn
- Voco St. Augustine - An IHG Hotel
- Sawgrass Marriott Golf Resort & Spa
- Country Inn & Suites St. Augustine

DRAFT

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 - Sawgrass Marriott Golf Resort & Spa
 - Country Inn & Suites St. Augustine

QUESTION 1 - COMPREHENSIVE MARKETING PLAN

FLORIDA ELITE INVITATIONAL TOURNAMENT



REGISTER YOUR TEAM TODAY

Ad placed on GotSport's rotation for Tournament promotion. This ad circulates across the United States up until the week before the event. [CLICK HERE](#) to access the event page.



2023 BOYS AND GIRLS TOURNAMENTS

FLORIDA ELITE INVITATIONAL TOURNAMENTS

THE Pre-Season Tournaments for Competitive Teams

REGISTRATION AND TOURNAMENT INFORMATION

BOYS INVITATIONAL - AUGUST 19TH - 20TH 2023

U9 - U15 Boys Teams will be playing in the Jacksonville/St Johns/Clay area of Northeast Florida
U16 - U19 Boys teams will be playing in Palm Coast in an all NEW Showcase format. We are expecting over 100 College Coaches to attend. This format will allow each team to play 3 games and act as an early start College Showcase for ALL Players.

BOYS INVITATIONAL
REGISTRATION

Tournament Pricing:

U8-U10 Teams: \$600
U11-U12 Teams: \$675
U13-U14 Teams: \$775
U15-U19 Teams (Showcase format): \$800

Application Deadline:

August 6th, 2023 for the BOYS INVITATIONAL
When registering your team through GotSport, please make sure that your Team is updated with the correct coach information. We will be using the GotSport coach conflict tool during scheduling to do our best to avoid conflicts.

HOTEL RESERVATIONS - This tournament is a "stay to play" and requires all teams traveling into town stay at one of our partner hotels.

BOYS INVITATIONAL HOTELS

Main website landing page and Social Media blast artwork used throughout all 4 of our Social Media avenues. Facebook, Twitter, Instagram and LinkedIn. [CLICK HERE](#) to access the main Tournament landing page.

Competitive youth soccer tournaments have a closed network due to requirements needed to enter the event. All Teams must be part of a sanctioned affiliation that falls under the United States Soccer Federation umbrella. There are over 20,000 sanctioned youth soccer clubs in the United States currently. Both falling under the sanctioning of US Youth Soccer or US Club soccer. Both non-profit organizations are directly under the guidelines of the United States Soccer Federation.

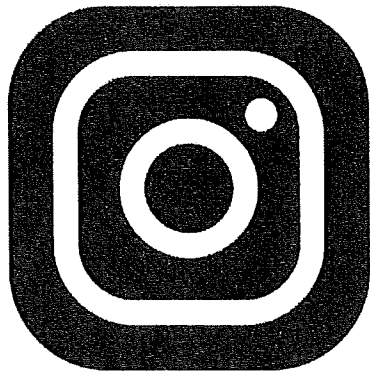
QUESTION 2 - COMPREHENSIVE ADVERTISING AND SOCIAL MEDIA PLAN

PREMIER PARTNER



ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL

Florida's Historic Coast | St. Augustine & Ponte Vedra



@FloridaEliteSA



@FloridaEliteSA



@TheFloridaElite

This event is consistently marketed across our main Social Media channels. Pre Event, During the Event including LIVE feeds and Post Event showcasing participants.

Facebook: 8100+ followers

Instagram: 7000+ followers

Twitter: 6300+ followers (including the previous @FloridaEliteSA handle)

Email blast marketing to include a current subscriber list of over 14,000 families

QUESTION 4 - EVENT ATTENDANCE MONITORING



Rosters

12/27/2013 10:39:00 AM

ID	Name	Gender	DOB	Club	Team	Jersey Number	Status	Role
10207923	Rumancik, Stephen	Male	09/17/1978	Florida Elite Soccer Academy	Florida Elite 2014 Boys ECNL Dev 2			Manager
10198271	Martin, Luis	Male	12/16/1972	Florida Premier FC	13G FPFG CP ELITE			Coach
10198269	Hawkins, Hayda	Female	06/03/1976	Florida Premier FC	13G FPFG CP ELITE			Manager
10189345	Linder, Charles	Male	04/17/1975	Florida Elite Soccer Academy	Florida Elite 2011 Girls ECNL Dev 1			Manager
10189344	Scotly, John	Male	12/20/1902	Florida Elite Soccer Academy	Florida Elite 2011 Girls ECNL Dev 1			Coach
10172908	Sigman, Patrick	Male	01/13/1939	Tampa Bay United	South Red Boys 2012			Coach
10172905	Patmintra, Valerie	Female	06/27/1976	Tampa Bay United	South Red Boys 2012			Manager
10132981	Sanudo Ugarte, Diego	Male	11/20/1984	Florida Elite Soccer Academy	Oakleaf Florida Elite 2013 Boys			Coach
10132980	Kaufman, Rebecca	Female	07/28/1982	Florida Elite Soccer Academy	Oakleaf Florida Elite 2013 Boys			Manager
10120938	DiSalvo, Dana	Female	05/15/1983	Tampa Bay United	North Red Girls 2013			Manager
10120937	Ayres, Kennedy	Female	10/07/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120936	Jackson, Desplina	Female	02/19/2014	Tampa Bay United	North Red Girls 2013		P	Player
10120935	DiSalvo, Emily	Female	08/03/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120934	Rhoads, Brooklyn	Female	03/12/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120933	Smalls, Anora	Female	07/22/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120932	Young, Charlotte	Female	06/29/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120931	Matous, Isabella	Female	02/21/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120930	Liever, Evelyn	Female	02/05/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120929	Thomas, Hannah	Female	10/02/2013	Tampa Bay United	North Red Girls 2013		P	Player

GotSport is the dedicated registration system used for this Event. This registration system allows us to monitor the Attendance of All Coaches and Players. Each Coach and Player has to be approved by the national affiliation in order to participate. Each player brings with them on average 2.5 additional attendees.

Entry to this event is FREE for all families so there is not a "turnstyle" collection of the attendee data other than using the Hotel room occupancy statuses.

QUESTION 5 - 3 YEAR EVENT HISTORY

This is the 8th consecutive year we are holding this event. The 2020 event took place right before the COVID pandemic hit us all.

Statuses of past 5 Events

2019 Event - January 25-26, 2019

Teams attended: 177 teams

Players attended: 2,832

Additional attendees: 7,080

2020 Event - January 24-25, 2020

Teams attended: 187 teams

Players attended: 2,992

Additional attendees: 7,480

2021 Event - January 30-31, 2021

Teams attended: 188 teams

Players attended: 3,023

Additional attendees: 7,591

2022 Event - January 29-30, 2022

Teams attended: 197 teams

Players attended: 3,152

Additional attendees: 7,880

2022 Events - August 19-21, 2022 and August 26-27, 2022

Teams attended: 387 teams

Players attended: 3,287

Additional attendees: 8700

2023 Events - August 18-20, 2023 and August 26-27, 2023

Teams attended: 378 teams

Players attended: 3,167

Additional attendees: 7125

QUESTION 6 - ADDITIONAL EVENTS PROVIDED BY FLORIDA ELITE SOCCER ACADEMY

Florida Elite Invitational Tournaments (Girls and Boys weekends)

- Held annually on the second and third weekends of August
- This is a Kick-Off Tournament for Competitive Teams from the ages of 8 to 19.
- Boys and Girls weekends are held separately and consecutively to accommodate the total number of teams
- Total team count ranges from 325 - 400 teams

Florida Recreational Tournament

- Held annually in November
- Designed specifically for Recreational Local teams
- Total team count ranges from 50 - 75 teams
- Entire tournament held in St Johns County

Winter Festival Event

- Held annually in December
- Designed specifically for ALL Local teams ages 8 - 12
- Free to all participants
- Total team count ranges from 35 - 50 teams
- Entire tournament held in St Johns County

Florida Elite 3v3 Tournaments

- Held annually in November, May and June
- Designed specifically for Local teams
- Total team count ranges from 150 - 200 teams
- Entire tournaments held in St Johns County
- May event is a charity event for K9s for Warriors

Please note, annual COI renews on 7/1 - updated COI recurring



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
7/31/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Insurance Office of America, Inc. 1855 West State Road 434 Longwood FL 32750	CONTACT NAME: PHONE (A/C, No, Ext): FAX (A/C, No): E-MAIL ADDRESS: INSURER(S) AFFORDING COVERAGE NAIC # INSURER A: United States Fire Insurance Company 21113 INSURER B: Accredited Surety & Cas Co Inc 26379 INSURER C: HDI Global Specialty SE INSURER D: INSURER E: INSURER F:
---	---

INSURED National Association of Competitive Soccer Clubs dba US Club Soccer 774 S Shelmore Blvd Ste 104 Mount Pleasant SC 29464	USCLUBS-01	CERTIFICATE NUMBER: 105824159 REVISION NUMBER:
--	------------	---

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
B	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Participant LL GENL AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input checked="" type="checkbox"/> OTHER: Sanctioned Event	Y	Y	1-TRE-SC-17-01338515-01	8/1/2023	8/1/2024	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 2,000,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Abuse & Molestation \$ 2,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
B	<input type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> DED <input type="checkbox"/> RETENTIONS	Y	Y	1-TRE-SC-17-01338516-01	8/1/2023	8/1/2024	EACH OCCURRENCE \$ 3,000,000 AGGREGATE \$ 3,000,000 \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A C	Accident Medical Full Excess Excess Liability	Y	Y	US1929851 HDHX003701036	8/1/2023 8/1/2023	8/1/2024 8/1/2024	Medical Maximum 100,000 Med. Deductible 500 Excess of \$3mm primar 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 The Certificate Holder is included as an Additional Insured under the General Liability and Excess Liability policies when required by written contract but only with respect to the operations of the Named Insured. The below referenced club is included as a Named Insured per form (IL1201 1185) but only for liability arising directly from participation in an event or activity sanctioned or approved by US Club Soccer. MEDICAL EXPENSE coverage only applies to Event Spectators and visitors at a covered office location

This Certificate is issued on behalf of all valid YOUTH US CLUB SOCCER registered and approved players and staff participating with:

Florida Elite Soccer Academy, Club ID# C 2749
 See Attached...

CERTIFICATE HOLDER St Johns County 500 San Sebastian View St Augustine FL 32084	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
---	--

AGENCY CUSTOMER ID: USCLUBS-01

LOC #: _____



ADDITIONAL REMARKS SCHEDULE

Page 1 of 1

AGENCY Insurance Office of America, Inc.		NAMED INSUREO National Association of Competitive Soccer Clubs dba US Club Soccer 774 S Shelmore Blvd Ste 104 Mount Pleasant SC 29464	
POLICY NUMBER		EFFECTIVE DATE:	
CARRIER	NAIC CODE		

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: 25 FORM TITLE: CERTIFICATE OF LIABILITY INSURANCE

If using as an indoor facility, coverage is limited to practice, meetings, and official training sessions for this club.

TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Lion's Den Karate, LLC

Funding request for the Ancient City Championship Martial Arts Tournament, scheduled for August 30-31, 2024. The event will take place at the Renaissance World Golf Village Resort.

The application was reviewed by the Recreation Advisory Board at their January 10th meeting and recommended for funding in the amount of \$13,432. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	August 30-31, 2024
Event Name	Ancient City Championship Tournament
Sport	Martial Arts
Legal Name of Host Organization	Lion's Den Karate, LLC
Organization/Event Website	www.lionsdenkarate.net

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Jose Leno	Cell Phone Number	904-588-2777
Email Address	joseleno.LDK@gmail.com		
Total Event Budget Amount	\$15,832	Grant Amount Requested	\$13,432

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/In-kind value.

N/A

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

Renaissance WGV Resort 500 South Legacy Trail Saint Augustine, FL 32092 904-940-8636 Morgan Lewis, Sales manager
--

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

N/A

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) 184 X (B) 2 X (C) 169 = \$ 62,192
2. (D) ^{out of town} Number of Officials (B) Length of Stay (C) ADR for Month
 (D) 4 X (B) 2 X (C) 129 = \$ 1032
3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) 350 X (B) 2 X (C) 169 = \$ 118,300

Please list the hotels that have been secured for the event(s). Include the hotel name and contact person, property address with zip code and telephone number.

(Same as Venue)

Renaissance WGV Resort
 500 South Legacy Trail
 Saint Augustine, FL 32092
 904-940-8636
 Morgan Lewis, Sales manager

Please list event related expenditures expected in St. Johns County. Attach a separate sheet if needed.

EXPENSE	PURPOSE
500	Printing of Banners for sponsors
400	Administrative help + ad design
450	E-flyers through PeachJar
260	Printed ad through CreekLine
600	Lunch for officials/volunteers (expect 30)
125,000	Hotel Accommodations <small>most competitors are kids and will stay with spectators</small>
4,000	Venue
20,000+	Local Restaurants
15,000	Gasoline Sales

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: JM

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: JM

3. A comprehensive Sponsorship Packet

Staff (initial) received: JM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: JM

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: JM

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: JM

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: JM

Applicant agrees that the information provided is accurate.

Applicant signature:

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial JM

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

This event draws people from all over Florida and as far as Georgia to visit our beautiful city. This is martial arts competition at a regional level. One purpose of the event is to create awareness of what the martial arts is and what it's not. Another purpose is to promote growth of local karate schools while also providing an opportunity for other small businesses to gain local exposure. Sponsors for this event will support our tournament team as well as provide free karate lessons to an essay winner.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event.

N/A

PARTICIPATION

80 Number of Teams	80	Number of Individual Competitors	184
Number of Coaches/Trainers	30	Number of Spectators	350

Provide a description of the participants & include team names & geographic & qualifying criteria.

This is an "open" karate tournament, meaning that it includes competitors from other martial arts styles. A complete list of rules and regulations can be provided.

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

T. Meyer Date 12-19-23

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

ANCIENT CITY CHAMPIONSHIP

INTRODUCTION:

The Ancient City Championship Tournament is hosted by Lion's Den Karate and USA Sport Karate.

Lion's Den Karate has been a small business in St. John's County since 2006. We currently serve 160 students. This will be our second year hosting the Ancient City Championship.

Last year's inaugural event, held at Mill Creek Academy, *doubled* our expectations for competitors and attendees. In 2024, our goal is to further increase the economic impact of this event by moving to a larger venue on a holiday weekend. This will encourage guests to not only attend the tournament, but to linger in St. Augustine, extending their hotel stays, and visiting local restaurants and attractions. We are working with Jaya Dillard, Sales Manager at Florida's Historic Coast to gather coupons and restaurant guides to make available for attendees.

USA Sport Karate has sanctioned karate tournaments for more than 25 years all over the state of Florida and beyond. For 2024, the Ancient City Championship tournament will be included in their annual schedule of events, which is marketed directly to more than 80 karate schools and throughout Florida, and as far north as Georgia. Last year, we added a guest speaker the night before the tournament to provide additional incentive for guests to stay overnight. This year we plan to add competitions the night before as well to make this truly a two-day event.

Marketing/Advertising ✓

Locally, we will advertise the Ancient City Championship as follows:

- Direct mailing to USA Sport Karate's distribution list
- Advertisement through Point Fighter Live on YouTube (*estimated \$500*)
- Electronic flyers in PeachJar targeting our local schools (*estimated \$300 for two rounds of advertising for five schools*)
- Print ads in Stroll magazine (a WGV direct mailing) and ads in CreekLine (a free to the public news publication) (*estimated \$680*)
- Flyers distributed throughout the county and to local businesses

- Emails sent via Lion's Den Karate distribution list
- Series of boosted ads on USA Sport Karate's Lion's Den Karate Facebook and Instagram accounts (*estimated \$500*)
- personal calls to every listed open karate school in Northeast Florida
- We are considering postcard distribution as a marketing tool (1,000 6x9 cards are around \$600) but historically this has not been successful.

All advertising will include the St. Johns County and the Tourist Development Council logos. We would like to get a tote bag printed as well with the theme, "*Kickin it in the Ancient City*" to use as a giveaway to guests at event registration and which will contain local attraction brochures, restaurant guides, and coupons.

Sponsorship ✓

We will again offer a tiered-level sponsorship package to local businesses. A sample of this offering is attached. Any advertising of local businesses (including printed banners posted during the event) will be paid for through sponsorship donations. The remaining money will be used to support the Competition Travel Team at Lion's Den Karate and to offer a one-year karate scholarship at Lion's Den Karate for our essay contest winner.

(see attached Sponsorship Opportunities sheets)

Event Attendance Monitoring ✓

This will be done in two ways.

- We use Uventex software to register all competitors and attendees, which gives us an accurate count for actual attendance at the event.
- We plan to hold the event at the World Golf Village Renaissance St. Augustine Resort, which offers discounts on rooms when purchased through their special link, or when calling and mentioning that they are attending the tournament. Since the Renaissance is offering \$20 credits for each room booking, we believe the management at the Renaissance and Lion's Den will be tracking this carefully. Last year we were unable to accurately track overnight stays which the hotel we chose, but we are using this double strategy to get a better reading this year.
- We may also survey tournament guests as to where and how long they will be staying as we give out the totes.

Event History



We do not have a (3) year event history since this is only our second year promoting this tournament, but the USA Sport Karate circuit has more than 25 years of experience. Through Uventex, we ascertained that a two-day event in Daytona in 2022 (the closest, most similar event) hosted 400 competitors from 80 karate schools, with 1000 attendees and 250 room nights. Last year, the inaugural Ancient City Championship tournament hosted 184 competitors, 297 pre-paid spectators, with an estimate of a total of 570 people in attendance including competitors, spectators, and officials. This information may be verified by contacting Dave Sklar of USA Sport Karate by email to

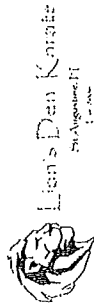
For a list of all of their calendar events, check out their website at

. Below is a list of their proposed schedule of events for 2024 for our district (District 2).

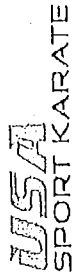
USA Sport Karate Season Opener	January 27	Cape Canaveral
USA Sport Banquet	January 28	TBA
USA Sport Tournament	February 24	TBA
USA Sport Tournament	March 23	TBA
USA Sport Knuckle Up Fighting	April 13	Orlando
USA Sport Tournament	May 4	TBA
USA Sport Mayan Challenge	June 21-22	Clearwater
USA Sport Vice City Championships	July 13	Miami
Ancient City Championship	August 30-31	St. Augustine
USA Sport Battle for the Beach	September 28-29	Ft. Meyers
USA Sport IMAF	October 25-26	Daytona Beach

Insurance

COI will be provided by USA Sport Karate or Kick International (their nonprofit organization), once the venue location has been officially established.



ANCIENT CITY CHAMPIONSHIP SPONSORSHIP OPPORTUNITIES



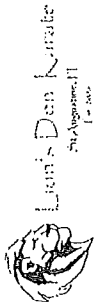
BLACK BELT
\$75+ or in-kind donations

- Sponsor a child for one year of karate lessons (based on essay)
- Name listed on "Wall of Fame" displayed at the event and Lion's Den social media platforms.
- Official Ring Sponsor. (Only 6-8 rings available.)
- Four (4) VIP spectator passes to the event.
- Business card or other printed material included in guest gift bag
- Name listed on "Wall of Fame" displayed at the event and Lion's Den social media platforms.
- Official Ring Sponsor. (Only 6-8 rings available.)
- Two (2) VIP spectator passes to the event.
- Business card or other printed material included in guest gift bag
- Name listed on "Wall of Fame" displayed at the event and Lion's Den social media platforms.
- One (1) VIP spectator passes to the event.
- Business card or other printed material included in guest gift bag
- Name listed on "Wall of Fame" displayed at the event and Lion's Den social media platforms.

2ND ANNUAL ANCIENT CITY CHAMPIONSHIP
August 30-31, 2024
World Golf Village Renaissance
St. Augustine Resort
500 South Legacy Trail,
St. Augustine, FL 32092 32092



WWW.USASPORTKARATE.MYUVENTEX.COM



ANCIENT CITY CHAMPIONSHIP SPONSORSHIP OPPORTUNITIES



Lion's Den Karate and USA Sport Karate are hosting our second annual martial arts tournament in St. John's County.

Last year, this event drew 184 competitors with more than 587 attendees.

Come out and support your local athletes as we promote small businesses in St. John's County.

Donations will be used to sponsor the Travel Competition Team at Lion's Den Karate, LLC.

This year's event will be located at the WGV Renaissance Hotel on August 30 and 31, 2024.



**2ND ANNUAL ANCIENT
CITY CHAMPIONSHIP**
August 30-31, 2024
World Golf Village Renaissance
St. Augustine Resort
500 South Legacy Trail,
St. Augustine, FL 32092 32092

WWW.USASPORTKARATE.MYUVENTEX.COM

**SJC RECREATION ADVISORY BOARD MEETING
WEDNESDAY, JANUARY 10, 2024**

2ND ANNUAL

ANCIENT CITY

CHAMPIONSHIP

PRESENTED BY USA SPORT KARATE

HOSTED BY LION'S DEN KARATE

08.30.24 – 08.31.24, WORLD GOLF VILLAGE



USA SPORT KARATE

JUSTIN ORTIZ SEMINAR
FRIDAY, AUG. 25TH

ANCIENT CITY CHAMPIONSHIP
AUGUST 26TH

REGISTER BY **AUG 12TH, 2023**
FOR EARLY BIRD PRICING
2 DIVISIONS ONLY \$65
MEMBER ONLY PRICING

FEATURE DIVISIONS
EXTREME / CREATIVE WEAPONS & FORMS
TRADITIONAL FORMS
POINT SPARRING
OPEN RANK FIGHTING
TRADITIONAL WEAPONS

MILL CREEK ELEMENTARY
2105 INTERNATIONAL GOLF PKWY, ST. AUGUSTINE, FL 32082
REGISTER NOW
USASPORTKARATE.MYUVENTEX.COM

(407) 897-6556 | INFO@USASPORTKARATE.COM | WWW.USASPORTKARATE.COM

WHO WE ARE

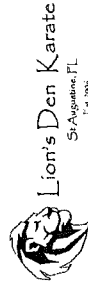
For the second time, the **Ancient City Championship** will be held in **St. Augustine** on August 30 and 31, 2024, tentatively at **St Johns County Convention Center at World Golf Village Renaissance St. Augustine Resort**. (500 S. Legacy Trail, St. Augustine). USA Sport Karate has sanctioned karate tournaments for more than 25 years all over the state of **Florida**.

Lion's Den Karate has been a **St. Augustine** staple since 2006. LDK moved to the heart of **World Golf Village** (335 S. Legacy Trail) to accommodate their 160+ students.

- Lessons taught in English, Spanish, and American Sign Language.
- We accept students from age 3 ½. We work with children with physical and emotional challenges, developmental disabilities, visual and auditory impairment, on the spectrum, and with diagnoses of OCD, ODD, ADD, and ADHD.
- We are a Competition school, offering students the option of competing outside of the dojo. In 2009, one of our students took the Bronze Medal representing the US at the Deaflympics in Taipei, Taiwan. Our students have competed successfully in various tournaments,, including the ISKA World Martial Arts Championship and the US Open in Orlando.
- We are part of a regional tournament circuit called **USA Sport Karate** and have been invited to promote a tournament here in **St. Augustine** as part of their lineup for 2024.

Our goal is twofold:

- Bring the **USA Sport Karate** competition circuit to **St. Johns County** to create an annual Martial Arts travel destination
- Further develop Martial Arts for youth and adults in St. Johns County and the surrounding areas



ST AUGUSTINE
EST. 1585



TOURNAMENT + IMPACT

Ancient City Championship will base its **2024** impact on last year's event and a similar event in Daytona in 2022.

- Over **250** competitors (500 in Daytona in 2022)
- **80** karate schools
- Over **500 attendees and spectators** (includes families, friends, and officials) occupying **75 room nights** (over 1000 guests with 250 room nights in Daytona in 2022)

This is a two-day tournament with an optional seminar schedule in advance.

- Event kickoff on Friday, August 30, with competition action.
- The action will continue with a full day of competition on Saturday, August 31, tentatively at **St Johns County Convention Center at World Golf Village Renaissance St. Augustine Resort**


Ancient City Championship will lean on **local hotels, restaurants and attractions** for visitors, as well as **local vendors** for tournament amenities (merch, awards, etc) and **local businesses** for sponsorships.

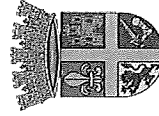
We plan to develop the **Ancient City Championship** into a multi-day competition event in 2024, as well as move the event to the **St Johns County Convention Center at World Golf Village Renaissance St. Augustine Resort**.



EST. 1565



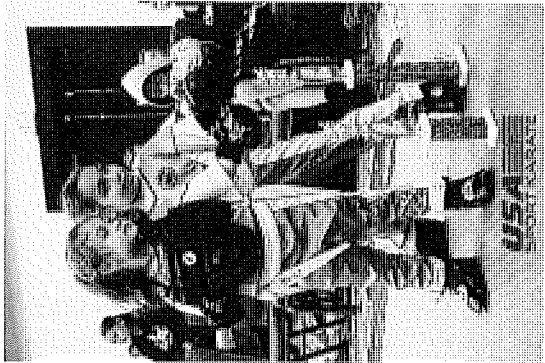

 Lion's Den Karate
 St. Augustine, FL
 Est. 2006



CITY OF
STAUGUSTINE
 EST. 1565



USA
 SPORT KARATE



TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Ancient City Road Runners

Funding request from Ancient City Road Runners for the Matanzas 5000 Run, scheduled for January 20, 2024. The race course takes place on the streets of St. Augustine along the water front and through the historic district.

The application was reviewed by the Recreation Advisory Board at their January 10th meeting and recommended for funding in the amount of \$15,000. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	01/20/2024
Event Name	Matanzas 5000
Sport	Running
Legal Name of Host Organization	Ancient City Road Runners
Organization/Event Website	www.Ancientcityroadrunners.org

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Chip Gusler	Cell Phone Number	904 293 8404
Email Address	cgusler3rd@gmail.com		
Total Event Budget Amount	\$31,000.00	Grant Amount Requested	\$15,000.00

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

Ketterlinus Gym: Thy gym is used for packet pick up on Friday and for pre race staging and awards on Saturday.
 France Field: Is used as a warm up area and finisher corral during the race
 The race itself takes place on the streets of downtown St Augustine. The race course takes the runners on a route that follows the water front and circles back through historic areas of the city.

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) 1000 X (B) 2 days X (C) 157.23 = \$ 314,460

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) _____ X (B) _____ X (C) _____ = \$ _____

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) 200 X (B) 2 days X (C) 157.23 = \$ 62,892

Please list the hotels that have been secured for the event(s). Include the hotel name and contact person, property address with zip code and telephone number.

Ponce hotel is secured by our club to help put up elite runners as needed. Our members offer their homes to some runners as well and we always have a number of participants who come in from other parts of florida for the race and some who are here as tourists and decide to run.

Most of the participants will at a minimum get breakfast post race at any of the nearby downtown dining options and Anne OMalleys runs specials designed for our runners.

Our club also hosts other events throughout they year that create opportunities for people to use local restaurants, downtown parking garage, etc. For example: Once every 3 months we have a HASH run which is more of a social event than a run and usually do it in an area where participants meet at local restaurants afterwords for socializing.

We hold a youth running camp in the summer and have used the ampitheatre and/or ketterlinus middle school.

Please list event related expenditures expected in St. Johns County. Attach a separate sheet if needed.

\$EXPENSE	PURPOSE
300.00	Advertising
200.00	awards (Craft Trophies)
450.00	Ponce Hotel
1613.00	City of St Augustine
2067.00	security from ST Aug PD
1300.00	Porta Potty rental (Hastings)
400.00	Race food (Publix)
7775.00	Medals (local)
8700.00	Race Shirts (local)
4000.00	Prize money

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: TM

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: TM

3. A comprehensive Sponsorship Packet

Staff (initial) received: TM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TM

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: TM

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: TM

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: TM

Applicant agrees that the information provided is accurate.

Applicant signature:

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial TM

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

The Ancient City Road Runners are a non profit running club based in Saint Johns County. The Matanzas 5000 race is in its 44th year and is our Marquee event. All money raised from this race is donated to the County High School Cross Country programs. The club sponsors 3 male and 3 female runners from each High School to run in the race. We usually have a pro field of about 15 runners who show up every year. In addition to the Matanzas race, our club holds 7 weekly runs in different locations throughout the county. We also hold other events throughout the year that include the Mickler Mile, Reindeer Run and club hash runs. We open our runs to the public and often have runners who are visiting the county on vacation show up and run with us. The club also holds a running camp each summer for Middle School aged kids that provides them an introduction to running in a fun environment. The camp usually is attended by 15 - 20 kids from the county.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:

Ketterlinus gym
France Field

PARTICIPATION

Number of Teams	10	Number of Individual Competitors	1000
Number of Coaches/Trainers	10	Number of Spectators	500

Provide a description of the participants & include team names & geographic & qualifying criteria.

Tocoi High School, Creekside High School, Nease High School, Ponte Vedra High School, Pedro Menendez High School, Saint Augustine High School, Saint Josephs academy, Hanson Brooks running team - Michigan

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

D. Meyer Date 12-19-23

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

The annual Matanzas 5000 is a 5K road race that promotes running as a healthy activity, builds connections between people, and raises money to support all high school cross-country running programs within St. Johns County. The race is the marquis event of the Ancient City Roadrunners Club (ACRR). ACRR's mission is to promote running/walking as part of a healthy lifestyle in our beautiful community of St. Augustine. Since its inception, the event has raised over \$300,000 supporting St. Johns County youth running programs. The 44th Matanzas 5000 is being held on January 20, 2024

In addition to the Matanzas 5000, ACRR hosts several other events throughout the year including a youth running summer camp, eight weekly runs throughout the county, and assists in organizing other races such as the Reindeer Run in December, Shut Up and Run 5K in November, and Run with a Vision 5K in January. The annual Run with a Vision race is organized by one of our ACRR members who is blind. This event raises money to be donated in the form of scholarships to selected students from the Florida School for the Deaf and Blind.

Each year the Matanzas 5000 averages around 1,000 registered runners coming from all over Northeast Florida and out of state. We bring Elite runners in from several pro teams like Hanson Brooks and ZAP Endurance. These teams are based in Michigan and North Carolina respectively. Our timing partner 1st Place Sports has locations in Duval and St. Johns Counties and generates advertising for our race to thousands of runners in Northeast Florida/South Georgia.

The USATF-certified course winds through historic downtown St. Augustine, and we use this scenic route as a main advertising point for the race. Many of the runners and families spend time post-race enjoying our downtown restaurants and shops generating revenue for our local business. Our goal is to show off our home in a positive celebration of running and health while raising as much money as possible to support our local youth runners.

In addition, we also supply medals and chocolates to the staff at Ketterlinus Gym so they can hold a youth fun run right after the Matanzas race.

A. Marketing Plan:

We advertise our events on our web page www.ancientcityroadrunners.org. Our events always highlight our local community and area. We use our

network of sponsors and partners to reach thousands of people so they can make participating in our race a reason to visit St. Augustine or feel welcome to join us on a run while they are here for other reasons. We advertise on social media, through local businesses, and promote the race and our events on local media broadcasts. In addition, our two-hundred-plus members promote our activities through word of mouth in their personal networks.

B. Event attendance monitoring plan:

Through our registration process, we track exactly how many runners participate in our race. Our registration partner collects data on where runners come from.

We have not tracked how many people spend at least 1 night as part of our race but are planning to do so to provide accurate data for the grant.

C. Historical data on the number of runners registered and donation total for the past few years:

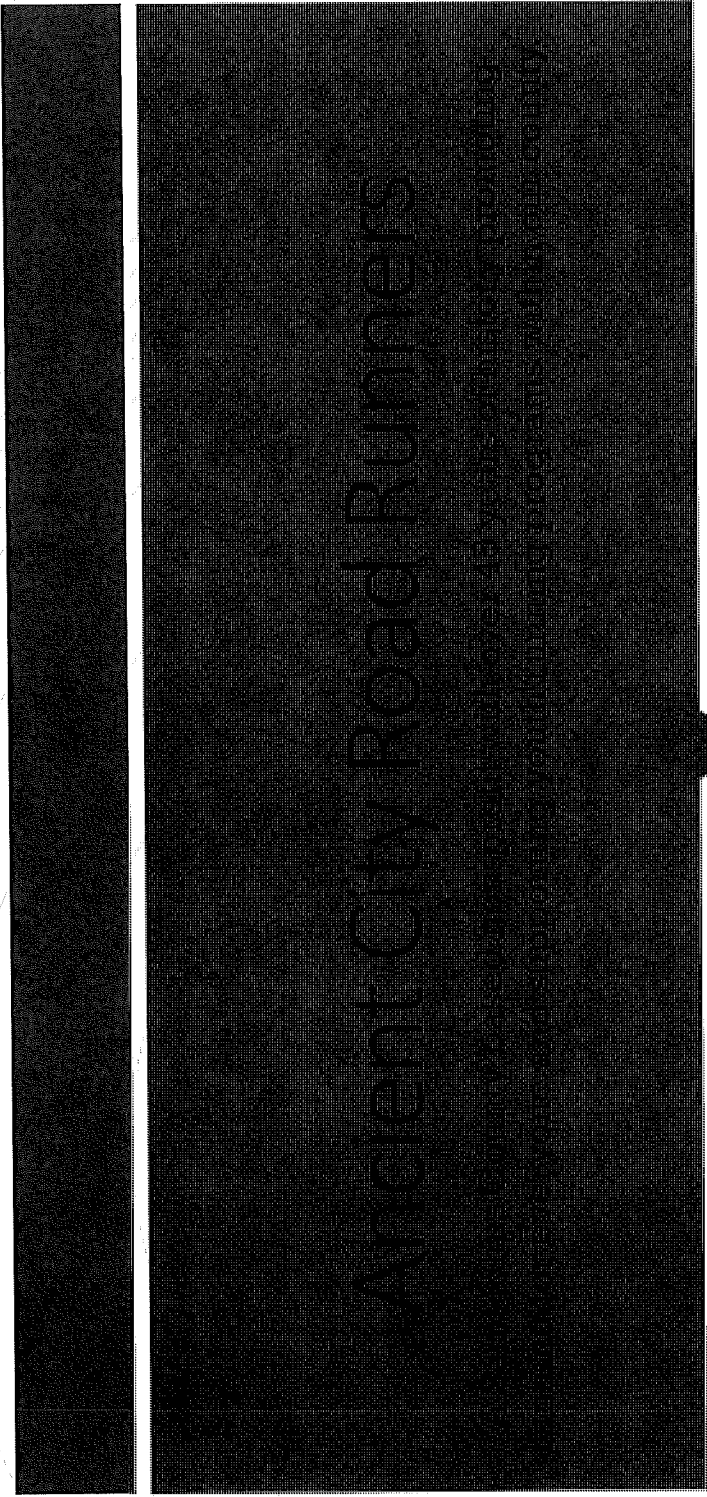
2023: Runners: 998
Donated to schools: 17,500.00
2022: Runners: 950
Donated to schools: 16,000.00
2021: COVID
2020: Runners: 1000
Donated to schools: 20,700.00

D. Other organizer events:

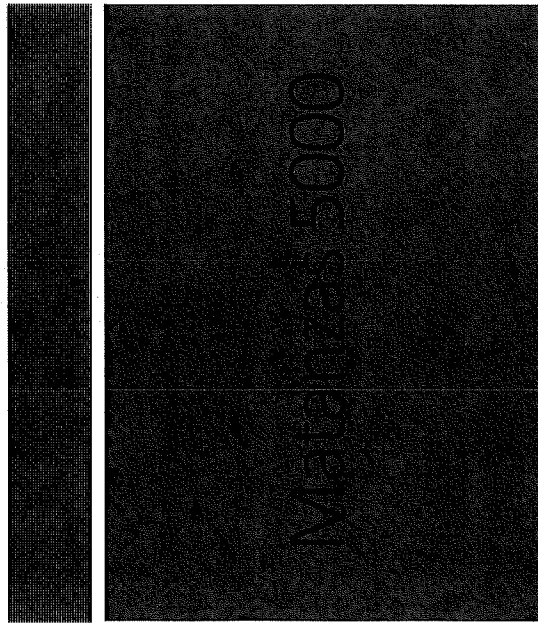
E. Community outreach:

- Over the last 44 years we have donated over \$300,000.00 to St. Johns County high school and middle school running programs.
- The club has hosted xx youth running camps to promote running as a healthy activity for our youth.
- ACRR has held approximately 64,000 total runs open to anyone and everyone throughout the county over the last 44 years.
- We have hosted runners from as far away as Kenya (2022 course record holder).

- We act as ambassadors for the activity of running/walking and for our local area.
- We hold our club activities i.e., monthly meeting, post-run socializing at local restaurants regularly.

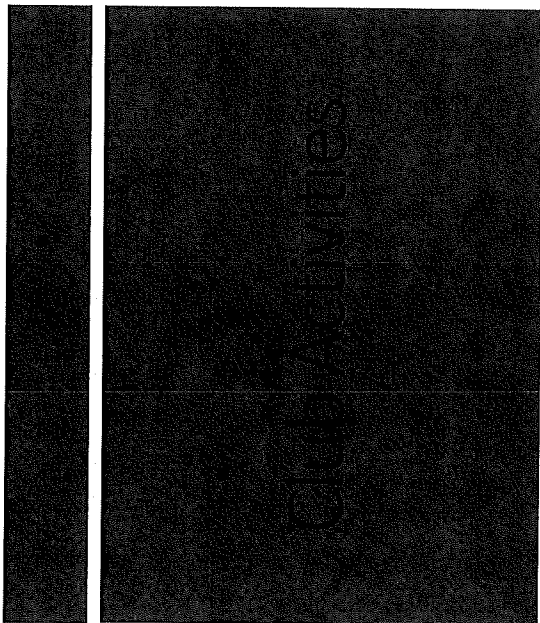


- Usually close to 1000 runners sign up.
- Our timing partner has an email database that reaches 10,000's of people. From all over Florida and Georgia as well as many other states.
- Bring in Elite runners from professional teams yearly. We have had a runner from Kenya and a runner who finished 15th in the world championships at 10K.
- We will be adding visitation data collection questions to the sign up process going forward. We estimate that about 1/3 of participants dine after race in County and many visit city, beaches, etc.
- Local Business has opportunity to advertise at our race expo.
- We have donated over \$300,000.00 to Saint Johns County High Schools to support their Cross Country programs.



OTHER YEARLY EVENTS

- Summer Youth running camp: Middle School children from the county attend this 1-week program. No cost to attendees, club raises money to support this camp.
- 7 weekly group runs open to anyone visiting St Johns County. We regularly get runners from outside the area while they are visiting. Since our inception we estimate that we have held approximately 64,000 group runs that are open to anyone.
- Support other local races: Run with a Vision, Reindeer mile, Mickler Mile, Shut up and run, etc.
- Speaker Series: Host subject matter experts at local area business who hold open discussions on running related topics. Open to anyone



TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

National Wrestling Coaches Association

Funding request from the National Wrestling Coaches Association for the 2024 NWCA Convention, scheduled July 23 – 28, 2024. The convention will be held over five days and will be held at the Sawgrass Marriott Golf Resort.

The application was reviewed by the Recreation Advisory Board at their January 10th meeting and recommended for funding in the amount of \$10,000. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	July 23 - July 28 of 2024
Event Name	2024 NWCA Convention
Sport	Wrestling
Legal Name of Host Organization	National Wrestling Coaches Association
Organization/Event Website	NWCA / www.nwcaonline.com

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Daniel Weaver	Cell Phone Number	610-781-0014
Email Address	dweaver@nwca.cc		
Total Event Budget Amount	\$250,000	Grant Amount Requested	\$25,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/ In-kind value.

\$2,500 for Transportation from St. Augustine PVVCB (Jaya).

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

Sawgrass Marriott Golf Resort and Spa.
 Dye's Valley Golf Course/TPC Sawgrass Championship Course

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) _____ X (B) _____ X (C) _____ = \$ _____

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) _____ X (B) _____ X (C) _____ = \$ _____

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) 425 X (B) 3 X (C) \$179 = \$ 228,225

Please list the hotels that have been secured for the event(s). Include the hotel name and contact person, property address with zip code and telephone number.

Sawgrass Marriott Golf Resort and Spa.
 Emily Engel
 1000 Tournament Players Club Blvd, Ponte Vedra Beach, FL 32082
 904-806-0677

Please list event related expenditures expected in St. Johns County. Attach a separate sheet if needed.

\$EXPENSE	PURPOSE
\$225,000-\$250,000	Lodging
\$60,000-\$80,000	Transportation
\$325,000-\$350,000	Food and Beverage
\$35,000-\$45,000	Retail
\$30,000-\$40,000	Recreation
\$90,000-\$110,000	Business Services

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		105,000.00
Contributions		0.00
Grants (Including TDC Funding here)		27,500.00
Sponsorships	40,000.00	
Sales (Merchandise/Concessions+)		0.00
Room rebates		0.00
OTHER INCOME Please itemize below:		
Unrestricted/Restricted Donations	52,000.00	
(Donatallons that come throughout the year that could have restrictions on use)		
SUBTOTALS:	\$ 92,000.00	\$ 132,500.00
	TOTAL INCOME	\$ 224,500.00

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: TM

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: TM

3. A comprehensive Sponsorship Packet

Staff (initial) received: TM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TM

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: TM

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: TM

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: TM

Applicant agrees that the information provided is accurate.

Applicant signature:

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial TM

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

The NWCA Convention is a total culmination of 5 days which includes a Collegiate Leadership Academy, three Hall of Fame Banquets, a Celebrating Women in Sports Banquet, a golf outing, the annual NWCA Board Meeting and 2 and a half days of Convention sessions. The purpose is to ensure that wrestling coaches around the country are being educated on items such as; nutrition, sleep, recruitment, retention, contract negotiations and others.

We have not planned a specific project to give back to the community, but we believe the Convention will indirectly help children in the community. We plan to invite all local high school wrestling coaches to be in attendance at the Convention. Through our Convention sessions we will equip them with the knowledge to get kids into their wrestling room and keeping them out of trouble.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:

N/a

PARTICIPATION

Number of Teams		Number of Individual Competitors	
Number of Coaches/Trainers	400	Number of Spectators	100

Provide a description of the participants & include team names & geographic & qualifying criteria.

- Youth Coaches: Coaches that coach elementary and middle school wrestlers
- Scholastic Coaches: Coaches that coach high school wrestlers
- College Coaches: Coaches that coach college level wrestlers
- Retired Coaches: Coaches that used to coach but still want a role in the wrestling community
- Speakers: Experts in their fields that come to speak to our coaches
- Businesspersons: We have a portion of our Convention that brings businesspersons from all over the country
- Exhibitors: Wrestling companies come and share their products and services
- Hall of Fame Attendees: We have three Hall of Fame dinners that attract wrestlers/coaches to see their colleagues.

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

T. Meyer Date 12-19-23

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

1. Comprehensive Event Marketing Plan

- a. For the 2024, the plan is to continue what we have done in the past, as we know it works. We start in October by sending a press release out on all social media platforms, through our MailChimp e-blast platform and posting on our website on where the Convention will be. In November, December, January, February, and March we have a bunch of events with multiple teams that coaches will be at, so we provide them with fliers to continue to bring attention to the Convention. November we send over 2000 fliers to 15 different state coaches' clinics to promote the Convention to scholastic coaches. November we also start emailing and texting coaches to see whether they are attending.
- b. In February we push out the grand prize. The past few years it has been a free cruise from Carnival.
- c. Whenever we send out e-blasts or social media posts, we always tag our sponsors. We let the sponsors know so they can repost and tag their key investors or consumers to expand promotion of the Convention.
- d. When using e-blasts and social media posts, we use a geo filter called geopointe. This lets us filter out certain mileage within the St. Johns County area. We can then use specific marketing such as "Drive to the Convention" to target the coaches that are within driving distance.

2. Advertising/Media Plan

- a. A lot of our press releases/e-blasts are in relation to registration or big news when it comes to the Convention. When we have a e-blast go out we always put the link to the Convention site which will also include the local county website and graphic. We also plan to put any videos that the local county gives us to put onto the website. In 2022, we had a video of Aaron Weegar and William McBroom on the front page.

3. Comprehensive Sponsorship Packet

- a. All our sponsorships are contracted throughout the year in specific contracts tied to multiple events. The items we tie to the Convention are the following:
 - i. Opportunity to speak – Title Sponsor.
 - ii. Opportunity for a breakout session – Title Sponsor.
 - iii. Logo / link to company site on Convention Website – Title/presenting Sponsors.
 - iv. Logo on NWCA Main Website – All Sponsors
 - v. Logo on welcome banners/posters – Title & Presenting Sponsors
 - vi. Logo on Program – Title & Presenting Sponsors
 - vii. Free Exhibit Booth – Title, Presenting, and NWCA Sponsors
 - viii. Logo on 2-4 press releases/e-blasts – Title and Presenting Sponsors
 - ix. Separate page on Convention website – Local County Website
 - x. Logo on Convention gift – Title/presenting Sponsors.
- b. For St. Johns County we will provide them with the following:
 - i. Full page on the Convention website to market and customize.
 - ii. Up to 2 banners/posters inside the Convention venue
 - iii. Complimentary Exhibit Booth

- iv. 2 e-blasts created by St. John's County to be sent out to all NWCA members at St. John's County discretion.
- v. Opportunity to provide the following for our attendees:
 - 1. Assisting in getting group discount and pricing from attraction/ activity partners
 - 2. Assisting in offering off-site venue options
 - 3. Assisting in offering guidance with event Itinerary
 - 4. Destination table near registration
 - 5. Providing destination brochures for all guests (coupon books, restaurant guides, attraction brochures)
 - 6. Welcome letter from County Commissioner, City of St. Augustine Mayor and or VCB President/CEO
 - 7. In Person Welcome from County Commissioner, City of St. Augustine Mayor and or VCB President/ CEO/ VCB Staff
 - 8. Liaison to all destination event contacts (entertainers,DJ, transportation options, etc.)

4. Event Attendance Monitoring Plan

- a. Registrants – All registrants use our Convention website to sign-up for the Convention. We use Mailchimp (a marketing e-blast service) to send out weekly and monthly solicitations, social media, phone calls and weekly individual emails. Here is the link to our Convention website - <http://www.nwcaconvention.com/About%20Us> (old website to be updated shortly). Through the website we can track who has signed up. Once they are signed up they are put onto a list with their name, school, and role and given a credential at registrant check-in.
- b. Exhibitors – All exhibitors use our Convention website to sign-up for the Convention. For getting them to sign up, we use strictly phone calls and personalized emails. We use the Convention website to see who has signed up and export data through there.
- c. Media – All media work through Dan Weaver, COO and Nate Naasz, Director of Marketing. We rarely have local or national media personnel show up to our events, but we use FloSports who handles all media. On occasion, we have a company come to record the sessions. All the media personnel get credentials and check-in at the same location as the registrants and exhibitors.
- d. Presenters – Presenters are reached out to by the NWCA staff. We provide them with a compensation of either, travel, lodging, a stipend, or a combination of the three. These are on a separate checklist but then are checked in at the same location as all others.
- e. VIPS – These are contacted by Mike Moyer, Executive Director. These people are fully taken care of by Dan Weaver and receive everything once they are either picked up at the airport or at the hotel entrance. They receive their credentials before anyone else.
- f. HOF Inductees – The inductees follow the same protocol as the VIPS.
 - i. We will track all heads in bed through Marriott's Passkey platform.

5. Three-year history of event including verifiable lodging stats and attendance figures

- a. 2021 – 2021 was our second virtual Convention. We had 15 exhibitor booths and had 539 attendees. Down from 2020 as COVID-19 was clearing. No hotels were used.
- b. 2022 – 2022 was our first Convention back in person from being virtual for two years. We were at the Sawgrass Marriott Golf Resort and Spa with 427 total attendees including 27 exhibitor booths. We had 1,054 total room nights.
- c. 2023 – 2023 was held at the Hilton Fort Lauderdale Marina and the Broward County Convention Center. We had 423 total attendees including 22 exhibitor booths. We had a total of 1,018 room nights.

6. List of all other events

- a. NWCA All-Star Classic – Penn State University, Michael Moyer
- b. Beast of the East – Bob Carpenter Center, Daniel Weaver
- c. NWCA Multi-Division National Duals – UNI-Dome, Daniel Weaver
- d. Pittsburgh Classic – Peters Township HS, Daniel Weaver
- e. WIBN Social – Kansas City Marriott Downtown, Daniel Weaver
- f. NWCA Recruiting Combines – TBD, Kerry Regner
- g. FCA/Summer Leadership Academy – Edwardsville, Illinois & Ponte Vedra, Florida, Daniel Weaver
- h. WIBN Virtual Internship and Career Fair – Virtual, Dave Fallon



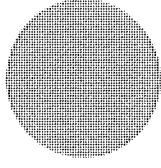
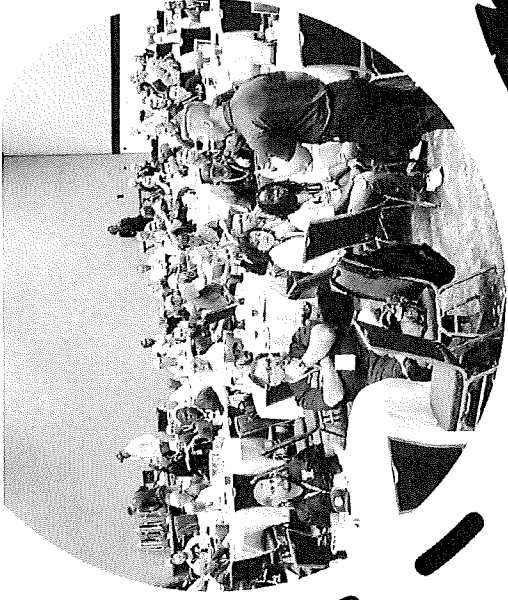
Sports Tourism Grant Funding – 2024 NWCA Convention

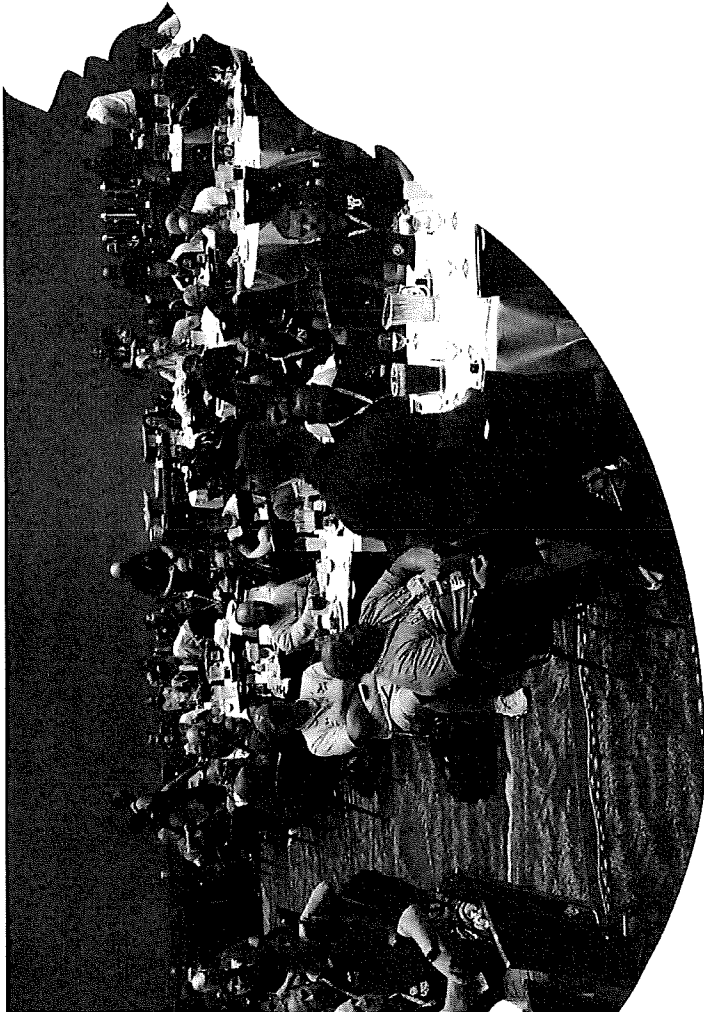
- **Who Are We:** The National Wrestling Coaches Association has been around since 1928. Our mission is to bring together the wrestling coaching community to advance the sport and ensure that current and future generations can engage in a safe and educationally-based wrestling experience. This is primarily done by strengthening existing programs, creating new programs, and providing coaches with progressive educational opportunities.
- **Convention:** The NWCA is bringing its 24th annual Convention to the Sawgrass Marriott Golf Resort and Spa July 23- July 28. Despite 2020 and 2021 (virtual), the Convention has been in Florida since 2009. We came to Sawgrass for the first time in 2022.
- **Quick Facts:**
 - Over 1000 room nights each year since 2019
 - Over 400 total attendees, 50 speakers, and 25 exhibitors



Estimated Expenditures in St. Johns County

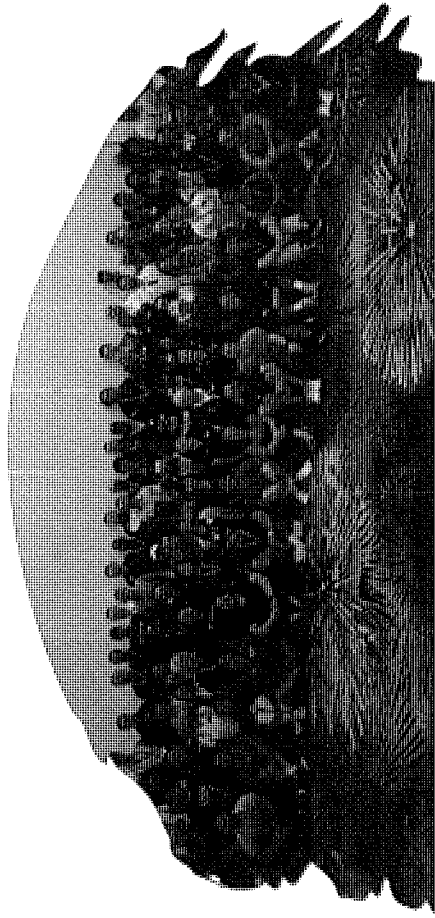
- The Convention will draw approximately 425 out-of-town visitors from all over the country. Each staying an average of 3 nights. At an average ADR of \$179 per night that's \$228,225
- In addition to lodging spending, the Convention also expects to have other estimated expenditures within St. Johns County
 - Transportation - \$60,000 - \$80,000
 - F&B - \$325,000 - \$350,000
 - Retail - \$35,000 - \$45,000
 - Recreation - \$30,000 - \$40,000
 - Business Services - \$90,000 - \$110,000





Why should St. Johns County support this event?

- As a non-profit, the goal of the NWCA is to ensure coaches around the country are given the proper knowledge and resources to help keep their athletes on the mat and in the classroom. With St. Johns County's help we can get more coaches to the Convention and provide bigger and better presentations, speakers, activities and solutions for our coaches.
- Sponsorship Opportunities:
 - Banners/posters in venue
 - Opportunity to address the crowds at the Academy and Convention
 - Opportunity to have a booth during the Convention
 - Logo in program, on Convention website
 - Opportunity to provide bags for Coaches gifts (425)
 - Opportunity to give giveaways to coaches





ADDITIONAL REMARKS SCHEDULE

AGENCY NFP Property & Casualty Services, Inc.		NAMED INSURED National Wrestling Coaches DBA Wrestlers in Business 330 Hostetter Rd Manheim, PA 17545	
POLICY NUMBER SEE PAGE 1		EFFECTIVE DATE: SEE PAGE 1	
CARRIER SEE PAGE 1	NAIC CODE SEE P 1		

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
 FORM NUMBER: ACORD 25 FORM TITLE: Certificate of Liability Insurance

Additional Insured
 Damage to Premises Rented to You increased = \$1,000,000
 Medical Payments = \$20,000

Additional Insured – Managers, Landlords, or Lessors of Premises
 Additional Insured – Lessor of Leased Equipment
 Additional Insured – Grantor of Permits
 Additional Insured – Vendor
 Additional Insured – Franchisor
 Additional Insured – When Required by Contract
 Additional Insured – Owners, Lessees, or Contractors
 Additional Insured – State or Political Subdivisions

Transfer of Rights of Recovery Against Others To Us Clarification

TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Northeast Florida Kingfish Championship, Inc.

Funding request from Northeast Florida Kingfish Championship, Inc. for the Old School Kingfish Shootout, presented by Yellowfin, scheduled for June 7 – 9, 2024. The tournaments will be held in St. Johns County area waterways and the Vilano Beach Pier.

The application was reviewed by the Recreation Advisory Board at their January 10th meeting and recommended for funding in the amount of \$20,000. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	June 7-9, 2024
Event Name	Daily's Old School Kingfish Shootout Presented by Yellowfin
Sport	Fishing Tournament
Legal Name of Host Organization	NE Florida Kingfish Championship, Inc
Organization/Event Website	www.OldSchoolKingfish.com

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Lauren Dozier	Cell Phone Number	904-626-3727
Email Address	ldozier8@gmail.com		
Total Event Budget Amount	\$400,000	Grant Amount Requested	\$30,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

Vilano Beach Pier

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) 250 X (B) 2 Nights X (C) \$250.00 = \$ 125,000

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) _____ X (B) _____ X (C) _____ = \$ _____

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) 20 X (B) 2 Nights X (C) \$300.00 = \$ 12,000

Please list the hotels that have been secured for the event(s). Include the hotel name and contact person, property address with zip code and telephone number.

Currently working with Jaya Dillard and William McBroom with the Visitors & Conventions Bureau. Also working with Linda LaCerva with Vilano Beach Main Street.

Please list event related expenditures expected in St. Johns County. Attach a separate sheet if needed.

\$EXPENSE	PURPOSE
\$130,000	Gasoline
\$137,000	Lodging
\$85,000	Bait, Tackle, Ice, Fishing Supplies
\$80,000	Food & Entertainment
\$18,000	Dockage/Slip Rentals/Trailer Storage
\$10,000	Tent/Equipment Rentals
\$4,500	Graphic Design & Signage

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		\$3,500
Housing		\$1,500
Food		\$3,000
Sanction Fee		
Site Fees		\$80
Rights/Guarantees Fees		
Officials		
Awards*	\$130,000	\$106,000
Equipment		\$4,000
Rentals		\$10,000
Insurance		\$1,500
Security		\$700
Labor		\$7,000
Marketing/Promotions	\$20,000	\$35,000
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
Weigh-In Live Stream & Video Production		\$17,000
Apparel		\$22,000
Merchant/Credit Card Fees		\$5,000
Captains Buckets		\$10,000
St Augustine HS Football Team Donation		\$7,500
The Daily's Foundation Donation		\$7,500
St Johns Cty Fire Rescue Jr Lifeguard Donation		\$3,000
Women's Refuge of St Johns Cty Donation		\$3,000
Two Titmice Foundation Donation		\$8,000
	SUBTOTALS: \$	\$ 253,280 + \$150
	TOTAL EXPENSE	\$ 403,280

*Awards and administrative expenses are not allowable reimbursement items for TDC Funds.

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: TM

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: TM

3. A comprehensive Sponsorship Packet

Staff (initial) received: TM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TM

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: TM

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: TM

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: TM

Applicant agrees that the information provided is accurate.

Applicant signature:

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial TM

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

See attached.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:.

The permitting process is under way for the Vilano Beach Pier. We are working with Teddy Meyer and Danielle Fountain.

PARTICIPATION

Number of Teams	600	Number of Individual Competitors	2,500
Number of Coaches/Trainers		Number of Spectators	150

Provide a description of the participants & include team names & geographic & qualifying criteria.

Fishing teams will travel from throughout Florida, Georgia, and South Carolina to participate in the Old School Kingfish Shootout. We anticipate more than 300 Lady Anglers & 350 Junior Anglers.

We have a Traveling Angler Bonus Category for teams with captains that live 90+ miles away from the Vilano Beach Pier. The category pays out three places - \$1,500 for 1st, \$750 for 2nd, and \$250 for 3rd.

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

T. Meyer Date 12-19-23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

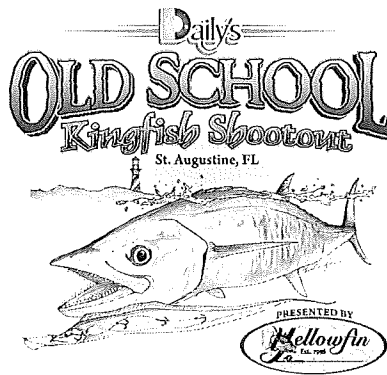
Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent



The Daily's Old School Kingfish Shootout Presented By Yellowfin is the Largest Kingfish Tournament in the World and we are proud to host it in St Johns County. Our event has become a family favorite, with record numbers of lady anglers and junior anglers participating each year. The "Old School" creates a level playing field for all anglers by having tight boundaries, with all boats fishing inside of 3 miles offshore. This allows crews with small boats to compete for great prizes with big boats that otherwise would have a huge advantage. We have even had jet skis and kayaks register! The "Old School" is now the official kickoff of summer fishing, always being held the second Saturday of June.

We have met with Susan Philips and her team at the St Johns County Visitors and Conventions Bureau and are looking forward to working with them to promote our event and encourage participants to plan a vacation around their participation the Old School Kingfish Shootout.

We have also met with Linda LaCerva from Vilano Beach Main Street and are working on planning a fishing themed festival along Main Street in Vilano Beach in conjunction with the tournament weigh-in. This would encourage community involvement from those not participating in our event and help promote fishing to kids and families.

Our goal is to continue to make the Old School Kingfish Shootout the best kingfish tournament in the country. We are always exploring ways to make it bigger and better and ways to give back to the great community that supports our event.

(A) 2024 Daily's Old School Kingfish Shootout Presented By Yellowfin Marketing Plan

For 2024, we are planning to have a very aggressive marketing plan to target local fishermen, as well as fishermen across the southeast. We are planning to market heavily outside of the area to draw more boats from South and Central Florida, Georgia, and South Carolina. We have a Traveling Angler Bonus Category for registrants that live

90+ miles away from the Vilano Beach Pier. We are working with a partner that is providing trailer storage that will help us attract more fisherman and encourage more heads in beds if they have somewhere to keep their trailer. Additionally, we are working with the St Johns Visitors and Conventions Bureau to promote the area and encourage fishing teams to plan a vacation in St Johns County around the tournament.

2,500 Tournament Brochures Distributed to Tackle Shops Throughout Northeast Florida, Central Florida and Southeast Georgia

200 Posters Distributed to Daily's Dash Locations and Tackle Shops Throughout Northeast Florida, Central Florida, and Southeast Georgia

Digital Signage and Window Advertising at all Daily's Locations

8,000 Brochures Distributed at Jacksonville Jumbo Shrimp Games

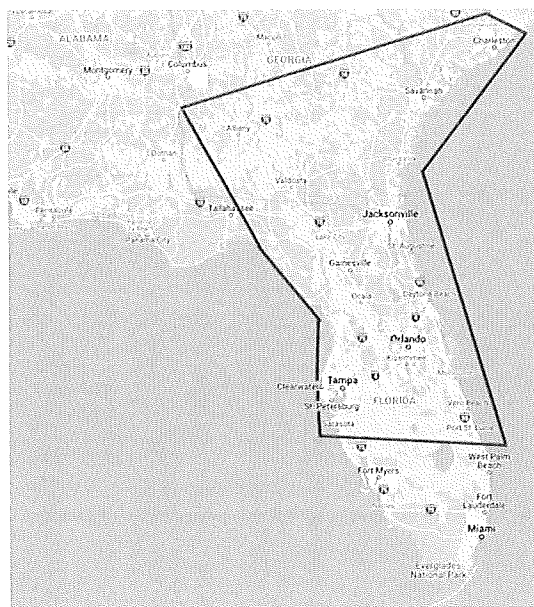
Grand Prize Boat - 21' Yellowfin Bay Boat with Yamaha 200HP 4-Stroke and AmeraTrail Trailer (Valued at \$110,000) - Showcased at Events Throughout Northeast Florida

Radio:

- 2-Month Radio Schedule on 107.3 Planet Radio (WWJK-FM)
- 2-Month Radio Schedule on 99.1 (WQIK-FM)
- 2-Month Radio Schedule on 1010XL/92.5FM Jax Sports Radio
- In-Studio Appearance and Live Call-In Segments on Brent & Friends with Brent Martineau on ESPN690
- In-Studio Appearance and Live Call-In Segments on The Outdoors Show with Captain Kevin Faver, Jeff Lageman, and Captain Kirk Waltz on 1010XL/92.5FM
- Live Call-In Segments on the Fishing Forecast (with Kevin Faver (1010XL/92.5FM)
- Live Call-In Segments on Florida Sportsman Magazine Live with Rick Ryals and Roger Walker on ESPN 690AM
- Three Month Radio Promotion on ESPN690
- One Month Radio Promotion on 107.3 Planet Radio
- 2-Week Radio Promotion on 99.1 WQIK

Social Media:

- Comprehensive Social Media Marketing Ad Plan
 - o 3-Month Campaign
 - o 15 Different Ads on Facebook and Instagram
 - o Campaigns Targeting Past Participants and People with a Saltwater Fishing License Throughout Florida, Georgia, and Coastal South Carolina
 - o Social Media Campaign Marketing Area:





- Promote the Tournament with Posts on the following social media pages:
 - o Old School Kingfish Shootout 3,400 Facebook Followers/2,300 Instagram Followers
 - o Northeast Florida Wahoo Shootout 6,300 Facebook Followers/4,100 Instagram Followers
 - o Yellowfin 39,000 Facebook Followers/20,400 Followers
 - o Strike-Zone Fishing 20,000 Facebook Followers/4,400 Instagram Followers
 - o 107.3 Planet Radio 9,000 Facebook Followers/4,900 Instagram Followers
 - o 99.1 WQIK 95,000 Facebook Followers/16,900 Instagram Followers
 - o Brent Martineau Twitter 36,500 Twitter Followers
 - o Brent & Friends with Brent Martineau on ESPN 690 is Live Streamed on Facebook (3,500 Followers), YouTube (3,790 Subscribers), Twitter (6,600 Followers)
 - o AmeraTrail Trailers 2,500 Facebook Followers/4,100 Instagram Followers
 - o The Bait Shack 2,600 Facebook Followers/1,600 Instagram Followers
 - o Browns Creek Fish Camp 10,000 Facebook Followers
 - o Two Titmice Vodka 2,400 Facebook Followers/ 3,100 Instagram Followers

- 904 Happy Hour Partnership
 - o 904HappyHour.com, Facebook (170,000 Followers), Instagram (151,000 Followers)
 - o Sponsored Ads
 - o Website Article
 - o Story Posts on Instagram and Facebook
 - o Weekend Guide Feature
 - o More Information About 904 Happy Hour:

North Florida's Modern Media

Followers

300K+


Age 25 - 55
80% of our audience

65% | 35%
women | men

Appx. Reach

 **3.8m**
Monthly Unique Viewers

Media Coverage Map





Only POSITIVE News

904 Happy Hour is so much more than a digital resource to find things to do in Jax. Our purpose and mission is to share love and excitement for the 904 and surrounding areas through positive and happy news. This core purpose, with compelling photography and a true passion for Jacksonville, keeps our community coming back for more.

Jacksonville's #1 Digital Influencer

Founded 11 years ago by a 3rd generation Jacksonville native, 904 Happy Hour has grown to reach approximately 3.8 million people every month through our website, social media, email newsletter, and special events.

(904) HAPPY HOUR

 @904happyhour  904happyhour.com

E-Mail Marketing:

- Emails Promoting the Tournament to Following Email Databases:
 - o Shootout Tournament Series Database (1,800 Email Addresses)
 - o Strike-Zone Fishing Jacksonville Database (10,000 Email Addresses)
 - o Strike-Zone Fishing Melbourne Database (3,500 Email Addresses)
 - o Strike-Zone Fly Fishing Database (6,500 Email Addresses)
 - o Yellowfin Yachts Database

Tournament Weigh-In Live Stream:

- A Professional Crew Will Be Live Streaming the Entire Weigh-In on Facebook Live, the Tournament Website, and YouTube
- Multiple Cameras Including at Least One Drone That Can Feature Aerial Views of St Augustine
- Opportunity to Insert Visit St Augustine Commercials
- Over 18,000 Views Last Year

- The Live Stream Will Be Saved on YouTube and Facebook for Future Viewing

(B) Event Attendance Monitoring Plan

- Registration Info Will Include City/State/Zip Information
- Overnight Planning Questions Added to Registration Form
 - o Are You Planning To Stay Overnight?
 - o If Yes, How Many Rooms?
 - o If Yes, How Many Nights?
- Hotel Tracking Codes Will Help Track "Heads in Beds"
- A Survey Will Be Part of the Registration Process at the Captains Meeting to Track
 - o Are You Staying Overnight?
 - o How Many Nights?
 - o How Many In Your Party?
 - o Zip Code?

(C) Historical Figures

- 2020
 - o 1st Year for the Old School Kingfish Shootout
 - o 643 Boats Amid the Covid-19 Pandemic
 - o One of the Largest Kingfish Tournaments in the World
 - o Over 2,500 Anglers
 - o Boats From Florida, Georgia, South Carolina, North Carolina, & Alabama
 - o 75% of Registrations From Outside St Johns County
- 2021
 - o 520 Boats
 - o One of the Largest Kingfish Tournaments in the World
 - o Over 2,000 Anglers
 - o Boats From Florida, Georgia, South Carolina, and North Carolina
 - o 72% of Registration From Outside St Johns County
- 2022
 - o 521 Boats
 - o One of the Largest Kingfish Tournaments in the World
 - o Over 2,000 Anglers, Including 250 Registered Lady Anglers and 200 Registered Junior Anglers
 - o Boats from Florida, Georgia, South Carolina, and Pennsylvania
 - o 80% of Registrations From Outside of St Johns County
 - o Over 500 Overnight Stays Generated
 - o \$254,000 Additional Economic Impact to St Johns County From Visiting Fishing Teams Spending Money on Gas, Bait & Tackle, Food & Entertainment, and Boat Storage or Slip Rentals
 - o \$6,500 Donated to the St Augustine High School Football Team From the Proceeds of the Kingfish That Were Donated
- 2023

- 654 Boats
- The Largest Kingfish Tournament in the World
- Over 2,650 Anglers, Including 300 Registered Lady Anglers and 350 Registered Junior Anglers
- Boats from Florida, Georgia, South Carolina, Alabama, and Pennsylvania
- 76% of Registrations from Outside of St Johns County
- Over 580 Overnight Stays Generated
- \$327,250 Additional Economic Impact to St Johns County from Visiting Fishing Teams Spending Money on Gas, Bait & Tackle, Food & Entertainment, and Boat Storage or Slip Rentals

(D)Other Organizer Events

Northeast Florida Wahoo Shootout

- Started in 2011
- Largest Wahoo Tournament in the World
- Over 125 Boats Every Year Since 2014
- 217 Boats in 2023
- Over 1,200 Anglers
- 2024 Dates:
 - Kickoff Party – February 3, 2024
 - Event Held at the St Augustine Rod & Gun Club
 - Over 1,000 in Attendance
 - Fishing Dates - February 9 – March 30
 - Teams Pick 2 Days to Fish Over 50-Day Period
 - Weigh-In at Strike-Zone Fishing in Jacksonville
 - Awards Party – April 2
 - Event Held at the St Augustine Fish House
 - Over 300 People Expected
- www.WahooShootout.com

Northeast Florida Kingfish Shootout

- Started in 2011
- Over 100 Boats Annually
- Based in Jacksonville & St Augustine
- The Northeast Florida Kingfish Shootout Has Been Replaced With the Old School Kingfish Shootout

Northeast Florida Dolphin/Tuna/Wahoo Shootout

- Took Place in 2017
- Over 100 Boats Participated

Tournament Director

- Paul Dozier

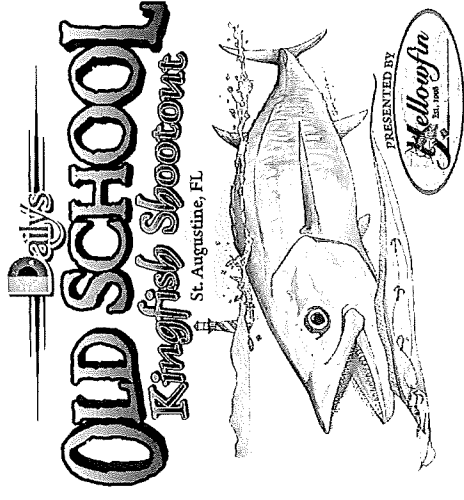
- 904-669-3417

Tournament Manager

- Lauren Dozier
- 904-626-3727

(E) Community Outreach

- \$7,500 Donated to the St Augustine High School Football Team
 - o Coach Braddock and Members of the Football Team Help on the Docks During Weigh-In
- \$3,000 Donated to the St Johns County Fire Rescue Junior Lifeguard Program
 - o We Plan to Partner With the SJCFR Team to Promote the Junior Lifeguard Program and It's Initiatives
- \$8,200 Donated to the Two Titmice Foundation
 - o Provides Non-Medical Financial Support for Breast Cancer Patients Undergoing Treatment
- \$3,000 Donated to The Women's Refuge of St John's County
 - o A Residential Program Where Women Can Start Over With a New Understanding of God's Love, Purpose, and Plan For Their Lives

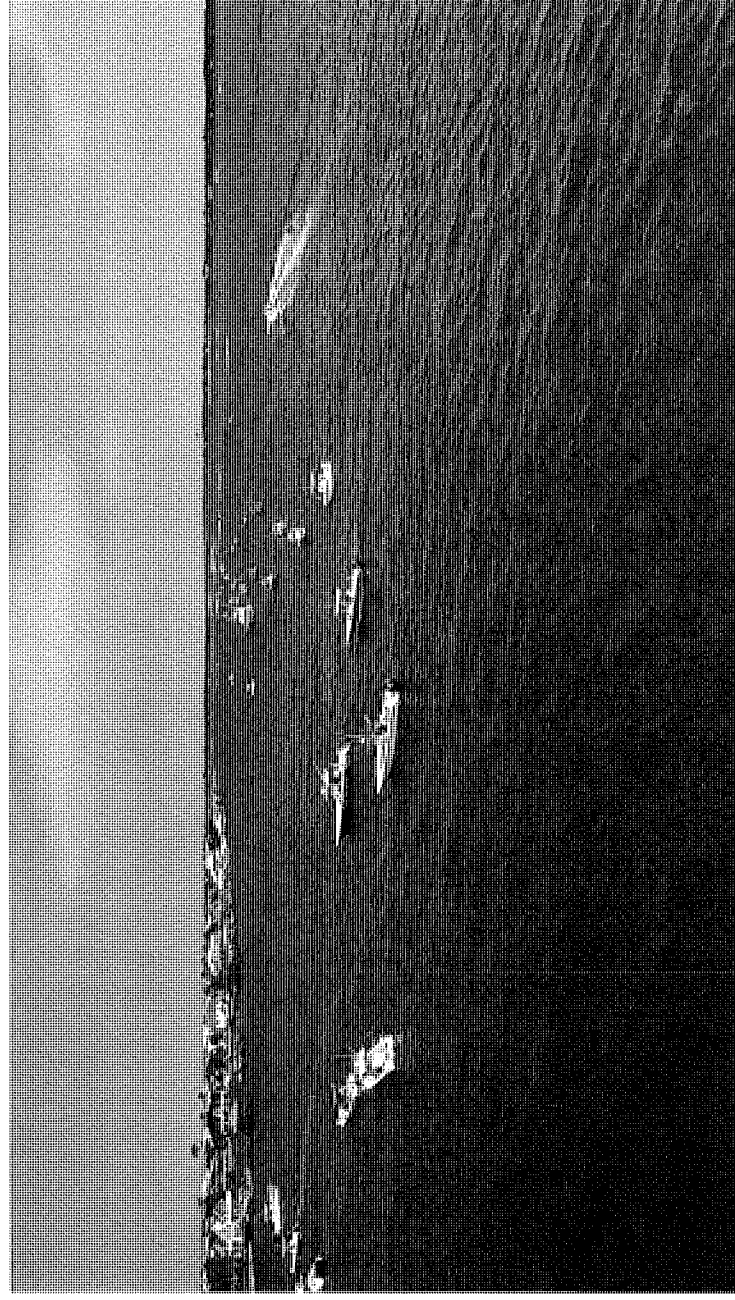


2024 Daily's Old School Kingfish Shootout Presented By Yellowfin

The Largest Kingfish Tournament in the World

June 7 - 9, 2024

2023 Old School Kingfish Shootout Recap Video



2023 Old School Kingfish Shootout Recap

Attendance Highlights:

- 654 Boats
 - Over 2,600 Anglers
- Hugely Popular with Families
 - 344 Registered Lady Anglers
 - 350 Registered Junior Anglers
- Teams from Florida, Georgia, South Carolina, Mississippi, North Carolina, Ohio & Pennsylvania
- 75% of Registrations From Outside of St Johns County



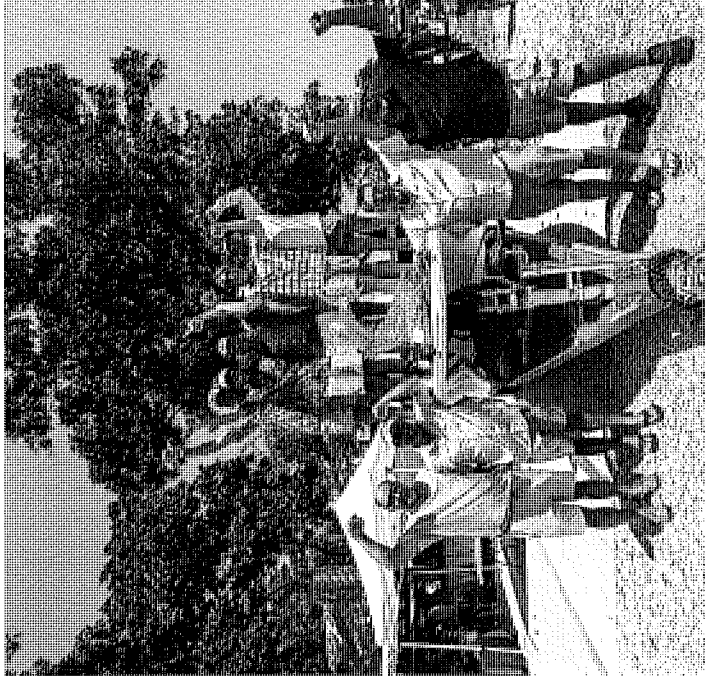
2023 Old School Kingfish Shootout Recap



Community Outreach:

- \$7,500 Donated to the St Augustine High School Football Team
- \$8,200 Donated to the Two Titmice Foundation
- \$3,000 Donated to the St Johns County Fire Rescue Marine Rescue Junior Lifeguard Program
- \$3,000 Donated to The Women's Refuge of St Johns County

2024 Old School Kingfish Shootout Plans



Marketing Initiatives

- Grand Prize - 21' Yellowfin Bay Boat Worth \$110,000
- Aggressive Marketing Strategy Targeting the Entire Southeast
- Heads in Beds Bonus
- Live Stream of the Weigh-In
 - Full Production
 - Including Multiple Cameras, Drone Footage of the St Augustine and the Vilano Beach Pier, and Florida's Historic Coast Commercials

2024 Old School Kingfish Shootout Plans

New Initiatives for 2024

- Working with Susan Philips and the SJC Visitors & Conventions Bureau
 - Improve Relationship with Hotels and Tracking Capabilities
- Partnering with Linda LeCerva and Vilano Beach Main Street
 - Discussing Adding a Festival in Conjunction with the Weigh-In
- Adding a Kids Fishing Clinic For Underserved Youth in St Johns County



TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

New Horizon Entertainment, LLC

Funding request from New Horizon Entertainment, LLC for the River City Wrestling Con, scheduled June 8 – 9, 2024. The event will be held at the St. Johns County Convention Center Renaissance Resort in World Golf Village.

River City Wrestling Con is a pro wrestling and mixed martial arts celebration, with live celebrity appearances as well as live wrestling matches.

The application was reviewed by the Recreation Advisory Board at their January 10th meeting and recommended for funding in the amount of \$12,500. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	JUNE 8-9, 2024
Event Name	RIVER CITY WRESTLING CON
Sport	Sports and Entertainment (Pro Wrestling, Mixed Martial Arts, Football, Basketball, and More)
Legal Name of Host Organization	NEW HORIZON ENTERTAINMENT, LLC
Organization/Event Website	WWW.RIVERCITYWRESTLINGCON.COM

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	NICHOLAS BATEH	Cell Phone Number	904-240-2447
Email Address	NICK@NEWHORIZONENTERTAINMENT.US		
Total Event Budget Amount	\$200,000	Grant Amount Requested	\$25,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/in-kind value.

N/A

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

SAINT JOHNS COUNTY CONVENTION CENTER / RENAISSANCE HOTEL / WORLD GOLF VILLAGE RESORT

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

N/A

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) 100 X (B) 3 X (C) 174.13 = \$ 52,239

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) 4 X (B) 3 X (C) 174.13 = \$ 2,089

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) 3000 X (B) 3 X (C) 174.13 = \$ 1,567,170

Please list the hotels that have been secured for the event(s). Include the hotel name and contact person, property address with zip code and telephone number.

World Golf Village Renaissance St. Augustine Resort
 500 S Legacy Trail, St. Augustine, FL 32092
 (904) 940-8000
 Contact: Morgan Lewis, Sales Manager, 904.940.8636
 Amber Goembel, Event Services Manager, 904.940.859

*** All Accomodations Data Are Estimates. ***

Please list event related expenditures expected in St. Johns County. Attach a separate sheet if needed.

\$EXPENSE	PURPOSE
\$35000	Production Related Rental Equipment Including Venue
\$7000	Lodging
\$1000	Misc. Food

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: TM

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: TM

3. A comprehensive Sponsorship Packet

Staff (initial) received: TM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TM

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: TM

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: TM

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: TM

Applicant agrees that the information provided is accurate.

Applicant signature:

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial TM

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

River City Wrestling Con (RCWC) is Florida's annual weekend-long pro wrestling and mixed martial arts celebration. Each event features nearly 100 celebrity appearances, live wrestling matches, Q&A panels, and interactive family-friendly experiences. After achieving continued success in downtown Jacksonville, RCWC plans to make the Renaissance Hotel in St. Augustine, Florida its new home going forward.

RCWC aspires to collaborate with local government organizations and municipalities to establish ourselves as community stakeholders. Leading up to RCWC 2024, we plan to host a press conference at a St. Augustine-based restaurant announcing event details and headline guest appearances. Furthermore, we will allocate free exhibitor booths at RCWC for select St. Johns County businesses and non-profit organizations alongside having wrestlers volunteer at community organizations.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:

Saint Johns County Convention Center (Venue)

Sport/Activity includes pro wrestling and mixed martial arts.

PARTICIPATION

Number of Teams	See Below	Number of Individual Competitors	50
Number of Coaches/Trainers	See Below	Number of Spectators	3000

Provide a description of the participants & include team names & geographic & qualifying criteria.

River City Wrestling Con (RCWC) will feature live wrestling matches throughout the duration of the event. There will be approximately 50 wrestlers competing and three referees on location. Medical staff will be on-site for additional safety procedures. Pro wrestling does not follow a standard sporting event structure.

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

T. Meyer Date 12-19-23

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent



Event Overview

River City Wrestling Con Audience
Breakdown & Live Event Metrics

JUNE 8-9

2024

Website

www.rivercitywrestlingcon.com

Introduction

Connect with upper middle class families through live interactive experiences.



River City Wrestling Con is a minority-owned weekend-long sports entertainment celebration. RCWC captures the exhilarating culture of pro wrestling fandom by combining celebrity meet and greets with interactive family-friendly experiences.



Who We Are

River City Wrestling Con (RCWC) is a minority-owned weekend-long sports entertainment celebration.

Due to growing attendance and logistical constraints, RCWC will move operations to the World Golf Village in St. Augustine, FL.

Each event features celebrity meet and greets, live wrestling matches, Q&A panels, and various interactive live attractions.



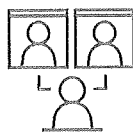
2019

RCWC is founded



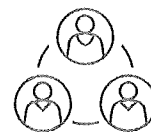
15M+

2023 Social Media Reach



80

Featured Celebrities

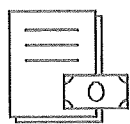


3000

2023 Attendance

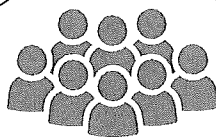
Audience Metrics

RCWC collects a broad Southeastern family audience. The average attendee is 35, has at least two kids, and a median income of \$82,000. A majority of RCWC attendees have graduated college.



\$82k

Average Audience
Income



40%

Travel 150 Miles or
More to Attend



70%

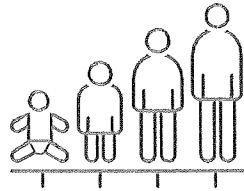
Attendees are Male

Audience Metrics



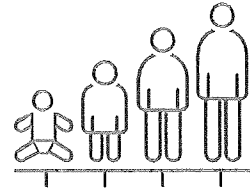
60%

Reside in Northeast Florida



29%

Of Attendees are 35-44



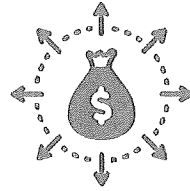
26%

Of Attendees are 25-34



77%

Graduated College



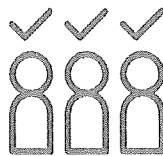
\$500

Average Attendee Spend



63%

Have Two Kids
10 and Under



43%

Attended Previous Events



75%

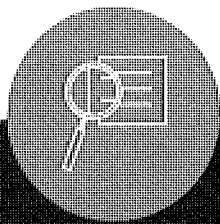
Are Homeowners



34%

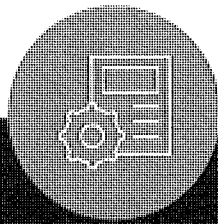
Have Annual Income
100k or Greater

Audience Connection



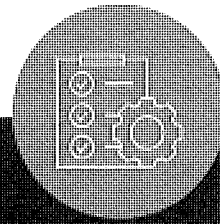
Email List

RCWC's official email list boasts an active and engaged group of fans with a **40% open rate** and **23% click-through rate**.



Engagement

RCWC's digital marketing campaign featured a **7% engagement rate** between January and June 2023.

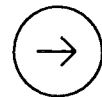


Reach

RCWC generates millions of social impressions both days. 2023 alone generated over **15 million**.



Engagement Opportunities



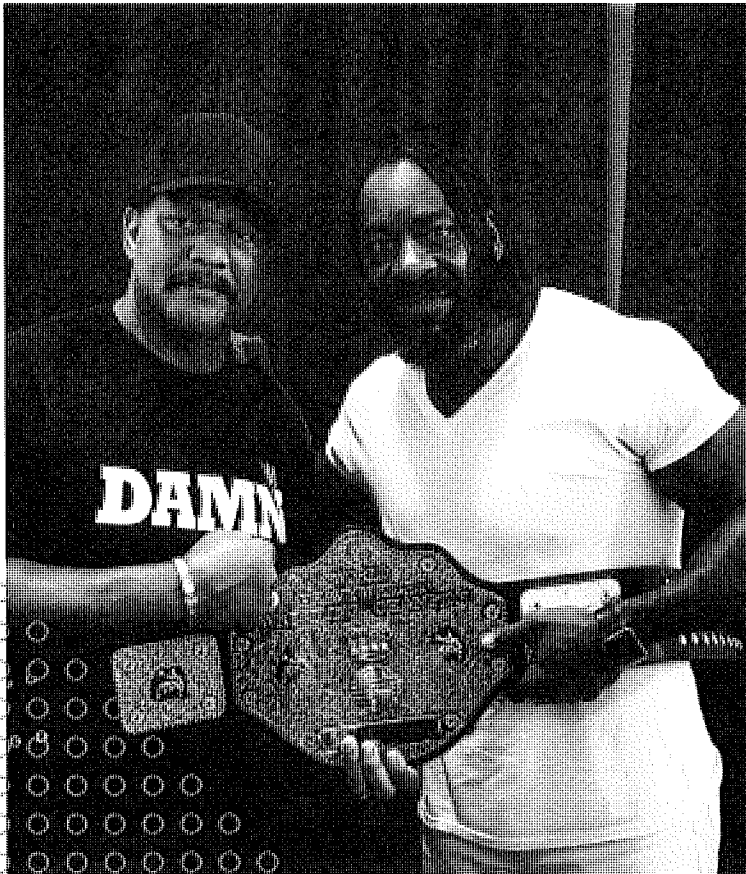
Logo Placement on Event Materials	Exhibitor Opportunities	Social Media Marketing
Hosting Featured Celebrities	Naming Rights	Hosting Q&A Panels
Hosting Live Wrestling Matches	Hosting Gaming Tournaments	Hosting Costume Contests
Product Sampling Opportunities	Digital Advertising	What Are We Missing? That's for You to Decide...

All RCWC sponsors receive the following benefits as a starting point, but we don't stop there. Our goal is to develop an engagement opportunity designed to attract your target audience in meaningful ways. RCWC will collaborate with your business to develop the ideal strategy to achieve your goals.

Contact

Let's Connect!

And achieve your marketing goals.



**Nick
Bateh**



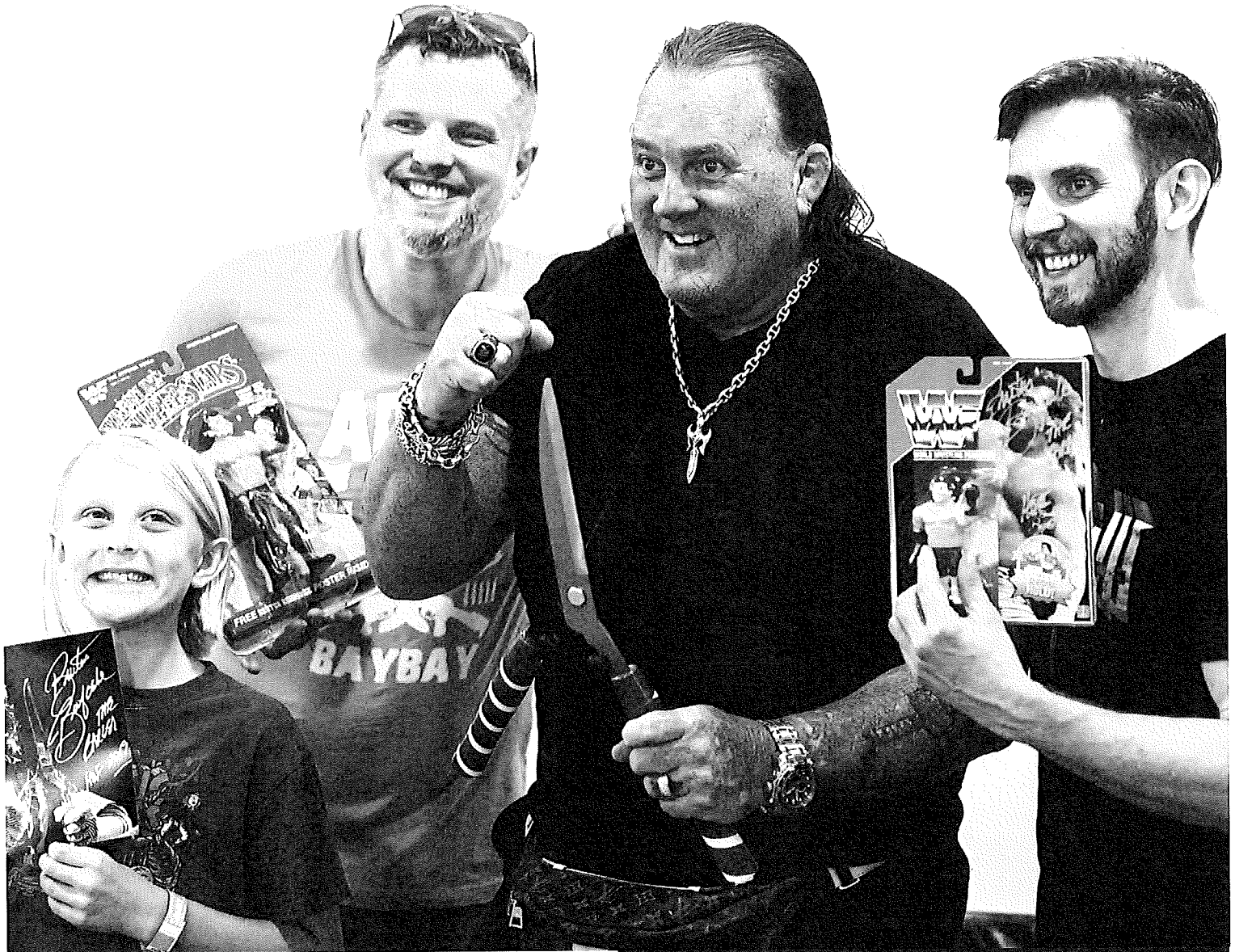
904-240-2447



nick@newhorizontertainment.us



www.rivercitywrestling.com



EVENT HISTORY

June 8-9,
2024

Presented to
Saint Johns County

Presented by
Nick Bateh



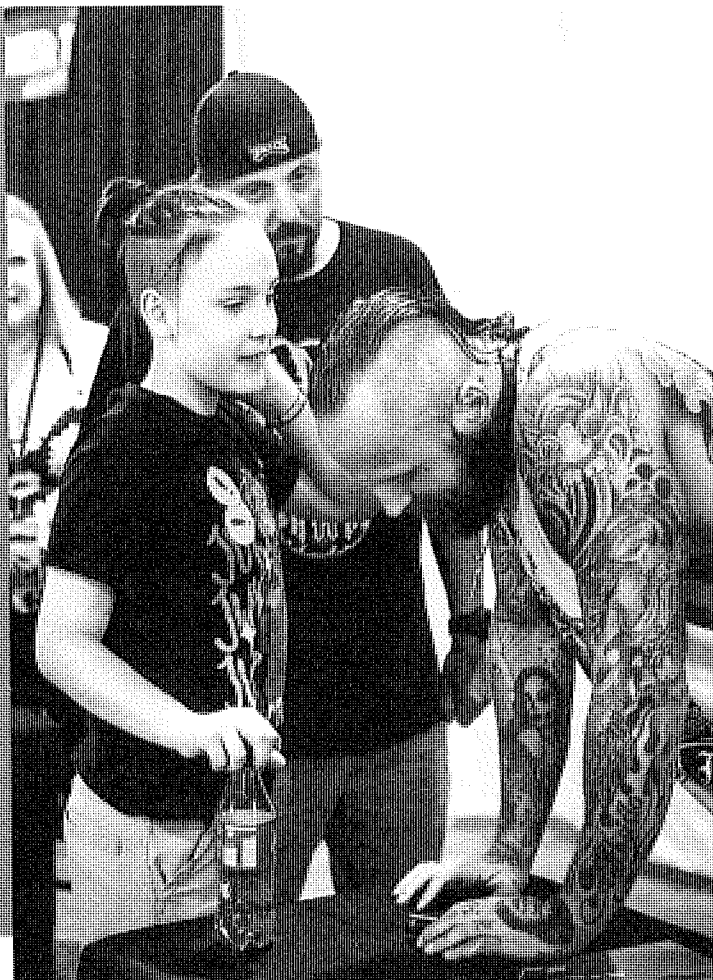
PREVIOUS EVENTS

From 2019 until 2023, RCWC operated annually at the Jacksonville Fairgrounds in Jacksonville, Florida.

Contact: Lisa Thomas

Email: lisa@jacksonvillefair.com

Address: 510 Fairground Pl, Jacksonville, FL 32207



2019

JUNE 29, 2019

Attendance: 500

Headline Names Include: NWO (Kevin Nash, Scott Hall, Sean Waltman/X-Pac) Jake Roberts, Ricky Steamboat, Arn Anderson, Tully Blanchard, Barbie Blank, Tenille Dashwood, Barry Windham

2022

JUNE 11-12, 2022

Attendance: 2562

Headline Names Include: Bret Hart, Hardy Boyz, Booker T, Diamond Dallas Page, Kevin Nash, Lisa Marie Varon, Madusa, New Age Outlaws, Malakai Black, Johnny Gargano

2021

JUNE 12-13, 2021

Attendance: 1500

Headline Names Include: Kane, Kurt Angle, Mick Foley, Mark Henry, Carlito, Lex Luger, Steiner Brothers, Ron Simmons, Ted DiBiase, Jerry Lawler, Brutus Beefcake

2023

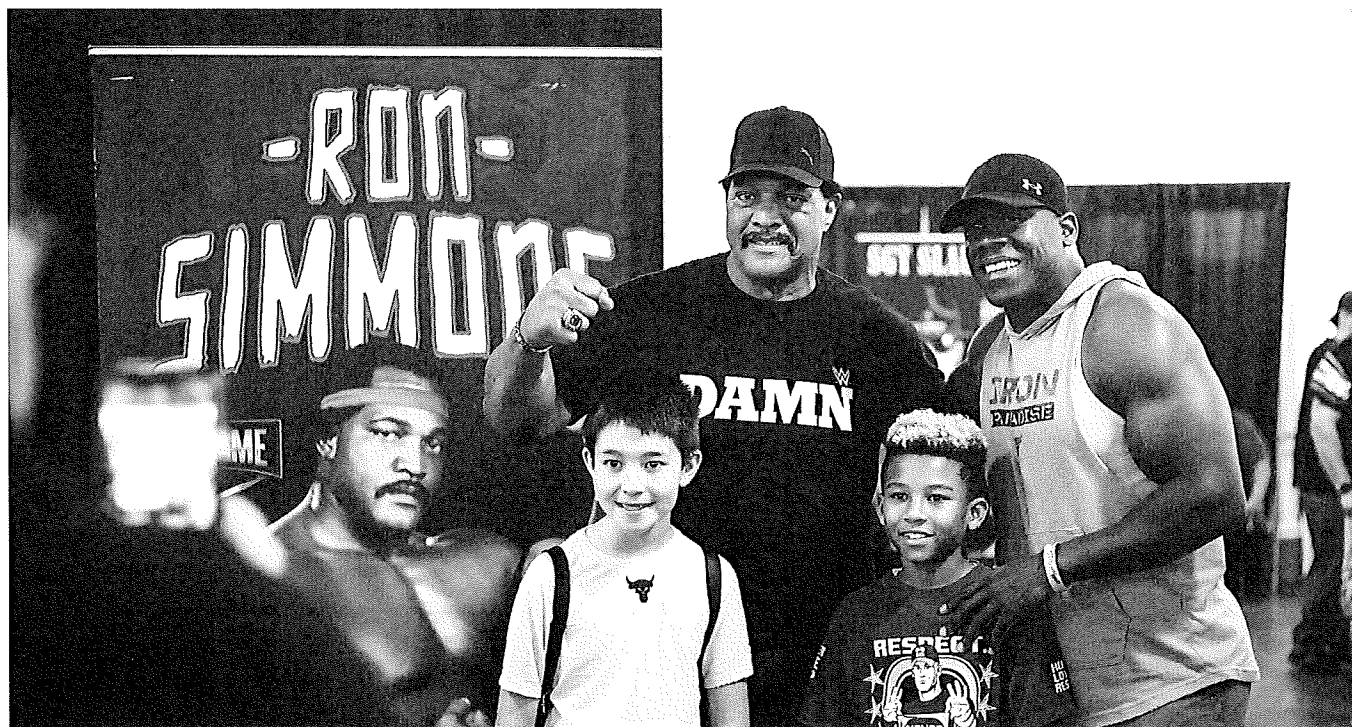
JUNE 10-11, 2023

Attendance: 3000

Headline Names Include: Bryan Danielson, Kurt Angle, Rob Van Dam, Jake Roberts, Hacksaw Jim Duggan, Britt Baker, Thunder Rosa, Toni Storm, Nia Jax, Melina, Abdullah the Butcher

Event Introduction

River City Wrestling Con
Event Analytics



Presented To
Saint Johns
County TDC

Presented by
Nick Bateh

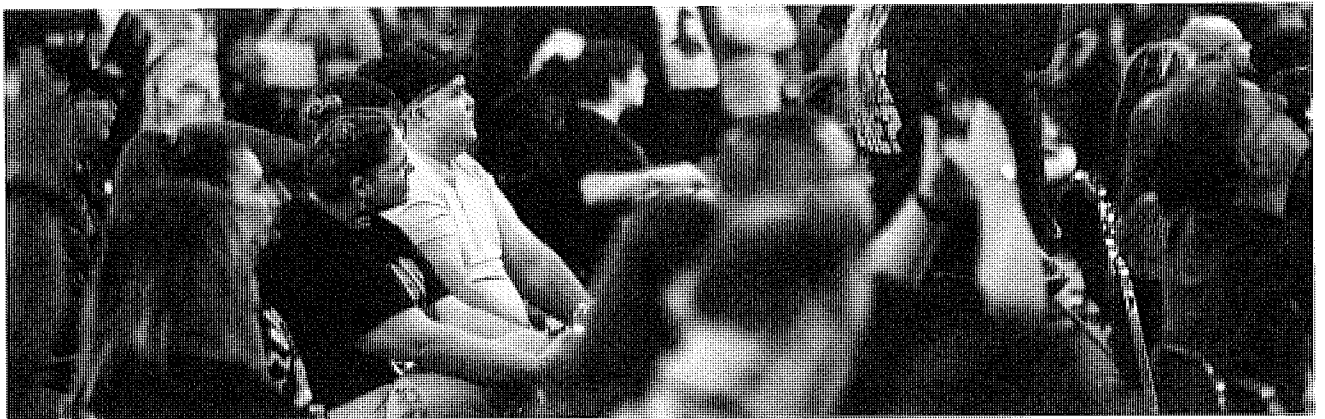
About River City Wrestling Con

River City Wrestling Con (RCWC) is a minority-owned weekend-long celebration of pro wrestling and mixed martial arts. Nick Bateh created RCWC at age 18 as a student gathering at Florida State College at Jacksonville (FSCJ).

Shortly thereafter, Bateh would broaden the event to a fully realized celebration of sports and entertainment fandom at the Jacksonville Fairgrounds with the first official event held June 29, 2019.

RCWC is a family-friendly event with children 10 and under admitted free. Each event features nearly 100 celebrity appearances from globally recognized wrestling superstars, Q&A panels, gaming tournaments, exhibitors, costume contests, and a free live wrestling showcase dubbed "Castillo Chaos".

Due to capacity limitations and logistical challenges, RCWC will bid farewell to the Jacksonville Fairgrounds and move operations to the Saint Johns County Convention Center in St. Augustine, Florida June 8-9, 2024.



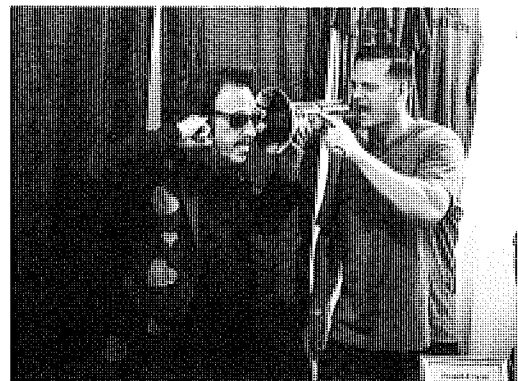
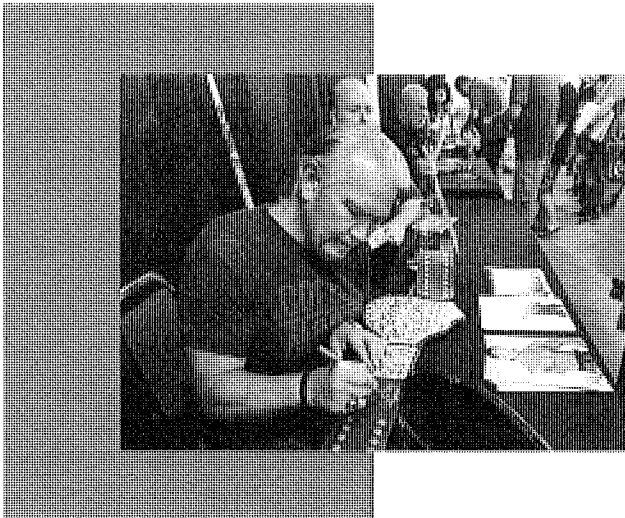
Mission and Vision

Mission

Utilizing the spectacle of pro wrestling as our key ingredient, RCWC continues to capture the culture of sports and entertainment while providing interactive family-friendly fun.

Vision

To work and grow with community stakeholders including state and municipal leaders in a manner that allows RCWC to continue to be part of the overall fabric of local live event excellence.



Marketing Strategy & Milestones

Marketing Budget	Value	Percentage
Phase One	\$4,000	33%
Phase Two	\$4,000	33%
Phase Three	\$4,000	34%
TOTAL	\$12,000	100%

RCWC's goal is to promote Saint Johns County as a world class destination. We will reference the areas historic value into various areas of branding and marketing going forward.

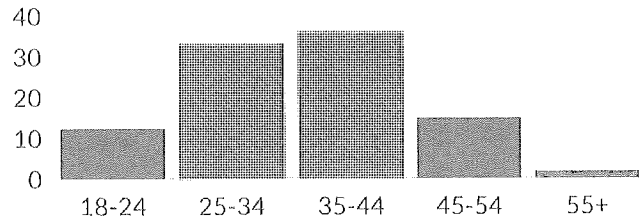
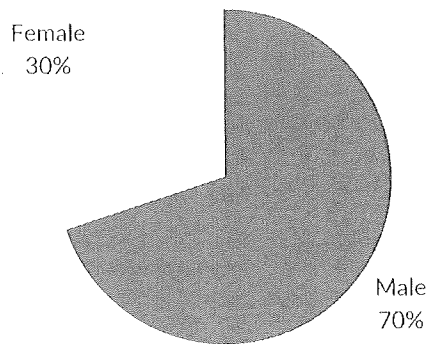
For example, our annual indie wrestling showcase will be renamed to "Castillo Chaos" and feature a pirate theme. Various social media reels and posts will feature images and footage of Saint Johns County.

RCWC marketing combines 'fear of missing out' (FOMO) and destination marketing to effectively execute this formula.

RCWC begins ramping up marketing efforts during the holiday season. Headline guests are strategically announced via social media during WWE's Royal Rumble Premium Live Event.

Our peak marketing efforts launch during WrestleMania season and carry into June. Tasks include targeted marketing efforts in the Southeast; and incorporating Saint Johns County as part of RCWC's brand identity.

Marketing Strategy & Milestones (cont.)



15 M
SOCIAL MEDIA
REACH

RCWC's effective targeted marketing campaign resulted in **15 Million Social Interactions** across both days of 2023's event. RCWC collects a Southeastern-based audience with a median age of 35, generating approximately \$82k per year, and has at least two kids.

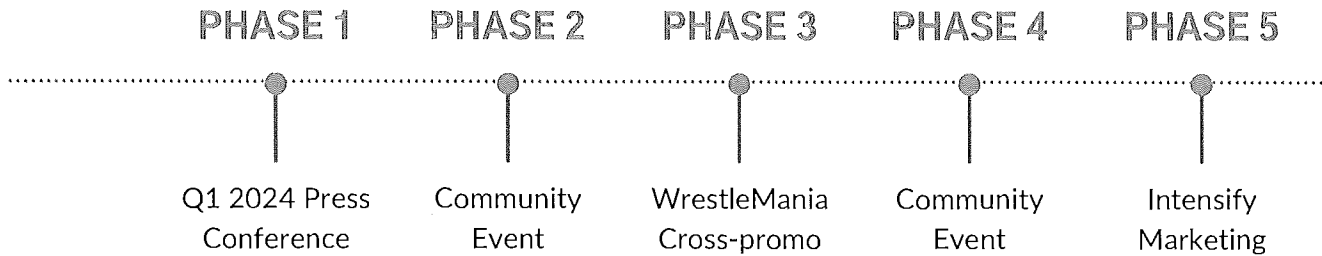
Nearly 40% of all RCWC attendees travel **150 miles or More**. Key areas include Atlanta, Miami, Orlando, Tampa, Charlotte, Manhattan (including Brooklyn, Queens, etc.), Dallas, and San Antonio.

ATM withdrawals indicate the average attendee spends approximately **\$500-\$700** at RCWC. Most spend at least \$200 before entering RCWC on pre-orders for celebrity meet and greets alongside other RCWC live experiences.

RCWC monitors social media growth analytics through Hootsuite, and cross references data with what is reported on Facebook, Instagram, X, and TikTok individually.

Audience data is sourced through ticket purchases via Eventbrite, MailChimp, social media metrics, and targeted email surveys.

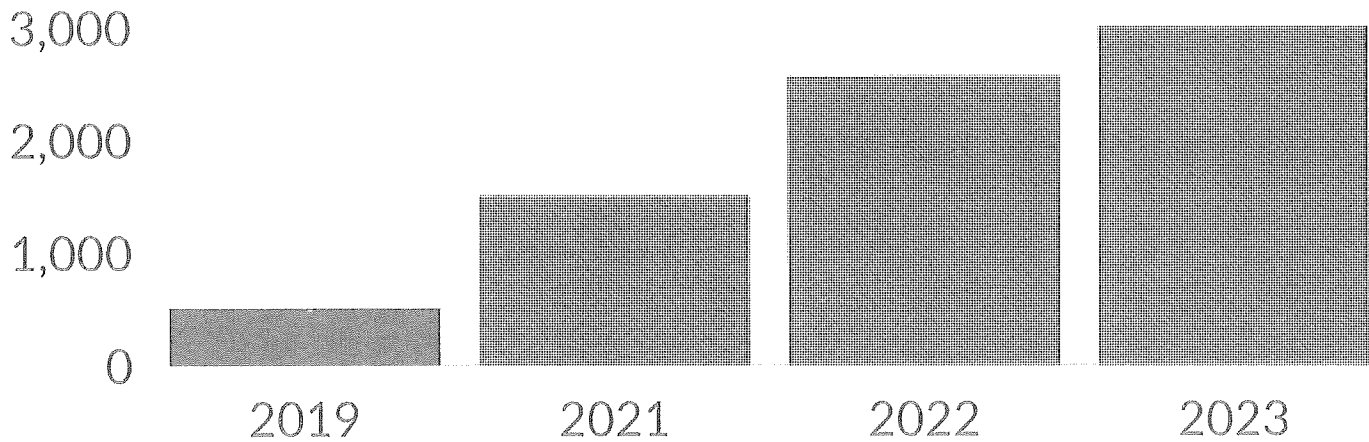
Marketing Timeline



RCWC will adopt Saint Johns County into various digital and print marketing campaigns. Deliverables include...

- Saint Johns County TDC logo on print and digital promotional materials.
- TDC logo on select celebrity guest banners at RCWC 2024.
- Channel 4 News on-site both days promoting Saint Johns County event location/local amenities.
- Images of various Saint Johns County locations featured on social media posts/reels.
- Various celebrity guests posting photos on social media as they explore Saint Johns County.
- Collaborating with Florida's Historic Coast to feature themed items in VIP gift bags.
- Live press conference in Saint Augustine announcing 2024 headline guests hosted by Channel 4 News.
- Email blasts promoting Saint Johns County Attractions

Attendance Monitoring

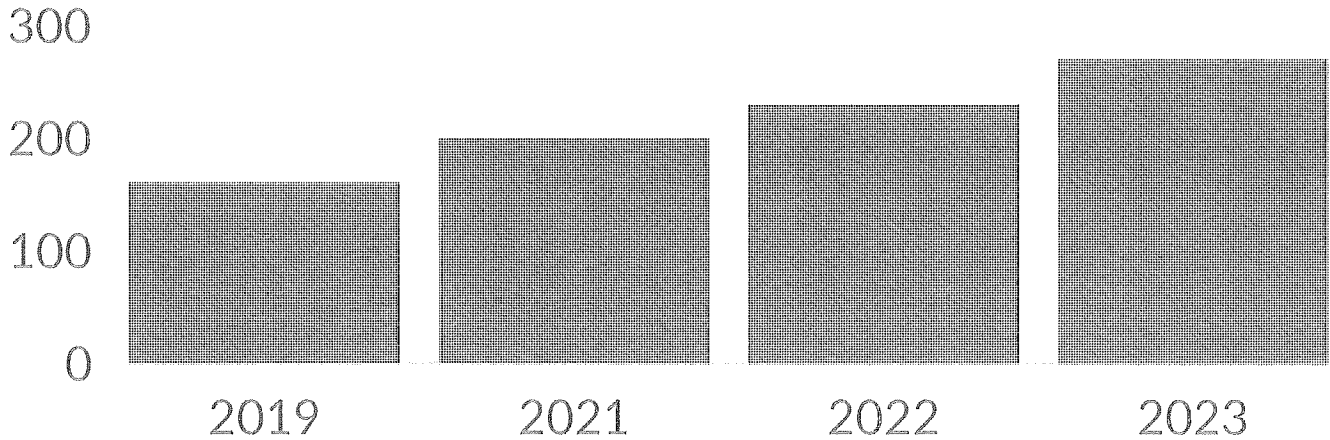


RCWC tracks attendance in real time via Eventbrite, RCWC's official ticketing platform. Alongside timely and accurate sales reports courtesy of Eventbrite, ticket data includes the location the attendee is currently residing, email, and phone number.

Numbers are further verified once attendees redeem their ticket at the live event. Since 2021, RCWC's maintained a consistent 20% or more attendance increase.



Lodging Statistics



RCWC's 2024 host hotel is the Renaissance World Golf Village Resort. From 2019-2023, RCWC partnered with Southbank Hotel at Jacksonville Riverwalk (formerly Lexington) and Marriott Jacksonville Downtown (formerly Omni).

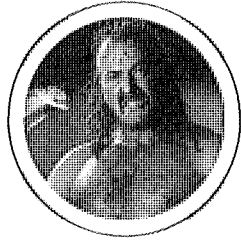
Lodging statistics are tracked via official partner hotels. RCWC is allocated a designated room block each event that are sold at a set rate to RCWC attendees for a limited time.



Past Guests Include...



Ron Simmons



Jake Roberts



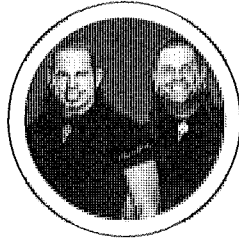
Kevin Nash



Scott Hall



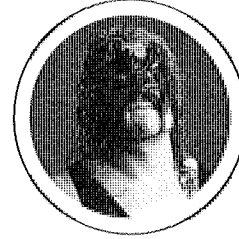
Kurt Angle



Hardy Boys



Bret Hart



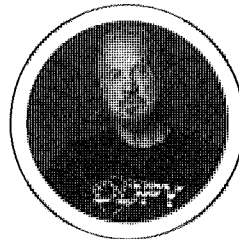
Kane



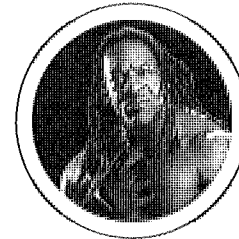
Mick Foley



Rob Van Dam



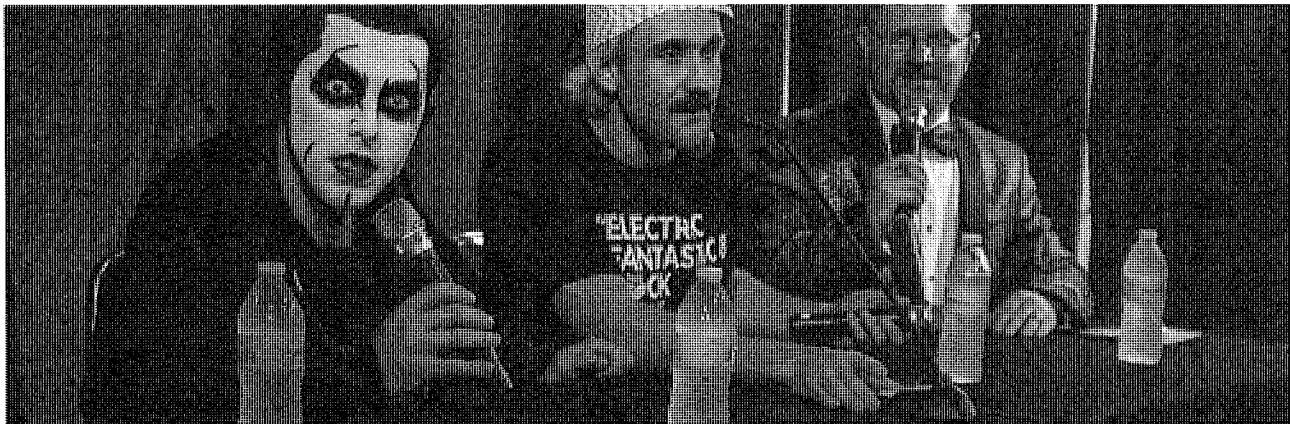
**Diamond
Dallas Page**



Booker T

The RCWC Experience

See what people on social media are interested in.

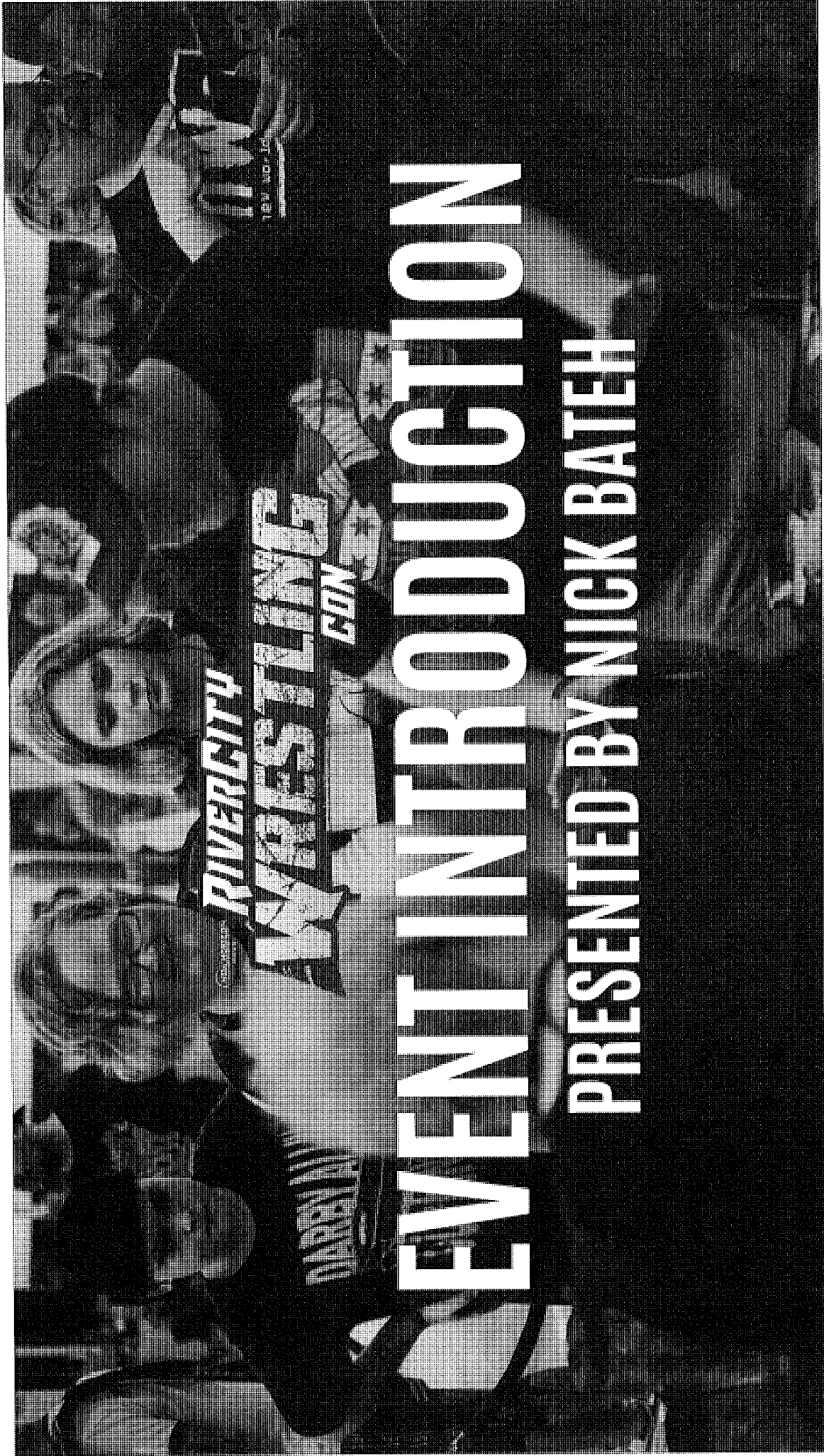


**For inquiries,
contact us.**



www.rivercitywrestlingcon.com
nick@newhorizontertainment.com
904-240-2447





EVENT INTRODUCTION

PRESENTED BY NICK BATEH

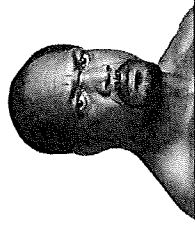


EVENT OVERVIEW

River City Wrestling Con (RCWC) is a minority-owned family-friendly pro wrestling celebration.

RCWC will debut in Saint Johns County **June 8-9, 2024** at the **Saint Johns County Convention Center** in **St. Augustine, Florida.**

PAST GUESTS INCLUDE...



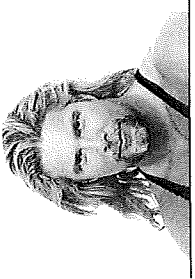
Ron Simmons



Jake Roberts



Scott Hall



Kevin Nash



The Hardy Boyz



Bret Hart



Booker T



Glenn Jacobs/'KANE''



Kurt Angle



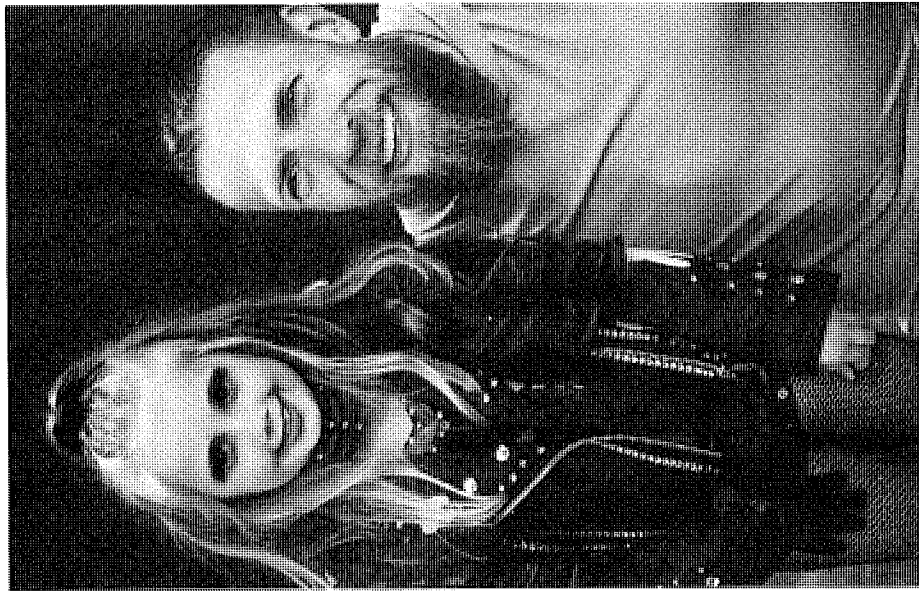
Rob Van Dam



Mick Foley



Diamond Dallas Page



STATISTICS & ANALYTICS

3000

RCWC 2023 Attendance

80

Featured Celebrity Guests

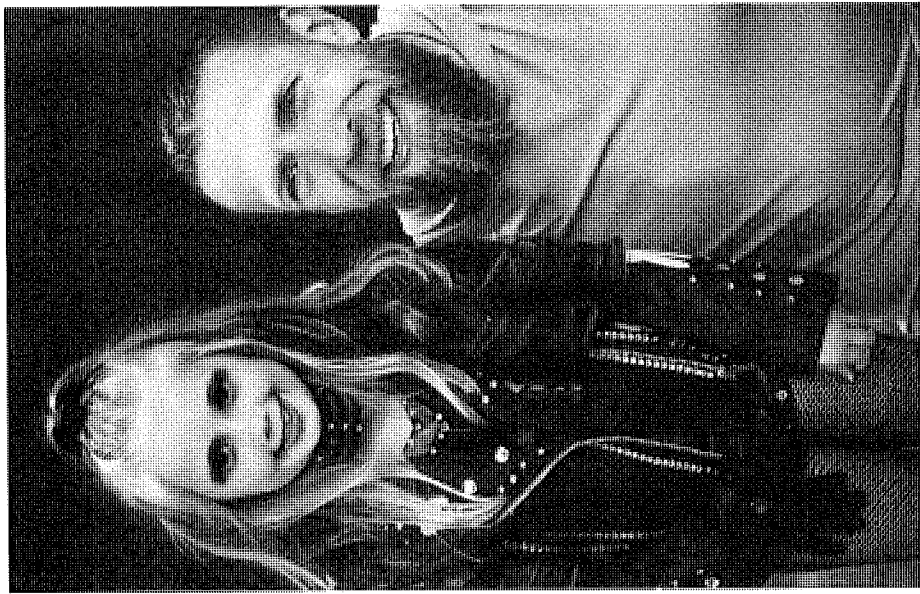
40%

Travel 150 Miles or More to Attend

15M

Combined Social Media Reach
RCWC Weekend 2023

*Data Collected from Ticket Sales, Social Media, ATM Withdrawals, and Local Organizations Since 2019.



STATISTICS & ANALYTICS (CONT.)

35	Average Age of Attendees
\$82k	Average Attendee Income
\$500	Average Attendee Spend RCWC Weekend
270	Room Nights Sold RCWC Weekend 2023

*Data Collected from Ticket Sales, Social Media, ATM Withdrawals, and Local Organizations Since 2019.

DESTINATION MARKETING

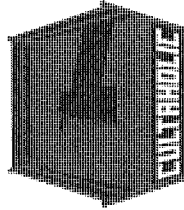
January 2024

Press Conference
& Headline Guest
Announcement

MEDIA COVERAGE

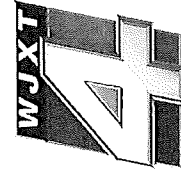
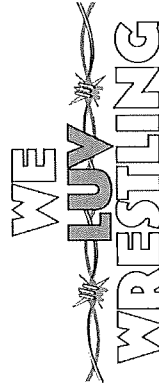
sportskeeda

The Florida Times-Union



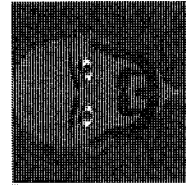
April 2024

WrestleMania
Promotion and
Community Event



May 2024

Intensify Targeted
Ad Campaign and
Community Events

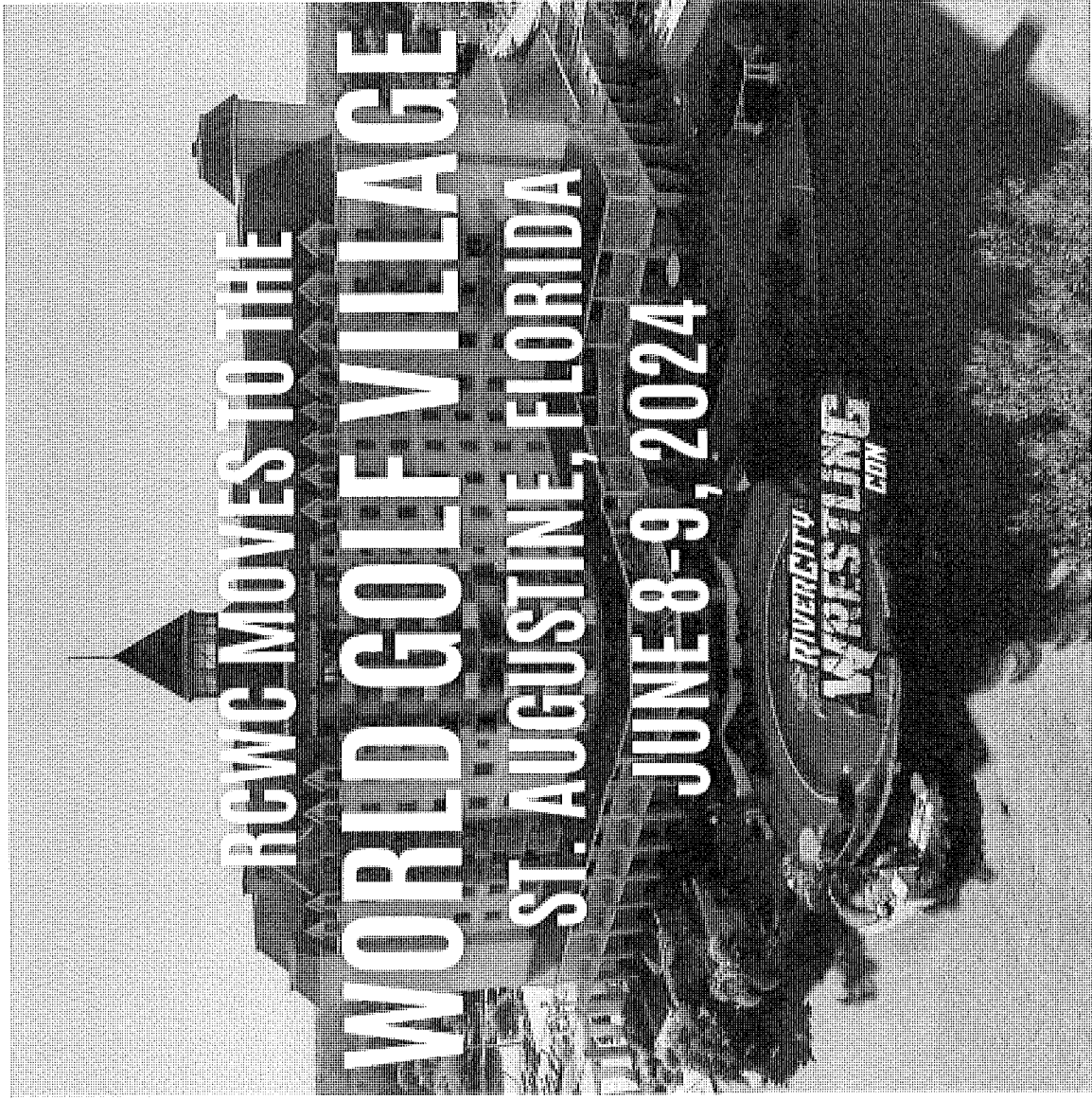


FOLIO
WRESTLING FOLIO

MARKETING EXAMPLES



RCWC 2024 will rebrand its annual live wrestling showcase as "CASTILLO CHAOS", a nod to the culture of St. Augustine.



COMMUNITY IMPACT

RCWC is committed to making St. Augustine our new home going forward. As we transition to Saint Johns County, our goal is to establish ourselves as community stakeholders and give back in many ways including:

- Providing FREE tickets to honor roll students at local schools.
- Volunteering pro wrestlers to participate at local organizations.
- Providing FREE tables to select Saint Johns County nonprofit organizations RCWC weekend.



WHAT WE SEEK

1

PROMOTIONAL PARTERSHIP

Collaborate with Saint Johns County to Promote RCWC as the Premiere Summer Attraction

2

\$20,000 FUNDING

Achieve Grant Funding to Fuel Production Costs and Marketing Initiatives to Continue Attracting Traveling Attendees

PLANS FOR 2024

**RIVERCITY
WRESTLING
CON**

**SATURDAY JUNE 8
& SUNDAY JUNE 9**

RENAISSANCE®

WORLD GOLF VILLAGE RESORT
ST AUGUSTINE

KIDS 10 & UNDER FREE

WWW.RIVERCITYWRESTLINGCON.COM





THANK YOU

2121 Corporate Square Blvd, Ste 165

Jacksonville, FL 32216

904-240-2447

www.rivercitywrestlingcon.com

nick@newhorizontertainment.us

TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

First Coast Sailing Association, Inc.

Funding request from First Coast Sailing Association for St. Augustine Race Week 2024 Sailing Regatta Competition, scheduled April 6 – April 13, 2024.

This is a multi-venue event taking place St. Johns County and the City of St. Augustine. The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$10,000. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	Saturday, April 6-Saturday, April 13, 2024
Event Name	St. Augustine Race Week 2024
Sport	Sailing - Regatta Competition
Legal Name of Host Organization	First Coast Sailing Association, Inc.
Organization/Event Website	www.staugustineraceweek.com

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Daniel E. Floryan	Cell Phone Number	904-687-5145
Email Address	dfloryan1@comcast.net		
Total Event Budget Amount	\$55,000	Grant Amount Requested	\$15,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

This Multi Venue Regatta will be presented throughout the City of St. Augustine and Vilano Beach areas. The City of St. Augustine Marina & Lawn, and Bayfront, Atlantic Offshore, Tolomato River Inshore. The Youth Sailing Invitational Regatta includes Jr. Sailors sailing a series of short races in 420 Dinghies, on the Bayfront in the Matanzas River. Inshore boats will sail north of Vilano Bridge, just north of the St. Augustine Inlet. Offshore boats will do courses close to the Reef Restaurant for viewer enjoyment. Each boat will be adorned with SARW flags.

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: TM

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: TM

3. A comprehensive Sponsorship Packet

Staff (initial) received: TM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TM

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: TM

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: TM

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: TM

Applicant agrees that the information provided is accurate.

Applicant signature:

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial TM

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:

PARTICIPATION

Number of Teams		Number of Individual Competitors	
Number of Coaches/Trainers		Number of Spectators	

Provide a description of the participants & include team names & geographic & qualifying criteria.

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

T. Meyer Date 12-19-23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

- Copy given to Applicant
- Copy given to Maintenance Superintendent

EVENT MARKETING AND ADVERTISING PLAN for St. Augustine Race Week 2024

Print Media will include 10,000 Rack Card distribution placements in Nassau, Duval, Clay, St. Johns & Volusia Counties. 2,500 Posters and rack cards will be distributed throughout Marinas & Yacht Clubs on Eastern Seaboard. Initial direct mailer (Save the Date) planned for Dec 2023 to include 1000 address database. Second direct event mailer is planned for February 2024.

Because billboards have the lowest cost per thousand of impressions than all other media types, SARW will place 24 4x8 billboards at strategic locations throughout St. Johns Co. several of these billboards will be placed outside of St. Johns Co. to allow us to efficiently increase our branding strategy for the St. Augustine Race Week event. We also intend to do full size billboards, informational flyers at event and multiple other print media.

Local Fundraising parties are scheduled to benefit Jr. Sailor Scholarships at the seven Member Yacht Clubs of the First Coast Sailing Association. SARW Volunteers will participate in regional Regatta's & Yacht Club meetings throughout the year. We have implemented a plan to send a Captain & Professional Speaker to educate area Yacht Clubs and Marinas to inform and reach area Captains and Teams about the SARW event & their participation.

Broadcast Media – We will secure thousands of radio spots working with WSOS 99.50 FM & 1170 AM, WFOY 1240, WAOC 1240, Beach 105.5 FM, WFCF 88.5 Flagler College Radio. We will employ the two largest ownership groups Cox Radio & Clear Communications to reach our Day Tripper Audience in Duval Co and beyond.

Poster Distribution – Print run of 2,500, will be placed 2 months prior to Race Week 2023 and include Marinas located in the Carolinas thru the Florida Keys.

Corporate Sponsors will provide on premise promotion. Our Corporate Sponsors will utilize their distribution system to place SARW posters in St. Johns & Duval Counties on premise accounts. (Hundreds of Bars and Restaurants)

SARW 2024 Promotion will include partnerships with local Reception Tour Companies to design a unique Maritime History Showcase.

Web

www.staugustineraceweek.com Earned Media content ,impressions & photographs will be sent regularly to - U.S. Sailing Association at ussailing.org First Coast Sailing Association – sailjax.com , Member Clubs of the FCSA – Florida Yacht Club at thefloridayachtclub.org Epping Forest Yacht Club at efyc.com , Rudder Club of Jacksonville at rudderclub.com , North Florida Cruising Club at nfccsail.com , St. Augustine Yacht Club at staugustineyachtclub.com, Halifax River Yacht Club at hryc.com , Smyrna Yacht Club at smyrnayachtclub.com , Halifax Youth Sailing, SARW Facebook, Instagram, Twitter, our partnership with the St. Augustine Visitors and

Convention Bureau (VCB) at Floridashistoriccoast.com. We will also provide St. Johns Co. web portals with photos and regular event updates – these sites include oldcitylife.com, visitstaug.com, augustine.com, staugustinesocial.com, Jacksonville.com, folioweekly.com, j24class.org, and hobieclass.com.

SECURED MEDIA COVERAGE

SARW 2024 will have coverage from First Coast News, Action News Jax Chanel 47 CBS WJAX-TV, First Coast TV, St. Augustine Record, Florida Time Union, Tampa Bay Times, The Florida Star, The Charleston Post & Courier, Savannah Morning News, St. Augustine Entertainer (SAE Media Sponsor) , The Brunswick News, News Journal, Orlando Sentinel, St. Simons Islander, Sailing World, Fort Lauderdale Sun Sentinel, Miami Herald, Key West the Newspaper, KeyNews.com, Addison Fitzgerald Photography, Justin Itnyre Photography, Beach 105.5FM Onsite Radio Broadcast, First Coast Sailing Association News, Smyrna Yacht Club – The Yardarm, Epping Forest Yacht Club “News & Happenings”, St. Augustine Yacht Club “Telltale News” ,North Florida Cruising Club, Halifax River Yacht Club “Waterways”, Florida Yacht Club News, Rudder Club of Jacksonville News. SARW will utilize our event poster, rack card, and earned media impressions on Facebook, Twitter, and Instagram & SARW.com to generate thousands of social media marketing impressions.

These media sources will consist of paid and unpaid coverage. We anticipate spending over \$10,000 for advertising in 2024.

EVENT ATTENDANCE MONITORING PLAN for St. Augustine Race Week 2024

Sailors

All Participant registrations for races are managed through St. Augustine Race Week Roster registration program, collected by the First Coast Sailing Association & St. Augustine Yacht Club. This data collection will provide detailed reporting including graphs that outline the Sailor's, Vessels and Visitor expenditures, a survey expense questionnaire has been added to all registration forms.

Vendors/Sponsors

Vendors and sponsors employees, Captains and Crew will be surveyed directly through phone calls and email requests.

Spectators/Visitors

SAYC & SARW Volunteers will count Spectators at the Inshore Jr. Sailing Race & will count all Visitors who attend the FREE Concerts on Thursday 4/11/24 & Friday 4/12/24.

Post Event: Within 2 weeks

Our data collection will use a custom designed methodology to account for our Participants & Visitors. We will follow up with all hotels indicated through sponsor partnerships, Visitor and Convention Bureau (VCB) leads, area Lodging Partnerships & listings indicated on surveys to obtain, verify and quantify the overnight hotel lodging that result from St. Augustine Race Week. We will utilize information provided by the City of St. Augustine Marina to document how many Out of County boats, visiting solely due to SARW event pay for dockage at the City Marina and at Marker 8 Marina.

HISTORY OF ST. AUGUSTINE RACE WEEK INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES

2014 In her 10th year, The First Coast Offshore Challenge was a series of three races representing more than 100 miles of offshore sailing, with the Nation's oldest port, St. Augustine, as both the start and stop point for each race. With 18 boats registered, 100 Individual Competitors participated. Visitor attendance was less than 200.

2015 St. Augustine Race Week The regatta went through a major management change and had 45 Yachts registered to race in 2015. The Jr. Sailing Regatta had 35 Participants with a total of 23 Optima's & 420 Dinghies for a total of more than 280 Individual Competitors in the entire regatta. The City of St. Augustine's Municipal Marina reported a 37% increase in berth slips April 9-12 2015 vs. same time prior year. During St. Augustine Race Week 75% of the competitor boats at the City Municipal Marina were from outside of St. Johns Co. Four free concerts were presented on the lawn at the City Marina. Reggae bands Ivibes and OHNO took the stage Thursday evening and on Friday 418 opened for headliner act Preston Pohl, a finalist of The Voice, 1,350 Visitors enjoyed good music and fine food all while taking an opportunity to inspect many of the competing Yachts moored at the City Marina. Many more enjoyed viewing all of the maritime activity on the bayfront.

2016 St. Augustine Race Week

On March 31 to April 3, 2016 the First Coast Sailing Association conducted the second annual Race Week (SARW) on St. Augustine's downtown bay front, on the Tolomato River north of the Vilano Bridge, and on the Atlantic Ocean. Fifty offshore and inshore sailboats (approx.. 200 racers, each boat flying a Race Week burgee), and twenty-five Youth Sailing Regatta boats (37 racers) participated in the sailboat races, along with three committee boats (ten people), a mark boat (two people), and numerous chase boats (approx. ten people) supporting the various races. New to Race Week this year, thirteen paddle board and kayaks and two twenty man dragon boats registered for this event, designed to entertain over three hundred boaters and their families and several hundred spectators who lined the city's seawall. SARW provided a running commentary for the public as the paddle boards and Youth Sailing Regatta competed on the bay front. There was no fee for the public to watch the races; individual skippers or paddlers paid registration fees to participate, except for the Youth Sailing Regatta, which was open by invitation-only to participants with no fee.

Race Week again included a party tent on the lawn at the St. Augustine Municipal Marina on Thursday, March 31 and Friday, April 1, where four well-known bands entertained the boaters and the public, and where everyone could enjoy food and beverages (sold by SARW Volunteers) while being entertained. Over twenty volunteers from the St Augustine Yacht Club and the St Augustine boating community staffed the party tents and supported the activities. Daily race awards were presented at the party tent each night, and a final awards ceremony was held on Saturday, April 2 for the Paddle Boarders and sailors, and on Sunday, April 3 for the Youth Regatta sailors, at the St. Augustine Yacht Club. City of St. Augustine Mayor Nancy Shaver assisted in presenting the trophies on Friday, Saturday and Sunday.

2017 St. Augustine Race Week

On March 22-March 26, 2017 the First Coast Sailing Association conducted the third annual Race Week, following the same format as the previous year. Participation of PHRF boats was slightly lower due to the effects of Hurricane Matthew, but the Youth Regatta participation increased with the addition of 10 sailors from the Dunedin and Lake Eustis Youth Sailing organizations. Participation on the part of the public also grew from the prior year.

2018 St. Augustine Race Week

On April 4 – April 8, 2018 the First Coast Sailing Association conducted the fourth annual Race Week. Due to hurricane damage at the City Municipal Marina the boats that attended stayed at Marker 8 Marina as well as the Municipal Marina, and the parties on Thursday and Friday were held at the St. Augustine Yacht Club. Attendance was comparable to the previous year. The Offshore Race on Friday included a turning buoy opposite the Reef Restaurant, providing a convenient venue for the public to watch the ocean race for the first time. Also for the first time TextEventPics provided a free service for uploading photographs from the public and participants to a gallery in real time.

2019 St. Augustine Race Week

On March 23 – March 30, 2019 the First Coast Sailing Association conducted the fifth annual Race Week. With hurricane damage at the City Municipal Marina repaired, the boats that attended again stayed there, and at Marker 8 Marina, and the parties on Thursday and Friday were again held on the marina lawn. Attendance was increased relative to the previous year. Conditions of the inlet led to bringing the Offshore races inshore on Thursday and Friday, with sailing held on the Tolomatos River. The Offshore Race on Saturday included a turning buoy opposite the Reef Restaurant, providing a convenient venue for the public to watch the ocean race for the first time. Also for the second time TextEventPics provided a free service for uploading photographs from the public and participants to a gallery in real time.

2020 St. Augustine Race Week

The sixth annual Race Week was scheduled to occur for March 14 to March 21, 2020. Forty-four offshore and inshore sailboats (approx. 180 racers), and ten Youth Sailing Regatta 420 boats (20 racers) were scheduled to participate in the sailboat races, along with three committee boats (ten people), three mark boats (six people), and numerous chase boats (approx. eight people) supporting the various races.

Two days before the first event (the Youth Regatta) was set to begin the Covid-19 pandemic struck, leaving the Race Week Committee no choice but to postpone all the week's activities. Race Week was rescheduled from March to the week of August 15 to August 22, 2020, based on the expectation that the Covid-19 pandemic would have subsided by then. Unfortunately, that was not the case. Florida encountered a resurgence of cases in the June-July timeframe, and the difficult decision was made to shrink the size of the event by postponing the Dragon Boat races, the Inshore races, and the Offshore races and associated parties until April, 2021.

We were able to conduct the Race Week Youth Regatta however, since it involved fewer participants and could be done safely. Over one hundred boaters and their families and several hundred spectators lined the city's seawall to watch the Youth Regatta on August 15 and 16. SARW provided a running commentary for the public as thirty-two 420 sailors in sixteen boats representing four different sailing clubs in Florida competed on the bay front. There was no fee for the public to watch the races; individual skippers paid registration fees to participate. The four sailing clubs represented were St. Augustine Yacht Club, Florida Yacht Club, Halifax Youth Sailing and US Sailing Center Martin County.

A final awards ceremony was held on Sunday, August 16, for the Youth Regatta sailors, at the St. Augustine Yacht Club. The Youth Regatta first place winners were Will Weinbecker / Maggie McLauchlin (Florida Yacht Club). Second place winners were Scott Busey / Cohen Chesser (Florida Yacht Club). Third place winners were Charlie Lawrence / Alex Patangen (Florida Yacht Club).

2020/2021 St. Augustine Race Week

Race Week 2020 for Inshore and Offshore Racers was finally held on April 20-24, 2021. The Youth Regatta 2021 was held on April 17-18, 2021. There were 38 participants for Offshore and Inshore Races, and 36 participants (18 boats) in the Youth Regatta 420 races. Visiting boats stayed at the city marina and at Marker 8 marina nearby, and the parties on Thursday and Friday were again held on the marina lawn. Attendance by the public and the participants was very good, and a Covid-19 plan was in place to maintain safety. Winners of each event are posted on the St. Augustine Race Week website.

2022 St. Augustine Race Week

Race Week 2022 for Inshore and Offshore Racers was held on March 29 to April 2, 2022. The Youth Regatta 2022 was held on March 26 and 27, 2022. There were 26 participants for Offshore and Inshore Races, and 44 participants (22 boats) in the Youth Regatta 420 races. Visiting boats stayed at the city marina and at Marker 8 marina nearby, and the parties on Thursday and Friday were again held on the marina lawn. Attendance by the public and the participants was very good. Winners of each event are posted on the St. Augustine Race Week website.

2023 St. Augustine Race Week

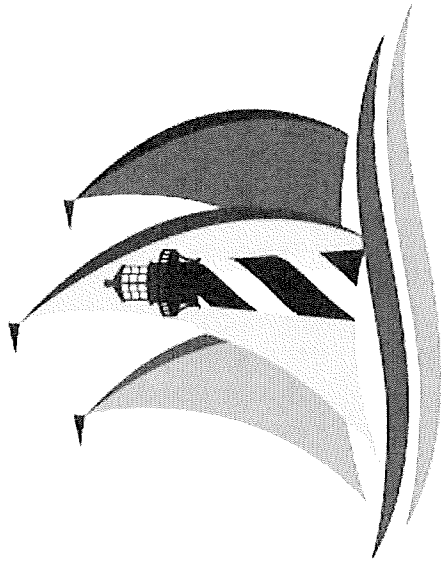
Race Week 2023 for Inshore and Offshore Racers was held on March 21 to March 25, 2023. The Youth Regatta 2023 was held on March 18 and 19, 2023. There were 27 participants for Offshore and Inshore Races, and 36 participants (18 boats) in the Youth Regatta 420 races. Visiting boats stayed at the city marina and at Marker 8 marina nearby, and the parties on Thursday and Friday were again held on the marina lawn. Attendance by the public and the participants was very good. Winners of each event are posted on the St. Augustine Race Week website.

LIST OF OTHER EVENTS PRODUCED BY ORGANIZER

St. Augustine Race Week 2015, 2016, 2017, 2018, 2019, 2020/21, 2022 and 2023 are the only events produced by First Coast Sailing Association, Inc.

St. Augustine Yacht Club, Inc., which is a major supporter of Race Week, produces the St. Augustine Holiday Regatta of Lights & the St. Augustine Blessing of the Fleet and more than 20 sailboat races that are open to the public each year.

Meehan's Irish Pub, which is also a major supporter of Race Week, was instrumental in launching the St Augustine Celtic Festival in 2010-12.



ST. AUGUSTINE
RACE WEEK

SARW 2024 APRIL 6-13 SPONSORSHIP OPPORTUNITIES



YES, THERE'S A PLACE FOR YOU IN SARW 24! LET US SHOW HOW MUCH WE APPRECIATE YOUR SUPPORT.

DIAMOND SPONSOR \$5,000+ Race name, race website, name 3 full-page ads in race program Major placement on SARW banner Logo and link on sawpalmraceweek.com Promotional items in skipper bags 4 sets of meal & drink tickets Thurs. & Fri. 4 Awards Dinner tickets	SILVER ANCHOR \$3,500+ Half-page ad in race program Logo on race banner & link on website Promotional items in skipper bags 4 sets of meal & drink tickets Thurs. & Fri.
MASTER AND COMMANDER \$2,500+ Race name, race website, name 2 full-page ads in race program Logo and link on website Large placement on SARW banner Promotional items in skipper bags 4 sets of meal & drink tickets Thurs. & Fri. 2 Awards Dinner tickets	MEDIA SPONSOR \$1,000 Cash or two other publications or radio Half-page ad in race program Logo on race banner & link on website Logo on Meats Display Board 4 sets of meal & drink tickets Thurs. & Fri.
GOLD ANCHOR \$3,000 Race name Full-page ad in race program Logo on race banner & link on website Promotional items in skipper bags 4 sets of meal & drink tickets Thurs. & Fri. 2 Awards Dinner tickets	HOSPITALITY & RESTAURANT (Complimentary food, meals or discounts) Logo & link on sawpalmraceweek.com Half-page ad in race program Logo on Hospitality Display Board 2 sets of meal & drink tickets Thurs. & Fri.
BUSINESS PATRON \$250 Logo on website 1-4 pp. ad in race program 2 sets of meal & drink tickets Thurs. & Fri.	PATRON DONATION \$100 Logo on website Lunch in race program 2 sets of meal & drink tickets Thurs. & Fri.

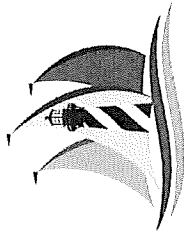


ALL PROCEEDS BEYOND EXPENSES FUND THE JOHN DANIEL MEEHAN YOUTH SCHOLARSHIP PROGRAM.



SARW Sponsors

- **Diamond Sponsors:**
 1. St. Johns Tourist Development Council
 2. Meehan's Irish Pub
- **Master & Commander:**
 1. St. Barts/Beneteau
 2. Flagler Health + Orthopedic Specialists
 3. Dog Rose Brewery
 4. SYSCO
 5. Sailbirds Distillery

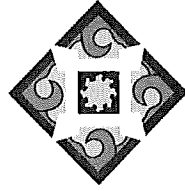


**ST. AUGUSTINE
RACE WEEK**

SARW Sponsors

- **Gold Anchor Sponsors:**
 1. Kathleen Floryan - Realtor
 2. Rockstar Racing – Tim Tucker
 3. St. Augustine Sailing/All Points Yacht Sales
- **Silver Anchor Sponsors:**
 1. Clear Blue Sea Services
 2. Fantasea Henry Baker
 3. John Grannis – UBS
 4. Multihull Company
 5. Raintree Restaurant
 6. St. Augustine Sailing Sisters
 7. Sailors Exchange
 8. Sunshine Yachts

Wide Variety of Sponsors Every Year

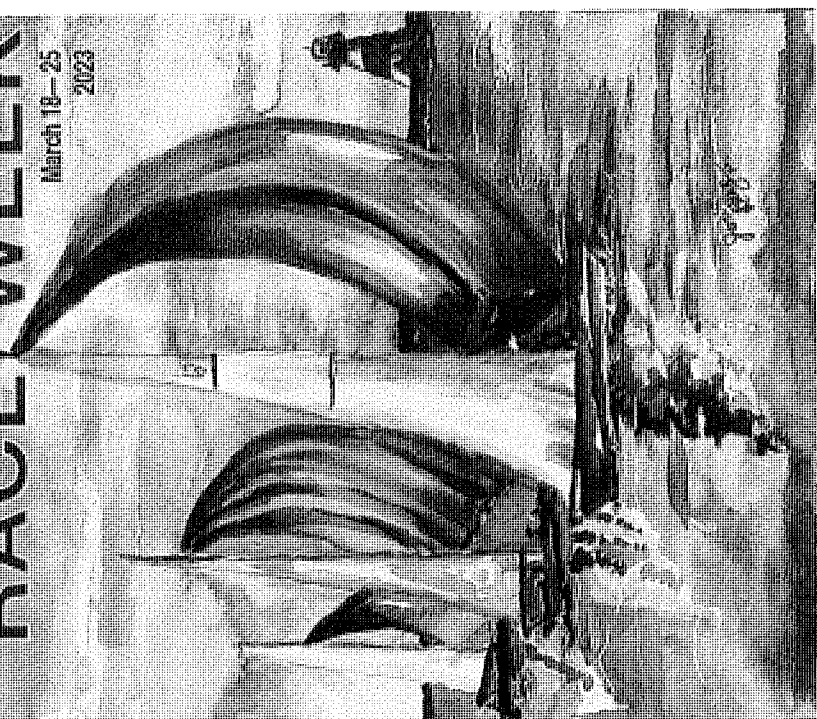


ST. JOHNS COUNTY, FLORIDA
TOURIST DEVELOPMENT COUNCIL

St. Augustine | Ponte Vedra on Florida's Historic Coast

St. Augustine RACE WEEK

March 18-25
2023



Sailing Instructions and Program

Jackalope

Thursday 5:30 & 7:30 p.m.

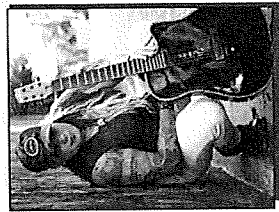
Starting the stage
with a lot of

talent, Heather Craig anchors the newly formed Jackalope, a four-piece '90s cover band in beautiful St. Augustine, Florida. They debuted in March of 2022.

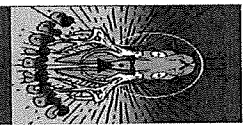
Bands frequently form what we call

"intermingled alliances," which means a fluid changing of members of the band, bringing together their brilliance and rapport and respect for each other. Jackalope is a band of unicorn musicians, and they remain mercurial in that you never know which combination of musicians will be playing at any given show.

The member list of Jackalope, at this time, is seven local musicians, though you will hear four playing onstage at their gigs. Lead guitar might be either Andrew O'Connell (from 5 O'clock Shadow) or Brett Norton. Tom Jackson plays bass. Dave Oullette, from Fusebox Funk, or JC Hernandez of Paul Ivey and Souls of Joy. On drums, perhaps Andrew Roubillard.



Heather, with her band, melds an infectious and danceable combination of contemporary blues, rock and country.

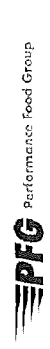


Not Quite Dead

Friday 5:30 & 7:30 p.m.

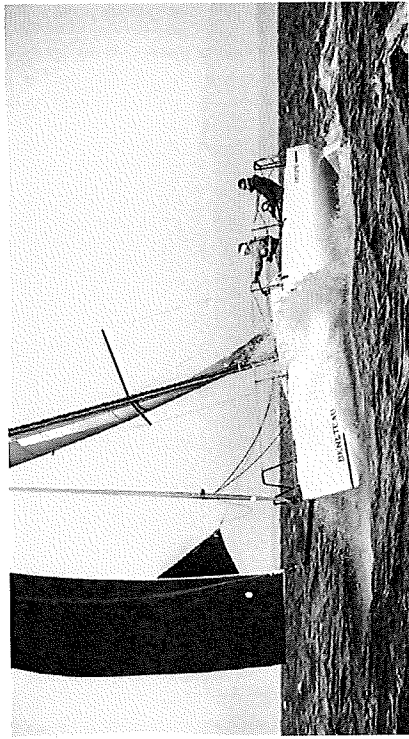
St. Augustine, Florida's premier Grateful Dead cover band includes founding member Smokin' Joe Schauer on electric guitar, acoustic guitar, and mandolin. Brent Byrd on lead electric guitar and vocals. Jack Callestrem on drums, and Alexandra Fishman on the keys.

Not Quite Dead has been bringing back the rockin' '70s and getting groovy for over five years now reinvigorating classic Grateful Dead tunes for both old and new Dead fans alike. Their repertoire includes tunes from every Grateful Dead album plus a few so rare they can only be found on bootlegs. And, like the band they emulate, they give each song a unique twist. Smokin' Joe, also known as Joe Schauer, is the mastermind and pivotal pillar behind this genius cover band. Smokin' Joe has been an avid lover of the Grateful Dead since he was as young as he can remember, connecting most with the band's improvisational characteristics. Joe says, "The Dead never played the same song twice. Every time they did a song, it was in a completely different way. That's what I love about The Grateful Dead." And that's what audiences love about Not Quite Dead, as it's never quite certain which direction a song will go.



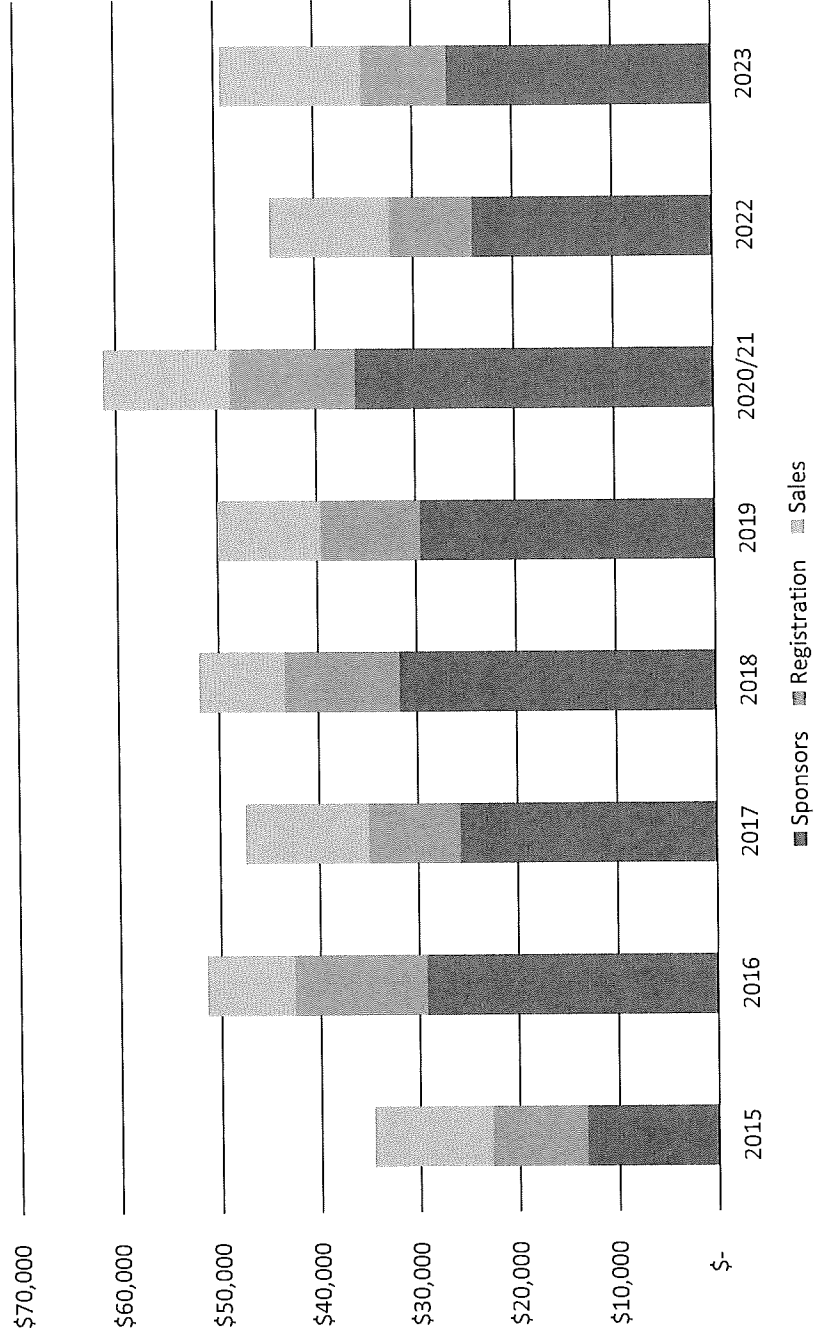
ST. JOHNS COUNTY, FLORIDA
TOURIST DEVELOPMENT COUNCIL
St. Augustine - FORTA VEDIS ON FLORES & HISTORIC COOKS



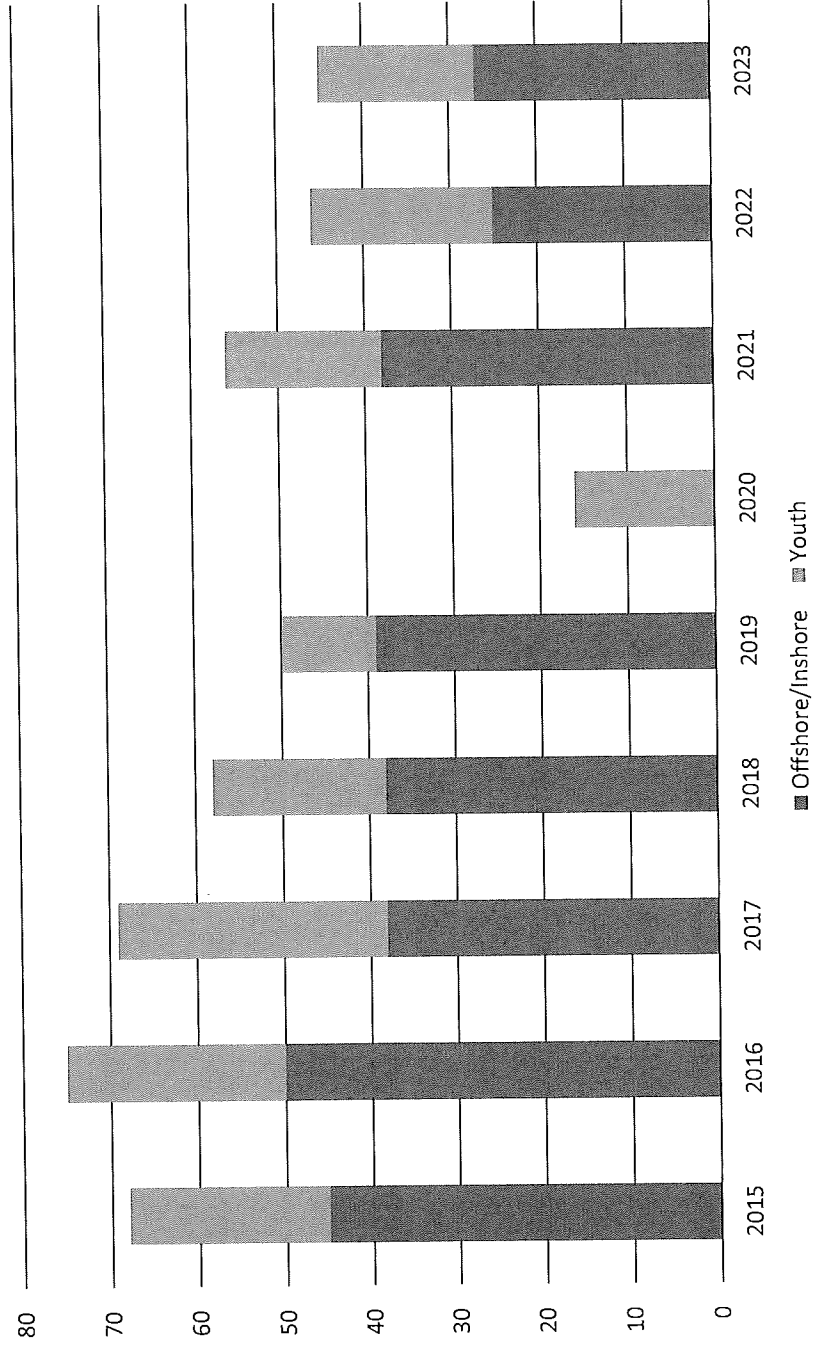


ST. JOHNS COUNTY, FLORIDA
TOURIST DEVELOPMENT COUNCIL
St. Augustine - Ponte Vedra on Florida's Historic Coast

SARW Gross Revenue History



Race Week Participation (# Boats)



Accommodations Use (estimated)

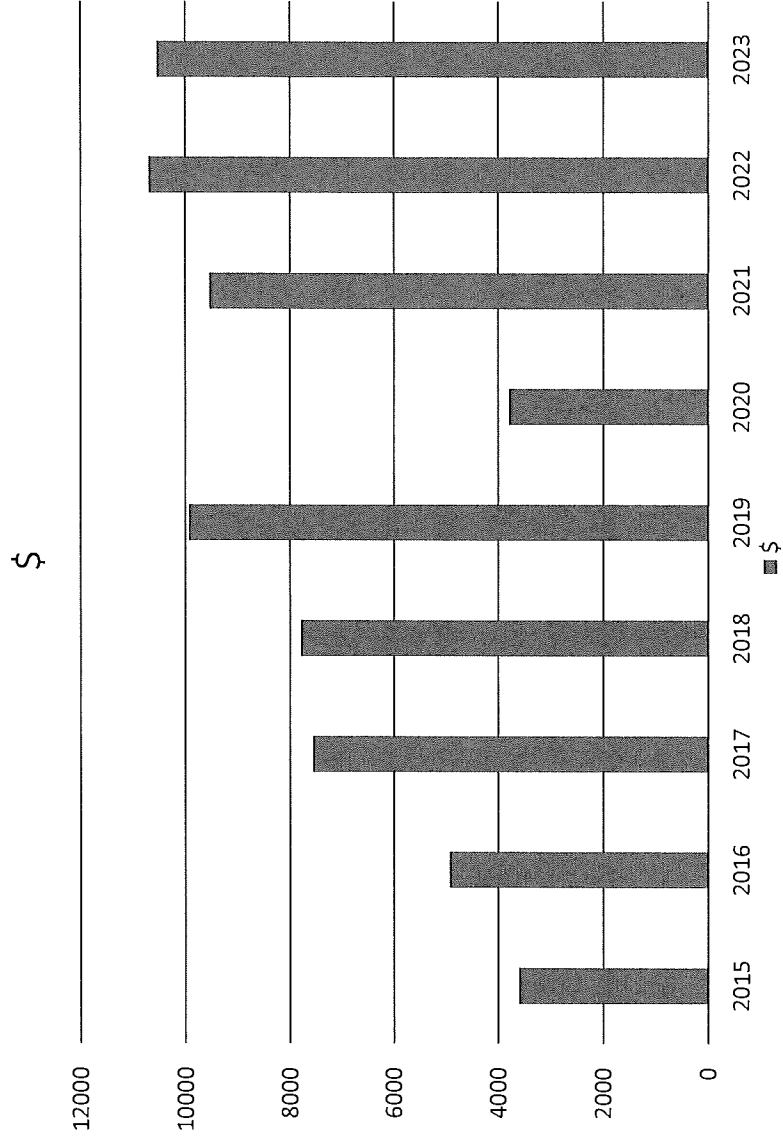
	# Competitors	X	Length of Stay	X	ADR	=	\$ Benefit to SJC
2023	150		4		112		\$67,200
2022	142		4		112		\$63,616
2021	150		4		112		\$67,200
2020	32		2		112		\$ 7,168
2019	150		4		112		\$67,200

Accommodations Use (estimated)

	# Officials	X	Length of Stay	X	ADR	=	\$ Benefit to SJC
2023	24		4		112		\$10,752
2022	24		4		112		\$10,752
2021	20		4		112		\$ 8,960
2020	4		2		112		\$ 896
2019	8		4		112		\$ 3,584



John Daniel Meehan Youth Sailing Scholarship Disbursements



Over \$68,000 Disbursed in last nine years!



Tim F... ..

TDC Regular Meeting – February 5, 2024

Agenda Item 8 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Perfect Game, Inc.

Funding requests from Perfect Game, Inc. for four (4) youth baseball events.

- North Florida Kick-off Classic, scheduled for March 8 -10, 2024
- Bold City Super Regional NIT, scheduled for April 12 – 14, 2024
- Battle at the Beach, scheduled for May 25 – 27, 2024
- Sunshine State Championships, scheduled for June 7 – 9, 2024

All of the events will utilize baseball fields throughout St. Johns County as well as various high school fields.

The applications were reviewed by the Recreation Advisory Board and recommended funding a total amount of **40,000** for all four events. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	March 8-10 , 2024
Event Name	2024 PG 9U-14U North Florida Kickoff Classic
Sport	Baseball
Legal Name of Host Organization	Perfect Game
Organization/Event Website	www.PerfectGame.org

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Angel Natal	Cell Phone Number	(239)405-4760
Email Address	ANatal@PerfectGame.org		
Total Event Budget Amount	\$35,500.00	Grant Amount Requested	\$10,000.00

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

Rivertown Park, Davis Park, St. Johns Mills Field, Treaty Park, St. Augustine Youth League Complex, Durbin Crossing Park and various high school baseball fields

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

varies based on availability of fields throughout the region for 60/90 fields

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: TMA

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: TMA

3. A comprehensive Sponsorship Packet

Staff (initial) received: TMA

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TMA

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: TMA

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: TMA

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: TMA

Applicant agrees that the information provided is accurate.

Applicant signature: [Handwritten Signature]

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial TMA

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

Top youth baseball teams 14 years old and younger from throughout the Southeast United States and Florida will travel to this event in St. Johns County. Team participation is as follows:

- 2021 – 47 teams
- 2022 – 48 teams
- 2023 – 52 teams

target is 50+ teams for 2024

This annual event strives to engage local and traveling youth baseball teams to enjoy playing in a tournament in a top destination. The partnership with St. Johns County Parks and Recreation and local youth leagues gives us an opportunity to expand our community impact beyond the economics.

The Perfect Game website is the primary media marketing tool to advertise the event. Social media will be utilized prior to and during to promote the action on the field.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:.

Davis Park

Cornerstone Park

Rivertown Park

other high school and 60/90 baseball fields throughout the region

PARTICIPATION

Number of Teams	50	Number of Individual Competitors	600
Number of Coaches/Trainers	100	Number of Spectators	1,200

Provide a description of the participants & include team names & geographic & qualifying criteria.

Top youth baseball teams 14 years old and younger from throughout the Southeast United States and Florida

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

J. Meyer Date 12-19-23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

St. Johns County Sports Event Funding Grant Application

Date	April 12-14, 2024
Event Name	2024 PG 9U-14U Bold City Super Regional NIT
Sport	Baseball
Legal Name of Host Organization	Perfect Game
Organization/Event Website	www.PerfectGame.org

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Angel Natal	Cell Phone Number	(239)405-4760
Email Address	ANatal@PerfectGame.org		
Total Event Budget Amount	\$47,000.00	Grant Amount Requested	\$15,000.00

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/ In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

Rivertown Park, Davis Park, St. Johns Mills Field, Treaty Park, St. Augustine Youth League Complex, Durbin Crossing Park and various high school baseball fields

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

varies based on availability of fields throughout the region for 60/90 fields

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: T.M.A.

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: T.M.A.

3. A comprehensive Sponsorship Packet

Staff (initial) received: T.M.A.

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: T.M.A.

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: T.M.A.

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: T.M.A.

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: T.M.A.

Applicant agrees that the information provided is accurate.

Applicant signature: [Handwritten Signature]

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial T.M.A.

Comments:

SECTION 2

A. EVENT DETAIL

Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

Top youth baseball teams 14 years old and younger from throughout the Southeast United States and Florida will travel to this event in St. Johns County. Team participation is as follows:

- 2019 – 45 teams
- 2022 – 54 teams
- 2023 – 128 teams

target is 60+ teams for 2024

This annual event strives to engage local and traveling youth baseball teams to enjoy playing in a tournament in a top destination. The partnership with St. Johns County Parks and Recreation and local youth leagues gives us an opportunity to expand our community impact beyond the economics.

The Perfect Game website is the primary media marketing tool to advertise the event. Social media will be utilized prior to and during to promote the action on the field.

SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:

Davis Park
Cornerstone Park
Rivertown Park
other high school and 60/90 baseball fields throughout the region

PARTICIPATION

Number of Teams	60	Number of Individual Competitors	720
Number of Coaches/Trainers	120	Number of Spectators	1,440

Provide a description of the participants & include team names & geographic & qualifying criteria.

Top youth baseball teams 14 years old and younger from throughout the Southeast United States and Florida

THIS PAGE IS FOR ST. JOHNS COUNTY STAFF AND SUPPORTING BOARDS & AGENCIES ONLY

This application has been reviewed by the Parks & Recreation Department, RAB & TDC.

T. Meyer Date 12-19-23

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

St. Johns County Sports Event Funding Grant Application

Date	May 25-27, 2024
Event Name	2024 PG 9U-18U Battle at the Beach Memorial Day Classic
Sport	Baseball
Legal Name of Host Organization	Perfect Game
Organization/Event Website	www.PerfectGame.org

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Angel Natal	Cell Phone Number	(239)405-4760
Email Address	ANatal@PerfectGame.org		
Total Event Budget Amount	\$53,500.00	Grant Amount Requested	\$15,000.00

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/ In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

Rivertown Park, Davis Park, St. Johns Mills Field, Treaty Park, St. Augustine Youth League Complex, Durbin Crossing Park and various high school baseball fields

If you have secured facilities outside of St. Johns County for this event please provide details and include the name of the facility, contact name and telephone number.

varies based on availability of fields throughout the region for 60/90 fields

THE DOCUMENTATION LISTED BELOW MUST BE PROVIDED & INSERTED BEHIND THIS APPLICATION PAGE ONCE PRINTED FOR THE APPLICATION TO BE CONSIDERED.

1. A comprehensive Event Marketing Plan

Staff (initial) received: TMA

2. A comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos. Video streams, live feeds shall include St. Johns County media where applicable.

Staff (initial) received: TMA

3. A comprehensive Sponsorship Packet

Staff (initial) received: TMA

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TMA

5. A three (3) year Event History that includes verifiable lodging statistics & attendance figures.

Staff (initial) received: TMA

6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: TMA

7. Proof of Insurance/Certificate of Insurance (COI) that lists St. Johns County Board of County Commissioners as Additional Insured and as the Certificate Holders no less than 60 days before the event, with a minimum liability coverage of \$300,000.

Staff (initial) received: TMA

Applicant agrees that the information provided is accurate.

Applicant signature: G. L. A. T. P.

Staff has reviewed Section 1 and has worked with the applicant to ensure compliance & accuracy.

Initial TMA

Comments:

SECTION 2

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Include a detailed description of the event, its purpose, impact on the community and whether or not the organizer has planned to give back to the community in some way. You may add a separate page.

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- 2021 – 56 teams
- 2022 – 44 teams
- 2023 – 87 teams

target is 80+ teams for 2024

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SPORT/ACTIVITY

Please list the preapproved parks & recreation facilities being used by this event:

Davis Park
Cornerstone Park
Rivertown Park
other high school and 60/90 baseball fields throughout the region

PARTICIPATION

Number of Teams	80	Number of Individual Competitors	960
Number of Coaches/Trainers	160	Number of Spectators	1,920

Provide a description of the participants & include team names & geographic & qualifying criteria.

Top youth baseball teams 14 years old and younger from throughout the Southeast United States and Florida

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T. Meyer Date 12-19-23

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

St. Johns County Sports Event Funding Grant Application

Date	June 7-9, 2024
Event Name	2024 PG 9U-18U Sunshine State Championships
Sport	Baseball
Legal Name of Host Organization	Perfect Game
Organization/Event Website	www.PerfectGame.org

This organization is (Choose one) Non-Profit For-Profit Government Private
 Chartered Other (please list)

Primary Contact Name	Angel Natal	Cell Phone Number	(239)405-4760
Email Address	ANatal@PerfectGame.org		
Total Event Budget Amount	\$38,500.00	Grant Amount Requested	\$10,000.00

Are you requesting assistance from any other SJC Government Organization?

Yes No

If yes, provide agency name and Cash amount requested and or/In-kind value.

List the St. Johns County Facility/Location(s) being requested. Add an additional page if needed.

Rivertown Park, Davis Park, St. Johns Mills Field, Treaty Park, St. Augustine Youth League Complex, Durbin Crossing Park and various high school baseball fields

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varies based on availability of fields throughout the region for 60/90 fields

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Staff (initial) received: TMA

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Comments:

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Top youth baseball teams 14 years old and younger from throughout the Southeast United States and Florida will travel to this event in St. Johns County. Team participation is as follows:

- 2021 – 73 teams
- 2022 – 103 teams
- 2023 – 87 teams

target is 80+ teams for 2024

This annual event strives to engage local and traveling youth baseball teams to enjoy playing in a tournament in a top destination. The partnership with St. Johns County Parks and Recreation and local youth leagues gives us an opportunity to expand our community impact beyond the economics.

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Cornerstone Park
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T. Meyer Date 12-19-23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

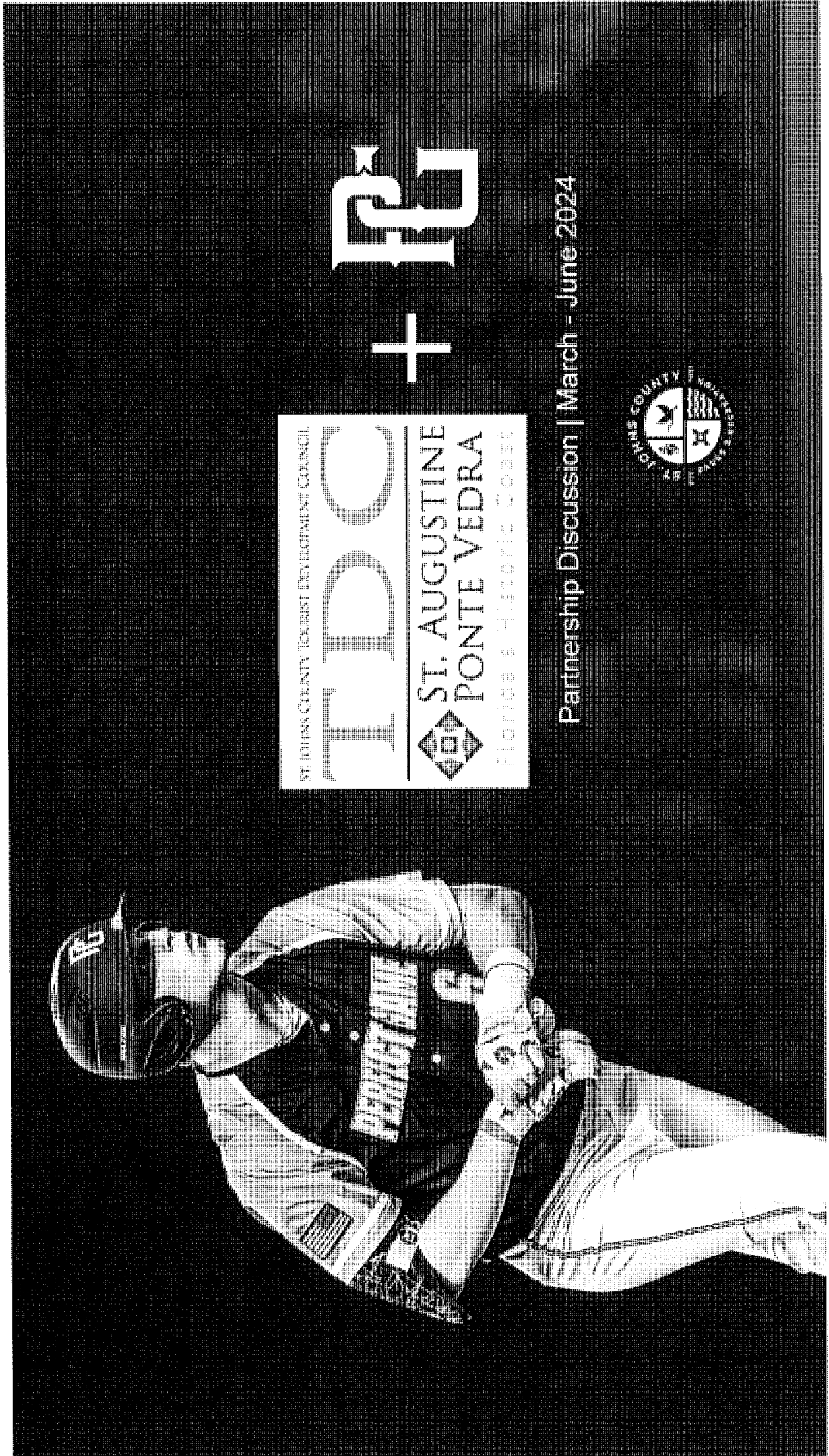
Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent



ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

TIDCO

ST. AUGUSTINE
PONTE VEDRA

Florida's Historic Coast

PC

Partnership Discussion | March - June 2024





PERFECT GAME

Founded in 1995, Perfect Game has grown to become the world's elite youth baseball and softball platform and scouting service.

300k+

College
Commitments

13,889+

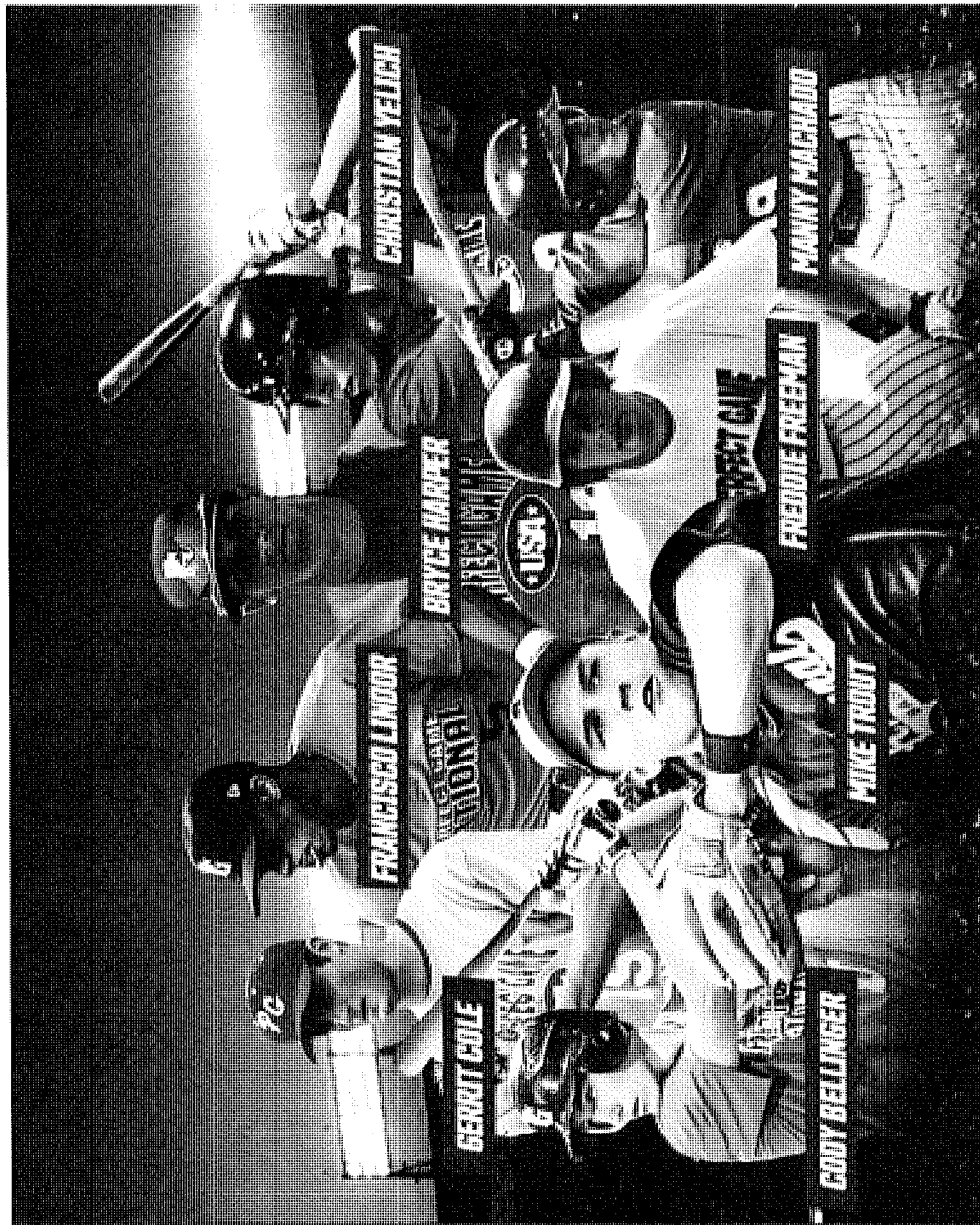
PG Players
Drafted

1,847+

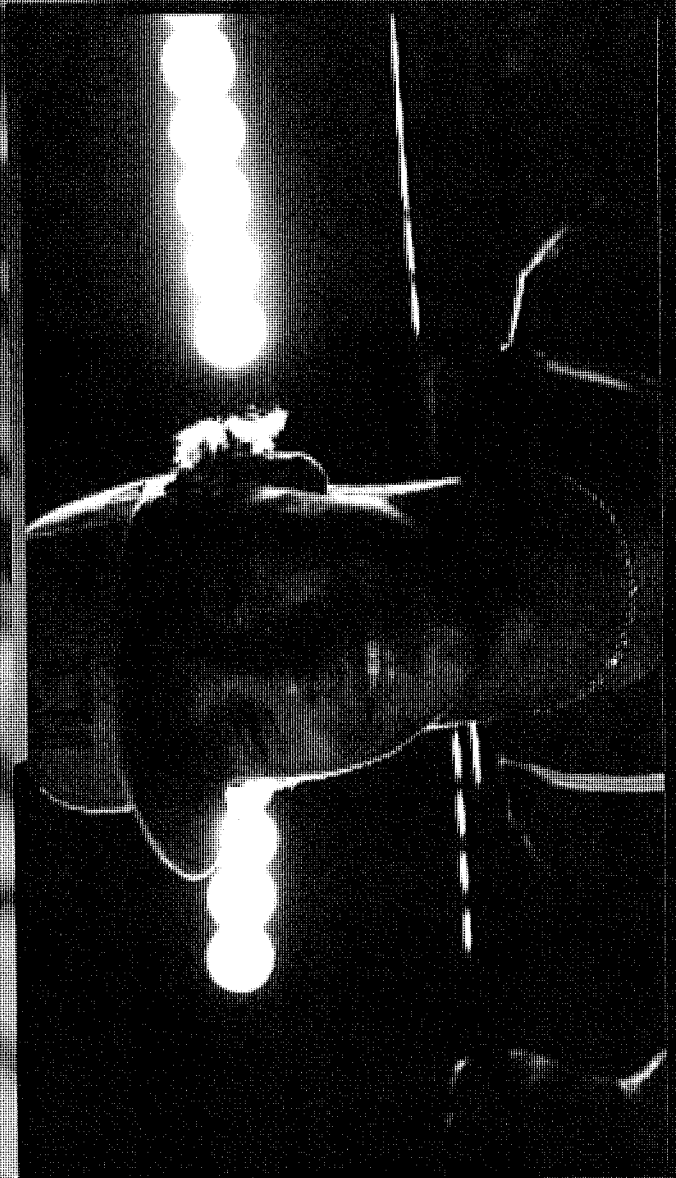
PG Players Made

1M+

Pages/Views/Up



PG PERFECT GAME



PG PERFECT GAME

PERFECT GAME

OUR FOCUS

We believe Diamond Sports are a beacon of American culture, both domestically and abroad.

A POWERFUL ECOSYSTEM

We deliver the most authentic, competitive, and career-defining experiences aimed to benefit players, families, scouts, colleges, and professional organizations alike.

DATA DRIVEN TECHNOLOGY

We provide data-driven platforms that embolden and challenge athletes to reach their full playing potential.

ASPIRATIONAL & MERIT BASED VALUES

We realize dreams and inspire athletes at every skill level to pursue their goals in the highest performance environments possible - from on the field to the gear they wear.

WE CARE

We support underserved communities as we strive to ensure every young athlete has an opportunity to swing for the fences.



PERFECT GAME

BY THE NUMBERS

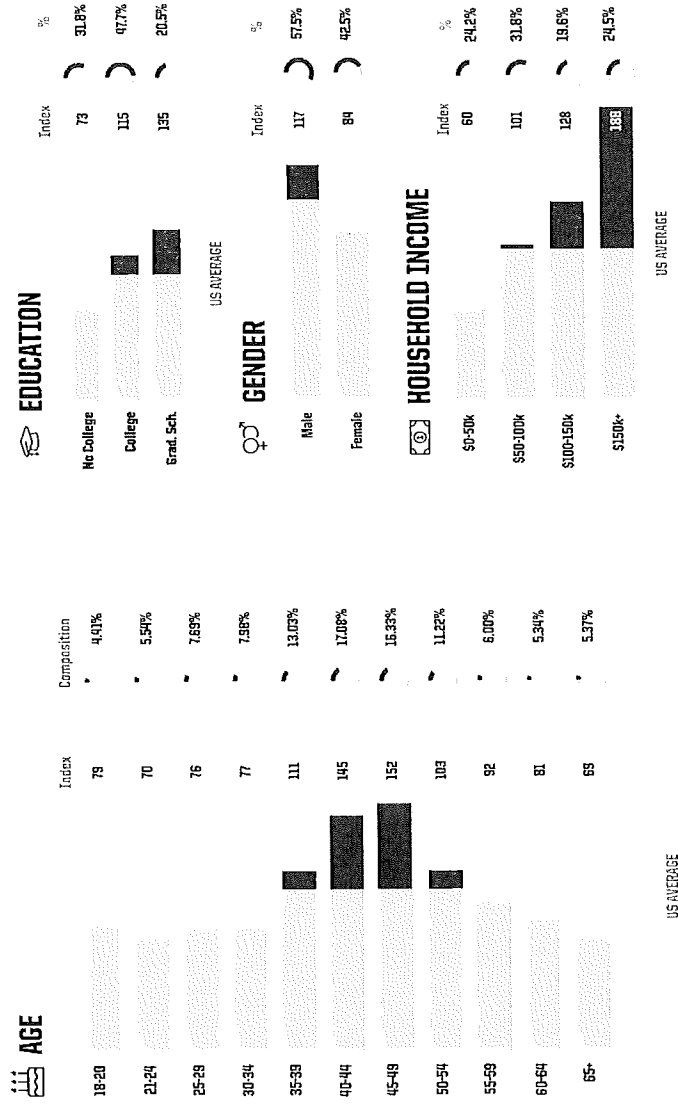
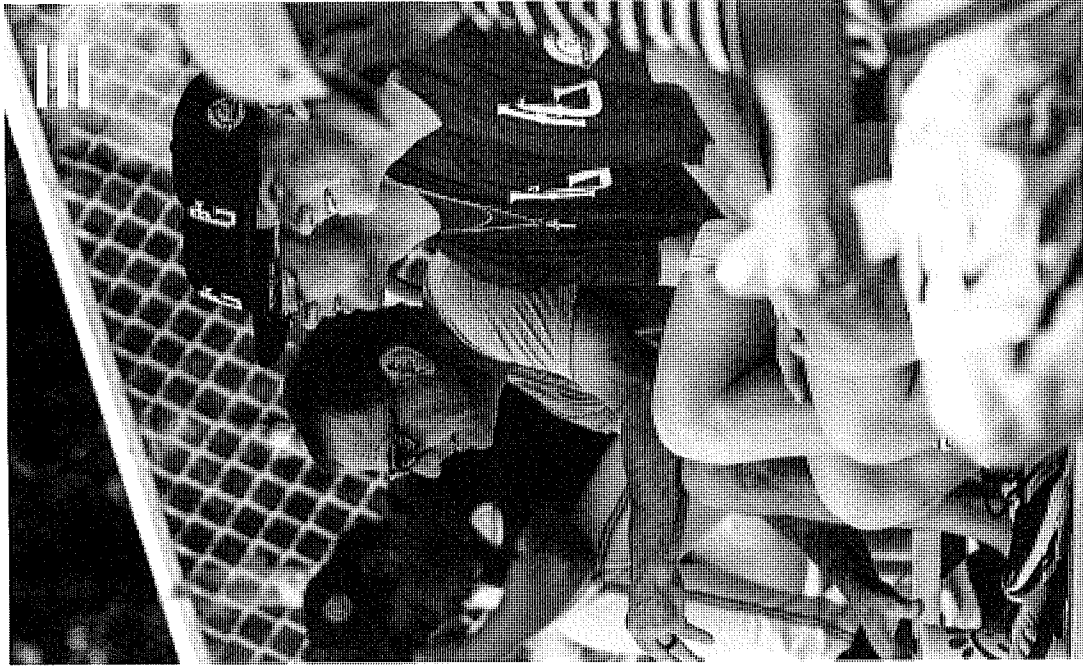
1.3M+
ANNUAL
PARTICIPANTS

141K+
PG GAMES PLAYED
PER YEAR

6.2M+
ANNUAL
ATTENDEES

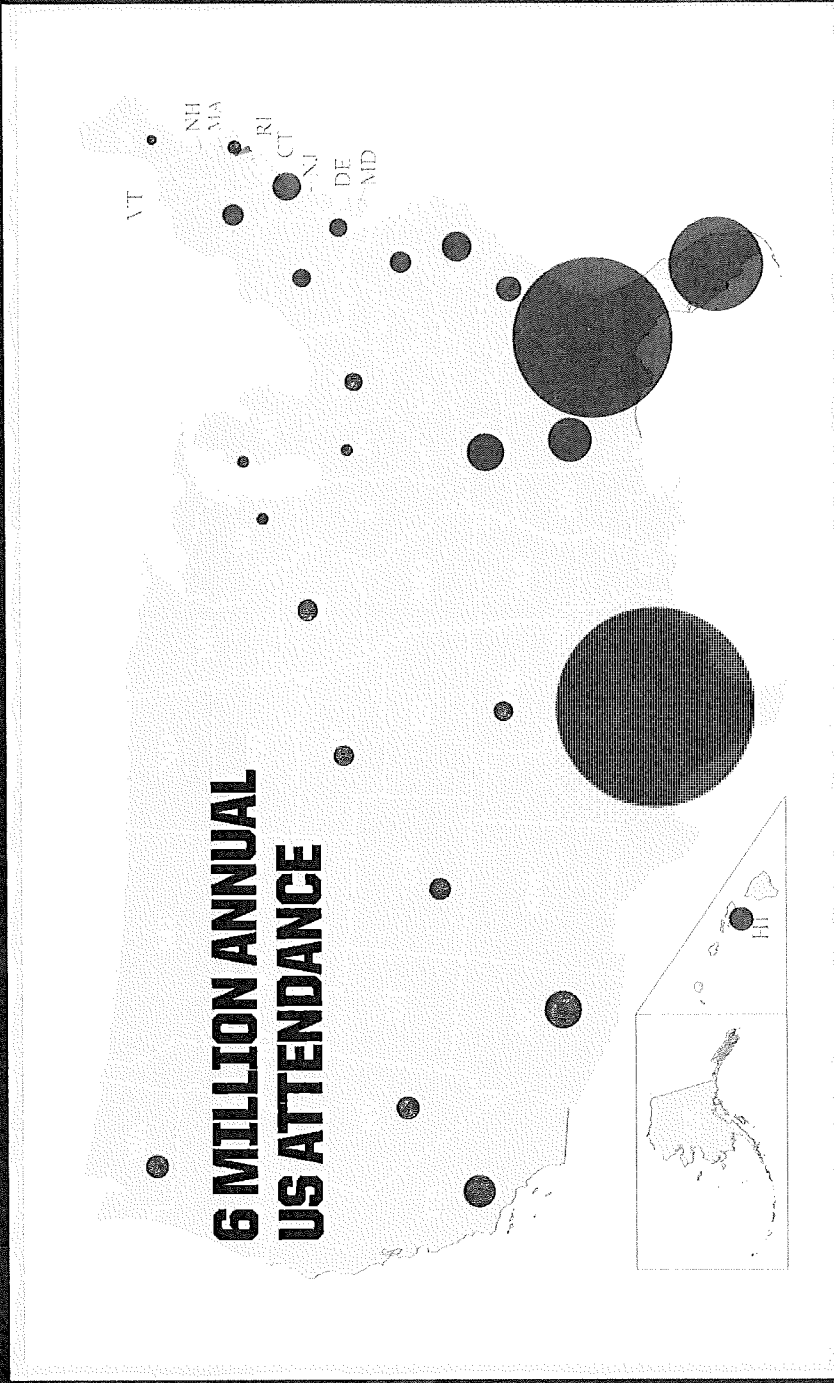
9,324
EVENTS HOSTED
ANNUALLY IN 40 STATES

Perfect Game Reaches A Highly Coveted Demographic of High-Income & Educated Fans



Source: perfectgame.org quantcast metrics

**PERFECT GAME
EVENTS OCCUR IN
40 US STATES**



MAJOR ANNUAL PERFECT GAME EVENTS



PERFECT GAME
2008 OPENING DAY
AT PETCO VILLAGE



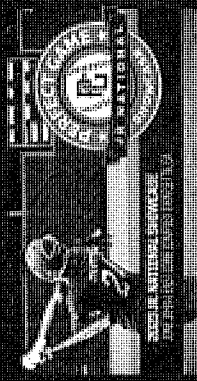
**PERFECT GAME
SUPER REGIONAL**
2008 SUPER REGIONAL
AT PETCO VILLAGE



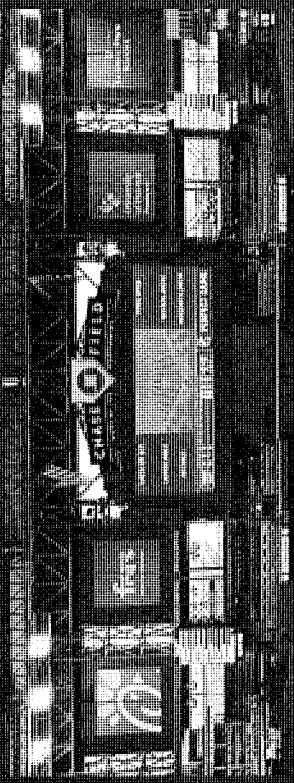
**PERFECT GAME
WORLD SERIES**
2008 PG NATIONAL WORLD SERIES
AT PETCO VILLAGE



**PERFECT GAME
ALL-AMERICAN CLASSIC**
2008 PG NATIONAL 25
AT PETCO VILLAGE



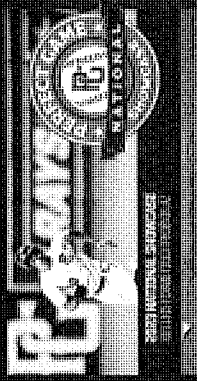
**PERFECT GAME
ALL-AMERICAN CLASSIC**
2008 PG NATIONAL 25
AT PETCO VILLAGE



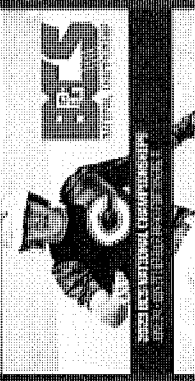
**PERFECT GAME
CHASE FIELD**
2008 PG NATIONAL
AT PETCO VILLAGE



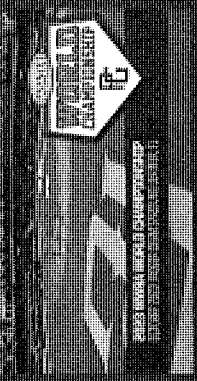
**PERFECT GAME
ALL-AMERICAN CLASSIC**
2008 DICK'S Sporting Goods All-American Classic
CHASE FIELD | PINEHILL, NC



**PERFECT GAME
RAYS**
2008 NATIONAL 25
AT PETCO VILLAGE



**PERFECT GAME
RAYS**
2008 DICK'S NATIONAL 25
AT PETCO VILLAGE



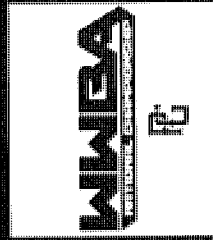
**PERFECT GAME
RAYS**
2008 PG NATIONAL 25
AT PETCO VILLAGE



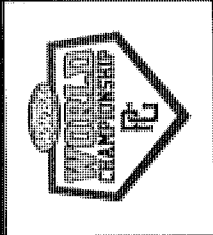
**PERFECT GAME
RAYS**
2008 PG NATIONAL 25
AT PETCO VILLAGE



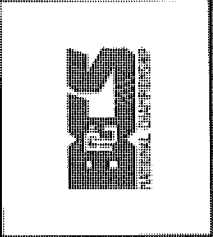
OTHER MAJOR ANNUAL EVENTS



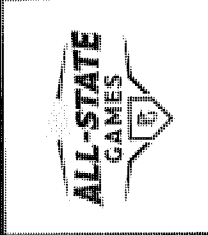
ATTENDANCE
386,590



ATTENDANCE
59,580



ATTENDANCE
160,760



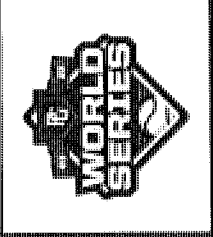
ATTENDANCE
34,465



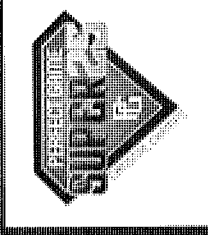
ATTENDANCE
31,680



ATTENDANCE
348,370

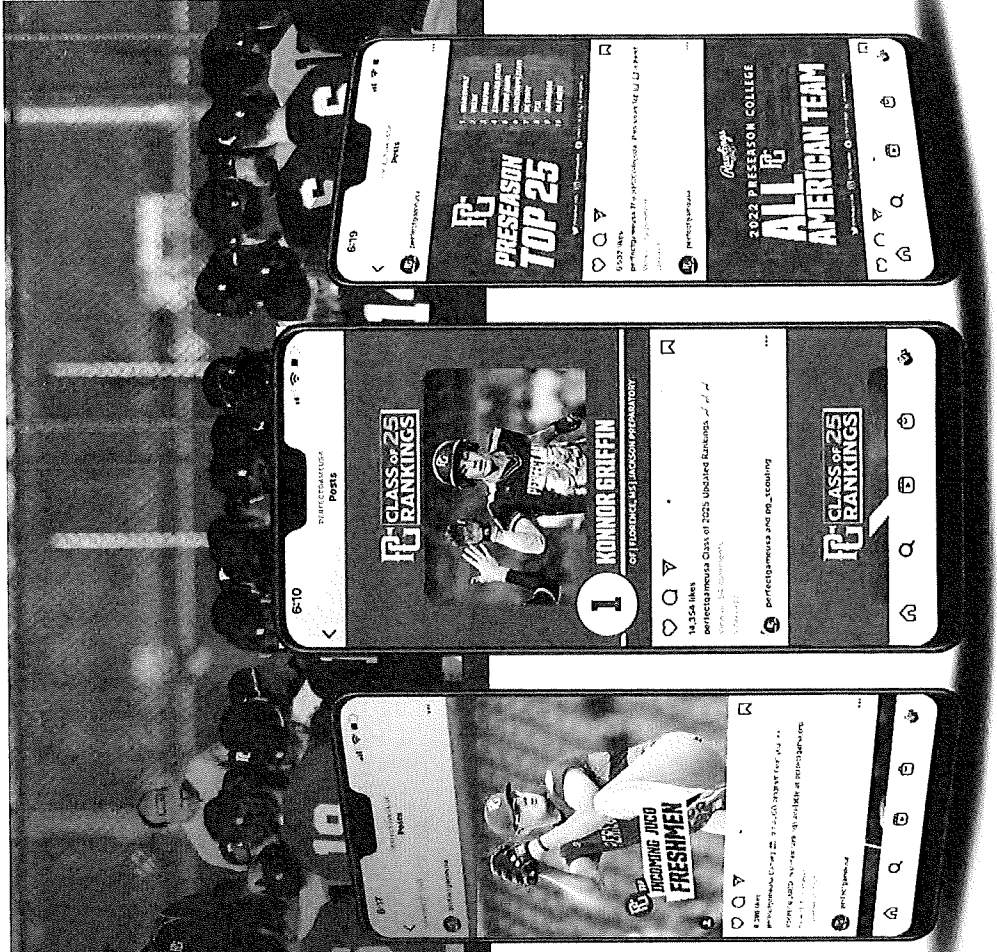


ATTENDANCE
406,115



ATTENDANCE
100,690

PERFECT GAME GENERATES EXTENSIVE SOCIAL MEDIA ENGAGEMENT & AN ACTIVE DATABASE OF SUBSCRIBERS



Active Email Database
900K+ Subscribers



Instagram
550K+ Subscribers



YouTube Subscribers
96K+ Subscribers



Twitter
646K+ Followers



TikTok
250K+ Followers



Active Email Database
1.5M+ Fans

Website - Event Landing Page

- Lives within each event page
- Includes logo, copy, & context



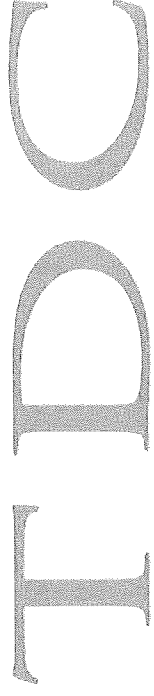
2023 10U PG NORTH FLORIDA KICKOFF CLASSIC (OPEN) 07/07/2023 10:00 AM TO 07/07/2023 12:00 PM

10U OPEN 10U OPEN 10U OPEN 10U OPEN 10U OPEN 10U OPEN

MAR 3 - 5 | DAVIS PARK | PONTE VEDRA BEACH, FL



ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL



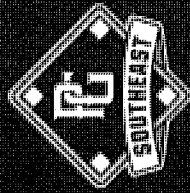
ST. AUGUSTINE
PONTE VEDRA

Florida's Historic Coast

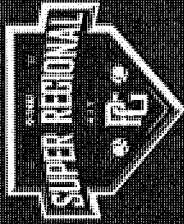
Excited to welcome teams to Florida's Historic Coast in St. Augustine/Ponte Vedra!

[Click Here for more information about the area attractions](#)

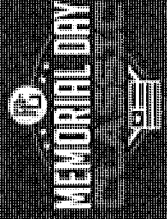
2024 Perfect Game Tournaments



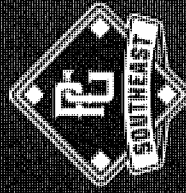
March Events:
2021 - 47 Teams
2022 - 48 Teams
2023 - 52 Teams



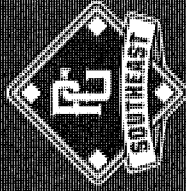
April Events:
2021 - 45 Teams
2022 - 54 Teams
2023 - 128 Teams



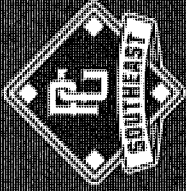
May Events:
2021 - 56 Teams
2022 - 44 Teams
2023 - 87 Teams



June Events:
2021 - 73 Teams
2022 - 103 Teams
2023 - 87 Teams



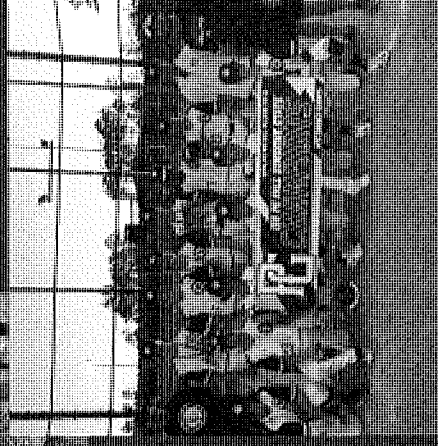
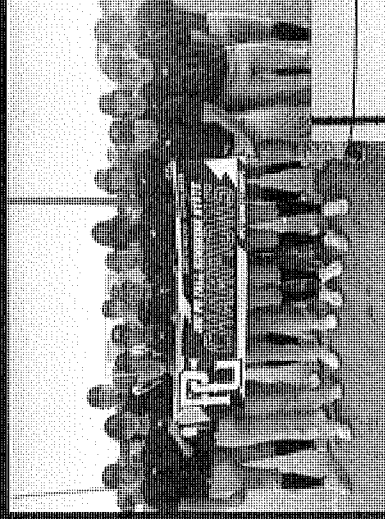
October Events:
2021 - 83 Teams
2022 - 80 Teams
2023 - 140 Teams



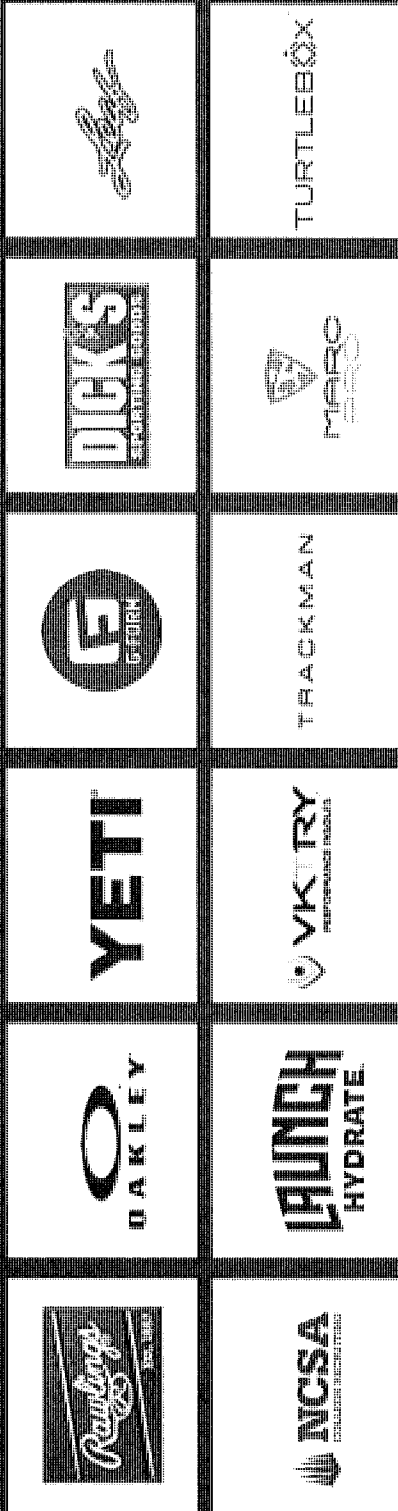
November Events:
2021 - 49 Teams
2022 - 75 Teams
2023 - 150+ Teams

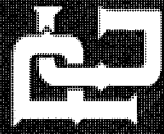
Perfect Game Tournament Partnership Outline

- Perfect Game Tournaments - (2023 - 600+ teams)
 - St. Johns TDC logo placement on all event pages
 - St. Johns Parks & Rec logo placement on event pages
 - Live link to St. Johns County TDC website
 - Pending: St. Johns County video promo link
 - Post event economic impact report(s)
 - Banner placements throughout facility (provided by St. Johns County)
 - On-site activation opportunity
 - Other mutual agreed partnership considerations



OUR PARTNERS





PERFECT GAME

TDC Regular Meeting – February 5, 2024

Agenda Item 9 – FY25 Arts, Culture and Heritage Grant Guidelines (**Action Required**)

Review and/or Approval of the Arts, Culture & Heritage Grant Guidelines for Fiscal year 2025 (October 1, 2024 – September 30, 2025).



Recommended by the Tourist Development Council - February 2024

St. Johns County Tourist Development Council

Arts, Culture and Heritage Grants

For programs and activities occurring between October 1, 2024 and September 30, 2025

Visit www.StJohnsCulture.Com for application deadlines and mandatory workshop dates.

St. Johns Cultural Council
184 San Marco Avenue
St. Augustine, Florida
www.stjohnsculture.com

PURPOSE AND OVERVIEW

To support and enhance St. Johns County as a culturally interesting and vibrant destination, the St. Johns County Board of County Commissioners has allocated a portion of the Tourist Development Tax to aid in the operations and promotion of arts, cultural, and heritage activities that have - as a main purpose - the attraction of visitors as evidenced by promotion to tourists. A portion of these funds support an Arts, Culture and Heritage Grant program administered by the St. Johns County Cultural Council and supervised by the St. Johns County Tourist Development Council. Funding recommendations for Arts, Culture and Heritage Grants must be approved by the Board of County Commissioners.

TDC Arts, Culture and Heritage Grants are available for either Marketing Support or Marketing and Program support. To also receive program support, proposed programs in the application needs to be new or significantly improved existing programs or events.

Applications will be scored by an evaluation team that will present its funding recommendations to the Tourist Development Council for review and to the Board of County Commissioners for final approval. Evaluation team meetings are open to the public. Notice of such meetings will be provided in advance.

The total estimated award amount for the Fiscal Year 2025 Arts, Culture and Heritage Grant Program will be determined as part of the County's annual budget process.

Organizations that wish to apply for funding must complete an application, before the published deadline, with all requested information, through the online [Grant Portal](#) (linked).

The deadline for FY2025 applications is 5 p.m. on Wednesday, **May 31, 2024**.

Questions regarding any portion of the application or application process must be submitted in writing via email to grants@historiccoastculture.com. The deadline for submitting questions is ten (10) calendar days before the application deadline. All questions will be answered and posted to StJohnsCulture.com.

The funding process is not over until the final award decisions are made by the St. Johns County Board of County Commissioners. To ensure fair consideration for all applicants, communication regarding this funding process to or with any County department, employee, elected official or any other person involved in evaluation of or consideration of the applications, until the County Commission has formalized its funding decision, is prohibited. The County's representative may initiate communication with an applicant to obtain necessary information.

The intent of the ACH Grant Program is to accept and fund applications which, in the County's judgment, best serve the interests of the County and its residents and support a vibrant cultural atmosphere that is attractive to visitors. St. Johns County reserves the right to accept or reject any application in whole or in part and to waive technicalities.

Responses to this grant and related documents and communications become public records subject to the provisions of Chapter 119, Florida Statutes, the Florida Public Records Law.

ELIGIBILITY

BASIC ELIGIBILITY

All applications must meet the following basic eligibility criteria at the time of application:

- All grant funded activities must occur within St. Johns County.
- The proposed annual programs or event must be arts, culture or heritage related and have a primary purpose of attracting visitors to St. Johns County, as evidenced by the promotion of the program or event to tourists.
- Applicants, including for-profit businesses and private institutions of higher education, must be qualified to do business in Florida as evidence by their Active Status with the Florida Division of Corporations. Municipalities are also eligible to apply.
- Have a marketing plan that includes out-of-area marketing, defined as follows:
Advertising, promotion, publicity and sales activities that take place and are directly targeted to Tourists, which are defined as persons and groups residing outside the following counties: St. Johns, Flagler, Putnam, Clay, Duval, and Nassau. Media that reaches audiences of both Tourists and those within St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties is allowable to the extent that the advertising reaches out-of-area. For this, grantees will need to provide a broadcast area, distribution, designated market area, analytics, or other data showing the market reach of the advertiser. The allowable reimbursement amount will be based on a percentage of the documented out of area reach. For example, if you purchase a \$1,000 ad with a print publication that has a distribution that is 20% out-of-area, you can request a \$200 reimbursement for that expense.

SPECIFIC ELIGIBILITY

In addition to meeting basic eligibility above, applicants need to meet additional criteria depending on the type of applicant, the type of funding they are applying for, and the nature of programs or events for which funds are being requested.

Type of Applicant

There are year-round applicants and applicants that apply for single events or event series. Applicants must meet the following criteria to apply as a year-round applicant:

- Be a 501(c)3 non-profit arts, culture or heritage organization with headquarters in St. Johns County and a primary mission of producing arts, culture or heritage programs for public audiences.
- Manage a facility or facilities that are open to the public at least 180 days per year. This may include museums, theaters, and historic sites.

Type of Funding

This grant program has two funding options:

1. Out-of-Area Marketing Support: This funding is for existing events or year-round programs that are not proposing any changes or improvements to existing programs or events. 100% of this grant funding is for out-of-area marketing, as defined above. All applicants that meet the basic eligibility requirements may apply for out-of-area marketing support.

2. Program and Marketing Support: This funding is for applicants that are planning **new or significantly improved programs or events**. Below are specific eligibility requirements for different arts, culture and heritage events and programs.
 - Year-round, non-performing arts, culture and heritage organizations must request funding for a **new** program, exhibition, or cultural event that has not been presented in St. Johns County in the previous two years, or for significant and measurable improvements to current programs, exhibitions and cultural events.
 - Retail art markets must be scheduled for two or more consecutive days, include greater than 50% vendors unique to your market in St. Johns County (i.e. do not regularly have booths at other markets in the County or have not participated in a market within the market area in the last 90 days), and 75% or more of the vendors must be artisans selling work they created.*
 - Year-round Performing Arts organizations and single special events (not including music festivals) must have 75% of shows, performances, or theatrical productions that not have been performed in St. Johns County in the previous two years or within the market area for the past 90 days. Performances and shows that feature students that have paid to be in the performance must have at least 15% of the performers be paid professional performing artists, or a single paid professional performing artist or group that has a verifiable national or international following that has not performed in St. Johns County in the previous two years or within the market area for the past 90 days.* .
 - Music Festivals must include at least one headliner who has a verifiable regional or national following that has not performed in St. Johns County in the previous two years or within the market area for the past 90 days.*
 - Culinary Festivals that have received TDC grant funding in the previous three years must include both local culinary artists and culinary artists with a verifiable regional (4 or more states) following for tastings and cooking demonstrations who have not provided those options in St. Johns County in the previous two years or within the market area for the past 90 days.*

* This will be verified by SJCC staff through attendance at the grant supported activity and/or through reimbursement documentation prior to approval for reimbursement. If this requirement is not met, expenses will not be reimbursed.

ADDITIONAL REQUIREMENTS

- Marketing plans and budgets for Program and Marketing Support must include at least 25% of total grant expenses for out-of-area marketing as defined above (i.e. outside of St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties).

- Marketing plans and budgets for Out-of-Area Marketing Support requests must include 100% of grant funds for paid advertising that targets counties beyond those adjacent to St. Johns County.
- All grantees must include the St. Johns Cultural Council and St. Johns County Tourist Development Council logos and/or the statement “funded in part by the St. Johns County Tourist Development Council” on all event or program related websites and promotional materials, with a link to www.historiccoastculture.com whenever possible.

GRANT AWARD AND FUNDING LEVELS

Year-round annual expenses are based on the organization’s most recently completed Form 990. Event expenses are provided on the grant budget form and must be verified through the organization’s annual financial statements.

OUT-OF-AREA MARKETING SUPPORT

30% of the annual year-round program or event expenses, but no more than \$30,000.

PROGRAM AND MARKETING SUPPORT

Year-round annual expenses or event expenses over \$167,000: *maximum request equal to 30% of operating expenses or \$75,000, whichever is less.*

Year-round annual expenses or event expenses between \$100,000 and \$167,000: *maximum request equal to 50% of operating expenses or \$50,000, whichever is less.*

Year-round annual expenses of up to \$100,000*: *maximum request equal to 50% of operating expenses or \$50,000, whichever is less.*

**Nonprofits may include volunteer hours and in-kind contributions in calculation of operating revenue, up to \$100,000.*

GRANT BUDGET AND MATCH REQUIREMENTS

The TDC Arts, Culture and Heritage grant requires a minimum 1:1 match, which is documented by your event or organization financial statements submitted with your application and reimbursement request(s). ***The grant budget form only needs to show revenue and expenses that you are using to show the required match.***

REIMBURSEMENT

This grant is a reimbursement grant. Proof of compliance with marketing requirements as specified in the interim reimbursement request and final report documents (e.g. proof of payment and tear sheets), a log of all grant funded expenses by type as outlined in the grant application budget (e.g. contracted services, performers, etc.) which includes proof of payment for individual expenses \$2,500 and over, and a year-to-date financial statement, must accompany all requests for funds. Organizations with annual programs or multiple events may request reimbursement, with proper documentation, one time in each calendar quarter, and **MUST** submit at least one interim reimbursement request by April 30 of the grant year. Requests for reimbursement for annual events must be requested within 60 days after conclusion of the event, and all requests must be received by October 10, 2025.

All grantee reports and reimbursement requests are subject to audit; if selected for audit, grantee will provide copies of receipts and proof of payment for all expenses included in the report(s). Failure to provide appropriate records will result in repayment of the grant funds and grantee will be ineligible to apply for future TDC grants.

NONALLOWABLE EXPENSES

The following expenditures are NOT reimbursable by grant funds:

- Salaries, benefits, travel or expenses of personnel not directly related to the creation of programs, events or attractions that are open to the public with a focus on the attraction of visitors
- Payment of rent, mortgage, or utilities
- Real property or capital improvements, including but not limited to new construction, renovation restoration, installation or replacement of fixtures and tangible personal property, with the exception of expenditures that are directly related to construction of a proposed exhibition.. Please contact grants@historiccoastculture.com with questions related to allowable capital expenditures.
- Interest or reduction of deficits or loans, fines, penalties or cost of litigation
- Expenses incurred or obligated prior to or after the funding period
- Events which are restricted to private or exclusive participation, including member-only events
- Advertising, printing or other expenses that omit the required logos and support statement
- Benefits, projects and fundraisers that benefit organizations or individuals other than the contracted applicant
- Prize money, scholarships, awards, plaques, certificates, or contributions
- Political or religious events
- Food or beverage
- Any expenditure not authorized by the St Johns County Code of ordinances

CRITERIA AND SCORING

SECTION 1. ATTENDANCE (25 TOTAL POINTS)

- a. Attendance Ratio Score (see calculation below) (15 points)
- b. Detailed explanation of how attendance estimates were determined and documentation of attendance over previous two years with description of how attendance is tracked and verified based on ticket sales, research, surveys, etc. **Include specific information about attendance by out-of-area visitors, including estimated room nights generated** (10 points)

Attendance Ratio Score

A significant percentage of the score for each grant application will be based on the Attendance Ratio. The Attendance Ratio is calculated by dividing the funding request by estimated event or program attendance. Points awarded per ratio score are as follows:

Ratio Score	Points
9.9 and below	15

10 – 14.9	10
15 and higher	5

Example: An event requesting \$40,000 in funding for attendance of 2,000 would have a Ratio Score of 20 and would receive 5 points.

SECTION 2: CULTURAL SIGNIFICANCE, QUALITY AND COMMUNITY SUPPORT (35 TOTAL POINTS)

1. Provide a history of your organization and its contribution to the cultural development of St. Johns County (5 points)
2. Describe your program or event and address the following (25 points):

Program Details

If you are requesting a grant for a special event, provide dates and times. If you are an organization that provides an annual calendar of programs applying for Marketing Support Only, provide the number of days and hours you are open to the public or presenting performances with a description of permanent exhibitions, special events and performances supported by this grant. If you are an organization that provides an annual calendar of programs applying for Program and Marketing Support, be specific about how this grant is funding new or significantly improved exhibitions, programs, performances or events.

Artistic Excellence

The significance of the culture/heritage or quality of the artists/performers and other key individuals, creative process, works of art, museum collections, organizations, education providers, artistic partners, and services involved in the project and their relevance to the audience or communities of St. Johns County. You must provide a percentage of paid versus nonpaid performers.

Artistic Merit

- The value and appropriateness of the project to the organization’s mission, artistic/cultural/historical field, artists, audience, community, and constituency.
- The ability to carry out the project based on such factors as the appropriateness of the budget, clarity of the project activities, resources involved, and the qualifications of the project's personnel and partnerships.
- Clearly defined goals and proposed outcomes and an appropriate plan to determine if those goals and outcomes are met. This includes, where relevant, measures to assess audience enjoyment and engagement.
- Evidence of direct compensation to artists or program providers that bring visitors to St. Johns County. See eligibility requirements for specific information about participation of paid artists and performers.

Relationship to St. Johns County

How your program or event directly relates to St. Johns County’s unique arts, culture, and heritage and how the artists, performers, or exhibitions presented will attract audiences from outside the

area. The program or event should be something that St. Johns County wants to showcase, and that people will travel a long way to attend.

3. Community support, grants, collaborations and in-kind contributions: help us understand the level of support your program receives from the community by providing information about grants, volunteer support, collaboration with other organizations, and in-kind contributions. (5 points)

SECTION 3: MARKETING PLAN (30 TOTAL POINTS)

1. Describe your marketing plan including out-of-area marketing and address the following (10 points):
 - How your event or program will be promoted to Tourists.
 - How this grant will allow you to expand your audience.Note: Marketing plan must include listing events and programs on historiccoastculture.com.
2. Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists (5 points)
3. Provide supporting documents such as examples of past print or digital advertising, social media posts and analytics, radio or television spots, etc. to illustrate the quality of your marketing efforts (5 points)
4. Documented Collaborations (10 points)
 - Events - Lodging listed on webpage: 3 points for listing and linking at least one hotel/accommodation..
 - Formal package agreements with other venues/events or accommodations. Examples include: historic sites and museums creating a joint ticketing/tour package or weekend event; weekend packages that include lodging, dinner, and a theater show; special events with packages to visit other locations in St. Johns County after the event; formal agreements with accommodations for lodging discounts to attendees or visitors.
 - Applicants may receive up to 10 points total for this section. With an accommodation link, an applicant can get up to 7 points for formal package agreements.

SECTION 4: FINANCIAL INFORMATION (10 TOTAL POINTS)

Financial information will be reviewed for accuracy and reasonableness and evidence of organizational sustainability.

Required Financial Information

- A complete copy of the organization's most recently filed U.S. tax return. For nonprofit organizations with revenues below \$50,000 - a statement of revenues and expenses for the most recently completed fiscal year, signed by Board Chair / President or Executive Director.
- The first page of the IRS Form 990 for the previous two years.
- A detailed budget for the program, special event or activity focused on attracting tourists, signed by Board Chair / President or Executive Director, using the budget form provided with the application.
- In the case of for-profit organizations and organizations whose primary organizational purpose or mission is not to attract audience members, funding request amounts must be based on the project budget rather than the organizational budget.

- Municipalities and institutions of higher learning must submit a detailed project / event budget for their special events or activities, signed by an appropriate staff member. Funding request amounts shall be based on the project / event budget.

FAILURE TO PROVIDE A COMPLETE COPY OF THE MOST RECENTLY FILED TAX RETURNS, financial statements and detailed event budgets will disqualify the application.

SECTION 5: OPTIONAL POINTS FOR EXCEPTIONAL FREE AND FIRST-TIME EVENTS (10 TOTAL POINTS)

Because a new event will not have previous attendance data or examples of past marketing efforts available and measuring attendance for free events is generally more difficult than paid events, reviewers may award up to ten additional points to first-time and free events that provide exceptional value to visitors. **Total points for the application may not exceed 100.**

SECTION 6: MANDATORY DEDUCTION FOR EVENTS OCCURRING IN PEAK PERIODS (5 POINT DEDUCTION)

Special events or a series of events with greater than 50% of dates occurring during a peak visitor period (as defined by TDC staff) will receive an automatic 5-point deduction. This deduction does not apply to nonprofit organizations offering year-round programs.

SCORING AND AWARD RATIOS

<u>Description of Total Score</u>	<u>Score</u>	<u>Funding</u>
Exemplary demonstration of the public value of arts, culture & heritage. Extremely likely to generate a large number of overnight stays. Merits investment of St. Johns County funding.	93-100	up to 100%
Strongly demonstrates public value of arts, culture and heritage. Very likely to generate overnight stays. Merits investment of St. Johns County funding.	87-92	up to 90%
Demonstrates public value of arts, culture and heritage. Likely to generate overnight stays. Merits investment of St. Johns County funding.	80-86	up to 80%
Makes an inadequate case for the public value of proposed arts, culture or heritage programs. Does not merit investment of St. Johns County funding.	below 80	No Funding

The evaluation team will present award recommendations to the Tourist Development Council for review and approval before the recommendations are submitted to the Board of County Commissioners for final approval. It may be necessary to apply a ratio to the amount each applicant qualifies for. The

ratio will be determined by dividing the total funds available by the total eligible amount of all of the applicants.

For example: 30 organizations are eligible for funding totaling \$1,200,000, but only \$600,000 in funding is available. Available funding will be divided by eligibility ($600,000 / 1,200,000$) to arrive at a ratio of .50. The actual funding amount will be 50% of the eligible funding amount, so an applicant who is eligible for \$20,000 in funding based on the scoring methodology will receive 50% of that amount, or \$10,000.

APPLICATION INSTRUCTIONS

All applicants must attend a grant workshop and complete and provide by the posted deadline:

1. Online Grant Application
2. Up to 5 supporting documents, which may include examples of marketing materials and analytics; event programs; program reviews; photographs and video of past programs/events, or any other material that illustrates the quality of organizational programs
3. Proof of organizational status from the Florida Department of State
4. Proof of 501(c)3 Tax Exempt Status (e.g. IRS determination letter)
5. Board of Directors list, including names and business affiliation for each board member
6. Required financial information

Arts, Culture and Heritage Grant Application



Recommended by ~~the Tourist Development Council - February 2024~~ ~~FDC - January 30, 2023~~

St. Johns County Tourist Development Council

Arts, Culture and Heritage Grants

For programs and activities occurring between October 1, 202~~4~~³ and September 30, 202~~5~~⁴

Visit www.StJohnsCulture.Com for application deadlines and mandatory workshop dates.

St. Johns Cultural Council
184 San Marco Avenue
St. Augustine, Florida
www.stjohnsculture.com

PURPOSE AND OVERVIEW

To support and enhance St. Johns County as a culturally interesting and vibrant destination, the St. Johns County Board of County Commissioners has allocated a portion of the Tourist Development Tax to aid in the operations and promotion of arts, cultural, and heritage activities that have - as a main purpose - the attraction of visitors as evidenced by promotion to tourists. A portion of these funds support an Arts, Culture and Heritage Grant program administered by the St. Johns County Cultural Council and supervised by the St. Johns County Tourist Development Council. Funding recommendations for Arts, Culture and Heritage Grants must be approved by the Board of County Commissioners.

[TDC Arts, Culture and Heritage Grants are available for either Marketing Support or Marketing and Program support. To also receive program support, proposed programs in the application needs to be new or significantly improved existing programs or events.](#)

Applications will be scored by an evaluation team that will present its funding recommendations to the Tourist Development Council for review and to the Board of County Commissioners for final approval. Evaluation team meetings are open to the public. Notice of such meetings will be provided in advance.

The total estimated award amount for the Fiscal Year 2024~~5~~ Arts, Culture and Heritage Grant Program will be determined as part of the County's annual budget process.

Organizations that wish to apply for funding must complete an application, before the published deadline, with all requested information, through the online [Grant ePortal \(linked\)](#).
[\[https://www.grantinterface.com/Home/Logon?urlkey=stjohns\]](https://www.grantinterface.com/Home/Logon?urlkey=stjohns)

The deadline for FY202~~5~~⁴ applications is 5 p.m. on Wednesday, **May 31, 202~~3~~⁴**.

Questions regarding any portion of the application or application process must be submitted in writing via email to grants@historiccoastculture.com. The deadline for submitting questions is ten (10) calendar days before the application deadline. All questions will be answered and posted to StJohnsCulture.com.

The funding process is not over until the final award decisions are made by the St. Johns County Board of County Commissioners. To ensure fair consideration for all applicants, communication regarding this funding process to or with any County department, employee, elected official or any other person involved in evaluation of or consideration of the applications, until the County Commission has formalized its funding decision, is prohibited. The County's representative may initiate communication with an applicant [in order to](#) obtain [necessary](#) information.

The intent of the ACH Grant Program is to accept and fund applications which, in the County's judgment, best serve the interests of the County and its residents and support a vibrant cultural atmosphere that is attractive to visitors. St. Johns County reserves the right to accept or reject any application in whole or in part and to waive technicalities.

Responses to this grant and related documents and communications become public records subject to the provisions of Chapter 119, Florida Statutes, the Florida Public Records Law.

ELIGIBILITY

BASIC ELIGIBILITY

All applicants must meet the following basic eligibility criteria at the time of application:

- Be a non-profit organization with headquarters in St. Johns County and have a primary mission of producing arts, culture or heritage programming for public audiences.
- Only nonprofit arts, culture and heritage organizations with documented 501(c)3 status may apply for funding to support year-round programming, based on annual operating expenses.
- For-profit businesses, institutions of higher education and municipalities located in St. Johns County may apply for funding for special events, based on the event expense budget, but must be qualified to do business in Florida. A single application may be submitted for multiple events produced by a municipality or institution of higher education.
- All grant-funded activities must occur within St. Johns County.
- The proposed annual programming or event must have a primary purpose of attracting visitors to St. Johns County, as evidenced by the promotion of the programming or event to tourists.

BASIC ELIGIBILITY

All applications must meet the following basic eligibility criteria at the time of application:

- All grant-funded activities must occur within St. Johns County.
- The proposed annual programs or event must be arts, culture or heritage related and have a primary purpose of attracting visitors to St. Johns County, as evidenced by the promotion of the program or event to tourists.
- Applicants, including municipalities within St. Johns County, for-profit businesses, and private institutions of higher education, must be qualified to do business in Florida as evidence by their Active Status with the Florida Division of Corporations. Municipalities are also eligible to apply.
- Have a marketing plan that includes out-of-area marketing, defined as follows:
Advertising, promotion, publicity and sales activities that take place and are directly targeted to Tourists, which are defined as persons and groups residing outside the following counties: St. Johns, Flagler, Putnam, Clay, Duval, and Nassau. Media that reaches audiences of both Tourists and those within St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties is allowable to the extent that the advertising reaches out-of-area. For this, grantees will need to provide a broadcast area, distribution, designated market area, analytics, or other data showing the market reach of the advertiser. The allowable reimbursement amount will be based on a percentage of the documented out of area reach. For example, if you purchase a \$1,000 ad with a print publication that has a distribution that is 20% out-of-area, you can request a \$200 reimbursement for that expense.

SPECIFIC ELIGIBILITY

In addition to meeting basic eligibility above, applicants need to meet additional criteria depending on the type of applicant, the type of funding they are applying for, and the nature of programs or events for which funds are being requested.

Type of Applicant

There are year-round applicants and applicants that apply for single events or event series. Applicants must meet the following criteria to apply as a year-round applicant:

- Be a 501(c)3 non-profit arts, culture or heritage organization with headquarters in St. Johns County and a primary mission of producing arts, culture or heritage programs for public audiences.
- Manage a facility or facilities that are open to the public at least 180 days per year. This may include museums, theaters, and historic sites.

Type of Funding

This grant program has two funding options:

1. Out-of-Area Marketing Support: ~~only~~ This funding is for existing events or year-round programs that are not proposing any changes or improvements to existing programs or events. 100% of this grant funding is for out-of-area marketing, as defined above. All applicants that meet the basic eligibility requirements may apply for out-of-area marketing support. ~~only~~.

~~Out-of-Area Marketing Support only:~~

- ~~All applicants that meet the basic eligibility requirements may apply for marketing support.~~
- ~~**Out-of-area marketing is defined as advertising, promotion, publicity and sales activities that take place and are directly targeted to Tourists, which are defined as persons and groups residing outside the following counties: St. Johns, Flagler, Putnam, Clay, Duval, and Nassau. For media that reaches audiences of both Tourists and those within St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties, at least 80% of the listeners/readers /viewers of those media must be targeted to Tourists. For digital advertising, this must be documented by providing metrics from a third party, such as Google Analytics, showing at least 80% out-of-area reach.**~~

~~Programming and Marketing Support:~~

2. Program and Marketing Support: This funding is for applicants that are planning **new or significantly improved programs or events**. Below are specific eligibility requirements for different arts, culture and heritage events and programs.
 - Year-round, non-performing arts, culture and heritage organizations that have received TDC grant funding in the previous three years must request funding for a **new** program, exhibition, or cultural event that has not been **presented** in St. Johns County in the previous **three-two** years, or for significant and measurable improvements to current programs, exhibitions and cultural events.
 - Retail art markets must be scheduled for **three-two** or more consecutive days, include greater than **750%** vendors unique to your market in St. Johns County (i.e. do not regularly have booths at other markets in the County or have not participated in a market within the

market area in the last 90 days), and ~~90~~75% or more of the vendors must be artisans selling work they created.*

- Year-round Performing Arts organizations and single special events (not including music festivals) ~~that have received TDC grant funding in the previous three years~~ must have 75% of ~~shows, performances, or theatrical productions that not have been performed in St. Johns County in the previous two years or within the market area for the past 90 days.~~ Performances and shows that feature students that have paid to be in the performance ~~must have~~ at least 15% of the performers be paid professional performing artists, or a single paid professional performing artist or group that has a verifiable national or international following that has not performed in St. Johns County in the previous ~~three-two~~ years or within the market area for the past 90 days.* ~~Or, shows, performances, or theatrical productions must not have been performed in St. Johns County in the previous three years or within the market area for the past 90 days.~~
- Music Festivals ~~that have received TDC grant funding in the previous three years~~ must include at least one headliner ~~each festival day~~ who has a verifiable regional or national following that has not performed in St. Johns County in the previous ~~three-two~~ years or within the market area for the past 90 days.*
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- Marketing plans and budgets for Program and Marketing Support must include at least 25% of total grant expenses for out-of-area marketing as defined above (i.e. outside of St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties).
- Marketing plans and budgets for Out-of-A~~rea~~ Marketing Support ~~only~~ requests must ~~include~~ ~~have~~ 100% of grant funds for paid advertising that targets counties beyond those adjacent to St. Johns County ~~(i.e. outside of St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties).~~
- All grantees must include the ~~St. Johns Cultural Council-Historic Coast Culture a~~ and St. Johns County Tourist Development Council logos and/or the statement “funded in part by the St. Johns County Tourist Development Council” on all event or program related websites and promotional materials, with a link to www.historiccoastculture.com whenever possible.

GRANT AWARD AND FUNDING LEVELS

Year-round annual expenses are based ~~on expenses shown on the organization's~~ your most recently completed Form 990. Event expenses are ~~provided shown on the~~ your grant budget form and ~~must be verified through the organization's annual~~ financial statements.

OUT-OF-AREA MARKETING SUPPORT

30% of the annual year-round program or event expenses, but no more than \$~~230,000~~.

PROGRAM AND MARKETING SUPPORT

Year-round annual expenses or event expenses over \$~~167,000~~~~100,000~~: *maximum request equal to 30% of operating expenses or \$~~5075,000~~, whichever is less.*

Year-round annual expenses or event expenses between \$100,000 and \$167,000: maximum request equal to 50% of operating expenses or \$50,000, whichever is less.

Year-round annual expenses of up to \$~~100,000~~~~99,999~~*: *maximum request equal to 50% of operating expenses or \$~~350,000~~, whichever is less.*

**Nonprofits may include volunteer hours and in-kind contributions in calculation of operating revenue, up to \$~~100,000~~~~99,999~~.*

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The TDC Arts, Culture and Heritage grant requires a minimum 1:1 match, which is documented by your event or organization financial statements submitted with your application and reimbursement request(s). ***The grant budget form only needs to show revenue and expenses that you are using to show the required match.***

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This grant is a reimbursement grant. Proof of compliance with marketing requirements as specified in the interim reimbursement request and final report documents (e.g. proof of payment and tear sheets), a log of all grant funded expenses by type as outlined in the grant application budget (e.g. contracted services, performers, etc.) which includes proof of payment for individual expenses \$2,500 and over, and a year-to-date financial statement, must accompany all requests for funds. -Organizations with annual programs or multiple events may request reimbursement, with proper documentation, one time in each calendar quarter, **and MUST submit at least one interim reimbursement request by April 30 of the grant year.** Requests for reimbursement for annual events must be requested within 60 days after conclusion of the event, and all requests must be received by October 10, 202~~5~~~~4~~.

All grantee reports **and reimbursement requests** are subject to audit; if selected for audit, grantee will provide copies of receipts and proof of payment for all expenses included in the report(s). -Failure to provide appropriate records will result in repayment of the grant funds and grantee will be ineligible to apply for future **TDC** grants.

NONALLOWABLE EXPENSES

The following expenditures are NOT reimbursable by grant funds:

- Salaries, benefits, travel or expenses of personnel not directly related to the creation of programs, events or attractions that are open to the public with a focus on the attraction of visitors;
- Payment of rent, mortgage, or utilities;

- Real property or capital improvements, including but not limited to new construction, renovation restoration, installation or replacement of fixtures and tangible personal property, with the exception of ~~Exception:~~ expenditures that are directly related to construction of the ~~a~~ proposed exhibition. ~~construction may be allowed.~~ Please contact [a grants@historiccoastculture.com](mailto:grants@historiccoastculture.com) with questions related to allowable capital expenditures;
- Interest or reduction of deficits or loans, fines, penalties or cost of litigation;
- Expenses incurred or obligated prior to or after the funding period;
- Events which are restricted to private or exclusive participation, including member-only events;
- Advertising, printing or other expenses that omit the required logos and support statement;
- Benefits, projects and fundraisers that benefit organizations or individuals other than the contracted applicant
- ~~Prize money, scholarships, awards, plaques, certificates, or contributions;~~
- Political or religious events;
- Food or beverage; ~~and~~
- Any expenditure not authorized by the St Johns County Code of ordinances.

CRITERIA AND SCORING

SECTION 1. ATTENDANCE (25 TOTAL POINTS)

- Attendance Ratio Score (see calculation below) (15 points)
- Detailed explanation of how attendance estimates were determined and documentation of attendance over previous two years with description of how attendance is tracked and verified based on ticket sales, research, surveys, etc. **Include specific information about attendance by out-of-area visitors, including estimated room nights generated** (10 points)

Attendance Ratio Score

A significant percentage of the score for each grant application will be based on the Attendance Ratio. The Attendance Ratio is calculated by dividing the funding request by estimated event or program attendance. Points awarded per ratio score are as follows:

Ratio Score	Points
9.9 and below	15
10 – 14.9	10
15 and higher	5

Example: An event requesting \$40,000 in funding for attendance of 2,000 would have a Ratio Score of 20 and would receive ~~10~~ 5 points.

SECTION 2: CULTURAL SIGNIFICANCE, QUALITY AND COMMUNITY SUPPORT (35 TOTAL POINTS)

- Provide a history of your organization and its contribution to the cultural development of St. Johns County (5 points)
- Describe your program or event ~~Programming/Activities~~ and address the following (25 points):
2.

Program Details

If you are requesting a grant for a special event, provide dates and times. If you are an organization that provides an annual calendar of programs applying for Marketing Support Only, provide the number of days and hours you are open to the public or presenting performances with a description of permanent exhibitions, special events and ~~/or~~ performances supported by this grant. If you are an organization that provides an annual calendar of programs applying for Program and Marketing Support, be specific about how this grant is funding new or significantly improved exhibitions, programs, performances or events.

Artistic Excellence

The significance of the culture/heritage or quality of the artists/performers and other key individuals, creative process, works of art, museum collections, organizations, education providers, artistic partners, and ~~/or~~ services involved in the project and their relevance to the audience or communities of St. Johns County. You must provide a percentage of paid versus nonpaid performers.

Artistic Merit

- The value and appropriateness of the project to the organization's mission, artistic/cultural/historical field, artists, audience, community, and ~~/or~~ constituency.
- The ability to carry out the project based on such factors as the appropriateness of the budget, clarity of the project activities, resources involved, and the qualifications of the project's personnel and ~~/or~~ partnerships.
- Clearly defined goals and ~~/or~~ proposed outcomes and an appropriate plan to determine if those goals and ~~/or~~ outcomes are met. This includes, where relevant, measures to assess audience enjoyment and engagement.
- Evidence of direct compensation to artists or program providers that bring visitors to St. Johns County. (See eligibility requirements for specific information about participation of paid artists and ~~/performers.~~ participation.)

Relationship to St. Johns County

How your program or event directly relates to St. Johns County's unique arts, culture, and heritage and how if the selected artists, performers, or ~~/musical acts/~~ exhibitions presented will attract bring in additional audiences from outside the area. The program or event should be something that St. Johns County can be proud of/wants to showcase, and that people will travel a long way to attend.

3. Community support, grants, collaborations and ~~/or~~ in-kind contributions: —help us understand the level of support your program receives from the community by providing information about grants, volunteer support, collaboration with other organizations, and in-kind contributions. (5 points)

SECTION 3: MARKETING PLAN (30 TOTAL POINTS)

1. Describe your marketing plan including out-of-area marketing and address the following (10 points):
 - How your event or program will be promoted to Tourists.
 - How this grant will allow you to expand your audience.

Note: Marketing plan must include listing events and programs on historiccoastculture.com.

2. Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists (5 points)
3. Provide supporting documents such as examples of past print or digital advertising, social media posts and analytics, radio or television spots, etc. to illustrate the quality of your marketing efforts (5 points)
4. Documented Collaborations (10 points)
 - Events - Lodging listed on webpage: 13 points (up to 5 points) per for listing and linking at least one hotel/accommodation listed and linked.
 - Formal package agreements with other venues/events or accommodations. Examples include: historic sites and museums creating a joint ticketing/tour package or weekend event; ~~W~~weekend packages that include lodging, dinner, and a theater show; ~~S~~special events with packages to visit other locations in St. Johns County after the event; formal agreements with accommodations for lodging discounts to attendees or visitors. ~~U~~
 - Applicants may receive up to 10 points total for this section. With an accommodation link, an applicant can get up to 7 points for formal package agreements.

SECTION 4: FINANCIAL INFORMATION (10 TOTAL POINTS)

Financial information will be reviewed for accuracy and reasonableness and evidence of organizational sustainability.

Required Financial Information

- A complete copy of the organization's most recently filed U.S. tax return. ~~or~~ For nonprofit organizations with revenues below \$50,000 - a statement of revenues and expenses for the most recently completed fiscal year, signed by Board Chair / President or Executive Director.
- The first page of the IRS Form 990 for the previous two years.
- A detailed ~~project / event~~ budget for the program, special event or activity(s) focused on attracting tourists, signed by Board Chair / President or Executive Director, using the budget form provided with the application.
- In the case of for-profit organizations and organizations whose primary organizational purpose or mission is not to attract audience members, funding request amounts must be based on the project budget rather than the organizational budget.
- Municipalities and institutions of higher learning must submit a detailed project / event budget for their special events or activities, signed by ~~an~~ the appropriate staff member. -Funding request amounts shall be based on the project / event budget.

FAILURE TO PROVIDE A COMPLETE COPY OF THE MOST RECENTLY FILED TAX RETURNS, financial statements and detailed event budget ~~statements~~ will disqualify the application.

SECTION 5: OPTIONAL POINTS FOR EXCEPTIONAL FREE AND FIRST-TIME EVENTS (10 TOTAL POINTS)

Because a new event will not have previous attendance data or examples of past marketing efforts available and measuring attendance for free events is generally more difficult than paid events,

reviewers may award up to ten additional points to first-time [and free](#) events that provide exceptional value to visitors. **Total points for the application may not exceed 100.**

SECTION 6: MANDATORY DEDUCTION FOR EVENTS OCCURRING IN PEAK PERIODS (~~540~~ POINT DEDUCTION)

Special events or a series of events with [most greater than 50% of](#) dates occurring during a peak visitor period (as defined by TDC staff) will ~~receive~~ an automatic ~~105~~-point deduction. ~~This deduction will~~ [does](#) not apply to nonprofit organizations offering year-round programs.

SCORING AND AWARD RATIOS

<u>Description of Total Score</u>	<u>Score</u>	<u>Funding</u>
Exemplary demonstration of the public value of arts, culture & 100% heritage. Extremely likely to generate a large number of overnight stays. Merits investment of St. Johns County funding.	930 -100	up to
Strongly demonstrates public value of arts, culture and 90 ⁷⁵ % heritage. Very likely to generate overnight stays. Merits investment of St. Johns County funding.	875-920 ^{89.9}	up to
Demonstrates public value of arts, culture and heritage. Likely to generate overnight stays. Merits investment of St. Johns County funding.	80-86	up to 80%
Makes an inadequate case for the public value of proposed arts, culture or heritage programs. Does not merit investment of St. Johns County funding.	below 80	No Funding

The evaluation team will present award recommendations to the Tourist Development Council for review and approval before the recommendations are submitted to the Board of County Commissioners for final approval. It may be necessary to apply a ratio to the amount each applicant qualifies for. The ratio will be determined by dividing the total funds available by the total eligible amount of all of the applicants.

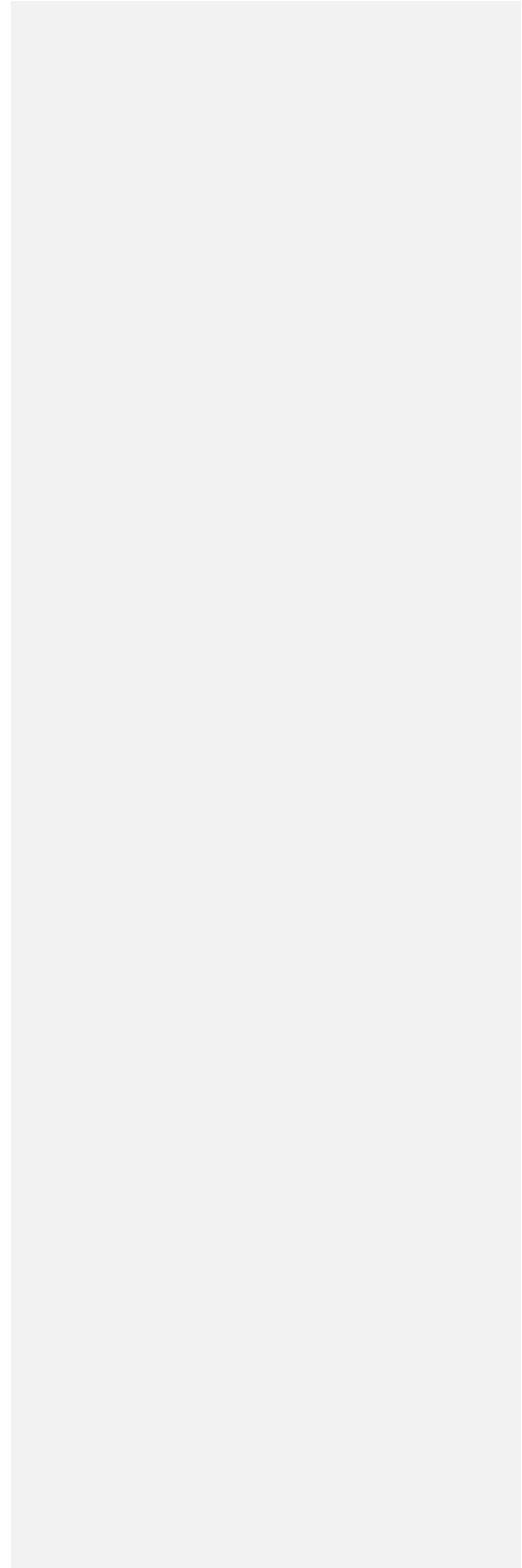
For example: 30 organizations are eligible for funding totaling \$1,200,000, but only \$600,000 in funding is available. Available funding will be divided by eligibility (600,000 / 1,200,000) to arrive at a ratio of .50. The actual funding amount will be 50% of the eligible funding amount, so an applicant who is eligible for \$20,000 in funding based on the scoring methodology will receive 50% of that amount, or \$10,000.

APPLICATION INSTRUCTIONS

All applicants must attend a grant workshop and complete and provide by the posted deadline:

1. Online Grant Application
2. Up to 5 supporting documents, which may include examples of marketing materials and analytics; event programs; program reviews; photographs and video of past programs/events, or any other material that illustrates the quality of organizational programs
3. Proof of organizational status from the Florida Department of State
4. Proof of 501(c)3 Tax Exempt Status (e.g. IRS determination letter)
5. Board of Directors list, including names and business affiliation for each board member
6. Required financial information (~~see above~~)

Arts, Culture and Heritage Grant Application



TDC Regular Meeting – February 5, 2024

Agenda Item 10 - Update from Tourism Marketing RFP Working Group including Draft RFP Scope (**Action Required**)

Public Comment

DRAFT Tourism Marketing RFP Scope
2.5.24

PROJECT OVERVIEW

St. Johns County is currently seeking a qualified, full service, agency to create and execute a tourism destination advertising/marketing program.

Tourism is the primary economic engine for St. Johns County (SJC). Each year visitors generate hundreds of millions of dollars of commerce for the local economy supporting an estimated 32,400 jobs.

Funding for tourism advertising/marketing is provided by revenues generated from the Local Option Tourist Development Tax (or “Bed Tax”), a surcharge on the rental of short-term accommodations. Specific uses of the advertising and marketing funds are approved by the Tourist Development Council and Board of County Commissioners via an annual marketing plan and budget approval process.

The selected agency will provide strategic guidance and execute recommendations in building awareness and increasing the economic impact of tourism in St. Johns County. The anticipated funding for the awarded contract will be approximately \$2.5 to \$3 million annually.

PROJECT OBJECTIVES AND AUDIENCE

St. Johns County is seeking a qualified, full service, agency to work in conjunction with St. Johns County, as well as St. Johns County’s existing tourism promotion partners, including the St. Johns County Visitors and Convention Bureau, the St Johns County Cultural Council and the St. Johns County Chamber of Commerce, to ensure marketing and ad hoc campaign efforts are effective and relevant to maintaining and growing visitation to St. Johns County by providing brand strategy, creative brand development and production services. The resulting agency relationship is expected to last five years.

Project Objectives

- Selecting an agency that can effectively translate the St. Johns County brand through native advertising, digital platforms, interactive digital platforms, video production, images, print, radio, direct marketing, television, out of home, audio and any other marketing medium deemed necessary;
- Selecting an agency that will successfully partner with St. Johns County’s tourism industry partners including the St. Johns County Visitors and Convention Bureau, the St Johns County Cultural Council and the St. Johns County Chamber of Commerce;
- Selecting an agency that can maximize the value of St. Johns County campaigns and operate as an extension of the St. Johns County team;
- Selecting an agency that can provide strategic consulting during a crisis situation; and
- Selecting an agency that is capable of developing effective strategies and providing strategic recommendations to ensure that St. Johns County remains a top travel destination and achieves its core objectives of increasing visitor volume, maximizing visitor spend, protecting and growing market share, and increasing the overall value of the County’s Tourism brand.

Project Audience

St. Johns County's audience includes:

- The St. Johns County tourism industry at large (for partnership and cooperative advertising purposes);
- Consumers in the United States, Canada, and priority international markets (which may vary by year);
- Florida residents residing outside of St. Johns County;
- Decision-makers in the weddings, meetings and conventions industries around the world; and
- Domestic and International travel trade professionals and media.

PROJECT SCOPE

The awarded Consultant agency shall provide creative services to SJC Tourism Department for the conception, design and execution of advertising campaigns and programs targeting a variety of audiences including leisure and business travel consumers and other selected targets that can help accomplish the goal of increasing the economic impact of tourism in St. Johns County.

Project Goals and Deliverables

- Develop an annual plan incorporating creative ideas and headlines and identify the opportunities to increase the economic impact and businesses of St. Johns County across all tourism sectors.
- Identify key trends and reasons people travel that align with business objectives.
- Generate consistent high-value media placements for St. Johns County, raising awareness among consumers and media.
- Develop target media list and pitch U.S. lifestyle media, hotel and meetings trades, broadcast, and online outlets which influence decisions among leisure and business travelers, as well as meetings professionals. Identify appropriate media to pitch in specific international markets based on business need and inbound travel.
- Produce report of monthly results to include tracking and measurements, including standard industry measurements, across all tourism sectors.
- Plan and host media events around industry events and other engagement opportunities.
- Secure media to attend individual and/or group press trips to St. Johns County.
- Not an all inclusive list, agency is expected to identify new opportunities for further promotion of tourism in St. Johns County.

ORGANIZATION AND RESPONSE

For the initial step of RFP, we are asking that potential agency partners conduct a basic evaluation of St. Johns County, and submit a written proposal submitted as a PDF file. The proposal should identify opportunities to grow, refine, enhance, and amplify the message. Your presentation may also include a sampling of new ideas/fresh thinking. From here, we will select agency finalists for a presentation to key executives.

A list of resources to be reviewed for the evaluation include:

St. Johns County maintains multiple tourism promotion contracts with local agencies including:

- the St. Johns County Visitors and Convention Bureau
 - travel industry site, www.sapvb.org
 - consumer website, www.FloridasHistoricCoast.com
- St. Johns Cultural Council
 - agency website, <https://stjohnsculture.com/>
 - tourism website, <https://www.historiccoastculture.com/>
- St. Johns Cultural Events Division
 - St. Augustine Amphitheater website, <https://www.theamp.com/>
 - Ponte Vedra Concert Hall website, <https://www.pvconcerthall.com/>

A. Evaluation of St. Johns County and Opportunities/Creative Ideas - General Response

- Please share initial thoughts on how you would approach this account. Where do you see opportunities to grow, refine, enhance, and amplify the message for St. Johns County?
- Your response should also include a sampling of innovative ideas that can be implemented over the next six months.

B. Agency Credentials & Experience

- Include a letter signed by an authorized agency representative with authority to negotiate on behalf of the agency. The letter should include services the agency is bidding on a statement of acceptance of St Johns County's standard terms and conditions or proposed alternative terms.
- A brief overview of your agency and history
- Agency structure
- Office location(s)
- Recommended team that would support this account, including summary of resumes of leadership and key personnel who will provide day-to-day support
- List of your agency capabilities including, but not limited to, media relations (consumer and trade) and event execution
- Proposals must provide evidence of financial stability. The agency must document sufficient financial resources to perform all services outlined in this RFP. Audited or

reviewed financial statements are required for the three most recent years of operations.

- Describe your ability to provide services to St. Johns County during a crisis.
- How your agency differentiates itself from your competitors

C. Current Client List & Potential Conflict(s)

- A current complete client list denoting all long-term clients (3 years or more)
- Highlight at least one mature brand client and demonstrate how the agency grew or expanded impact for the brand.
- Examples of key client projects/results that relate to the scope outlined
- Provide contact information for at least two current clients and two former clients that St. Johns County can contact. If possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:
 - Contact Name and Title;
 - Contact Vendor Name;
 - Contact Phone Number and Email Address;
 - Industry of Client;
 - Service Description;
 - Length of Relationship; and
 - Brief explanation regarding the end of the business relationship, if applicable.
- Any new accounts acquired within the past year
- List all destination marketing and tourism industry clients, and any other clients that may compete with St. Johns County. Please include any conflict mitigation strategies in place.

D. Case Studies

- Please include two current and relevant case studies developed and produced by the proposed team that demonstrate your agency's philosophy, experience, work ethic and results. Studies should be relevant to the hospitality industry and should include one client reference for each case study. Provide at least two (2) current mature brand campaigns developed and produced by the proposed team. If applicable, one of the provided examples should be for a brand that underwent a refresh under the agency' guidance.
- Explain the results your clients have achieved as a direct result of your work.
- Highlight campaign changes that were made as the market changed.

E. Agency Fees

- Please tell us about your compensation structure (retainer vs. billable hours) and what services are covered under each
- Please include an example of the reporting method(s) you provide clients
- Describe the use of outside vendors used to assist with client projects and how these vendors are compensated (i.e. markup, add-ons, etc.)

F. Miscellaneous

- Describe your agency's practices in beginning a new client relationship/ new account. What do you do? What do you expect us to do?
- What do you feel makes for a successful client/agency relationship?
- Any additional items you believe are relevant to the management and execution of this program

DEADLINE FOR SUBMISSION AND PRESENTATIONS

All RFP responses should be sent to the attention of:

Add Contact Information

All submissions must be received by **Add Deadline** in order to be considered. Agencies selected to move forward will be asked to present **in person Add Date/Location**.

EVALUATION CRITERIA

Based on a maximum possible value of 100 points, the Evaluation Committee will review and evaluate offers according to the following criteria:

Written Proposal Review Evaluation Criteria	
GENERAL RESPONSE	Possible 40 Points
A. Opportunities	10
A. Creative / Innovative Ideas	10
B. Project Staff	10
C. Agency Overview/Strengths	10
AGENCY CREDENTIALS & EXPERIENCE	Possible 40 Points
A. Overall Project/ Campaign	20
B. Measurable Results	20
CASE STUDIES	Possible 40 Points
A. Sample One	20
B. Sample Two	20
QUALITY OF PRESENTATION	Possible 20 Points
A. Quality of written proposal	20
AGENCY FEES & COSTS	Possible 20 Points
A. Cost for Billable Services	20
LOCAL PREFERENCE	Possible 10 Points
A. St. Johns County Based Company	10
TOTAL	Possible 170 Points

Digital Review evaluation criteria: In-person presentations for at least two and no more than five of the highest evaluated proposals

DIGITAL	Possible 200 Points
A.	20
B.	20
C.	20
D.	20
E.	20
TOTAL	Possible 200 Points

Presentation evaluation criteria: In-person presentations for at least two and no more than five of the highest evaluated proposals

PRESENTATION	Possible 200 Points
A. Overall Presentation of Plan	40
B. Creative Ideas to Increase the Economic Impact	40
C. Summary of Results from Previous Clients	40
D. Design Content	40
E. St Johns County Market Analysis	40
TOTAL	Possible 200 Points

TDC Regular Meeting – February 5, 2024

Agenda Item 12 – (Information Only)

- Update on St. Johns County's Proposal for Consideration as the Location for the Florida Black History Museum



The Premier Location for the Florida Museum of Black History



AMERICA'S
CULTURAL VIP

ST. AUGUSTINE
PONTE VEDRA

History and Culture are the Backbone of St. Johns County Tourism

Each year, St. Johns County welcomes millions of historical and cultural tourists who come to experience the 450 plus years of history.

Black history is a predominant thread throughout that story.



A World-Class African American Heritage Destination

“St. Johns County has the assets and product to compete as a world-class African American Heritage destination.”

“It is difficult to name a destination in the United States with a more varied and rich history of the African American experience than St. Johns County.”

Cultural Marketing Review
completed in 2020
by Robin Malpass & Associates, Inc.
based in Chicago, IL



Abundant Historic and Cultural Sites

- ACCORD Civil Rights Museum
- ACCORD Freedom Trail with 30 plus African-American Heritage locations
- Al Lewis Archway: Florida Normal & Industrial Institute
- Butler Beach
- Fort Mose Historic State Park
- Excelsior School Building
- Lincolnville
- Lincolnville Museum and Cultural Center
- Plaza de la Constitucion
- Coquina Slave Cabin
- St. Augustine Beach Hotel
- St. Cyprian's Episcopal Church
- Zion Missionary Baptist Church
- Zora Neil Hurston Boarding House



COMMUNITY INVESTMENT

Renovation of the
**Lincolnton Museum and
Cultural Center**

Stabilization and restoration of the
former **St. Augustine Beach Hotel**

Reconstruction of the original
fort structure at **Fort Mose
Historic State Park**

Repairs to the historic **Zion
Missionary Baptist Church**

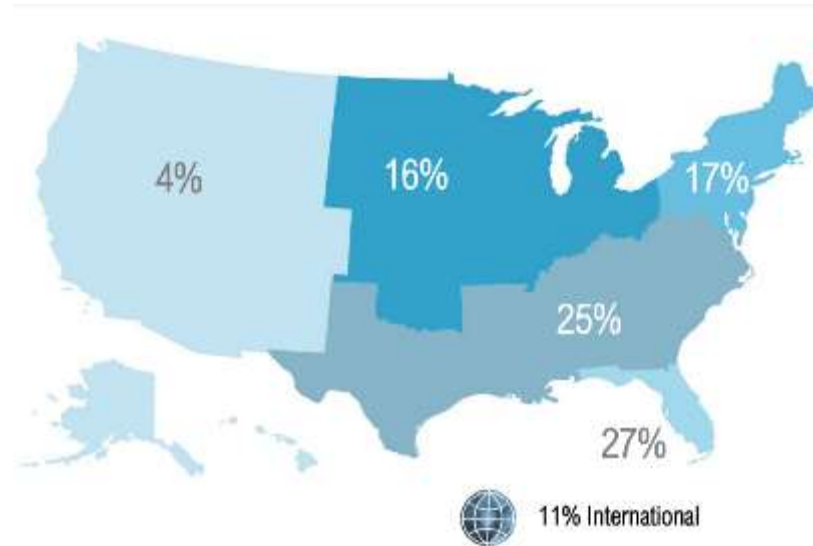
**Four local Black History Sites
received approx. \$3 million in State Grants in 2022**



ST. JOHNS COUNTY VISITORS



44% of visitors indicate historical sites as their top reason for visiting



Domestic Visitors: 89%
International Visitors: 11%

74% of Visitors drove
25% of Visitors flew



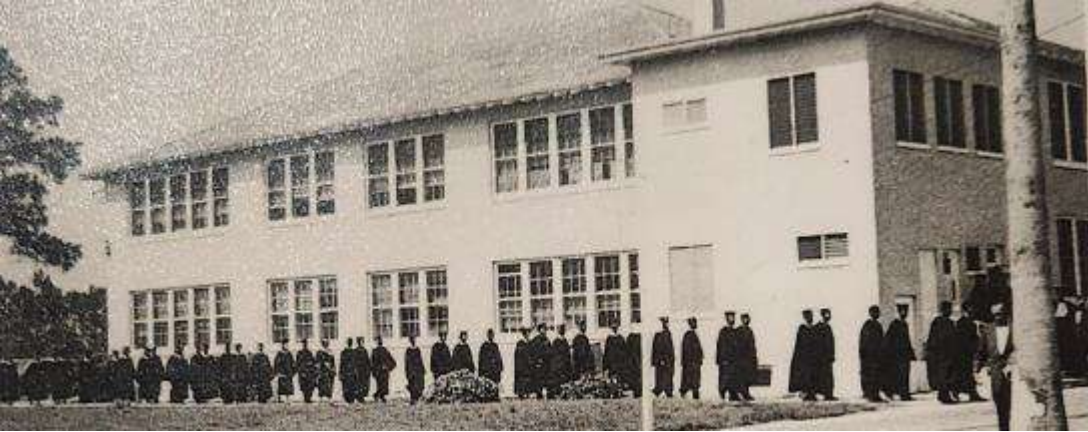
76% of visitors said that St. Johns County was their primary destination on their trip

8% of visitors said their primary destination was Orlando/Disney



Performing Arts Center

A 2019 Feasibility Study provided recommendation for a financially self-sustaining performing arts facility that included a 500 seat main theater with a 200 seat black box theater along with supporting facilities and amenities.



A Historic Location

Florida Memorial University, one of the oldest academic centers in the state, began its third incarnation in St. Augustine on September 24, 1918.

Influenced by the educational model popularized by Booker T. Washington at his Tuskegee Institute in Alabama, students were encouraged to be industrious and self-sufficient, constructing many of the campus buildings themselves.

The advent of the Civil Rights Movement in the 1950s and 1960s brought about a whirlwind of challenges and changes to St. Augustine. Students from Florida Memorial joined the efforts, participating in sit-ins, wade-ins, and swim-ins.

Although the events in St. Augustine significantly influenced federal legislation resulting in the passage of the Civil Rights Act of 1964, the activism by its students, threatened to upset the delicate relationship between the City of St. Augustine and Florida Memorial.

Given this tense and uncertain situation, Dr. Royal W. Puryear oversaw the relocation of the school to Dade County, in 1965.

Florida Memorial maintained ownership of the land through the decades and this project provides the potential to redevelop the property with reverence to its historical roots.



HISTORIC IMAGES



CANTEEN & BOOK SHOP (ADMIN BLDG TO RIGHT)



AERIAL PERSPECTIVE



ARCH

CONSTRUCTED FEATURES:

- 1 Museum (Men's Dorm)
- 2 Parking
- 3 Reflecting Pool & Pergola
- 4 Water Tower
- 5 Walking Trail
- 6 Memorial Arch

HISTORIC FEATURES ONLY

- 7 Library
- 8 Health Clinic
- 9 Music Building
- 10 Gym
- 11 Administration
- 12 Canteen & Book Shop
- 13 Student Center
- 14 Women's Dorm





Project Partners

Florida Memorial Museum

West Augustine Community
Redevelopment Area

Accord Civil Rights Museum

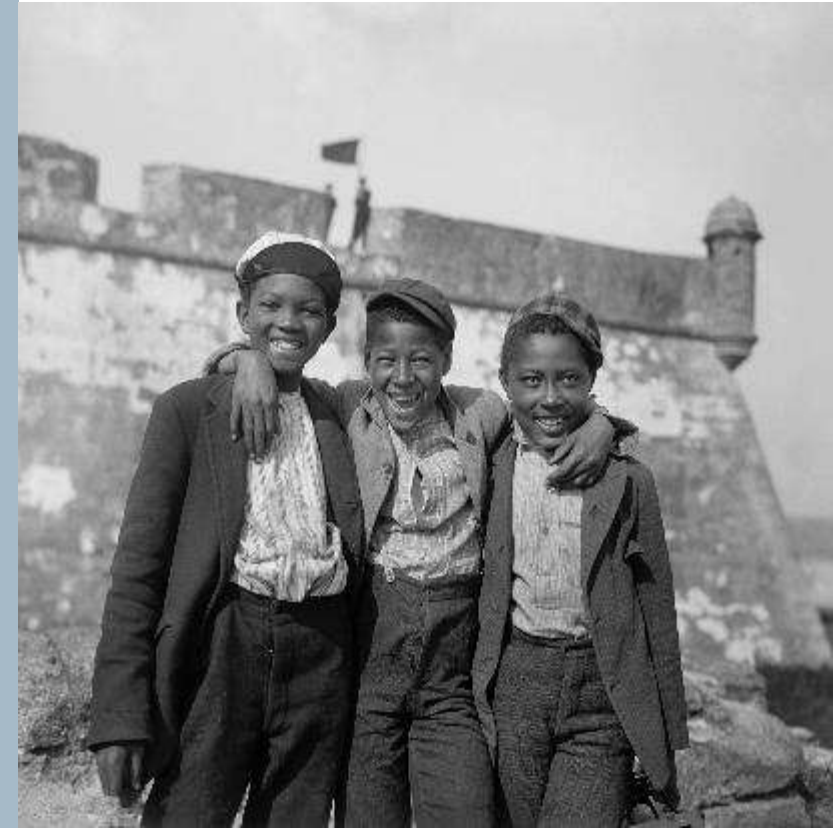
Lincolville Museum and
Cultural Center

St. Johns Visitors and
Convention Bureau

St. Johns Cultural Council

City of St. Augustine

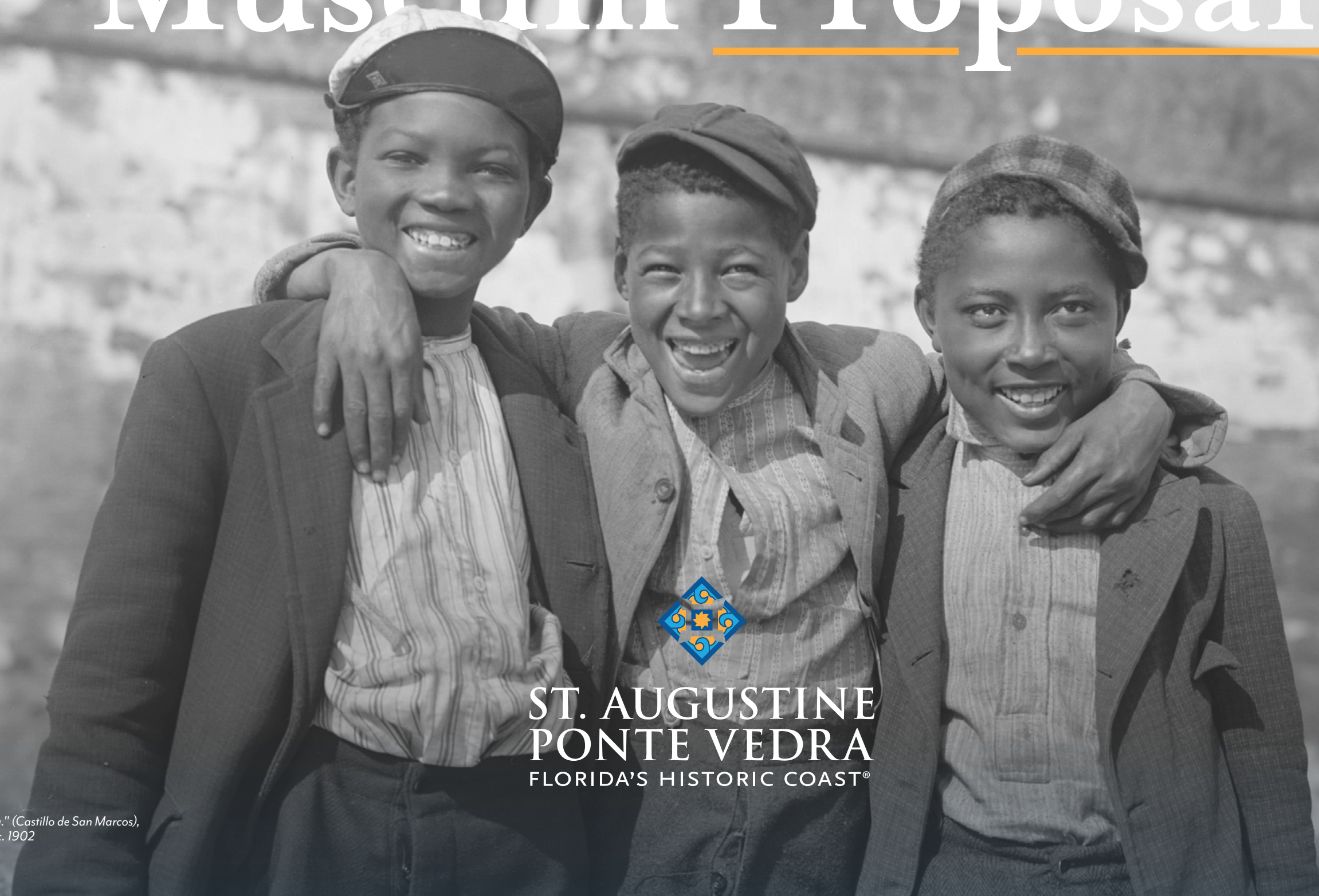
St. Johns County



**THANK YOU
FOR YOUR
TIME AND
CONSIDERATION**



Black History Museum Proposal



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

*"Happy as the day is long." (Castillo de San Marcos),
William Henry Jackson, c. 1902*

St. Augustine

St. Augustine, Florida is the oldest continuously occupied European settlement in the United States. Our destination was settled by Spanish explorers in 1565 on lands inhabited by the indigenous Timucua. It has also been home to many cultures –Native American, Spanish, African, Greek, Minorcan, French, and British. Today, living history interpreters immerse visitors in St. Augustine’s nearly five centuries of history at two National Park monuments – the Castillo de San Marcos and Fort Matanzas – and at Fort Mose, the first free Black community in the United States. Dozens of historic sites, including the homes of authors Zora Neale Hurston and Marjorie Kinnan Rawlings, await your visit. Walk in the footsteps of Martin Luther King, Jr. and learn about St. Augustine’s pivotal role in the passage of the Civil Rights Act® the ACCORD and Lincolnville Museums.

▶ Historical Tourism Capital of Florida



Tourism Economic Impact in St. Johns County

- ◆ **3.0 Million**
Annual Visitors
- ◆ **\$2.3 Billion**
Direct Spending
- ◆ **\$3.8 Billion**
Total Economic
Impact
- ◆ **32,400**
Jobs Supported
by Tourism

AFRICAN AMERICANS IN ST. AUGUSTINE

1 The First Black General
General Jorge Biassou, a leader of the slave uprising in Haiti in 1791, became a Spanish general and lived in St. Augustine from 1796 until his death in 1801. He lived at 42 St. George Street, commanded a militia out of Fort Matanzas, and is buried in an unmarked grave in Tolomato Cemetery on Cordova Street.

2 Government House
Ralph Waldo Emerson attended a bible meeting inside Government House while a slave auction took place in the courtyard.

3 Nora August (1860)
A Union soldier occupying St. Simon's Island carved an ivory bust of this freed slave while she posed for immortality. According to the inscription, she was "Purchased from the Market, St. Augustine, Florida April 17 1860."

3 "Slave Market" (1824)
A public market house built in the 1820's was used for the sale of many things, including slaves, before the Civil War. It became a focal point for civil rights demonstrations in the 1960's.

4 Fort Mose
Founded in 1738 as the northern defense of St. Augustine, Fort Mose was populated by African freedom seekers who had escaped enslavement in South Carolina and given sanctuary by the Spanish. 2 miles north of the Castillo de San Marcos

4 Lincolnville Historic District (1866)
Former slaves established this neighborhood as "Little Africa" immediately after the Civil War. Later renamed Lincolnville, it thrived during segregation, including a busy shopping district, churches, and the largest collection of Victorian houses in town. It played a major role in the civil rights movement in the 1960's. One of the main streets has been named to honor Dr. Martin Luther King, Jr.

5 Lincolnville Museum & Cultural Center (1925)
St. Augustine's first all black public high school now a museum.

6 Dr. Aleck Darnes (1880)
Alexander Darnes grew up as a slave in the Segui-Kirby Smith House, where his statue now stands in the garden. After emancipation, he attended college and became the first black physician in Florida.

7 St. Cyprian's Episcopal Church (1900)
Founded by Africans, the church was built in 1900 and is the oldest church building in historic Lincolnville. The Gothic style wooden structure was beautifully restored in the 1990's and is one of the architectural ornaments of the city.



Fort Mose
2 miles North of the Castillo de San Marcos

Gault Street Steps (1964)
These steps are all that remain of the Roberson family home which was firebombed after they sent their children to integrate the previously all-white Fullerwood School. (North of the area shown on map) 169 1/2 Gault Street. One block east of The Old Jail.

8 First Baptist Church (1916)
Replaced an earlier building destroyed by fire, this became one of the major churches where civil rights activities took place in the 1960's.

9 Zora Neale Hurston
Author of the famous novel, *Their Eyes Were Watching God*. In St. Augustine, Hurston taught at Florida Normal College and hung out with Marjorie Kinnan Rawlings at Castle Warden (now Ripley's). The plaque at 791 West King Street marks where Hurston lived in 1942.

10 Foot Soldiers Monument
The 2011 dedication of an artistic monument honoring the heroes of the civil rights movement, just a few feet south of the Slave Market, celebrates the most important event in St. Augustine's modern history.

11 American Legion Post 194 (1937)
Begun as the Colored Veterans of World War I in 1937, it became the Lincolnville American Legion Post in the 1940's and moved to West Augustine in the late 1950's, where it is named in honor of Alton Green. This post remains very active in community affairs.

12 Emancipation Proclamation
The Emancipation Proclamation of 1863 was read to the slaves at this spot.

13 St. Benedict School (1898)
The oldest brick school building in St. Augustine was a gift of Mother Katherine Drexel, who became a Catholic Saint in 2000. In 1916, three of St. Benedict's teaching nuns were arrested for violating the Florida law that forbade white teachers to teach black students.

14 St. Paul A.M.E. Church (1904)
Built in 1904 for a congregation dating back to 1873, this church was the birth of A.M.E. in St. Augustine. Dr. Martin Luther King and Jackie Robinson spoke at rallies here during the civil rights struggle.

15 Florida Memorial College (1918)
St. Augustine's first college was the all-black Florida Normal College. Later renamed Florida Memorial, the school moved to Miami in 1968. The entry arch is all that survives of the school's structure.

Ray Charles (1937)
Ray Charles was a student at the Florida School for the Deaf and the Blind from 1937 to 1945. His piano is on display at the Excelsior Cultural Center.

16 Civil War Troops (1862)
St. Augustine was under Union control from 1862 on. More than 1,000 ex-slaves from northeast Florida fought to end slavery with the Union army as "U.S. Colored Troops." Their graves are marked "USCT," and many of their descendants live here today.

17 Washington Street
Washington Street was the Main Street of Black St. Augustine for a century. Significant historic buildings like St. Mary's Baptist Church, the Frank Butler House, the Elks Rest and the Odd Fellows Hall can still be seen.

18 Slave Cabin
This coquina building is believed to be the last surviving slave cabin in St. Augustine. It was part of the Buena Esperanza Plantation, now south Lincolnville.



Living History Interpreter James Bullock shares a Flight to Freedom educational moment at Fort Mose." Photo: Gary LeVeille

▶ Annual Events ◀

FEBRUARY

Flight to Freedom

904.823.2232
www.floridastateparks.org/park/fort-mose

Flight to Freedom tells the story of the journey of freedom seekers beginning from 1687 through 1763. Learn about Spanish, African and Native American food traditions and culture from guest speakers and demonstrators. Musket and cannon demonstrations by the Fort Mose militia.

St. Augustine Spanish Food & Wine Festival

www.spanishwinefestival.com

Various food & wine events over three days, showcasing the Spanish influence on the culinary scene in St. Augustine

Fort Mose Jazz & Blues Series

www.discoverfortmose.com

Taking place at the historic Fort Mose, this event celebrates the convergence of history, community, and music. It offers a truly unforgettable experience for music enthusiasts while also paying tribute to the historical significance of Fort Mose, which was the site of the first legally sanctioned free African settlement in which is now the United States.

MARCH

Menorcan Heritage Festival

904.540.3067
www.menorcansociety.net

Celebrate the anniversary of the Menorcans' arrival in St. Augustine at this festival featuring authentic Menorcan culture.

Celtic Music and Heritage Festival

904.315.8061
www.celticstaugustine.com

The sounds of the ancient Celtic people of Scotland and Ireland come alive with an event culminating with the St. Patrick's Day Parade.

MAY

Unidas en La Musica

www.unidosenlamusica.com

A celebration of authentic Latin food and music, featuring vendors, games, dance, workshops, cultural exhibitions and more.

JUNE

The Battle of Bloody Mose Commemoration

904.823.2232
www.floridastateparks.org/fortmose

The Battle of Bloody Mose reenactment provides visitors with an exciting look at the pivotal battle between the British under the command of Georgia's James Oglethorpe and the Spanish militia, composed of former British slaves who had been granted their freedom by the Spanish.

SEPTEMBER

Founders Day

877.352.4478
www.floridalivinghistory.org

Commemoration of the anniversary of the founding of St. Augustine in 1565.

Sing Out Loud

904.209.0367
www.singoutloudflorida.com

Florida's largest free music festival and benefit concert taking place over the course of four weekends at multiple venues.

NOVEMBER

Nights of Lights

www.nightsoflights.com

From mid-November through January, St. Augustine glows with more than 3 million white lights from the ground to the rooftops.

Hastings Main Street Fall Festival of Art

www.hastingsfl.org/festival-of-art

Hastings Main Street and the St. Augustine Art Association jointly present this event to attract art lovers, history buffs, and folks who just love small town hospitality and cultural celebrations, featuring special demonstrations and exhibits by two of the original Florida Highwaymen painters.

DECEMBER

Gullah Geechee Heritage Festival

www.gullahgeecheefestival.com

Experience the Gullah Geechee Heritage Festival, where traditional music, dance, food, and crafts converge in a special, free event.

Additional Resources:

Itinerary: African American Heritage in Historic St. Augustine - HistoricCoastCulture.com

Cultural Guide - HistoricCoastCulture.com (America's Cultural VIP)

The Cultural and Historical Capital of America

ST. JOHNS COUNTY: The Birthplace of African American History

St. Augustine is the birthplace of African American history spanning from the arrival of Ponce de Leon in 1513 and includes a robust Black history through nationally significant events of the Civil Rights movement.

Significant Black History Events (1513):

First person of African descent arrives in America, Juan Garrido arrived with Ponce de Leon in 1513 as a free black conquistador.

- On September 8, 1565, with much pomp and circumstance and 600 voyagers cheering, Pedro Menéndez set foot on the shores of Florida. In honor of the saint whose feast day fell on the day he first sighted land, Menéndez named the colonial settlement St. Augustine after the Catholic Saint Augustine, a man of North African descent, part of present day Algeria. "An unjust law is no law at all" - St. Augustine of Hippo (Algeria, Africa) 354-430 A.D
- Founded in 1565, St. Augustine is the oldest continuously occupied settlement of European and African-American origin in the United States.
- In 1606, per the Cathedral Parish Archives, the first black child was born in what is now America. This birth is thirteen years before many textbooks say that the first blacks arrived at Jamestown in 1619.

Fort Mose (1738):

First Sanctioned Free Black Settlement, a UNESCO (United Nations Educational, Scientific and Cultural Organization) heritage site.

- The first legally recognized community of free African Americans in the State.
- In 1738, the Spanish governor of Florida chartered the settlement of Gracia Real de Santa Teresa de Mose, or Fort Mose for short, as a settlement for those fleeing slavery from the English colonies in the Carolinas.
- Over the next 25 years, Fort Mose and Spanish St. Augustine became a sanctuary for Africans seeking liberation from the tyranny of English slavery amidst a large-scale power struggle between European powers in the New World.
- Fort Mose is on the Florida Black Heritage Trail and the NPS highlights it as a precursor site of the Underground Railroad.

1800s - 1900s:

Public Market in the Plaza de la Constitución or 1824 Slave Market.

- At the center of the historic quarter in St. Augustine, stands the "Old Slave Market", an open-air pavilion where enslaved Africans were bought and sold.
- Also the site of the worst violence in the Country for demonstrators during the civil rights movement.

Civil War Participation & Cemeteries

- During the Civil War, Black St. Augustinians served in both the Union and Confederate armies. Graves of Black Union Army troops are marked with U.S.C.I. (U.S. Colored Infantry)
- Pinehurst and San Sebastian Cemeteries located in West Augustine are believed to be the oldest segregated black cemeteries in Florida.

- Headstones date it back to as early as the 1840s. Many buried here were born into slavery, but other, later graves are those of World War I veterans and railroad workers who were not allowed to be buried in the same ground as their white counterparts.

Mary McLeod Bethune (1875-1955)

- African American woman officially a part of the US delegation that created the United Nations charter.
- Moved to St. Johns County (Palatka, FL) in 1899

Ray Charles attends Florida School of the Deaf and the Blind (1937-1945)

Similar to the Tuskegee airmen, Florida Normal and Industrial Institute had a Fourth Army Signal Corps program.



ST. AUGUSTINE, FL: The Start of the Civil Rights Movement (1963-1964) The Birthplace of African American History

Walking the same steps as the foot soldiers did during the civil rights movement

- The foot soldiers protested racial discrimination by marching, picketing, kneeling-in at churches, sitting-in at lunch counters, wading-in at beaches, attending rallies, raising money and persisted in the face of jailing, beatings, shootings, loss of employment, threats and other dangers.
- The citizens who marched in St. Augustine, who survived a staggering level of violence, are credited with helping to sustain the political pressure needed to pass the Civil Rights Act of 1964.

Dr. Robert Hayling - "Father of the Civil Rights Act of 1964"

- Shortly after moving to St. Augustine, Dr. Hayling became the Advisor of the St. Augustine NAACP's Youth Council. Civil Rights movement planning

meetings were held at his dental office, and he became the head of the St. Augustine Chapter of the Southern Christian Leadership Council (SCLC).

- Civil rights leader who worked closest with MLK to desegregate St. Augustine.

The St. Augustine Movement (1963-1964), was a series of peaceful protests and demonstrations which were responded to with violence, which led to more complicated protests.

The Splash Heard 'Round the World'

- On June 12, 1964, MLK was arrested on the steps of the Monson Motor Lodge when he asked to be served at the whites-only hotel restaurant. He was taken to the Old St. Johns County Jail where he wrote to Rabbi Israel Dresner of New Jersey, encouraging rabbis to assist in the St. Augustine movement.

- This (and other things) helped spur on a group of protesters, Black and White, to jump into the pool as a strategically planned event to end segregation at motel pools.

- On June 18, 1964, Sixteen rabbis were arrested at the Monson Motor Lodge for praying at the entrance. James Brock, the manager of the Monson Motor Lodge poured muriatic acid into the pool to get a group of White and Black integrationists out of the swimming pool. This swim-in was planned by Dr. Martin Luther King, Jr and other members of the movement.

- This incident made national headlines. The image shocked the world, that the next day the U.S. Congress finally passed the Civil Rights Act, outlawing segregation.

JOURNEY Civil Rights Teacher's Guide

https://sharesync.serverdata.net/us4/s/file?public_share=o6vzAYuTVd8iwwVkw8pFcA003e583b

Dr. Martin Luther King speaks at a rally at a church in St. Augustine on June 11, 1964, before marching on downtown.

Dr. Martin Luther King, Jr. reacts in St. Augustine after learning that the Senate passed the civil rights bill, June 19, 1964.



ST. AUGUSTINE, FL: Florida Memorial University is a Historically Black University in Florida

Florida Memorial University is a private, coeducational, and Baptist-affiliated institution that has the distinction of being one of the oldest academic centers in the state, and a Historically Black University in Florida.

In 1879, members of the Bethlehem Baptist Association founded the school, then called Florida Baptist Institute, in Live Oak to create “a College of instruction for our ministers and children.” The Reverend J. L. A. Fish was its first president. Despite a promising start, racial tensions soon cast a shadow over the Institute. In April 1892, after unknown persons fired shots into one of the school’s buildings, then-President Rev. Matthew Gilbert and other staff members fled Live Oak for Jacksonville, where he founded the Florida Baptist Academy in the basement of Bethel Baptist Church. They began holding classes in May 1892, with Sarah Ann Blocker as the main instructor. The school in Live Oak, however, continued to operate even after this splintering.

In 1896, Nathan White Collier was appointed president of the Academy, a post he held for 45 years. President Collier recruited renowned composer and Jacksonville native, J. Rosamond Johnson, to teach music at the school. While in the employ of the Florida Baptist Academy, Rosamond composed music for “Lift Ev’ry Voice and Sing,” a poem written by his brother, James Weldon Johnson, creating the song that has since been enshrined as the “Negro National Anthem.” It was first performed by a choir that included students from Florida Baptist Academy at a celebration of Abraham Lincoln’s birthday in 1900.

The institution numerous graduates who would go on to acclaim within the state and nation, such as Earth M. M. White, the legendary business woman and community servant in Jacksonville; the Rev. Howard Thurman, a renowned figure in American theology, who was recognized in 1952 by Life Magazine as one of the twelve most influential religious leaders in the country; and Harry T. Moore, civil rights advocate and head of the Florida conference of the NAACP.

Because of the dual pressures of a growing student body and not enough space to expand, the Academy took advantage of an offer from the City of St. Augustine to relocate the institution to the 400-acre “Old Hansen

Plantation.” The school began its third incarnation at its new home in St. Augustine on September 24, 1918, as the Florida Normal and Industrial Institute. Influenced by the educational model popularized by Booker T. Washington at his Tuskegee Institute in Alabama, students were encouraged to be industrious and self-sufficient, constructing many of the campus buildings themselves, as well as growing and preparing their own food. The students received hands-on training in the practical fields which would allow them to support themselves and their families.

In 1942, the Baptist General State Convention voted to merge its two schools, closing down the Florida Institute at Live Oak and combining it with what would become Florida Normal Industrial and Memorial College in St. Augustine. Florida native and writer of the Harlem Renaissance, Zora Neale Hurston, served as an instructor for the school during this time.

The advent of civil rights movement in the 1950s and 1960s brought about a whirlwind of challenges and change to St. Augustine. When local African Americans decided to protest and resist segregation in the city, students from Florida Memorial joined the effort, participating in sit-ins, wade-ins, and swim-ins, orchestrated by the Southern Christian Leadership Conference and the Rev. Dr. Martin Luther King Jr. The events in St. Augustine significantly influenced federal legislation resulting in the passage of the Civil Rights Act of 1964, signed into law by President Lyndon Johnson.

Activism by FMC students, however, threatened to upset the delicate relationship between the City of St. Augustine and Florida Memorial, as well as provoking the resentment and animosity of whites in the area. Given this vulnerable financial and social situation, Dr. Royal W. Puryear oversaw the relocation of the school when, in 1965, the trustees purchased a 48-acre former air strip near Opa-locka in Dade County.

On November 11, 1968, the new campus opened as Florida Memorial College. In December 2004, the institution’s charter was amended, and the name Florida Memorial University was adopted.

FMU History – Florida Memorial University (fmuniv.edu)



FMU -1959 Graduation

MAY

59

FLORIDA MEMORIAL COLLEGE



Students at FMU underneath the Arch

▶ Getting Here! ◀

FLY OR DRIVE

Though St. Augustine | Ponte Vedra on Florida's Historic Coast is a world away from your average, you needn't travel far to envelop yourself in its history and luxury. The area is less than two hours away from major Florida Cities including Jacksonville, Daytona Beach, Gainesville and Orlando. Savannah, Georgia and Florida's capital, Tallahassee, are less than four hours from our shores.

AIRPORTS

NORTHEAST FLORIDA REGIONAL AIRPORT (UST)

4900 US Hwy. 1, North, St. Augustine, FL 32095
904.823.2232 - www.flynf.com

JACKSONVILLE INTERNATIONAL AIRPORT (JAX)

2400 Yankee Clipper Dr., Jacksonville, FL 32218
904.741.4902 - www.flyjax.com
(45-60 Minutes North)

DAYTONA BEACH INTERNATIONAL AIRPORT (DAB)

700 Catalina Dr., Daytona Beach, FL 32114
386.248.8030 - www.flydaytonafirst.com
(45-60 Minutes South)

ORLANDO SANFORD INTERNATIONAL AIRPORT (SFB)

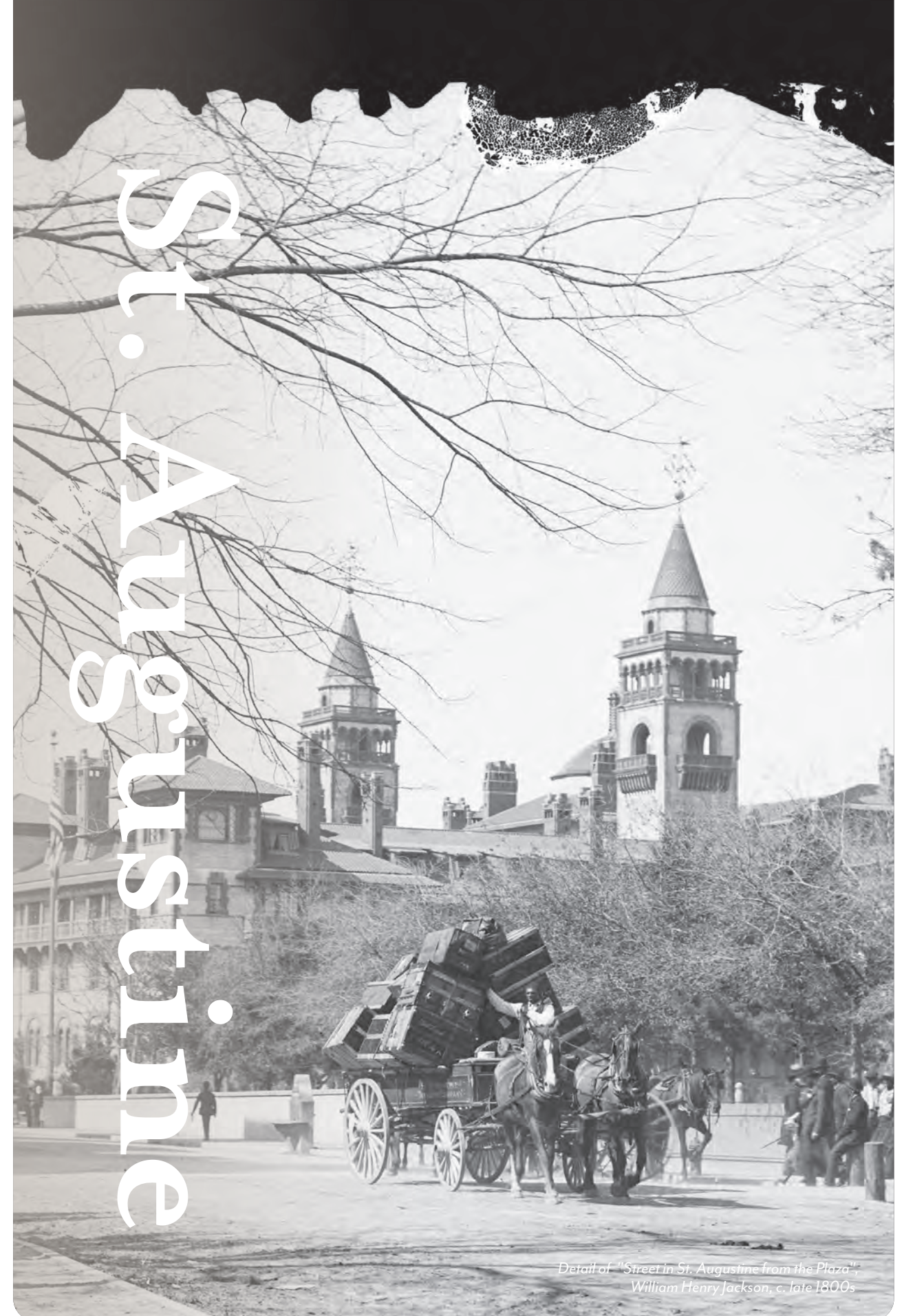
2715 Navigator Ave., Sanford, FL 32773
407.585.4000 - www.flyjax.com
(90 Minutes Southwest)

ORLANDO INTERNATIONAL AIRPORT (MCO)

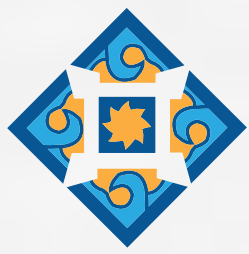
One Jeff Fuqua Blvd., Orlando, FL 32827
407.825.2001 - www.orlandoairports.net
(2 Hours Southwest)

MOBILITY WITHIN ST. AUGUSTINE

- The all new STAR Circulator (free public bus)
- Old Town Trolley Tours
- The Sunshine Bus
- The SUN Trail – St. Johns River to Sea Loop allowing access for walking and biking
- Some sites are available via kayak and boat; Connecting all types of visitors



Detail of "Street in St. Augustine from the Plaza",
William Henry Jackson, c. late 1800s



ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

*Front view and entrance, (historic Hotel Ponce de Leon Hotel,
St. Augustine), William Henry Jackson, c. late 1800s*



TDC Regular Meeting – February 5, 2024

Agenda Item Monthly Reports (Information Only)

FY2024 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
November	\$ 1,554,762	9.5%
FYTD	\$ 3,057,584	5.7%
% OF BUDGET		16.7%
% OF FY		12.7%

BUDGETED \$ \$ 24,011,790

FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$965,713.21	63.0%	-0.1%	\$174,758.10	11.4%	3.3%	\$290,978.14	19.0%	6.4%
November	\$996,715.32	62.8%	7.2%	\$140,001.45	8.8%	-4.9%	\$324,584.74	20.5%	18.2%
December									
2024 Janaury									
February									
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$45,875.33	3.0%	-8.3%	\$56,167.18	3.7%	29.0%	\$ 1,533,491.96
November	\$58,556.22	3.7%	20.2%	\$66,633.88	4.2%	37.4%	\$ 1,586,491.61
December							
2024 Janaury							
February							
March							
April							
May							
June							
July							
August							
September							

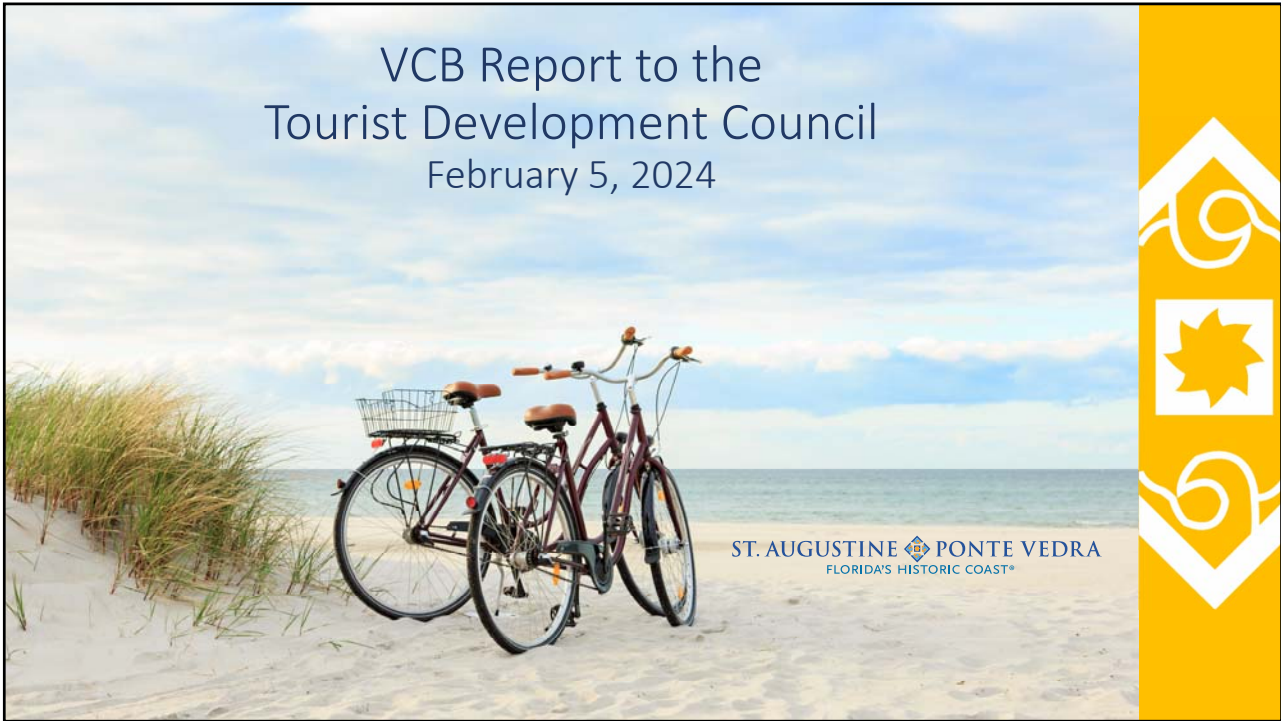
FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

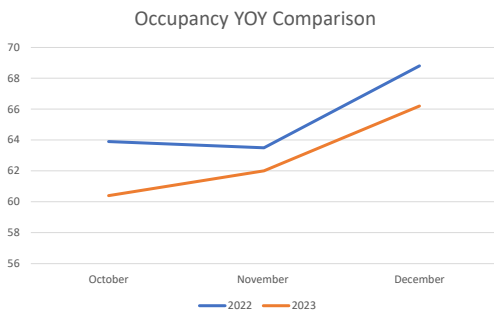
	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2024												
OCT	\$458,785.26	29.9%	10.4%	\$346,735.47	22.6%	-3.1%	\$598,594.10	39.0%	2.6%	\$21,514.87	1.4%	13.5%
NOV	\$423,126.90	26.7%	1.4%	\$314,505.09	19.8%	15.5%	\$719,780.00	45.4%	16.3%	\$29,354.81	1.9%	20.5%
DEC												
JAN												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 881,912			\$ 661,241			\$ 1,318,374			\$ 50,870		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$90,336.88	5.9%	-15.1%	\$11,063.05	0.7%	-24.2%	6.6%	\$6,462.33	0.4%	12.1%	\$ 1,533,491.96
NOV	\$81,116.49	5.1%	-13.0%	\$13,675.00	0.9%	-6.8%	6.0%	\$4,933.31	0.3%	-38.4%	\$ 1,586,491.60
DEC											
JAN											
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 171,453			\$ 24,738				\$ 11,396			\$ 3,119,984

VCB Report to the Tourist Development Council February 5, 2024

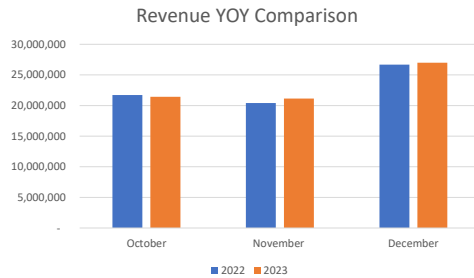


Smith Travel Research



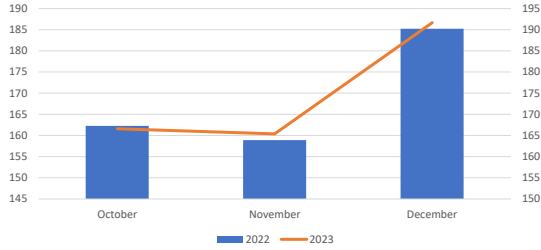
- Occupancy continues to trend downward.
- Occupancy is 66.2% (-3.9% YOY)

- Revenue YOY Comparison
- Revenue remains flat.
 - Revenue = \$27,004,895 (+1.3% YOY)



Smith Travel Research

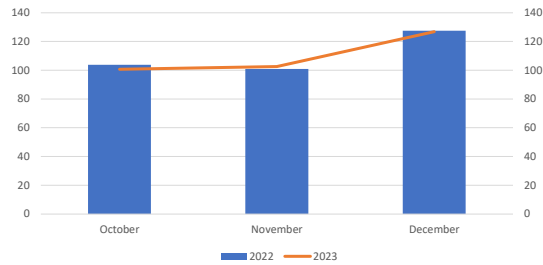
ADR YOY Comparison



Average Daily Rate (ADR) YOY Comparison

- ADR continues to remain positive for December 2023
- ADR is \$191.69 (+3.5% YOY)

RevPAR YOY Comparison



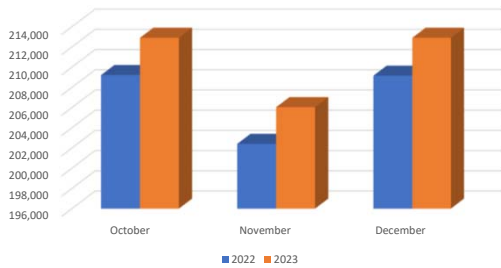
Revenue Per Available Room (RevPAR) YOY Comparison

- RevPAR remains relatively flat for December 2023
- RevPAR is \$126.84 (-.05% YOY)

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FLORIDA'S HISTORIC COAST

Smith Travel Research

Supply YOY Comparison



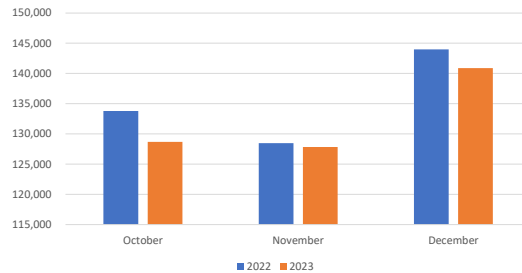
Supply YOY Comparison

- Supply increased +1.8% YOY

Demand YOY Comparison

- Demand falls slightly, -2.2% YOY

Demand YOY Comparison



ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST

Smith Travel Research Comp Set

Current Month December 2023 vs December 2022								
	Occ %		ADR		Percent Change from December 2022			
	2023	2022			Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	68.6	150.88			-3.6	-2.8	-6.3	-6.7
Nassau County, FL	50.8	217.99			-1.4	-5.8	-7.1	-7.1
Pinellas County, FL	59.0	163.93			-7.8	-1.9	-9.5	-8.1
St. Johns County, FL	66.2	191.69			-3.9	3.5	-0.5	1.3
Charleston, SC	54.8	145.83			-1.1	0.8	-0.3	0.6
Jacksonville, FL	63.6	137.80			-3.5	-0.4	-3.9	-3.3
Myrtle Beach, SC	32.8	77.65			-12.8	0.3	-12.5	-14.6
Orlando, FL	70.5	204.49			-3.0	-2.4	-5.3	-5.2
Sarasota, FL	63.0	186.75			-6.4	-2.5	-8.7	-8.5
Savannah, GA	63.1	128.03			1.2	-5.0	-3.8	-3.9
Fort Walton Beach, FL	37.6	106.95			-4.2	-3.6	-7.7	-5.4
Daytona Beach, FL	46.9	118.78			-12.4	-4.1	-15.9	-13.7
Zip Code 32084+	75.7	206.51			-1.8	5.6	3.7	7.7
Zip Code 32080+	66.5	171.74			2.9	2.9	5.9	6.6
Zip Code 32092+	62.0	118.36			-9.6	-0.5	-10.0	-10.1
Ponte Vedra+	46.5	268.17			-16.9	1.9	-15.3	-15.3

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Vacation Rental Analytics – January 2024

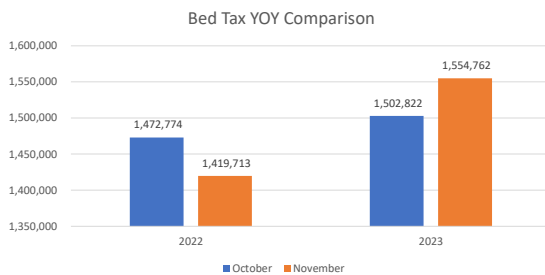
<p style="text-align: center;">Paid Occupancy % </p> <p style="text-align: center;">35.6% <small>primary</small></p> <p style="text-align: center;">▼15%</p> <p style="text-align: center;">41.7% <small>compare</small></p>	<p style="text-align: center;">ADR </p> <p style="text-align: center;">\$149 <small>primary</small></p> <p style="text-align: center;">▲17%</p> <p style="text-align: center;">\$128 <small>compare</small></p>
<p style="text-align: center;">Nights Available </p> <p style="text-align: center;">59.9K <small>primary</small></p> <p style="text-align: center;">▲13%</p> <p style="text-align: center;">53K <small>compare</small></p>	<p style="text-align: center;">Revenue </p> <p style="text-align: center;">\$4.1M <small>primary</small></p> <p style="text-align: center;">▲12%</p> <p style="text-align: center;">\$3.7M <small>compare</small></p>
<p style="text-align: center;">RevPAR </p> <p style="text-align: center;">\$53 <small>primary</small></p> <p style="text-align: center;">▼0%</p> <p style="text-align: center;">\$53 <small>compare</small></p>	<p style="text-align: center;">Guest Nights </p> <p style="text-align: center;">27.8K <small>primary</small></p> <p style="text-align: center;">▼4%</p> <p style="text-align: center;">29.1K <small>compare</small></p>
<p style="text-align: center;">Avg. Length of Stay </p> <p style="text-align: center;">13.4 <small>primary</small></p> <p style="text-align: center;">▼14%</p> <p style="text-align: center;">15.5 <small>compare</small></p>	<p style="text-align: center;">Avg. Booking Window </p> <p style="text-align: center;">87 <small>primary</small></p> <p style="text-align: center;">▲11%</p> <p style="text-align: center;">79 <small>compare</small></p>

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Glossary of Terms

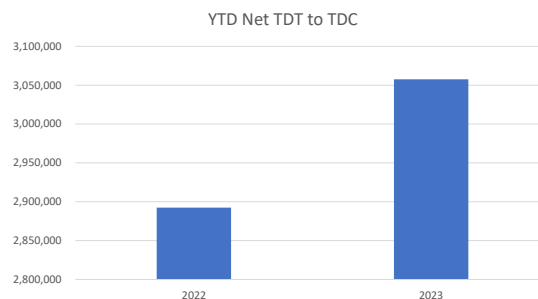
- **Room Night** > One room times one night, it is a basic component of calculations for occupancy, demand, supply, ADR and RevPAR/L;
- **Occupancy** > Percent of available room nights that are occupied in a given period of time (Room nights sold divided by available room nights expressed as a percentage);
- **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

Tourist Development Tax Collection



- Bed Tax YOY Comparison
- November Bed Tax is up 9.5% YOY

- Bed Tax YOY Comparison
- November Bed Tax is up 9.5% YOY



Website Campaign Updates

Top Level Performance

Visits to Website	350,768
Pageviews	610,064
Engaged Sessions	191,864
Engagement Rate	54.70%
Avg Engagement Time per session	4:07

Organic Performance

Visits to Website	162,267
Pageviews	287,558
Time on Site	4:56

Hispanic Microsite - ViajaStAugustine.com

Visits to Website	2,725
Organic Sessions	2,400
Pageviews	5,565
Engaged Sessions	1,772
Engagement Rate	65.03%
Avg Engagement Time per session	5:28

Key Performance Indicators

Guides Ordered	662
eNewsletter Signups	477
Clicks on Partner Listings	20,595
BookDirect Clicks (lodging)	6,542

- 64% increase in Avg Session Duration YOY
- 135% increase in Book Direct Clicks YOY
- 208% increase in YOY eNewsletter signups

VIC Visitation December 2023

SJCC –PVBD Visitor & Information Center

	Dec-23	Dec-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visitors	15	29	0.02%	39	77	416

City of St. Augustine Downtown Visitors Center

	Dec-23	Dec-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visitors	85,490	86,130	93%	136,720	49,999	601,740

St. Augustine Beach Visitors Center

	Dec-23	Dec-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visitors	5,191	4,477	6%	14,144	7,961	31,905

Jacksonville Airport Visitor Information Center

	Dec-23	Dec-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visits	921	678	1%	3,204	1,717	6,094

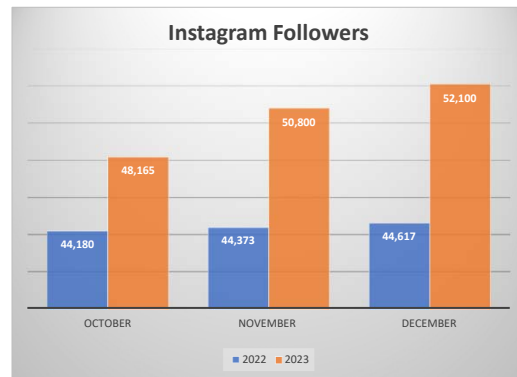
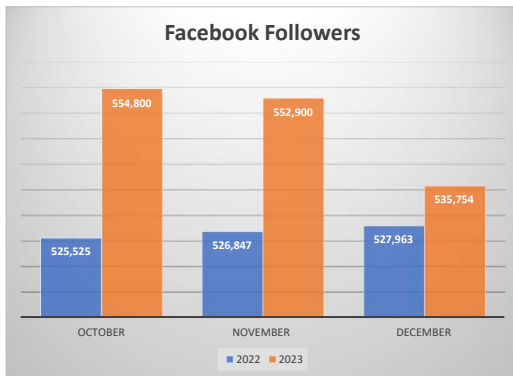
Total Inquiries at Visitors Centers

	Dec-23	Dec-22	FYTD 2024	FYTD 2023	Total FY 2023
	91,617	91,314	154,107	59,754	640,155

Departmental Reports

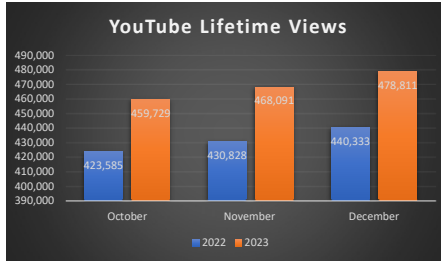
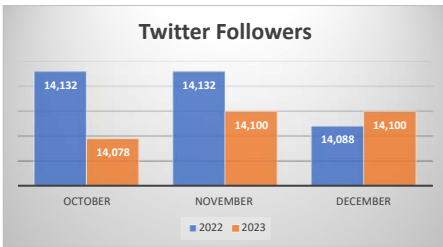
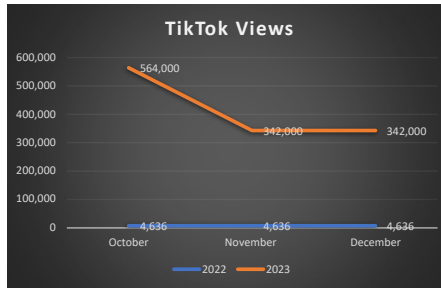
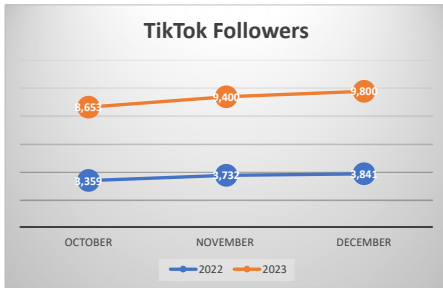
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Social Media – December 2023



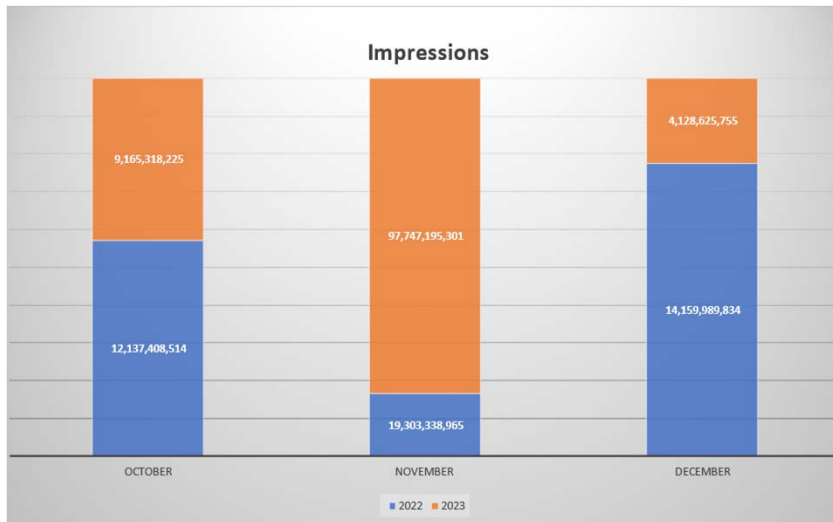
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Social Media – December 2023



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Communications – December 2023



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Communications – Top National Stories

Black history museum could be built in St. Augustine

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This is a conceptual rendering of the Black History Museum that could wind up in St. Augustine.
ST. JOHN'S COUNTY

World News/The Business Journals: Black History Museum could be built in St. Augustine
<https://www.bizjournals.com/jacksonville/news/2024/01/12/black-history-museum-could-end-up-in-st-augustine.html>

5.7 million impressions

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Communications – Top National Stories

Washington City Paper

<https://pr.washingtoncitypaper.com/article/St-Augustine-Spanish-Food-and-Wine-Festival>Returns-February-29th?storyId=65a01fe249109523a56ba490>

St. Augustine Spanish Food and Wine Festival Returns February 29th

GLOBENEWSWIRE

Thursday, January 11, 2024 at 12:02pm EST

823,000 impressions

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Communications – Top National Stories

Strolling St. Augustine, our nation’s oldest city

By Gary Bennett Special to The News-Post Jan 22, 2024 2



WorldAtlas.com

<https://www.worldatlas.com/cities/12-picturesque-small-towns-in-florida-for-a-weekend-retreat.html>

214,000
Subscribers

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Communications – Top National Stories

12 Picturesque Small Towns In Florida For A Weekend Retreat

Beautiful year-round weather, picturesque beach scenery, and luxurious seaside resorts make Florida one of America's most touristy states. It is no surprise that more than 100 million visitors, both domestic and international, come to experience the Sunshine State each year. Beyond the world-class amusement parks in Orlando and the buzzing nightlife in Miami, Florida is home to charming small towns offering an escape from the rowdy crowds and presenting the ideal setting for a lazy weekend.

From historic coastal villages and artsy communities set amidst scenic natural surroundings to hidden riverfront locales, they have a laid-back atmosphere that lets you break away from the hustle and bustle of the city. This presents an excellent opportunity to discover historic downtowns, experience unique cultural heritage, and explore underrated state parks for a memorable experience. So, if you are up for a weekend of relaxation, rejuvenation, and restoration, these gorgeous small towns in Florida promise all that and then some!

MORE IN FLORIDA
Discover 13 offbeat towns to visit in Florida. 

St. Augustine



The Frederick News-Post (Maryland)

https://www.fredericknewspost.com/news/arts_and_entertainment/strolling-st-augustine-our-nation-s-oldest-city/article_36ed1ef0-c614-5c1a-a00d-2f681ab3b101.html

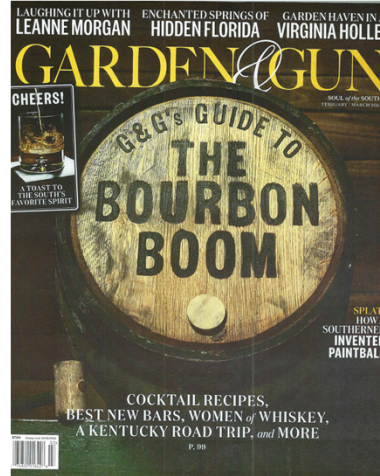
4.61 Million
Readers

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Communications – Top National Stories

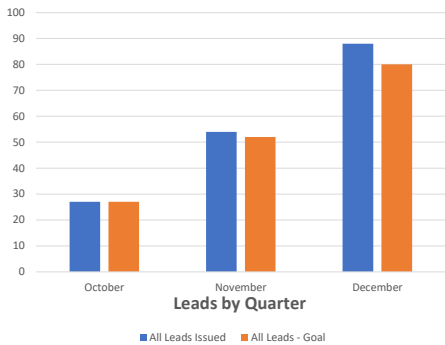
Garden & Gun

Circulation
350,000

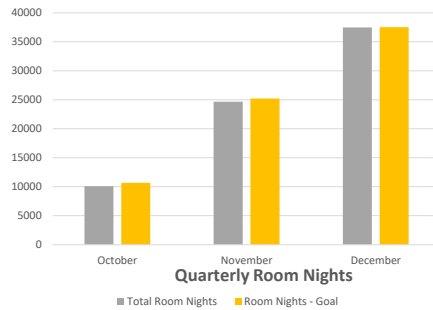


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Sales Report



21% of goal for Leads Distributed, December 2023



4% of goal for Lead Room Nights, December 2023



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Florida’s First Coast of Golf – November 2023

	Nov-23	Nov-22	% Change
Rooms	5,197	4,382	19%
	Nov-23	Nov-22	% Change
Rounds	19,987	16,853	19%
Precipitation	2023	2022	Change
	2.45	2.7	-0.27
Temperature (Avg High)	2023	2022	Change
	65	67	-2
Digital Traffic			
	Nov-23	Nov-22	% Change
	11,911	10,913	9%
2023 YTD	2022 YTD	% Change	
200,246	155,476	29%	

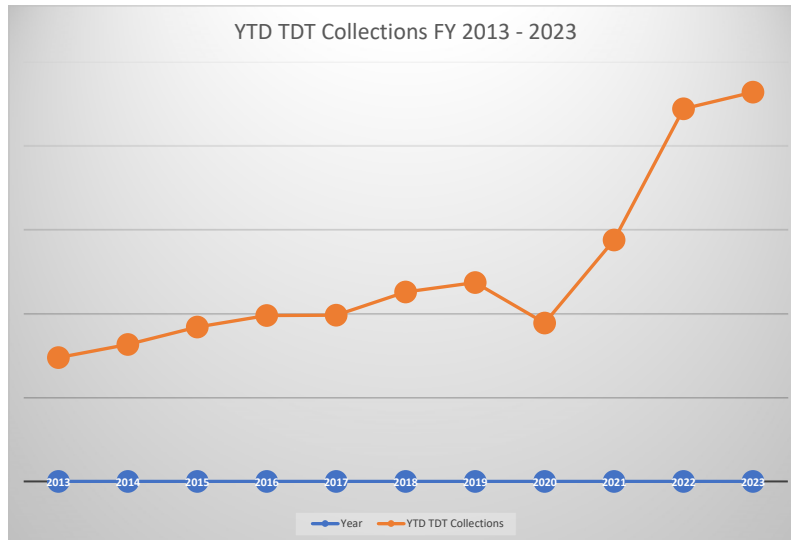
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CEO’s Comments

- December Traditional Lodging Stats: Occupancy 66.2% (-3.9%), ADR \$191.69 (+3.5%), RevPAR \$126.84 (-0.5%), Demand -2.2%, Supply is +1.8%
- December Vacation Rental Stats: Occupancy +28.7% (+7%), ADR \$230 (0%), RevPAL \$66 (+7%), Demand +12%, Gross Rev +17%
- December Publicity: Supported stories FYTD 1,425, +200% to FYTD 2023.
- December Sales team lead distribution is at 10% of YTD goal, with solicitations at +11% of goal.
- Congratulations to the Hastings team for being designated as a Florida Main Street. Main St. Pizza opened on January 16 and Hastings Coffee Co is slated to open in March 2024. The Venue (wedding and corporate events) will open in Spring 2024. They are reigniting the Cabbage, Potato and Bacon spring event which features cooking demonstrations, a special “Taste of” Chefs event and an ACF-Sanctioned (American Culinary Federation) Cooking Competition with Host Chef Hari Pulapaka.
- Continuing strategic development plan (digital and video) with PMA to promote leisure and select B2B verticals (sports tourism, agritourism, weddings, off-the-beaten-path, cultural travel) with end of 1Q2024 launch.
- Completed development of SJC pitch document for the proposed Florida Black History Museum. Please be sure and take the survey and vote for SJC.
- 2024 Florida Tourism days at the Capitol will take place January 30-31, 2024 in Tallahassee, Florida.
- The VCB’s Destination International’s DMAP annual accreditation was filed this past week.
- 2024 Travel Planners are in stock and at our distribution centers.
- The VCB’s FY2023 Annual Report is at the printer and will be shared at next month’s meeting.
- The new Black History app will be launched in early February 2024 to coincide with Black History Month.

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TDT Collections 2013 - 2023



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Branded Grayline Wraps



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December Board Report FY2024



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Creative: B2C

Digital

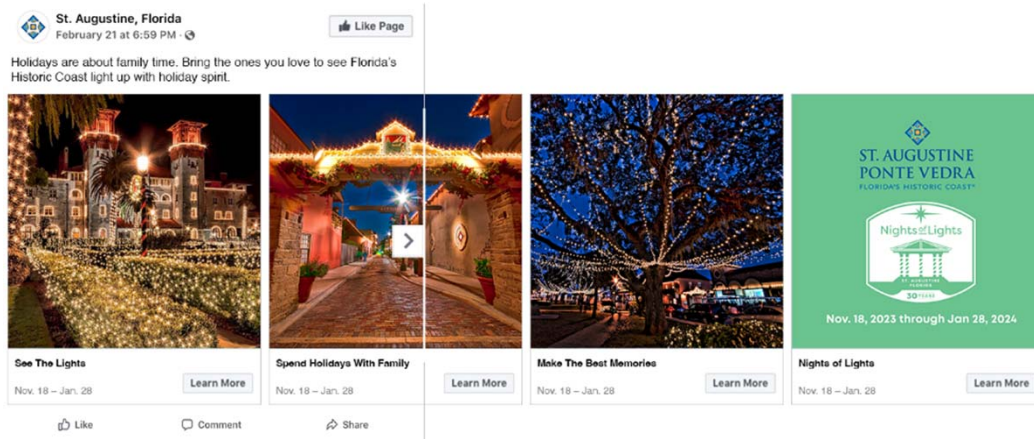
- In December 2023, Google Paid Search ran and delivered 261,599 impressions from 12/1-12/31/2023
- In December Tripadvisor’s annual media buy continued and the Nights of Lights campaign started and delivered 375,120 impressions from 12/1-12/31/2023



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Facebook/Instagram

- Facebook/Instagram media buy continued in December 2023 with Facebook in-feed carousel ads that delivered 3,570,976 impressions from 12/1-12/31/2023



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Facebook/Instagram Cont.

Facebook Nights of Lights Co-op

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See millions of lights in America's oldest city. Join us for the Nights of Lights holiday season every night from November 18, 2023, to January 28, 2024. Enjoy this free family event and see one of Nat Geo's top 10 holiday lights displays. It's a great way to start the holiday season and experience the beauty of St. Augustine!



vilanobeachfl.com
Holiday Stay & Play Merry & Bright [Learn more](#)

407 likes, 22 comments, 57 shares

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staugustinedistillery.com
The Spirit of Florida Free Tours & Tastings [Learn more](#)

842 likes, 46 comments, 59 shares

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staugustinedistillery.com
Discover Florida Spirits Guided Bourbon Tours [Learn more](#)

848 likes, 71 comments, 58 shares

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staaa.org
XF House Holiday Mantle Exhibition [Learn more](#)

376 likes, 45 comments, 23 shares

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Facebook/Instagram Cont.

B2B Verticals Wedding Facebook Co-op campaign launched on 12/18/2023

Carousel 2

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It's time to fall in love all over again with the perfect wedding venue. Book your celebration now.



floridashistoriccoast.com/we...
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Static Ad

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Love that lasts a lifetime deserves a venue to remember. Book your wedding here.



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It's about time. [Learn more](#)

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Print Creative: B2B

2024 VISIT FLORIDA® Official Vacation Guide

- All right-hand reads, opposite editorial
- Estimated circulation – 300,000

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IT'S ABOUT TIME

Print Creative: B2B

FSAE

- All right-hand reads, opposite editorial (Meeting Planner's Guide)
- Estimated circulation – 1,200



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