

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
JUNE 19, 2023 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Michael Gordon, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – March 20, 2023
Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. TDC BOARD MEMBER RECOMMENDATIONS (**Action Required**)
Public Comment
8. RECONSIDER REQUEST TO INCREASE FUNDING FOR OLD SCHOOL KINGFISH SHOOTOUT TOURNAMENT – June 9 – 11, 2023 (**Action Required**)
Public Comment
9. SPORTS TOURISM GRANT APPROVALS (**Action Required**)
 - The Great Race Vintage Car Rally – June 21 - 25, 2023 – \$20,000 Recommended
 - ACGFA Redfish Bass/Kingfish Tournament – July 14 – 15, 2023 - \$25,000 Recommended
 - American Junior TPC Sawgrass – August 31 – Sept. 3, 2023 - \$10,000 Recommended
 - Florida Elite Soccer Series Tournament – August 19 -26, 2023 - \$10,000 Recommended
 - Lion’s Den Karate - August 25 - 26, 2023 -\$9,500 RecommendedPublic Comment
10. CULTURAL COUNCIL FY24 PROMOTION PLAN PRESENTATION (**Action Required**)
Public Comment
11. VCB FY24 PROMOTION PLAN PRESENTATION (**Action Required**)
Public Comment
12. MONTHLY REPORTS PROVIDED IN PACKETS
13. MEMBER COMMENTS
14. NEXT MEETING DATE – July 17th
15. ADJOURN

TDC Regular Meeting – June 19, 2023

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

- Regular Meeting – March 20, 2023
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
March 20, 2023 – 1:30 p.m.

CALL TO ORDER

Michael Gordon, Chairman, called the meeting to order at 1:51p.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
Troy Blevins, District 5

Absent: Joe Finnegan, District 5
Don Samora, Mayor, City of St. Augustine Beach Representative
Michael Wicks, District 4

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

PLEDGE OF ALLEGIANCE

Kass led the Pledge of Allegiance.

ROLL CALL

Masters called the roll. Council members Gordon, Phillips, Sikes-Kline, Blevins, and Kass were present. Board of County Commissioners Representative, Sarah Arnold participated remotely. Council members Finnegan, Samora, and Wicks were absent.

APPROVAL OF AGENDA

Motion by Sikes Kline, seconded by Blevins, carried 6/0, to approve the Agenda, as submitted.

APPROVAL OF MINUTES

Motion by Kass, seconded by Sikes-Kline, carried 6/0, to approve the minutes for the January 30, 2023, meeting, as submitted.

PUBLIC COMMENT

There was none.

WELCOME NEW TOURIST DEVELOPMENT COUNCIL BOARD MEMBER, IRVING KASS

Gordon welcomed Irving Kass.

SPORTS TOURISM GRANT APPROVALS

- Florida Invitational Rugby Showcase, May 20-21, 2023, Recommended - \$15,000
- Old School Kingfish Shootout, June 9-11, 2023, Recommended - \$20,000
- Perfect Game, four events
 - North Florida Kick-off Classic, March 3-5, 2023, Recommended - \$7,500
 - North Florida Super Regional National Invitation Tournament (NIT), April 14-16, 2023, Recommended - \$10,000
 - Battle at the Beach, May 27-29, 2023, Recommended - \$10,000
 - Sunshine State Championships, June 9-11, 2023, Recommended - \$10,000

Meeks presented the details of the grant funding requests, via PowerPoint. Blevins questioned the Florida Invitational Rugby Showcase regarding which fields would be used. Meeks responded that they would be using the Davis fields. Discussion ensued on the rugby event regarding the field use, with additional comments from Teddy Meyer, St. Johns County Parks and Recreation Facilities Manager.

Motion by Sikes-Kline, seconded by Kass, carried 5/1, via roll call vote, with Blevins dissenting, to recommend the Board of County Commissioners to approve the Florida Invitational Rugby Showcase funding request for \$15,000.

Yea: Sikes-Kline, Kass, Phillips, Arnold, Gordon

Nay: Blevins

Motion by Arnold, seconded by Sikes-Kline, carried 6/0, via roll call vote, to recommend the Board of County Commissioners to approve the Old School Kingfish Shootout funding request for \$20,000.

Yea: Arnold, Sike-Kline, Kass, Phillips, Gordon, Blevins

Nay: None

Motion by Sikes-Kline, seconded by Blevins, carried 6/0, via roll call vote, to recommend the Board of County Commissioners to approve the Perfect Game: North Florida Kick-off

Classic funding request for \$7,500; the North Florida Super Regional NIT funding request for \$10,000; Battle at the Beach funding request for \$10,000; and the Sunshine State Champions funding request for \$10,000.

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

MONTHLY REPORTS PROVIDED IN PACKETS

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), provided updates and details on the monthly VCB report, via PowerPoint. Parrish Stone spoke about the new cover of the *Southern Living* magazine (Exhibit A). They both spoke about the Tourism Advisory Workshops that were held on February 21, 2023, and February 23, 2023. Discussion ensued on the Tourism Advisory Workshops resident feedback. Additionally, S. Phillips played videos regarding St. Augustine's Black History Month and St. Augustine being voted as one of the south's best small towns (Exhibit B).

MEMBER COMMENTS

Kass expressed his appreciation to be back on the Council.

Phillips recognized a documentary from two students at Landrum Middle School regarding saving Black History in St. Augustine.

Blevins questioned Parrish Stone if they received Freedom on your Mind clips. Parrish Stone responded and invited the council out to an event held at St. Augustine Beach Hotel on April 26, 2023, at 5:30 p.m., regarding the history of St. Augustine Beach.

NEXT MEETING DATE

Gordon stated that the next meeting was scheduled for June 19, 2023.

ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 2:22 p.m.

Approved _____, 2023

**TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA**

By: _____
Michael Gordon, Chair

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

By: _____
Deputy Clerk

Draft

TDC Regular Meeting – June 19, 2023

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

There is currently one (1) Vacancy

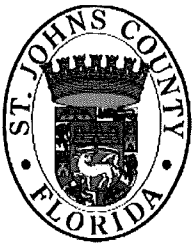
Due to Resignation of Joe Finnegan - Accommodation Member

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

The following table list the applicants and their affiliation.

Agenda Item 7 - TDC Board Member Recommendation 2023 TDC APPLICANTS

TDC NON-ACCOMODATION APPLICANTS			
NAME	ORGANIZATION/EMPLOYMENT	POSITION	AFFILIATIONS
Benjamin Brandao	GeoTrippin Adventure Company	Owner/Operator	American Canoe Association Matanzas River Keeper The Nature Conservancy
Jeanetta Cebollero	RQ Music dba Ramona +the Riot	Owner/Operator	Epic-Cure Hopeful Handbags Ace Alliances Corp
Jan Marle Chesterton	Retired from NYS Hospitality and Tourism Association	Executive Director	St. Augustine Art Association, St. Johns Golf Club Amateur Tournament
Brian Clark	P3 Consultant/BPC Family Trust Foundation	Consultant	Jax Speech and Hearing Center Jacksonville State University Board of Directors Williams YMCA Board of Directors Community Foundation
Garrett Colton	One Sotheby's Realty	Realtor	Realtor in St. Johns Retail Director for Oklahome Contemporary Arts Center
Arthur Field	Carolina Pops Orchestra	Exec Director	International Conductors Guild Director American Society of Composers
Constance Fontaine	Amtech Global Capital	Chief Operating Officer	Order of Eastern Stars
Eli Gilmore	Watson Mortgage Corp	Mortgage Loan Officer	National Board Respiratory Therapists St. Johns County Board of Realtors Business Partner Florida Notary
Heather Harley-Davidson	Advanced Building Company of North Florida	Building Contractor	St. Augustine Art Association Member
Nicholas "Nick" Primrose	Jacksonville Port Authority	Chief of Regulatory Compliance	The Federalist Society, Leadership Florida, American Enterprise Institute,
Beth Strautz	Vagus PR, Inc.	Founder/Owner	Tutoring Chicago, Gamma Gamma Gamma Chicago Children's Choir, 100 Black Men of Louisville JDRE, Living Well Cancer Research Center



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

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

Application

Board/Committee Name: Tourist Development Council

First Name: Benjamin

Last Name: Brandao

Address: 4420 Carter Road

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

Home Phone:

Cell Phone: (904) 314-7876

Work Phone: (904) 701-3272

Email: benbrandao@live.com

District: 5

Most Recent Occupation/Employer:

Owner Operator, GeoTrippin' Adventure Company LLC

Past Work Experience/Employers:

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

Civic Clubs, Organizations:

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

Elected or Appointed Positions:

NA

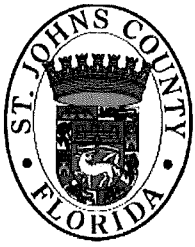
Do you do Business with the County:

No **Details:**

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

No **Details:** 0

Voting Conflict:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No Details:

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

References:

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

Additional Information:

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



TDC

St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Rec. 11.4.22
6 Month 5.4.23
1 Year 11.4.23

Application

Board/Committee Name: Tourist Development Council

First Name: Jeanetta

Last Name: Cebollero

Address: 105 Colon Ave.

City, State Zip: Saint Augustine, FL 32084

Home Phone:

Cell Phone:

Work Phone: (352) 551-8985

Email: ancientcityentertainmentgroup@gmail.com

District: 3

Most Recent Occupation/Employer:

RQ MUSIC LLC DBA
Ramona + the Riot
Ancient City Entertainment

Past Work Experience/Employers:

Self Employed 10 + years

Civic Clubs, Organizations:

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

Elected or Appointed Positions:

Do you do Business with the County:

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

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

No Details: 0

Voting Conflict:

No Details:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Number of Times Recused:

N/A **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Mount Dora High School c/o 2005

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

References:

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

Additional Information:

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

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

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

totallystaugustine@gmail.com

On behalf of:

Ancient City Entertainment
As if 90s Fest
ACE Alliance

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

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

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

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

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

Sincerely,

Renee Unsworth

totallystaugustine.com

www.facebook.com/totallystaugustine

instagram.com/totallystaugustine



totallystaugustine
Saint Augustine, Florida



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

5w



doctorg_pt Humanity! ❤️🔥

5w 2 likes Reply



lafra105 Back together again ❤️

5w 2 likes Reply



belindaftx It was awesome!
Great music! Beautiful weather!



5w 1 like Reply



11,184 views

MAY 15



Add a comment...

Post



Totally St. Augustine

May 15 · 🌐

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

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



AS IF! THE 90'S FEST™

MUSIC LINEUP

- 12 p.m. Salt and Pine
- 12:45 p.m. Space Heaters
- Intro by Cathlene Minor
- 1:30 p.m. Bad Dog Mama
- 2:30 p.m. NKO
- 2:40 p.m. Savage Swim Bikini Show
- 3:20 p.m. Chillula
- 4:30 p.m. Sailor Jane and The Swell
- 5:50 p.m. Ken & Drew of Sister Hazel
- 7 p.m. Ramona & The Riot
- 7:55 p.m. Spider Monkey
- 8:30 p.m. Coolio

Performance for Your Post

4,806 People Reached

74 Reactions, Comments & Shares ↕

48 Like	16 On Post	32 On Shares
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10 Love	1 On Post	9 On Shares
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7 Comments	0 On Post	7 On Shares
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9 Shares	9 On Post	0 On Shares
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83 Post Clicks

13 Photo Views	12 Link Clicks ↕	58 Other Clicks ↕
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NEGATIVE FEEDBACK

9 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



October 22, 2022

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

Dear Ms. Tera Meeks and TDC Council Members,

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

Please do not hesitate to contact me with any questions.

Sincerely,

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

TERRILL L. HILL
MAYOR-COMMISSIONER

TAMMIE McCASKILL
COMMISSIONER

WILL JONES
COMMISSIONER

JUSTIN R. CAMPBELL
COMMISSIONER

RUFUS J. BOROM
COMMISSIONER



CITY of *Palatka*
FLORIDA

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

DONALD E. HOLMES
CITY MANAGER

LAUREN R. SHANK
FINANCE DIRECTOR

JASON L. SHAW, SR
CHIEF, POLICE DEPT.

CHRIS TAYLOR
CHIEF, FIRE DEPT.

VALERIA BLAND THOMAS, ESQ.
CITY ATTORNEY

SUNNI L. KRANTZ
INTERIM CITY CLERK

July 22, 2022

To Whom It May Concern:

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

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

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

With Regard,

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

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

PHONE: 386-329-0100

www.palatka-fl.gov

FAX: 386-329-0106



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

REC: 5.17.2023 TDC

1 YEAR: 5.17.2024

Board/Committee Name: Tourist Development Council

First Name: Jan Marie

Last Name: Chesterton

Address: 65 Anastasia Lakes Drive

City, State Zip: St Augustine, FL 32080

Home Phone:

Cell Phone: (518) 423-0249

Work Phone:

Email: jchester@nycap.rr.com

District: District 5

Most Recent Occupation/Employer:

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

Past Work Experience/Employers:

20 years association executive:

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

6 years owner operator restaurant deli catering

Civic Clubs, Organizations:

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

Elected or Appointed Positions:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Do you do Business with the County:

No **Details:**

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

No **Details:**

Voting Conflict:

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

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

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

References:

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

Additional Information:

SKILLS

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



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

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

Submitted 10.07.2022

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

Most Recent Occupation/Employer:

P3 Consultant / BPC Family Trust Foundation / 2019 - Current

Past Work Experience/Employers:

BNY Mellon Jacksonville, FL 2017–2019

Vice President US Corporate Trust Sales & Relationship Management

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

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

Senior Wealth Specialist - VP

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

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

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



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

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

- Prioritization and multi-tasking – Produced seminars, workshops, and presentations on a diverse range of subject matters for various groups, small businesses, Fortune 500 institutions and professional sports franchises. Responsible for creating and managing logistics over multiple years for a client event attended by national and international clients, prospects, centers of influence and industry professionals and executives.

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

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

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

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

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

Civic Clubs, Organizations:

Jacksonville Speech and Hearing Center Board of Directors – Chairman, Treasurer, Director, Executive Committee
Jacksonville State University (Alabama) Board of Governors
Williams YMCA Advisory Board of Directors – Executive Committee, Impact and STEM Committee Chair
Community Foundation – Advisory Board (St. Augustine, FL)
Flagler Health Village YMCA Advisory Board – Director
Switzerland Community Church - Member
President North Florida chapter for Jacksonville State University (Alabama) Alumni Association
Boys and Girls Club of St. Johns County, Florida - Volunteer
ABA – American Bankers Association
Florida Medical Group Management Association
TRIO – Transplant Recipients International Organization - Member
Jacksonville, FL Chamber of Commerce
Junior Developmental League Football Coach
Youth League Flag Football and Youth League Baseball Coach
United Way Coordinator and Volunteer
Moose Lodge International - Member
Habitat for Humanity Volunteer – Participated in completion and building of three (3) homes

Elected or Appointed Positions:

None

Do you do Business with the County:



St. Johns County Board of County Commissioners

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No **Details**
:

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

No **Details**
:

Voting Conflict:

No **Details**
:

Number of Times Recused:

Details
:

Subject of Active Civil or Criminal Investigation:

No **Details**
:

Negative Publicity:

No **Details**
:

Educational Background:

Education/Training

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

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

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

Licenses/Designations

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

References:

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

Additional Information:

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



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

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



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Received 1.6.23 One Year 1.6.24

Board/Committee Name: Tourist Development Council

First Name: Garrett

Last Name: Colton

Address: 382 ocean forest drive

City, State Zip: Saint Augustine, FL 32080

Home Phone:

Cell Phone: (405) 413-4323

Work Phone:

Email: Garrett.colton@gmail.com

District: 5

Most Recent Occupation/Employer:

One Sotheby's

Past Work Experience/Employers:

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

Civic Clubs, Organizations:

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

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

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:



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No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

BA in communications at university of kansas

References:

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

Additional Information:

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



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

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

First Name: ARTHUR

Last Name: FIELD

Address: 5489 Atlantic Vw

City, State Zip: St Augustine, FL 32080

Home Phone:

Cell Phone: (864) 419-6609

Work Phone:

Email: djarthur@gmail.com

District: 5

Most Recent Occupation/Employer:

Greenville Pops Orchestra, Inc. Executive Director/Music Director

Past Work Experience/Employers:

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

Civic Clubs, Organizations:

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

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

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

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:



St. Johns County Board of County Commissioners

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Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

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

References:

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

Additional Information:

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



St. Johns County Board of County Commissioners

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Application

Board/Committee Name: Tourist Development Council

First Name: CONSTANCE

Last Name: FONTAINE

Address: 42 Bridge Oak Ln

City, State Zip: Saint Augustine, FL 32095

Home Phone:

Cell Phone: (732) 618-5107

Work Phone:

Email: Constancefontaine@yahoo.com

District: 5

Most Recent Occupation/Employer:

Chief Operating Officer/ Amtech Global Capital

Past Work Experience/Employers:

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

Civic Clubs, Organizations:

Order of Eastern Stars

Elected or Appointed Positions:

Do you do Business with the County:

No Details:

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

No Details: 0

Voting Conflict:

No Details:

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No Details:



St. Johns County Board of County Commissioners

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Negative Publicity:

No **Details:**

Educational Background:

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

References:

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

Additional Information:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec: 4.5.2023

1 Year 4.5.2024

TDC

Board/Committee Name:

Tourist Development Council

First Name:

Eli

Last Name:

Gillmore

Address:

5242 Ellen Ct

City, State Zip:

St Augustine, FL 32086

Home Phone:

(904) 572-9924

Cell Phone:

(904) 572-9924

Work Phone:

(904) 572-9924

Email:

ELIGILLMORE@HOTMAIL.COM

District:

3

Most Recent Occupation/Employer:

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

Past Work Experience/Employers:

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

Civic Clubs, Organizations:

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

Elected or Appointed Positions:

Do you do Business with the County:

No Details:

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

No Details: 0

Voting Conflict:



St. Johns County Board of County Commissioners

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No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

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

References:

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

Additional Information:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Received 4.22.23 One Year 4.22.24

First Name: Heather

Last Name: Harley-Davidson

Address: 284 Ole Road

City, State Zip: St. Augustine, FL 32080

Home Phone: (904) 217-9571

Cell Phone: (904) 209-8376

Work Phone:

Email: heatherharleydavidson11@gmail.com

District: 3

Most Recent Occupation/Employer:

State Certified General Contractor/ Advanced Building Company of North Florida

Past Work Experience/Employers:

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

Civic Clubs, Organizations:

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

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

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

0 **Details:**

Subject of Active Civil or Criminal Investigation:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

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

Negative Publicity:

No **Details:**

Educational Background:

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

References:

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

Additional Information:

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

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

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

List three (3) personal or professional references:

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

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

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

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

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

Signature

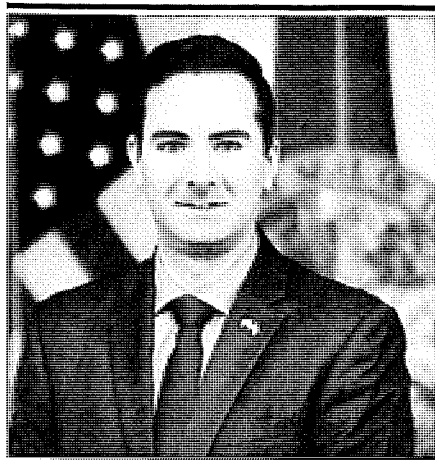
8/1/2022

Date

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

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:
1. _____
2. _____
3. _____



NICK PRIMROSE

CHIEF OF REGULATORY
COMPLIANCE AT JAXPORT

OVERVIEW

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

COURT ADMISSIONS

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

CONTACT INFORMATION

T: (440) 364-8298

E: nprimrose@gmail.com

EXPERIENCE

JACKSONVILLE PORT AUTHORITY (JAXPORT)

August 2020 – Present

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

EXECUTIVE OFFICE OF THE GOVERNOR

Governor Ron DeSantis (January 2019 – August 2020)

Governor Rick Scott (August 2017 – January 2019)

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

FLORIDA STATE UNIVERSITY, COLLEGE OF LAW

September 2019 – December 2019

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

NATIONAL REPUBLICAN SENATORIAL COMMITTEE

September 2018 – November 2018

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

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

August 2016 – August 2017

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

WOOTEN KIMBROUGH, P.A.

August 2013 – August 2016

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

EDUCATION

BARRY UNIVERSITY SCHOOL OF LAW

Juris Doctor (May 2013)

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

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

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

DEPAUL UNIVERSITY

Master of Public Administration (June 2010)

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

LAKE FOREST COLLEGE

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

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

PROFESSIONAL ASSOCIATIONS & ACTIVITIES

Florida Elections Commission, Chair (August 20, 2021-Present)
Florida Freight Advisory Committee, Vice Chair (2021-Present)
Federalist Society for Law & Public Policy Studies, Member (2010-Present)
Florida Bar Governmental & Public Policy Advocacy Committee, Member (2018-Present)
Junior Achievement of Central Florida, Leadership Council (2016-2017)
Orange County Young Republicans, President (2016-2017)
James Madison Institute, Leadership Fellow, Class Two (2015-2016)
Barry University School of Law Alumni Association, President (2015)

SIGNIFICANT REPORTED CASES

Nancy Carola Jacobson, et al., v. Secretary of State, et al., 19-14223 (11th Cir. Apr. 29, 2020)
Advisory Opinion to Governor re: Amendment 4, 288 So. 3d 1070 (Fla. 2020)
Scott Israel v. Ron DeSantis, 269 So. 3d 491 (Fla. 2019)
Mary Beth Jackson v. Ron DeSantis, 268 So. 3d 662 (Fla. 2019)
Brenda Snipes v. Rick Scott, 2019 WL 163352 (N.D.Fla. Jan. 10, 2019)



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 05.16.2023

1 Yr. 05.16.2024

Board/Committee Name: Tourist Development Council

First Name: Beth

Last Name: Strautz

Address: 215 Topsail Drive

City, State Zip: Ponte Vedra, FL 32081

Home Phone:

Cell Phone: (773) 895-5387

Work Phone:

Email: beth@vaguspr.com

District:

Most Recent Occupation/Employer:

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

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

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

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

Noteworthy clients include:

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

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



St. Johns County Board of County Commissioners

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Past Work Experience/Employers:

Account Executive

Point B Communications, Tourism & Hotel Advertising Agency

1999 – 2005 (6 years)

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

Public Relations Manager

Lettuce Entertain You Restaurants Enterprise

1997 – 1999 (2years)

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

Public Relations Coordinator

Hyatt Hotels Corporation

1995 – 1997 (2 years)

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

Public Relations

Chicago Office of Tourism

1993 – 1995 (2 years)

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

Civic Clubs, Organizations:

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

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

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

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

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

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

References:

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

Additional Information:

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

TDC Regular Meeting – June 19, 2023

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

Northeast Florida Kingfish Championship, Inc

Reconsider request for the Daily's Old School Kingfish Shootout Fishing Tournament to increase funding to **\$30,000** from the previously \$20,000 recommended.

The application was reviewed by the Recreation Advisory Board at their meeting on March 8th and funding was recommended in the amount of **\$20,000**. Funding has been allocated in the FY23 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	June 9 - 11, 2023
Event Name	Daily's Old School Kingfish Shootout Presented By Yellowfin
Sport	Fishing
Legal Name of Host Organization	NE Florida Kingfish Championship Inc
Organization/Event Website	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		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) \$240.00 = \$ 120,000

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) _____ X (B) _____ X (C) _____ = \$ _____

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 of the Visitors Convention Bureau to secure hotels

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

\$EXPENSE	PURPOSE
\$120,000	Gasoline
\$90,000	Lodging
\$70,000	Bait, Tackle, Ice, Fishing Supplies
\$75,000	Food & Entertainment
\$15,000	Dockage/Slip Rentals
\$4,000	Tent/Equipment Rentals
\$1,500	Venue Fees
\$3,500	Graphic Design/Signage

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		\$2,500
Housing		\$1,500
Food		\$2,500
Sanction Fee		\$80
Site Fees		
Rights/Guarantees Fees		
Officials		
Awards*	\$145,000	\$80,000
Equipment		\$5,000
Rentals		\$10,000
Insurance		\$1,500
Security		\$500
Labor		\$3,000
Marketing/Promotions	\$22,000	\$35,000
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
Weigh-In Live Stream & Video Production		\$16,500
Apparel		\$18,000
Merchant/Credit Card Fees		\$4,000
Captains Buckets		\$7,500
SUBTOTALS:	\$ 167,000 + \$182,500	\$ 167,000 + \$187,580
	TOTAL EXPENSE	\$ 354,580

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		\$134,000
Contributions		
Grants (Including TDC Funding here)		\$30,000
Sponsorships		\$40,000
Sales (Merchandise/Concessions+)		\$20,000
Room rebates		
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 224,000
	TOTAL INCOME	\$ 224,000

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: 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: [Signature]

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

Initial _____

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	520	Number of Individual Competitors	2,300
Number of Coaches/Trainers		Number of Spectators	50

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 have added 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.

J. Meyer Date 2/20/23
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



(A) 2023 Daily's Old School Kingfish Shootout Presented By Yellowfin Marketing Plan

For 2023, our marketing plan is to continue with the plan that has been successful the past 3 years at drawing boats from throughout the Northeast Florida/Southeast Georgia area. But, this year we are also planning to market heavily outside of the market 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 also working 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.

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

Grand Prize Boat - 21' Yellowfin Bay Boat with Yamaha 200HP 4-Stroke and AmeraTrail Trailer (Valued at \$105,000) - Showcased at Events Throughout Northeast Florida

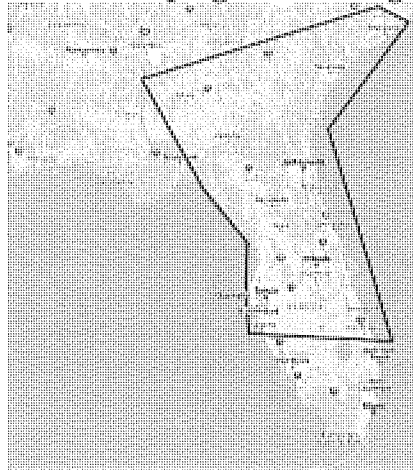
Radio:

- 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 Northeast Florida Wahoo Shootout 6,000 Facebook Followers/3,500 Instagram Followers
 - o Old School Kingfish Shootout 3,000 Facebook Followers/2,000 Instagram Followers
 - o Yellowfin 39,000 Facebook Followers/14,200 Followers
 - o Strike-Zone Fishing 20,000 Facebook Followers/4,400 Instagram Followers
 - o 107.3 Planet Radio 8,600 Facebook Followers/4,000 Instagram Followers
 - o 99.1 WQIK 94,000 Facebook Followers/12,200 Instagram Followers
 - o Brent Martineau Twitter 32,000 Twitter Followers
 - o Brent & Friends with Brent Martineau on ESPN 690 is Live Streamed on Facebook (3,500 Followers), YouTube (3,500 Subscribers), Twitter (6,500 Followers)
 - o AmeraTrail Trailers 2,500 Facebook Followers/2,900 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 Jacksonvilian, 904 Happy Hour has grown to reach approximately 3.8 million people everymonth 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:

- Shootout Tournament Series Database (1,800 Email Addresses)
- Strike-Zone Fishing Jacksonville Database (10,000 Email Addresses)
- Strike-Zone Fishing Melbourne Database (3,500 Email Addresses)

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 17,000 Views Last Year
- The Live Stream Will Be Saved on YouTube and Facebook for Future Viewing

Currently Exploring The Following:

- Advertising and Promotional TV, Digital, and Social Campaign with News4Jax (WJXT) and News4Jax.com
- TV and Streaming Advertising with Xfinity Throughout Florida
- Digital Billboard Advertising in Tampa, Myrtle Beach, & Brunswick
- Text & Email Marketing to Saltwater Fishing License Holders in Florida (Over 100,000 Contacts)

(B) Event Attendance Monitoring Plan

- Registration Info Will Include City/State/Zip Information
- Overnight Planning Questions Added to Registration Form
 - Are You Planning To Stay Overnight?
 - If Yes, How Many Rooms?
 - 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
 - Are You Staying Overnight?
 - How Many Nights?
 - How Many In Your Party?
 - Zip Code?

(C) Historical Figures

- 2020
 - 1st Year for the Old School Kingfish Shootout
 - 643 Boats Amid the Covid-19 Pandemic
 - One of the Largest Kingfish Tournaments in the World
 - Over 2,500 Anglers
 - Boats From Florida, Georgia, South Carolina, North Carolina, & Alabama
 - 75% of Registrations From Outside St Johns County

- 2021
 - 520 Boats
 - One of the Largest Kingfish Tournaments in the World
 - Over 2,000 Anglers
 - Boats From Florida, Georgia, South Carolina, and North Carolina
 - 72% of Registration From Outside St Johns County
- 2022
 - 521 Boats
 - One of the Largest Kingfish Tournaments in the World
 - Over 2,000 Anglers, Including 250 Registered Lady Anglers and 200 Registered Junior Anglers
 - Boats from Florida, Georgia, South Carolina, and Pennsylvania
 - 80% of Registration From Outside of St Johns County
 - Over 500 Overnight Stays Generated
 - \$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
 - \$6,500 Donated to the St Augustine High School Football Team From the Proceeds of the Kingfish That Were Donated

(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
- 2023 Dates:
 - Kickoff Party - January 28
 - Event Held at the St Augustine Rod & Gun Club
 - Over 1,000 in Attendance
 - Fishing Dates - February 4 - March 26
 - Teams Pick 3 Days to Fish Over 50 Day Period
 - Weigh-In at Strike-Zone Fishing in Jacksonville
 - Awards Party - March 30
 - Event Held at the St Augustine Fish House
 - Over 200 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

TDC Regular Meeting – June 19, 2023

Agenda Item 9 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Great Race

Funding request from Great Race for the Great Race Vintage Car Rally scheduled June 24, 2023. The event will be held at Francis Field.

The application was reviewed by the Recreation Advisory Board at their meeting on April 12th and funding was recommended in the amount of **\$20,000**. Funding has been allocated in the FY23 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Great Race will begin preparing for the race on June 20 with the actual event taking place on June 24, 2023

Date of the event	2/14/2023
Event Name	Great Race
Sport	Vintage Car Rally
Legal Name of Host Organization	Great Race
Organization/Event Website	greatrace.com

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

Primary Contact Name	Jeff Stumb	Cell Phone Number	423-385-4414
Email Address	jeff@greatrace.com		
Total Event Budget Amount		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.

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

Francis Field, 25 W Castillo Dr, St. Augustine, FL 32084

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.

This is a vintage car rally. St Augustine will be the host of the opening ceremony and days leading up to it. Cars will be traveling to Colorado Springs, CO over 8 days.

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		0.00
Contributions		
Grants (Including TDC Funding here)		25,000.00
Sponsorships		
Sales (Merchandise/Concessions+)		5,000.00
Room rebates		
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 30,000.00
	TOTAL INCOME	\$ 30,000.00

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: JU

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: JU

3. A comprehensive Sponsorship Packet

Staff (initial) received: JU

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: JU

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

Staff (initial) received: JU

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

Staff (initial) received: JU

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: JU

Applicant agrees that the information provided is accurate.

Applicant signature: [Signature]

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

Initial JU

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.

Great Race; A timed, controlled speed, endurance competition over scenic public highways and roads!

The Great Race got its start in 1983, and it was created to pay tribute to the Great Automobile Race of 1908, which traveled 22,000 miles from New York City to Paris, France in 169 days. The race around the world was a grueling journey that resulted in an American team, driving a Thomas Flyer crossing the finish line first. The Great Automobile Race of 1908 garnered lots of media attention, and was eventually the subject of a 1965 comedy movie, " The Great Race" , which starred Jack Lemmon, Tony Curtis and Natalie Wood.

Although a lot has changed since the early days of the Great Race, the event continues to grow 40 years later. The Great Race is a time, speed, endurance rally for vehicles built in 1972 and earlier, and it travels the United States each year, drawing crowds in small towns, big cities and everything in between.

Drivers and navigators come from as far away as Japan, and the Great Race has even featured numerous celebrity guest appearances, as well as many recognizable participants, such as Humpy Wheeler, Al Unser, Wayne Carini and more! The Great Race brings a festival-style atmosphere offering a once-in-a-lifetime opportunity to see more than 100 very special cars on display.

SPORT/ACTIVITY

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

Francis Field, 25 W Castillo Dr, St. Augustine, FL 32084

PARTICIPATION

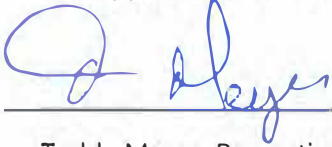
Number of Teams	160	Number of Individual Competitors	320
Number of Coaches/Trainers	50	Number of Spectators	6,000 +

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

Drivers and navigators come from as far away as Japan. Will draw 6,000 + spectators !

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 03-28-23

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



The #1 Rally Race In America

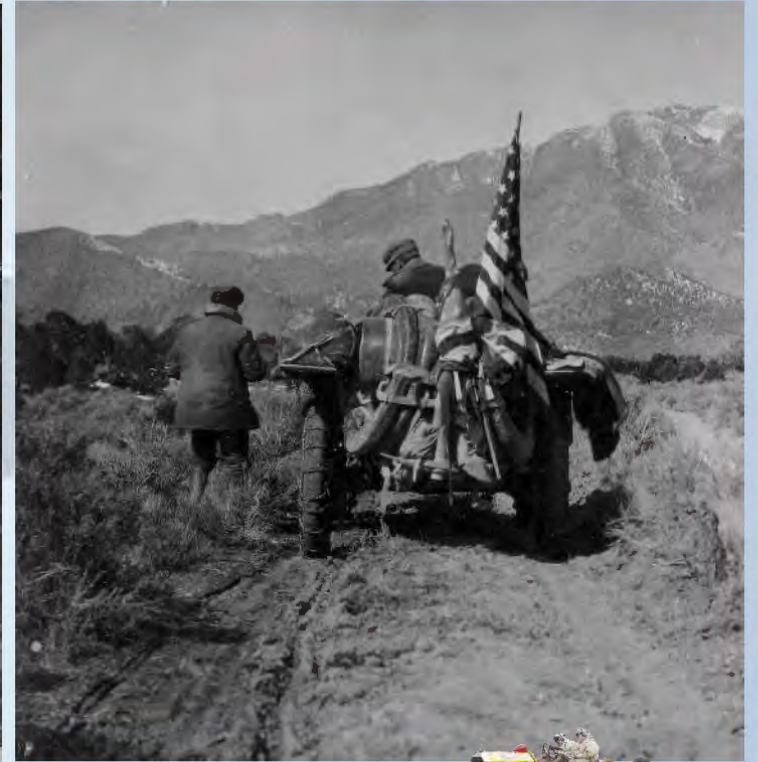
A timed, controlled speed, endurance competition
over scenic public highways and roads!



Adventure of a Lifetime

The Great Race got its start in 1983, and it was created to pay tribute to the Great Automobile Race of 1908, which traveled 22,000 miles from New York City to Paris, France in 169 days. The race around the world was a grueling journey that resulted in an American team, driving a Thomas Flyer crossing the finish line first. The Great Automobile Race of 1908 garnered lots of media attention, and was eventually the subject of a 1965 comedy movie, "The Great Race", which starred Jack Lemmon, Tony Curtis and Natalie Wood.

Although a lot has changed since the early days of the Great Race, the event continues to grow 40 years later. The Great Race is a time, speed, endurance rally for vehicles built in 1972 and earlier, and it travels the United States each year, drawing crowds in small towns, big cities and everything in between.



Celebrity Racers



Jessi Combs



*"I have been coming to the great Race for 10 years,
I just love the people and the event!"*

Wayne Carini

Drivers and navigators come from as far away as Japan, and the Great Race has even featured numerous celebrity guest appearances, as well as many recognizable participants, such as Humpy Wheeler, Al Unser, Wayne Carini and more! The Great Race brings a festival-style atmosphere offering a once-in-a-lifetime opportunity to see more than 100 very special cars on display.



Humpy Wheeler



Al Unser



Wayne Carini



Bob Varsha



Don Garlits



Jamie Bestwick



Donald Osborne



2023 Route

More than \$150,000 is up for grabs, between five racing divisions and more than 120 teams, so the action is intense throughout the nine-day journey. Each Great Race event covers more than 2,000 miles in nine days, and the route changes each year to visit a different part of the country.



\$150K
Purse

120+
Competition Teams

2.4K
Miles Traveled

17
City Stops

10
Days



Engagement

Each stop is family-friendly and it's free to the public, with thousands of spectators coming out of the woodworks to see the vintage cars as they make the seemingly impossible trek.

150K

Attendance

215K

Spectator Impressions

60+

Media Outlets

29.4M

Media Impressions



424K Subscribers
3.2M Monthly Visitors



770K Subscribers
1.5M Visitors



400K Monthly Readers



343K Print Subscribers
6.37M Digital Subscribers



1.3M Monthly Visitors



2.3M Unique Visitors

"The Great Race in Cape Girardeau, Missouri: Fantastic event, multitudes of people in our historic downtown, restaurants packed, community-wide buy-in, genuine excitement and so much more. Simply stated, for Cape Girardeau, "The Great Race" was a GRAND SLAM event! Would we do it again – you bet!"

Chuck Martin
Executive Director at Cape Girardeau Convention and Visitors Bureau



Social Content Distribution

Each day of the race, social media content is created and distributed in real-time to millions of fans across our integrated social networks on Facebook, Instagram and YouTube. After the race is complete, a one-hour special of the Great Race is produced and is distributed on multiple streaming platforms.

1.3M
2022 Impressions

200+
Videos on YouTube
Channel

:60M
60 Min. Produce Video on Streaming Platforms
with Commercials & In-Show Edit



Toyota Celebration on the Great Race
Toyota teamed up with the Great Race, Racer Magazine, Jamie Bestwick and multiple guest celebrities to celebrate the 50th Anniversary of the Toyota Corolla. They brought along a video, and social media crew to capitalize on the all-American town, cool car guy content



Impact

The Great Race's moving caravan spends over \$375,000 on their trip. The total revenue generated per city averages \$

Rolling History
120 Cars

Number of Route Instructions
1,500 Instructions

Staff, Support & Racers
500 People

Number of Fuel Stops
3,240 Fuel Stops

Hotel Rooms
3,350 Rooms

Gallons of Gas Consumed
16,500 Gallons

Total Miles Driven Per Car
2,300 Miles

Number of Tires Used
1,280 Tires

Totally Rally Miles Driven
345,000 Miles

Bottles of Water Consumed
9,180 Bottles

Average Age of Cars
68 Years Old

Number of Meals Consumed
16,500 Meals

"The The Great Race was a wonderful event for Cooperstown, many folks commented that it was the best event ever on Main Street! The event drew many people, from locals to out-of-town visitors. The organizers were stellar and the organization and event itself were flawless. And, the event created an opportunity for local organizations to collaborate."

Deb Taylor
Cooperstown/Otsego County Tourism



Investing In Our Future



It has always been a priority of ours to share our passion for driving and the old car hobby with young people. From the beginning we have encourage youth to participate, as a competitor or as part of the staff. So the X-Cup class was created for young automotive enthusiasts who want to pilot a vintage car in the Great Race.

The X-Cup Class features High School and College age student Teams from across the Nation. Entrants participate in a timed, controlled speed, endurance competition over scenic public highways and roads. The scores for each team are the result of the team's ability to follow all designated course instructions precisely.

Team work and dedication are key factors in Great Race competition, making this a truly once in a lifetime experience these students will long remember!

Joining forces for added student financial support is the [RPM Foundation](#), well known for its nationwide efforts of advancing student careers in automotive restoration.

If you'd like to donate, your tax-deductable contribution can be made online at:
RPM X-Cup Scholarship Fund

X-Cup Team Sponsorship

Any easy way to show your support and encourage the upcoming generation by sponsoring an X-Cup Team.

- **High School & College Age Teams**
- **Build/Restore their vehicle**
- **Driver & Navigator must be 21 or over**
- **No GPS, Maps or Phones Allowed**
- **Precisely follow 1,500+ course Instructions**
- **Extreme mathematical calculations**
- **Scholarships & Grants Available**

McPherson College with their 1957 Ford Fairlane are veteran X-Cup Champions. The Team has overcome the many challenges which are part of the competition.

"We created a blog, and a facebook page to keep the school, fans, friends and our families up-to-date on the race."

<https://www.youtube.com/watch?v=HwcTH-7pXa4>



Join Us

Sponsorships Opportunities

- 1 Vehicle & Team Entry
- 1 Hotel Room and all meals for 2
- 10x10 Display space at all 17 stops
- Large decal on every competing vehicle
- 1x :30 commercial in event streaming video
- 1x :60 second in-show feature
- Daily social event videos and event photos
- Distribution of videos across relevant Facebook and Instagram pages, with targeted amplification
- Distribution and targeted amplification of longform event video on Great Race and Sponsors YouTube Channels
- Multiple Stories & videos featuring event photos
- Targeted Digital Ads promoting event videos
- Targeted Digital Display Package
- Logo on Event Arch/siderails
- Logo on comprehensive print ad package
- Logo on City posters
- Logo on Route t-Shirt
- Full Page ad in Great Race Program
- 1Page article in Great Race Program



Great Race posted a video to playlist 2022 Great Race. July 11, 2022 · 🌐

The Hemmings Great Race presented by Hagerty Drivers Club conquered 2,300 miles of America's back roads, from Warwick, Rhode Island to Fargo, North Dakota. In this video, you'll see highlights from our first day of competition, as racers get the green flag and head toward Windsor Locks, Connecticut for the night. Stay tuned for more releases of these daily highlight videos. #thegreatrace #greatracerally #hemmings #hagerty #cokertire #mccollisters

2:39 / 13:47

122 10 comments 49 shares



City Spotlight

Our Special Event in Your Town

Host city's feed racer and event staff at the site.
Acquire downtown venue with parking for 120 Great Race vehicles, 10 staff vehicles, and 5 regular trucks with trailers.
Locate appropriate Finish site with ample parking for spectators, media and Great Race displays including inflatable arch.

Host City:

- Promotes the Great Race as a major attraction in the community
- Provides necessary street closures, process and pay any relevant street or city permits and
- Provides traffic control for designated stop location
- Provides contact names and coordinate meeting for promotional partnerships of local media; print and broadcast
- Distributes Media releases to local media and provide assistance in developing media coverage using local angles
- Provides artwork for free half page color advertisement promoting your city in the Great Race souvenir program



"The Great Race is an incredible opportunity to showcase your community and bring a very unique, well-recognized attraction to your community. The Great Race team is a good partner with first-rate attention to detail and a good promotional plan in place. The Franklin County Visitors Bureau would welcome The Great Race back to Franklin County any time and encourage other communities to partner with The Great Race. You will be glad you did, and so will your community and visitors!"

Janet Pollard
Director of Tourism, Franklin County Visitors Bureau



A True Bucket List Experience



RECREATION ADVISORY BOARD MEETING MINUTES

April 12, 2023

GREAT RACE - VINTAGE CAR RALLY (JUNE 24 2023)

Teddy Meyer, Facilities Maintenance Manager provided an overview of the event and grant application. Houston Gibson spoke via ZOOM on behalf of the event. He explained that the event took place in a number of cities and that the request was for the St. Augustine location only. He explained how the event was managed. He said that the attendees would be staying at the Renaissance of World Golf Village Hotel and that many social events were planned during the 4 days leading up to the race. Events are open to the public. He stated that the event would bring a 140 participants and an estimated 4,000 spectators all of which would contribute financially to the area through hotel stays, shopping and restaurant visits. A brief discussion about the merits of this event followed. Great Race (June 24, 2023) awarded \$20,000. Motion by Chapin, seconded Van Rysdam.

RECREATION ADVISORY BOARD MEETING MINUTES

MAY 10, 2023

Junior PLAYERS Championship-American Junior Golf Association (8/31-9/3)

Teddy Meyer, Facilities Maintenance Manager provided an overview of the event and grant application. Houston Denney spoke via ZOOM on behalf of the event. He explained that the value of this annual event. A brief discussion about the merits of this event and opportunities for community involvement followed. AJGA awarded \$10,000. Motion by Dockins, seconded by Long, and approved 6/0.

Ancient City Game Fish – Red fish Bash (5/26-27) Kingfish Challenge (7/13-15)

Meyer provided an overview of the event and grant application. Donna Franz provided a brief history and overview of the organization that included community involvement and past and upcoming fishing tournaments.

Ancient City Game Fish awarded \$25,000. Motion by Long, seconded by Dockins, and approved 6/0.

TDC Regular Meeting – June 19, 2023

Agenda Item 9 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Ancient City Game Fish Association

Funding request from Ancient City Game Fish Association for two (2) fishing events, Redfish Bash, held on May 26 – 27, 2023 and Kingfish Challenge scheduled July 14 – 15, 2023. The events will begin and end at Camachee Cove Yacht Club Marina (Vilano Beach).

The application was reviewed by the Recreation Advisory Board at their meeting on May 10th and funding was recommended in the amount of **\$25,000**. Funding has been allocated in the FY23 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	May 26-27 2023 / July 13-15 2023
Event Name	Redfish Bash / Kingfish Challenge
Sport	Inshore and Offshore 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	904 814 0515
Email Address	dkfrantz@icloud.com		
Total Event Budget Amount	\$150,000.00	Grant Amount Requested	\$25,000.00

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.

St Augustine Marina - Brian Beach - 904 814 4439
 Comachee Cove Marina - Travis Statts - 904 829 5676
 North East Marlin Association - Erin Johnson - 904 669 5153

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 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		60,000.00
Contributions	8,000.00	
Grants (Including TDC Funding here)		25,000.00
Sponsorships		10,000.00
Sales (Merchandise/Concessions+)	25,000.00	22,000.00
Room rebates		
OTHER INCOME Please itemize below:		7,000.00
Event Shirts		
SUBTOTALS:	\$ 33,000.00	\$ 124,000.00
	TOTAL INCOME	\$ 157,000.00

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.

In the past our event has been a combined inshore and offshore competition. This year we as a committee decided to split them up so competitors could fish both inshore and offshore tournaments. Allowing for two weekends of fishing for everyone.

Redfish Bash is a two-day inshore fishing competition tournament. This is a small boat tournament which allows individuals on a limited budget to compete for many ways to win their entry fees back. Our local inshore waters are very favorable for this type for fishing competition.

Kingfish Challenge is a three-day offshore fishing competition tournament. This is a big boat tournament which allows individuals on a limited budget to compete for many ways to win their entry fees back. Our local offshore waters are very favorable for this type for fishing competition.

Both tournaments will have a Junior Angler fishing competition division.
Competitors are required to attend a mandatory Captains meeting to compete in each event.

SPORT/ACTIVITY

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

NA

PARTICIPATION

Number of Teams	150	Number of Individual Competitors	800
Number of Coaches/Trainers	50	Number of Spectators	2000

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

Redfish Bash 100 Teams
Kingfish Challenge 150 Teams
Junior Angler Division 200



31 March 2023

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

EVENT NAME: ACGFA Challenge

EVENT ACTIVITY SCHEDULE: Redfish Bash main event Captains Meeting (May 26, 2023)

Food – Raffle - Live Music

Redfish Inshore Competition (May 27, 2023)

Weigh in Judging (May 27, 2023)

Redfish Bash Awards Ceremony (May 27, 2023)

Main event sponsor Kickoff Party – May 2023

Junior Challenge Fishing Clinic, Captains Meeting and Raffle (July 13, 2023)

Junior Challenge Fishing Tournament (July 14, 2023)

Junior Challenge Awards Ceremony (July 14, 2023)

Challenge main event Captains Meeting (July 14, 2023)

Food – Raffle - Live Music

Kingfish Offshore Competition (July 15, 2023)

Weigh in Judging (July 15, 2023)

Challenge Awards Ceremony (July 15, 2023)

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 ASCGA for this plan will include virtual brochure, social media outlets, radio broadcasts, posters, and t-shirts.

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: ju

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: ju

3. A comprehensive Sponsorship Packet

Staff (initial) received: ju

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: ju

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

Staff (initial) received: ju

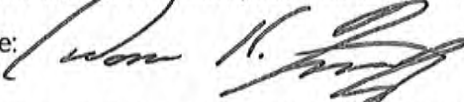
6. A list of other events produced by this organization to include the event name, location, dates and contact information.

Staff (initial) received: ju

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: ju

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 ju

Comments:

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 4/20/23

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 Game Fish Association (ACGFA)

St. Johns County, FL Tourist Development Council

Thank-you in advance for your comments & input!

1. How did you find out about this event?
a. Event book b. Facebook c. Radio d. ACGFA Website e. other _____.
2. Is this your first time competing in this event?
a. yes b. If no how many events have you entered in the past? _____
3. Did you bring your family with you to this weekend event?
a. yes b. no
4. Where are you from? a. St. Augustine b. Jacksonville c. Palatka
d. Other Florida City _____ e. State Other _____
5. Are you staying in a hotel, motel or camp site during this event?
a. yes b. no
6. Which tournament are you registering to fish?
a. Kingfish Challenge b. Redfish Challenge c. Kayak Challenge
7. Did you register any anglers for the Junior Challenge event?
a. yes b. no How many Junior Anglers do you have? _____
8. What is your estimated budget for this event weekend? _____
9. Which boat launching facility did you utilize during this event?
a. Vilano Boat Ramp b. Lighthouse Boat Ramp c. Other _____
10. Are you docking your boat at a marina during this event?
a. yes b. no If yes which marina? _____
11. Do you plan on purchasing fuel at a marina?
a. yes b. no If yes which marina? _____
12. Do you like the format of this event a. yes b. no
13. Do you have any suggestions to better this event? _____

14. If you would like more information about the ACGFA Club please furnish your email address. _____

RECREATION ADVISORY BOARD MEETING MINUTES

April 12, 2023

GREAT RACE - VINTAGE CAR RALLY (JUNE 24 2023)

Teddy Meyer, Facilities Maintenance Manager provided an overview of the event and grant application. Houston Gibson spoke via ZOOM on behalf of the event. He explained that the event took place in a number of cities and that the request was for the St. Augustine location only. He explained how the event was managed. He said that the attendees would be staying at the Renaissance of World Golf Village Hotel and that many social events were planned during the 4 days leading up to the race. Events are open to the public. He stated that the event would bring a 140 participants and an estimated 4,000 spectators all of which would contribute financially to the area through hotel stays, shopping and restaurant visits. A brief discussion about the merits of this event followed. Great Race (June 24, 2023) awarded \$20,000. Motion by Chapin, seconded Van Rysdam.

RECREATION ADVISORY BOARD MEETING MINUTES

MAY 10, 2023

Junior PLAYERS Championship-American Junior Golf Association (8/31-9/3)

Teddy Meyer, Facilities Maintenance Manager provided an overview of the event and grant application. Houston Denney spoke via ZOOM on behalf of the event. He explained that the value of this annual event. A brief discussion about the merits of this event and opportunities for community involvement followed. AJGA awarded \$10,000. Motion by Dockins, seconded by Long, and approved 6/0.

Ancient City Game Fish – Red fish Bash (5/26-27) Kingfish Challenge (7/13-15)

Meyer provided an overview of the event and grant application. Donna Franz provided a brief history and overview of the organization that included community involvement and past and upcoming fishing tournaments.

Ancient City Game Fish awarded \$25,000. Motion by Long, seconded by Dockins, and approved 6/0.

TDC Regular Meeting – June 19, 2023

Agenda Item 9 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

American Junior Golf Association

Funding request from American Junior Golf Association for the Junior Players Championship scheduled August 31 – September 3, 2023. The event will take place at TPC Sawgrass – Stadium in Ponte Vedra.

The application was reviewed by the Recreation Advisory Board at their meeting on May 10th and funding was recommended in the amount of **\$10,000**. Funding has been allocated in the FY23 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	
Event Name	
Sport	
Legal Name of Host Organization	
Organization/Event Website	

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

Primary Contact Name		Cell Phone Number	
Email Address			
Total Event Budget Amount		Grant Amount Requested	

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.

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.

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		
Housing		
Food		
Sanction Fee		
Site Fees		
Rights/Guarantees Fees		
Officials		
Awards*		
Equipment		
Rentals		
Insurance		
Security		
Labor		
Marketing/Promotions		
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
SUBTOTALS: \$		\$
	TOTAL EXPENSE	\$

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		
Contributions		
Grants (Including TDC Funding here)		
Sponsorships		
Sales (Merchandise/Concessions+)		
Room rebates		
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$	\$
	TOTAL INCOME	\$

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: gm

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: gm

3. A comprehensive Sponsorship Packet

Staff (initial) received: gm

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: gm

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

Staff (initial) received: gm

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

Staff (initial) received: gm

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: gm

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 gm

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.

 _____ Date 9-17-23

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 microsite for all things relating to the tournament. The microsite in 2019 featured close to 15,000 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 microsite
- (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 or @AJGAMedia

NOTES ABOUT AJGA SOCIAL PLATFORMS

Twitter

- Followers up 12% in the past year (+2,400) – up 176% in five years
- Currently nearly 30K followers on @AJGAGolf plus seven other account contributors from the AJGA brand
- Over 7.5 million interactions on Twitter since November 2017
- Average interaction rate 12% (higher than all other tours per Crowd Tangle)
- 96% of followers audited to be real (twitteraudit.com) – higher than all major tours
- Impression ranges per Navigate Research:
 - Status: 5,000 median; 23,000 high
 - Link: 4,234 median; 43,000 high
 - Photo: 5,826 median; 200,000 high
 - Video: 5,079 median; 223,000 high
- 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
- AJGA audience averages: 75% male, 60% has a household income of +\$75,000, 84% prefer premium brands, 94% have a core interest in sports.

- Overall audience averages: 330 million monthly users, about ¼ of all internet users have a twitter account, 37% of users are ages 18-29

Facebook

- Followers 31K (+3% one-year growth) – five-year growth: +141%
- Impression ranges per Navigate Research:
 - Link: 4,000 median; 30,000 high
 - Photo: 4,200 median; 95,000 high
 - Video: 11,377 median; 56,000 high
- Interaction rate is 1.7% (higher than most other tours – PGA TOUR is closest at 1.5%)
- 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: 61% male, 31% of all men are aged 18-24 and 45-54 while 31% of women are ages 35-54, average income \$90K
- Overall audience averages: Largest of all social platforms, 2 billion+ active monthly users, 53% female users, 87 percent of online users 18-29 are on Facebook while 60 percent of ages 50+ are also online

Instagram

- Posts averaged 11K/per post impressions
- Current following: 98K, up from 300 when account was established in 2013
- 500,000 interactions in the past year on all posts
- Interaction rate of 4% - higher than all tours (PGA TOUR is 1.6%)
- Currently best platform for Instagram stories – average 10K views, 82% completion rate, better link click-throughs than other platforms
- 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: 74% male, 50% are ages 18-34, average income \$82K
- Overall audience averages: 800 million+ active monthly users, 68% overall users are female, 60% of internet users between 18-29 use Instagram
- **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: 26K
- The fastest growing of the AJGA social media platforms
- Focusing on fun/entertaining content
- Youngest AJGA social media audience by far
- Three videos over 450k views in 2022
- AJGA target audience: our members and similar groups
- AJGA audience: youngest of all social media platforms with majority of followers under the age of 21

- Overall audience: 1 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. 2022 – TPC Sawgrass – Stadium Course – Ponte Vedra Beach, Florida – 78 players
2. 2021 – TPC Sawgrass – Stadium Course – Ponte Vedra Beach, Florida – 78 players
3. 2020 – TPC Sawgrass – Stadium Course – Ponte Vedra Beach, Florida – 78 players
4. 2019 – TPC Sawgrass – Stadium Course – Ponte Vedra Beach, Florida – 78 players
5. 2018 – TPC Sawgrass – Stadium Course – Ponte Vedra Beach, Florida – 78 players
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Event Attendance Monitoring Plan

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

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RECREATION ADVISORY BOARD MEETING MINUTES

April 12, 2023

GREAT RACE - VINTAGE CAR RALLY (JUNE 24 2023)

Teddy Meyer, Facilities Maintenance Manager provided an overview of the event and grant application. Houston Gibson spoke via ZOOM on behalf of the event. He explained that the event took place in a number of cities and that the request was for the St. Augustine location only. He explained how the event was managed. He said that the attendees would be staying at the Renaissance of World Golf Village Hotel and that many social events were planned during the 4 days leading up to the race. Events are open to the public. He stated that the event would bring a 140 participants and an estimated 4,000 spectators all of which would contribute financially to the area through hotel stays, shopping and restaurant visits. A brief discussion about the merits of this event followed. Great Race (June 24, 2023) awarded \$20,000. Motion by Chapin, seconded Van Rysdam.

RECREATION ADVISORY BOARD MEETING MINUTES

MAY 10, 2023

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Teddy Meyer, Facilities Maintenance Manager provided an overview of the event and grant application. Houston Denney spoke via ZOOM on behalf of the event. He explained that the value of this annual event. A brief discussion about the merits of this event and opportunities for community involvement followed. AJGA awarded \$10,000. Motion by Dockins, seconded by Long, and approved 6/0.

Ancient City Game Fish – Red fish Bash (5/26-27) Kingfish Challenge (7/13-15)

Meyer provided an overview of the event and grant application. Donna Franz provided a brief history and overview of the organization that included community involvement and past and upcoming fishing tournaments.

Ancient City Game Fish awarded \$25,000. Motion by Long, seconded by Dockins, and approved 6/0.

TDC Regular Meeting – June 19, 2023

Agenda Item 9 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Florida Elite Soccer

Funding request from Florida Elite Soccer for the Florida Elite Soccer Series Tournament is scheduled over two weekends between August 19 – 26, 2023. The event will be held in the northwest portion of the County, utilizing SJC Parks.

The application was reviewed by the Recreation Advisory Board at their meeting on June 14th and funding was recommended in the amount of **\$10,000**. Funding has been allocated in the FY23 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	August 18-20 and August 25-26, 2023
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	\$98,185	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.

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.

Home2 Suites - 270 Outlet Mall Blvd, St. Augustine, FL 32084 - 22 Room Nights
 Renaissance World Golf - 500 S Legacy Trail, St. Augustine, FL 32092 - 82 Room Nights
 Main Point of Contact for all Hotel reservations:
 McKenna Currah - Sports Sales Manager
 Traveling Teams
 mckennac@travelingteams.com
 248-938-3801

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

\$EXPENSE	PURPOSE
\$7,600	St Johns County site usage fees
\$38,185	St Johns County referee fees
\$585	Food for staff and referees
\$800	Equipment
\$56,185	Referee fees
\$7,320	Awards for players and teams
\$150	Security

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		\$189,000
Contributions		
Grants (Including TDC Funding here)		\$10,000
Sponsorships		
Sales (Merchandise/Concessions+)		
Room rebates		\$19,000 (all loc)
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 218,000
TOTAL INCOME		\$ 218,000

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: 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: Chris Brunner

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

Initial JM

Comments:

QUESTION 1 - COMPREHENSIVE MARKETING PLAN



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.



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: 7300+ followers

Instagram: 5400+ 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

Displaying all 30 rosters

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	Marin, Luis	Male	12/16/1972	Florida Premier FC	13G FPFC CP ELITE			Coach
10198269	Hawkins, Nayda	Female	06/03/1976	Florida Premier FC	13G FPFC CP ELITE			Manager
10189945	Linder, Charles	Male	04/17/1975	Florida Elite Soccer Academy	Florida Elite 2011 Girls ECNL Dev 1			Manager
10189944	Scotty, John	Male	12/20/1982	Florida Elite Soccer Academy	Florida Elite 2011 Girls ECNL Dev 1			Coach
10172908	Sigman, Patrick	Male	01/13/1999	Tampa Bay United	South Red Boys 2012			Coach
10172905	Patrintra, Valerie	Female	06/27/1976	Tampa Bay United	South Red Boys 2012			Manager
10132981	Sanudo Ugarte, Diego	Male	11/28/1984	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, Despina	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	Mateus, 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 4 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

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)
10/21/2022

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	
INSURED USCLUBS 01 National Association of Competitive Soccer Clubs dba US Club Soccer 774 S Shelmore Blvd Ste 104 Mount Pleasant SC 29464	INSURER A: United States Fire Insurance Company NAIC # 21113	
	INSURER B: Accredited Surety & Cas Co Inc 26379	
	INSURER C: HDI Global Specialty SE	
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES **CERTIFICATE NUMBER: 556778824** **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 YWD	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"/> PROJECT <input type="checkbox"/> LOC <input checked="" type="checkbox"/> OTHER Sanctioned Event	Y	Y	1-TRE-SC-17-01338515-00	8/1/2022	8/1/2023	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
							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"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS MADE DED _____ RETENTION \$ _____	Y	Y	1-TRE-SC-17-01338516-00	8/1/2022	8/1/2023	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		N/A				PER STATUTE	OTHER
							E.L. EACH ACCIDENT	\$
							E.L. DISEASE - EA EMPLOYEE	\$
							E.L. DISEASE - POLICY LIMIT	\$
A C	Accident Medical Full Excess Excess Liability	Y	Y	US1819977 HDHX003700505	8/1/2022 8/1/2022	8/1/2023 8/1/2023	Medical Maximum Med Deductible Excess of \$3mm primar	100,000 500 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 (IL 1201 1185) but only for liability arising directly from participation in an event or activity sanctioned or approved by US Club Soccer.

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

CERTIFICATE HOLDER St Johns County Board of County Commissioners 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 

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 Winter Invitational is a Pre-Spring Season competitive Tournament for U9 - U14 Boys and Girls teams. The Tournament brings in Competitive teams from Tampa, Miami, Orlando, Tallahassee, Atlanta, Savannah, South Carolina and Alabama.

The Tournament serves as a kick-off tournament for all team's Spring competitive season. Florida's First Coast serves as a great meeting point for the south Florida teams to be able to play against the strongest competition in the Southeastern United States.

The Tournament offers 3 different types of playing levels creating a competitive, yet fair, playing environment. The 3 levels allow us to accept teams who play at the highest league level in the Country while allowing teams who play in less competitive leagues to still compete at a comfortable level.

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

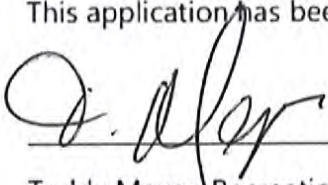
Number of Teams	200	Number of Individual Competitors	2500
Number of Coaches/Trainers	200/20	Number of Spectators	5000

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.



Date 5-24-23

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

FLORIDA ELITE

INVITATIONAL TOURNAMENT

2023



2023 PRE-SEASON TOURNAMENT SERIES - THE 2023-2024 SEASON BEGINS HERE
BOYS INVITATIONAL AUGUST 18-20 | GIRLS INVITATIONAL AUGUST 25-27





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 **350** 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, Michigan, Missouri and Ohio
- 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.
- 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
- 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.

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

RECREATION ADVISORY BOARD MEETING MINUTES

June 15, 2023

Florida Elite Soccer Academy – Preseason Soccer Series (8/19- 20/23 & 8/25-26/23)

Teddy Meyer, Facilities Maintenance Manager provided an overview of the event and grant application. Sean Bubb, FESA Executive Director detailed both Boys and Girls weekend soccer tournaments. Sean then explained the value of this annual event and their soccer club. A brief discussion ensued about the volume and economic impact of the teams and spectators from both events. Florida Elite awarded \$10,000. Motion by Long, seconded by Dockins, and approved 6/0.

Ancient City Championship – Karate Championship – (8/25-26)

Meyer provided an overview of the event and grant application. Meyer explained how this event was an additional diverse offering within the TDCT Sports Tourism Cat 3 grant program. Jose Leno spoke on the benefits of karate to all ages. Jose provided a brief history and overview of his 17th year old local small business located in the WGV area. This is the first of many karate events that will fill a void in the N Florida region and bring participants and teams from across the Florida and the Southeast.

Ancient City Championship awarded \$9,500. Motion by Watkins, seconded by McEachean, and approved 6/0.

TDC Regular Meeting – June 19, 2023

Agenda Item 9 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Lion's Den Karate

Funding request from Lion's Den Karate for the Ancient City Championship, scheduled August 25 – 26, 2023. The event will be at Mill Creek Academy located in the World Golf Village area.

The application was reviewed by the Recreation Advisory Board at their meeting on June 14th and funding was recommended in the amount of **\$9,500**. Funding has been allocated in the FY23 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	August 25 and 26, 2023
Event Name	Ancient City Championship
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	jose.leno.LDK@gmail.com		
Total Event Budget Amount	\$11,500	Grant Amount Requested	9,500

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.

Mill Creele Academy
 3750 International Golf Pkwy
 St. Augustine, FL 32092
 904) 547-3720
 Stacy.Stackhouse@stjohns.k12.fl.us

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

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		
Housing <i>Out of town officials</i>		1500
Food		500
Sanction Fee		1250
Site Fees <i>Lion's Den / mill Creek</i>	500	1,000
Rights/Guarantees Fees		
Officials		700
Awards* <i>(not included) ^{expected} at \$2,000</i>		
Equipment		650
Rentals		
Insurance		
Security		
Labor		
Marketing/Promotions		1400
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
<i>Seminar Speaker</i>		2000
<i>Janitorial / Custodial</i>		500
SUBTOTALS:	\$ <i>0</i> 500	\$ <i>9</i> 500
	TOTAL EXPENSE	\$ <i>2,000</i> 9500

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		10,000
Contributions		
Grants (Including TDC Funding here)		9,500
Sponsorships		1,000
Sales (Merchandise/Concessions+)		
Room rebates		
OTHER INCOME Please itemize below:		
Seminar		2760
SUBTOTALS:	\$ 0.00	\$ 0.00 23,260
	TOTAL INCOME	\$ 0.00 23,260

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: gjm

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: gjm

3. A comprehensive Sponsorship Packet

Staff (initial) received: gjm

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: gjm

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

Staff (initial) received: gjm

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

Staff (initial) received: gjm

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: gjm

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 gjm

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 Championship is an Open Karate tournament which will be included in ~~USA Karate's~~ USA Sport Karate's sanctioned tournament circuit listing annually. This network has run tournaments for 25 years. They operate primarily throughout the State of Florida. Lion's Den is hosting this event with the goal of opening up the event for local small businesses to advertise in and become sponsors of. The event is targeted to children and supports the values and traditions that this sport conveys. Children/Adults will compete at the regional level to show off their martial

SPORT/ACTIVITY Arts skills

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

This year, the event is planned at Mill Creek Academy on August 26, 2023. On the Friday before (August 25) Lion's Den is offering two seminars at the dojo for competitors to come and hone their skills.

PARTICIPATION

Number of Teams	80	Number of Individual Competitors	250
Number of Coaches/Trainers	30	Number of Spectators	500

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

Members of USA Sport Karate and the surrounding area are invited to compete. This network includes competitors from Atlanta, Georgia all the way to Ft. Myers, Florida, including many from Daytona, Orlando, and Tampa.

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 6-09-2023

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 presented by USA Sport Karate and hosted by Lion's Den Karate

For the first time ever, The Ancient City Championship will be held in St. Augustine on August 25, 2023 at Mill Creek Academy (3750 International Golf Parkway). USA Sport Karate leadership has sanctioned karate tournaments for more than 25 years all over the state of Florida, and beyond.

For this inaugural event, we plan to make use of the USA Sport Karate network and its marketing avenues. They will distribute invitations through their email memberships, and promote the event across their social media platforms, and through the competition network for this circuit. The competition network includes major metropolitan areas like Tampa, Orlando, Daytona, Fort Myers, and Atlanta.

Locally, we will promote the tournament through

- personal calls to every listed open karate school in Northeast Florida
- Electronic flyers in PeachJar targeting our local schools
- Print ads in Stroll magazine (a WGV direct mailing)
- Ads in CreekLine (a free to the public news publication)
- Flyers distributed throughout the county and to local businesses
- Emails sent via Lion's Den Karate distribution list
- Series of ads on Lion's Den Karate Facebook and Instagram accounts
- Attachment: sample flyer – St. Johns County and Tourist Council logos to be added

Event Attendance Monitoring Plan

USA Sports Karate uses a tournament support software system called "Uventex" which allows them to track attendance, registration and income from their events.

Historical Figures

A comparative tournament was held in Daytona in 2022

- 400 competitors in attendance from all over the state and beyond
- At least 80 karate schools competed in this event
- 1000 attendees including families, friends, and officials
- 250 room nights

Future Growth + Development

Future plans include growing this annual event to a full two-day calendar event on the USA Sport Karate circuit. We also look to move the event from Mill Creek Academy to the St. Johns County Convention Center.

Additional Questions + Information

If you have any questions, or concerns, please feel free to contact Jose Leno, 51% owner of Lion's Den Karate, LLC at 904-588-2777, or Barbara Bennett, 49% owner of Lion's Den Karate, LLC at 904-327-4217.

ANCIENT CITY CHAMPIONSHIP TOURNAMENT

Lion's Den Karate has served World Golf Village and St. Johns County for 17 years! To continue our efforts to educate the public on martial arts beyond *The Karate Kid*, and to increase local small business exposure, we are bringing competition karate to St. Augustine. This is real sports karate at the competition level in your own backyard. Come out and support your local athletes, as we support local businesses. Donations will be used to offset the cost of the event held on Saturday, August 26, 2023 at Mill Creek Elementary.

Master Level \$1,000 +	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.) Name add to Official Tournament T-shirt.
3rd Degree \$500 +	Name listed on "Wall of Fame" displayed at the event and Lion's Den social media platforms. Name added to Official Tournament T-shirt. Two (2) VIP spectator passes to the event.
2nd Degree \$250 +	Name listed on "Wall of Fame" displayed at the event. Name listed on Lion's Den social media platforms. One (1) VIP spectator pass to the event.
Black Belt \$100 +	Name listed on "Wall of Fame" displayed at the event. Name listed on Lion's Den social media platforms.
In Kind Sponsors	Name listed on "Wall of Fame" displayed at the event.

Donations in the form of checks are payable to "Lion's Den Karate, LLC" (335 S. Legacy Trail, B102-112, St. Augustine, FL 32092)



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- 400 competitors in attendance from all over the state and beyond
- At least 80 karate schools competed in this event
- 1000 attendees including families, friends, and officials
- 250 room nights

Future Growth + Development

Future plans include growing this annual event to a full two-day calendar event on the USA Sport Karate circuit. We also look to move the event from Mill Creek Academy to the St. Johns County Convention Center.

Additional Questions + Information

If you have any questions, or concerns, please feel free to contact Jose Leno, 51% owner of Lion's Den Karate, LLC at 904-588-2777, or Barbara Bennett, 49% owner of Lion's Den Karate, LLC at 904-327-4217.

ANCIENT CITY CHAMPIONSHIP TOURNAMENT

Lion's Den Karate has served World Golf Village and St. Johns County for 17 years! To continue our efforts to educate the public on martial arts beyond *The Karate Kid*, and to increase local small business exposure, we are bringing competition karate to St. Augustine. This is real sports karate at the competition level in your own backyard. Come out and support your local athletes, as we support local businesses. Donations will be used to offset the cost of the event held on Saturday, August 26, 2023 at Mill Creek Elementary.

Master Level \$1,000 +	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.) Name add to Official Tournament T-shirt.
3rd Degree \$500 +	Name listed on "Wall of Fame" displayed at the event and Lion's Den social media platforms. Name added to Official Tournament T-shirt. Two (2) VIP spectator passes to the event.
2nd Degree \$250 +	Name listed on "Wall of Fame" displayed at the event. Name listed on Lion's Den social media platforms. One (1) VIP spectator pass to the event.
Black Belt \$100 +	Name listed on "Wall of Fame" displayed at the event. Name listed on Lion's Den social media platforms.
In Kind	Name listed on "Wall of Fame" displayed at the event.

Donations in the form of checks are payable to "Lion's Den Karate, LLC" (335 S. Legacy Trail, B102-112, St. Augustine, FL 32092)

**SJC RECREATION ADVISORY BOARD MEETING
WEDNESDAY, JUNE 14, 2023**



1ST ANNUAL
ANCIENT CITY

CHAMPIONSHIP

PRESENTED BY USA SPORT KARATE

HOSTED BY LION'S DEN KARATE

08.25.23 – 08.26.23, WORLD GOLF VILLAGE

USA SPORT KARATE

JUSTIN ORTIZ
SEMINAR
FRIDAY, AUG. 25TH

AUGUST 26TH

ANCIENT CITY CHAMPIONSHIP

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
3750 INTERNATIONAL GOLF PKWY, ST. AUGUSTINE, FL 32092

REGISTER NOW
[USASPORTKARATE.MYUVENTEX.COM](https://usasportkarate.myuventex.com)

(407) 897-6856 | [INFO@USASSPORTKARATE.COM](mailto:info@usasportkarate.com) | WWW.USASPORTKARATE.COM

WHO WE ARE

For the first time ever, the **Ancient City Championship** will be held in **St. Augustine** on August 25, 2023 at **Mill Creek Academy** (3750 International Golf Parkway). 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 2023.

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



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



CITY OF
ST. AUGUSTINE
EST. 1565

USA SPORT KARATE

JUSTIN ORTIZ
SEMINAR
FRIDAY, AUG. 25TH

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TOURNAMENT + IMPACT

Ancient City Championship will base its **2023** debut on 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 one-day tournament with an optional seminar schedule in advance.

- Event kickoff on Friday night with two seminars led by renowned martial artist **Justin Ortiz** (former Power Ranger). These will be held at **Lion's Den Karate**.
- The Saturday tournament will utilize the gymnasium facilities at **Mill Creek Academy**.

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 2023, as well as move the event to the **St Johns County Convention Center**.



Lion's Den Karate
St Augustine, FL
EST. 2008





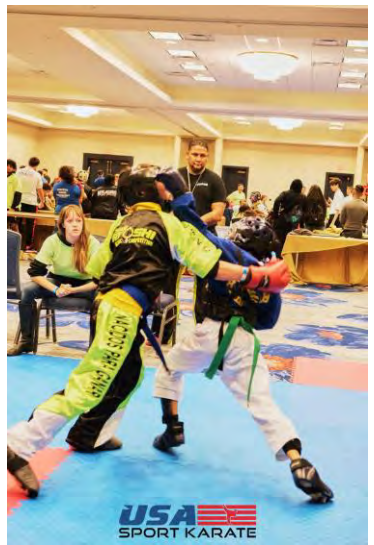
USA 
SPORT KARATE



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



CITY OF
ST AUGUSTINE.
EST. 1565



RECREATION ADVISORY BOARD MEETING MINUTES

June 15, 2023

Florida Elite Soccer Academy – Preseason Soccer Series (8/19- 20/23 & 8/25-26/23)

Teddy Meyer, Facilities Maintenance Manager provided an overview of the event and grant application. Sean Bubb, FESA Executive Director detailed both Boys and Girls weekend soccer tournaments. Sean then explained the value of this annual event and their soccer club. A brief discussion ensued about the volume and economic impact of the teams and spectators from both events. Florida Elite awarded \$10,000. Motion by Long, seconded by Dockins, and approved 6/0.

Ancient City Championship – Karate Championship – (8/25-26)

Meyer provided an overview of the event and grant application. Meyer explained how this event was an additional diverse offering within the TDCT Sports Tourism Cat 3 grant program. Jose Leno spoke on the benefits of karate to all ages. Jose provided a brief history and overview of his 17th year old local small business located in the WGV area. This is the first of many karate events that will fill a void in the N Florida region and bring participants and teams from across the Florida and the Southeast.

Ancient City Championship awarded \$9,500. Motion by Watkins, seconded by McEachean, and approved 6/0.

TDC Regular Meeting – June 19, 2023

Agenda Item 10 – SJCC FY 24 Promotion Plan (Action Required)

Annual Promotion Plan

Fiscal Year 2024



ST. JOHNS
CULTURAL COUNCIL

ST. AUGUSTINE | PONTE VEDRA | FLORIDA'S HISTORIC COAST



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OVERVIEW

BACKGROUND

In July 2020, the St. Johns Cultural Council (SJCC) engaged the services of a destination marketing agency with cultural tourism experience and expertise to perform a *Cultural Destination Marketing Review*. The findings were significant and uncovered new opportunities for St. Johns County to attract a higher quality visitor with **existing** tourism assets.

St. Johns County has an enormously large, diverse and attractive portfolio of cultural assets. A visitor can experience five centuries of art, architecture, history and heritage in St. Augustine, Ponte Vedra and Florida's Historic Coast. Additionally, St. Johns County holds the record for the most culturally diverse "first" and "oldest" sites and events in the United States.

The Destination Marketing Review included recommendations to help SJCC elevate the many cultural assets of St. Johns County.

Those recommendations were incorporated into a Three-Year Cultural Destination Marketing Plan, which has been updated for Fiscal Year 2024.

PLAN SUMMARY

Cultural heritage tourism has only been around in this country formally since the mid-1990s and was championed by the National Trust for Historic Preservation. Since then, there is one key theme connecting current research and trends in cultural tourism and that is **the importance of authenticity**.

Being place-based, cultural tourism is driven by an interest to experience and engage with culture first-hand. It is backed by a desire to discover, learn about and enjoy the tangible and intangible cultural assets offered in a tourism destination, including contemporary culture.

The pandemic brought tourism around the world to a roaring halt. It gave destinations an unusual opportunity to rethink tourism and its benchmarks of success. High-quality cultural tourism is gaining traction according to the United Nations World Tourism Organization (UNWTO) as a new strategy for recovery and revival post pandemic. Its contribution to the long-term health and resilience of the tourism sector and the local communities is now recognized as significant.

The Cultural Destination Marketing Plan comes at a time when cultural heritage tourism is experiencing a surge in popularity. The opportunity for St. Johns County is unparalleled.

OBJECTIVES

The Cultural Destination Marketing Plan must support the vision identified in the St. Johns County Tourism Development Council's Strategic Plan (2017).

Vision

“St. Johns County is the premier vacation and business/leisure destination in Florida.”

The objectives of the plan are to strengthen the Cultural Heritage Tourism Program for St. Johns County to elevate its competitive market position as a premier vacation and business/leisure tourism destination in Florida.

GOALS

1. Utilize existing St. Johns County cultural assets
2. Attract and retain new visitors to St. Johns County
3. Increase year-round tourism
4. Increase tourism **throughout** St. Johns County
5. Establish St. Johns County as an important cultural destination in the USA

#1- Utilize Existing St. Johns County Cultural Assets

The Cultural Destination Marketing Plan is based on the opportunity to expand and increase tourism opportunities by harnessing the immense cultural assets of St. Johns County at a time when destinations are vying to regain market share worldwide post the COVID-19 health crisis.

St. Johns County has the opportunity to capitalize on its cultural assets to compete in the cultural tourism market segment. According to the UNWTO, cultural tourism is the fastest-growing segment of the tourism industry and accounts for 40% of all tourism worldwide.

Cultural tourism intersects with heritage and religious sites, arts and architecture, performing arts, gastronomy, festivals and special events. The UNWTO reports that countries around the world are harnessing their unique mix of tangible and intangible heritage and contemporary culture to boost economic growth and sustainable development through cultural tourism, which can lead to job creation, regeneration of rural and urban areas and the protection of natural and cultural heritage.

An additional benefit of cultural tourism is that it is a continuously evolving sub-sector influenced by changing lifestyles, burgeoning forms of culture and creativity and traditional and digital innovation. It provides infinite possibilities for tourism market expansion and growth in St. Johns County.

#2 - Attract and Retain New Visitors to St. Johns County

Historically, St. Johns County's tourism program primarily targeted new and past general leisure tourists from Florida and the Southeast, according to multiple studies conducted by Downs & St. Germain Research for the TDC. They describe the typical profile of an overnight visitor to St. Johns County as 44-years old and members of Generation X who are from Florida or the Southeast with a median household income of \$99,400. Approximately one-quarter travel with children to the destination. Generally, members of Generation X are trying to raise a family, pay off student debt and take care of aging parents. These demands put a high strain on resources.

The SJCC Cultural Destination Marketing Plan targets the "cultural visitor." The National Trust for Historic Preservation defines the cultural visitor as one who **spends more than any other type of visitor and travels more often**. Specific cultural visitor profiles recommended for St. Johns County are detailed under the "Target Markets" section.

3 - Increase Year-Round Tourism

By targeting cultural visitors representing the baby boomer and millennial demographics, the Cultural Destination Marketing Plan provides an opportunity to increase tourism year-round. Baby boomers are typically empty nesters who take, on average, 4 to 5 trips a year. They have the freedom to travel year-round, and often do to avoid crowded peak seasons. Millennials are more likely to take advantage of the opportunity to work from anywhere and have modernized their approach to travel, which extends beyond typical vacation season and encompasses a year-round calendar. They, too, enjoy less crowds and value the opportunity to experience the natural pace of local culture. One of the benefits of cultural tourism is that it is not as weather dependent as other forms of recreational and leisure tourism. Visitors can enjoy many cultural activities & experiences indoors.

#4 - Increase Tourism Throughout St. Johns County

A focus on cultural tourism provides an opportunity to be more inclusive of tourism assets throughout St. Johns County. Cultural visitors seek out authentic local culture and experiences. St. Johns County offers a rich, diverse cultural landscape that provides an opportunity for cultural visitors to hike, bike, sail, paddle, ride and taste their way along hundreds of years of tangible and intangible cultural assets. From exploring the Old Dixie Highway to visiting a ranch with heritage Cracker cattle to tracing the route of famed botanist William Bartram to experiencing Gullah Geechee heritage in Armstrong, there are so many ways for cultural tourists to engage with all areas of St. Johns County.

#5 – Establish St. Johns County as an Important Cultural Destination in the USA

Due to the historically regional focus of the tourism program of St. Johns County, the destination has had limited recognition outside of Florida and the Southeast, with even less recognition as one of America's most important cultural destinations. There has been a lack of knowledge and awareness of the destination's many American "first" and "oldest" accolades as well as its location and rich diverse heritage that encompasses five centuries and cultures from around the world. Many of the cultural stories of St. Johns County have been largely unknown. Through the work of SJCC, the Visitors and Convention Bureau, and our stakeholders, that is changing - but there is much work yet to be done.



**HERITAGE AND CULTURAL STORIES OF
ST. JOHNS COUNTY**

We believe that St. Johns County has more diverse, distinctive cultural assets than any one place in America.

The following are examples of unique St. Johns County cultural assets with an indication of how those assets can be used to create differentiation and competitive advantage to increase market share for St. Johns County.

EXAMPLES OF ST. JOHNS COUNTY CULTURAL ASSETS

ST. AUGUSTINE - THE EARLY HISTORY OF AMERICA'S OLDEST CITY

Overview:

As the first city built by Europeans in North America, St. Augustine and its surrounding communities played an integral role in the history of the United States, North America and the world.

Media to Target:

- New York Times, Conde Nast Traveler, National Geographic, USA Today, History, Garden & Gun

Social Media to Engage:

- FB: Florida Historical Society, National Park Service, Visit Florida, Florida Division of Historical Resources, National Trust for Historic Preservation, National Historic Landmarks Program
- IG: @NationalParkService, @VisitFlorida, @SavingPlaces, @NationalHistoricLandmarkNPS

Storytelling:

Ponce de León's Fountain of Youth Archaeological Park

As the site of a Native American village, the reported landing spot of the first Europeans to North America and the birthplace of the now oldest continuously inhabited city in the US, this archaeological park offers a glimpse into a past that was crucial in shaping the direction of the United States.

Newsorthy pitch angles:

- ❑ First People - The park celebrates the culture of the Timucua, a loosely-knit confederation of Native American tribes, in a reconstructed portion of the town of Seloy, which was located here.
- ❑ First Spanish Settlement in America and the Nation's Oldest Seaport - Founded in 1565 by Don Pedro Menéndez de Avilés of Spain within the village of Seloy, St. Augustine was America's first successful European colony and Menéndez the first governor of Florida. Over the next 200 years, St. Augustine's port offered an invaluable haven for Spanish treasure fleets sailing from the Caribbean.

Our Lady of La Leche at Mission Nombre de Dios

Founded along with St. Augustine in 1565, Mission Nombre de Dios served the religious needs of America's first city while also enabling missionaries to attempt to convert Native Americans to Catholicism.

Newsorthy pitch angles:

- ❑ First Mass and Mission – When St. Augustine was founded by Don Pedro Menéndez de Avilés, he was presented a cross to kiss by Father López de Mendoza Grajales. The celebration of a Mass followed immediately and thus began the work of America's First Mission.
- ❑ First Shrine - In the early 1600s, the Spanish settlers established the first Shrine to the Blessed Virgin Mary in the United States. Known as Our Lady of La Leche, the shrine has remained a comforting place of prayer for mothers-to-be, families and those seeking to strengthen their faith. It is the oldest Marian shrine in the United States and in 2019 the US Conference of Catholic Bishops elevated this temple to national shrine status. In 2021, the shrine was granted a Canonical Coronation.
- ❑ The Great Cross - Built to celebrate the 400th anniversary of the Mission's founding, The Great Cross is the tallest free-standing cross in the Western Hemisphere.

Castillo de San Marcos

Built by the Spanish in St. Augustine to defend Florida and the Atlantic trade route, this national monument and park features 11 historic structures and interprets more than 450 years of cultural intersections. Five flags (Spanish, French, British, Confederate and US) have flown over this fort, yet it has never been taken in battle.

Newsorthy pitch angles:

- ❑ Oldest Masonry Fortification – Castillo de San Marcos, built by the Spanish between 1672 and 1695, is the oldest masonry fort in the continental U.S.
- ❑ The Contest of Nations and First Great Melting Pot - The Castillo symbolizes both the clash of world powers, like Spain, Britain and France, and the clash between cultures from American Indians and European soldiers and settlers to enslaved and free African Americans that ultimately resulted in our uniquely diverse nation. These original walls provide tangible evidence of the colonial beginnings of cultural diversity as well as the challenges cultural differences can create.
- ❑ The First Fort Made of Coquina - Made from coquina (a limestone composed of shells that was prevalent in the area), the walls of the Castillo have withstood the elements, termites, fire and even cannonballs, which bounced off the soft, compressible stone.



Fort Matanzas

Built by the Spanish to guard Matanzas Inlet and protect the settlement of St. Augustine from a sneak attack through the Matanzas River, this 281-year-old fort - which is 14 miles from St. Augustine and could house a maximum of 50 soldiers during a crisis - is now a national monument that offers a carefully preserved look back at colonial history. The surrounding national park consists of almost 300 acres of an undeveloped portion of an Atlantic barrier island and coastal ecosystem that contains dunes, marsh, maritime forest and associated flora and fauna, including endangered species.

Newsworthy pitch angles:

- ❑ Only Spanish Fortified Watchtower in the Continental U.S. – Built from coquina, Fort Matanzas offers visitors the rare opportunity to experience the outpost and natural landscape as it might have appeared to an 18th-century Spanish soldier.
- ❑ “Matanzas” is Spanish for “Slaughter” - The inlet, river and fort get their name from a brutal massacre that occurred at the inlet. In 1565, the ships of a rival French settlement sailed to attack St. Augustine, but a hurricane carried the fleet too far south, wrecking them on the Florida coast. As 130 of those shipwrecked soldiers returned over land, Don Pedro Menéndez de Avilés and his men met them at the inlet. He convinced them to surrender and then, once they did, had all but 16 of them slain.
- ❑ Home of Endangered Species - The distinct habitats of the intact barrier island ecosystem are home to a number of threatened and endangered species, including several types of sea turtle (loggerhead, green and leatherback), the least tern, the Anastasia Island beach mouse and the eastern indigo snake.

The Historic Homes, Streets and Monuments of St. Augustine

As the first and oldest city in the United States, St. Augustine can lay claim to many sites that are also the first and oldest in the country.

Newsworthy pitch angles:

- ❑ First Parish – Established in 1565 and still serving congregants today, the Cathedral Basilica of St. Augustine is referred to as “America’s First Parish.” It is the oldest Christian congregation in the contiguous United States. The current church, the parish’s fourth, was designated a U.S. National Historic Landmark on April 15, 1970.
- ❑ Oldest Street in the Country / Narrowest Street – Aviles Street is the oldest street in the US and rich in art, history and culture. Nearby is Treasury Street, which at one point is only six feet, one inch wide.
- ❑ Oldest House in Florida - A National Historic Landmark, the González-Alvarez House is the oldest surviving Spanish colonial dwelling in St. Augustine.
- ❑ First Greek Settlers - After the failed attempt at a colony south of St. Augustine called New Smyrna, Greek colonists were granted sanctuary in St. Augustine. Established in the Avero House (which was built around 1749), the St. Photios Greek Orthodox National Shrine features Byzantine decorations and a museum with exhibits about the life of early Greek settlers and the development of the Greek Orthodox Church in America.
- ❑ Most Historical Homes – St. Augustine ranks #1 as the city with the most historical homes per capita. 22% of all homes in St. Augustine are historical. Highlights include: Ximenez-Fatio House Museum, Pena-Peck House, Father Miguel O’Reilly House Museum, The Government House, Oldest House Museum (Gonzalez-Alvarez House), Llambias House, Oldest Wooden Schoolhouse and St. Photios Greek Orthodox National Shrine / Avero House.

HOLIDAYS & LIFE IN ST. AUGUSTINE

Overview:

With over 450 years of history, St. Augustine has fascinating connections to a number of holidays and traditions.

Newsworthy pitch angles:

- ❑ First Thanksgiving - Forget cranberry sauce, Plymouth Rock and pilgrims. Think olives, oysters and fish. The first Thanksgiving in our country took place within the grounds of Ponce de León's Fountain of Youth Archaeological Park in September 1565, when Menéndez, his 800 Spanish settlers and Timucua tribe members from Seloy celebrated a Mass of Thanksgiving, most likely feasting on sailor's fare and native foods, to commemorate the successful sea voyage and founding of the town of St. Augustine.

- ❑ First St. Patrick's Day Celebration in the US and First St. Patrick's Day Parade in the WORLD - Records show that under the direction of the Spanish colony's Irish vicar Ricardo Artur (Richard Arthur), the Catholic feast day of St. Patrick, the patron saint of Ireland, was celebrated in 1600 (the first time in the US), and then a year later a parade was held honoring the saint (the first known St. Patrick's Day parade in the world).

- ❑ Feast of St. Augustine - Menéndez named the settlement "St. Augustine," because he originally spotted the site on August 28, the feast day of St. Augustine.

- ❑ The Connection between Easter, St. Augustine and Florida - Upon coming ashore at what would become St. Augustine, Ponce de León claimed the land for Spain and named the land "Florida," because it was near Easter, which de León knew as "Pascua Florida" or "Feast of Flowers," and for the region's lush vegetation.

- ❑ Christmas in St. Augustine - Modern day St. Augustine has been cited by leading publications as a go-to spot to enjoy this beloved holiday. See these recent distinctions:
 - *10 dazzling holiday light displays around the world* from National Geographic (Nov 2018) (one of only two US cities to make the list): https://www.nationalgeographic.com/travel/article/holiday-lights-photos#/10-light-displays-florida_41318_600x450.jpg

 - *Where to Go for Christmas: 23 U.S. Cities Full of Holiday Cheer* from Condé Nast Traveler (Dec 2020): <https://www.cntraveler.com/gallery/the-best-places-to-spend-christmas-in-the-us>

 - *55 Best Christmas Towns to Put on Your Holiday Bucket List* from Country Living (Dec 2020): <https://www.countryliving.com/life/travel/g2829/best-christmas-towns-in-usa/>

GILDED AGE AND VISUAL ARTS

Overview:

St. Augustine is rich in history, and in the late 1800s, “rich” was the operative word. This little town became the premier resort destination for the well-to-do – and it all began in 1883 with an auspicious visit by Henry Morrison Flagler, John D. Rockefeller’s partner in founding Standard Oil.

Facts:

- Flagler was responsible for the surge in tourism, as he brought his East Coast Railroad into the St. Augustine area, which drew the nation’s wealthiest families to Florida in the winter.
- In the late 1800s, Henry Flagler - who was cultivating a luxurious southern retreat - enticed a group of artists to move to St. Augustine to enhance the area’s cultural landscape resulting in an artistic framework and creative spirit that still flourishes today.
- After Flagler’s arrival, the population of St. Augustine soon doubled, and improvements in street paving, law enforcement and fire protection were implemented.

Media to Target:

- Conde Nast Traveler, Architectural Digest, National Geographic Travel, Preservation Magazine, History

Social Media to Engage:

- FB: Mansions of the Gilded Age run by @Gilded Age Mansions, National Trust for Historic Preservation, Gilded Age High Society, National Historic Landmarks Program, Historic Hotels of America, Victorian Society in America
- IG: @MansionsOfTheGildedAge, @TheGildedAgeSociety, @SavingPlaces (The US National Trust, @AmericanCastles, @AidenNYC, @NationalHistoricLandmarkNPS, @HistoricHotels

Storytelling:

Flagler College and the Hotel Ponce de Leon

In 1888, Flagler built the Hotel Ponce de León, his first in a series of luxury resorts along Florida’s east coast. This masterpiece of Spanish Renaissance architecture was the first major poured-in-place concrete building in the United States.

Newsworthy pitch angles:

- The grand hotel launched the careers of architects John Carrère and Thomas Hastings who are noted most for the New York Public Library and The House and Senate Office Buildings adjacent to the Capitol in Washington, D.C. Interestingly, Carrère and Hastings were young men right out of college when they designed the hotel.
- The Edison Electric Company powered the building with steam heat and 4,000 electric lights, making the Ponce one of the nation’s first electrified buildings.

- Louis Comfort Tiffany is credited with much of the building's interior design including the stained glass and mosaics.
- Flagler College is home to the single largest private, currently in-use collection of Tiffany stained glass in the world, worth @ \$3.5 million.
- The former hotel is considered one of the finest examples of Spanish Renaissance architecture and was one of the most exclusive resorts of its day.
- Prominent personalities like Mark Twain, President Theodore Roosevelt, Babe Ruth and Babe Didrikson frequented the hotel.
- An artists' colony was established when Flagler erected studios at the rear of the hotel. The studios attracted prominent artists, including Martin Johnson Heade, Felix de Crano and Reynolds Beal.
- One of the few Flagler hotels to survive the Great Depression, the property was commandeered by the U.S. Coast Guard during the Second World War for use as a training center. The hotel and city are considered the birthplace of the Coast Guard Reserve.
- The hotel is listed as a National Historic Landmark.
- The hotel's Thomas Edison clock was one of the first-ever to be used in a public space.
- The Crisp-Ellert Art Museum, built in honor of Dr. JoAnn Crisp-Ellert and her husband, Dr. Robert Ellert, offers Flagler College students and the Northeast Florida community a venue for fostering knowledge and a deep appreciation of contemporary art. As an educational resource for the College, the Museum exhibits regional, national and international artists and provides opportunities for critical engagement and exposure to a variety of exhibitions and personal interactions with visiting artists. The Museum also hosts public programs, including artist talks, readings, panel discussions and film series that provide a platform for vital interdisciplinary dialogue.

Lightner Museum

Housed in the historic former Alcazar Hotel, built in 1888 by Henry Flagler, the Lightner Museum boasts a collection of mostly American Gilded Age pieces.

News-worthy pitch angles:

- Otto Lightner, founder of Hobbies Magazine, bought the former Alcazar Hotel in 1947 for \$150,000. He needed a place to house his collection of turn-of-the-century fine and decorative art and furniture. Many of his acquisitions, from antique mechanical musical instruments to Tiffany glass, were from Depression-era estate auctions in Chicago.
- The museum features mechanized musical instruments that date from the 1870s through the early 20th century.
- The Spanish Renaissance Revival-style building was added to the National Register in 1971.
- The museum displays a taxidermy lion that previously belonged to Winston Churchill.
- The Lightner Museum is located in the space previously used by the hotel's casino, steam baths, salons, bowling alley and swimming pool, which was the largest in the world when it was built.

Memorial Presbyterian

Henry Flagler built the church as a memorial to his daughter, Jennie Louise Flagler Benedict, who passed away following childbirth in 1889.

Newsorthy pitch angles:

- Florida's first Presbyterian congregation, established in 1890
- The church is the final resting place of Henry Flagler and members of his immediate family
- Contains an original Louis Comfort Tiffany glass window titled "Peace on Earth"

The Casa Monica Resort and Spa

Retaining its historic grandeur with a decor that includes Moorish columns and original art, this establishment is the only Gilded Age hotel to still serve as a hotel and, as such, is a National Trust Historic Hotel of America.



BLACK HISTORY

Overview:

St. Augustine's rich Black history changed our nation and inspired the world. From a free Black community in the Spanish colonial era to the civil rights movement of the 1960s, St. Augustine is the birthplace of African American history.

Facts:

- When Pedro Menendez founded St. Augustine in 1565, there were African members of his crew.
- The city's oldest written records list the first birth of a Black child in 1606, 13 years before many textbooks say the first Africans arrived at Jamestown in 1619.
- The first underground railroad ran south to St. Augustine.
- Fort Mose was the first legally sanctioned free settlement for formerly enslaved Africans in the present-day United States.
- The community of Armstrong was settled by Gullah Geechee descendants, and is the southernmost point of the Gullah Geechee Cultural Heritage Corridor.
- St. Augustine played a major role in the civil rights movement of the 1960s.

Media to Target:

- Conde Nast Traveler, New York Times, Travel + Leisure, Ebony, ESSENCE, Upscale, Travel Noire, Southern Living, USA Today

Social Media to Engage:

- FB: African American Intellectual History Society, African American Travel Conference, Association of Black Travel Professionals, U.S. Civil Rights Trail, Gullah Geechee Cultural Heritage Corridor Commission, National Register of Historic Places, Martin Luther King Jr
- IG: @BlackHistory, @NAACP, @JaxNAACP

Storytelling:

Fort Mose

Fort Mose is one of the most important sites in American History - the site of the first legally sanctioned free African settlement in what is now the United States. In 1738, the Spanish governor of Florida chartered Fort Mose 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.

Newsworthy pitch angles:

- ☐ In 1994, Fort Mose was designated a National Historic Landmark and is listed on the National Register of Historic Places.
- ☐ Fort Mose is considered the focal point for the first Underground Railroad, which ran not from south to north, but rather from the British southern colonies farther south into Spanish Florida, where escaped slaves would be given their freedom.
- ☐ Fort Mose is designated by UNESCO as a Slave Route Project Site of Memory.
- ☐ In 2009 the National Park Service named Fort Mose as a precursor site on the National Underground Railroad Network to Freedom.

Lincolnton

Former slaves established this neighborhood as “Little Africa” immediately after the Civil War in 1866. Later renamed Lincolnton, 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 1960s. One of the main streets has been named to honor Dr. Martin Luther King Jr.

Newsorthy pitch angles:

- ❑ Lincolnton is listed on the National Register of Historic Places, in part because it was the launching place for demonstrations that led directly to the passage of the Civil Rights Act of 1964.
- ❑ Lincolnton Museum and Cultural Center – housed in the community’s first Black public high school – is now a museum dedicated to the rich cultural heritage of the Lincolnton community.
- ❑ Ray Charles was a student at the Florida School for the Deaf and the Blind. His piano is on display at the Lincolnton Museum and Cultural Center.
- ❑ ACCORD Civil Rights Museum and Freedom Trail - 31 historic markers throughout the county tell the story of how St. Augustine became the site of the final thrust for passage of the Civil Rights Act of 1964.
- ❑ A statue of Dr. Alexander Darnes is located in the garden of the Segui-Kirby Smith House. Born enslaved, he became the first Black physician in Florida.
- ❑ St. Cyprian’s Episcopal Church, built in 1900 by Africans, is the oldest church building in Lincolnton.

Armstrong and the Gullah Geechee Cultural Heritage Corridor

The SEA Community Gullah Geechee Heritage Festival, held in one of the few remaining African-American settlements in Northeast Florida, celebrates the traditions of the Gullah Geechee people, including traditional music, dancing, food, and crafts.



CIVIL RIGHTS HISTORY

Overview:

St. Augustine played a major role in the civil rights movement of the 1960s. Today, visitors to the city can learn about the historic events that led to the passage of the 1964 Civil Rights Act.

Facts:

- Demonstrations began in St. Augustine with a sit-in at the local Woolworth's lunch counter in 1960. Four teenagers, Audrey Nell Edwards, JoeAnn Anderson Ulmer, Willie Carl Singleton and Samuel White - known as the St. Augustine Four - were jailed and sent to reform schools for trying to order a meal at the "whites only" lunch counter. The four were praised by MLK and Jackie Robinson.
- Dr. Robert Hayling is hailed as the "father" of St. Augustine's civil rights movement. He organized demonstrations and coordinated visiting activists, including Dr. Martin Luther King.
- In the spring of 1964, northern college students on their "spring break" decided to also protest against segregation in the city. Many were arrested, including one of their supporters, Mrs. Malcolm Peabody, mother of the governor of Massachusetts.
- In May 1964, Reverend Martin Luther King Jr. arrived in St. Augustine with Andrew Young and organized a series of protests with local Black leaders.
- Martin Luther King Jr. was eventually arrested at the Monson Motor Lodge after he and others attempted to eat in the Monson Restaurant on June 11, 1964.
- On June 18, 1964, James Brock dumped acid into the water at the Monson Motor Lodge in St. Augustine. He was trying to disrupt swimmers who were protesting the hotel's whites-only policy. Wade-ins at the St. Augustine Beach Hotel during the same week also received national attention. Photos of the events at St. Augustine Beach and at the Monson Motor Lodge appeared in newspapers around the world, including the cover of the New York Times, and are often credited for helping to convince undecided members of Congress to vote in favor of the Civil Rights Act on July 4, 1964.

Media to Target:

- Conde Nast Traveler, New York Times, Travel + Leisure, Ebony, ESSENCE, Upscale, Travel Noire, Southern Living, USA Today

Social Media to Engage:

- FB: African American Intellectual History Society, African American Travel Conference, Association of Black Travel Professionals, U.S. Civil Rights Trail, Gullah Geechee Cultural Heritage Corridor Commission, National Register of Historic Places, Martin Luther King Jr
- IG: @BlackHistory, @NAACP, @JaxNAACP

Newsworthy pitch angles:

- Frank Butler Park - One of the historic Black beaches from the segregation era now has a park on both the ocean and intercoastal waterway.
- Foot Soldiers Monument - In 2011, this artistic monument was dedicated to honor the local heroes of the civil rights movement.
- Martin Luther King Jr. Avenue in St. Augustine is one of only two streets named in his honor that MLK actually walked on.
- ACCORD Museum - Located in the former office of Dr. Robert B. Hayling, dentist and civil rights leader, this was the first civil rights museum in Florida.
- ACCORD Freedom Trail – The trail provides a self-guided tour of civil rights events and locations of importance in St. Augustine’s Lincolnville neighborhood and throughout the County.
- St. Augustine Beach Hotel – recently listed on the National Register of Historic Places, this property adjacent to the St. Johns County pier was the site of civil rights era wade-ins that helped lead to passage of the Civil Rights Act of 1964.



CULTURAL LANDSCAPES

Overview:

Upon landing in St. Augustine in 1513, Ponce de León looked upon the lush landscape and named it Florida, meaning flowery. St. Johns County's verdant scenery, combined with a rich history spanning over 500 years, offers visitors a wide range of parks, beaches and trails to explore.

Social Media to Engage:

- FB: National Park Service, Florida State Parks, Rails To Trails Conservancy, NOAA Digital Coast, Great Florida Birding and Wildlife Trail, Florida Cracker Cattle Association, National Audubon Society, Audubon Florida, Florida Farm Bureau, Florida Department of Agriculture & Consumer Services, Visit Florida
- IG: @NationalParkService, @Fl.StateParks, @RailsToTrails, @NOAADigitalCoast, @FloridaBirdingTrail, @AudubonSociety, @Audobon_FL, @FlaFarmBureau, @VisitFlorida

Storytelling:

Anastasia Island State Park

More than 1,600 acres of unspoiled beaches, tidal marshes, maritime hammocks and ancient sand dunes make this a captivating destination for visitors looking to swim, surf, boat, picnic, hike and explore. This beach has played its part in history as well, providing the coquina for the Castillo de San Marcos, and being the site of "wade-ins" by those protesting segregated beaches in the 1960s.

Newsorthy pitch angles:

- ❑ Historic King's Coquina Quarries - See the remains of quarries from which laborers hauled blocks of coquina to construct the historic Castillo de San Marcos and other buildings over 300 years ago.
- ❑ Only Home of the Endangered Anastasia Island Beach Mouse - The sand dunes are home to this endangered creature, whose eating and burrowing habits promote the growth of dune-stabilizing vegetation and who has become the park's unofficial mascot.
- ❑ Teeming with Wildlife - There are 1,600 acres of rich ecosystems to explore. Located on the Great Florida Birding and Wildlife Trail, visitors can see water birds such as the great blue heron, tricolor heron, wood stork and roseate spoonbills and spot manatees, dolphins, sea turtles, fish and crabs in the estuarine tidal marsh. Shell collectors can find clam, scallop, oyster and olive shells around low tide.

St. Augustine Lighthouse & Maritime Museum

For over 400 years, a lighthouse or watchtower has stood on Anastasia Island providing aid to allies and preventing enemy ships from sneaking in and taking the city. The lighthouse is 165 feet tall, has 219 steps (which visitors can climb) and uses a lens that consists of 370 hand cut prisms, arranged in a beehive shape. On a clear night, the light can be seen for over 20 nautical miles.

Newsorthy pitch angles:

- ❑ Site of the Oldest Permanent Navigational Aid in North America - Thanks to the publishing of a map of Sir Francis Drake's raid on St. Augustine by an Italian cartographer, it's known that there has been a watchtower at the end of Anastasia Island since at least 1586.
Today's lighthouse, the second on the spot, was first lit in 1874, making it 149 years old.
- ❑ First US Coastguard Female Employee and First Hispanic-American Woman to Command a Federal Shore Installation - Maria Mestre de los Dolores Andreu became keeper of the lighthouse in 1860, after her husband, who had been the lighthouse keeper, died. She served as keeper until 1861 when the light was ordered darkened by the Confederacy.

Guana Tolomato Matanzas National Estuarine Research Reserve (GTM Research Reserve)

The GTM Research Reserve consists of 76,760 acres of interconnected ocean and forest coastal habitats, extending from Ponte Vedra Beach to Palm Coast in Flagler County. Its 170,000 visitors per year enjoy its scenic beaches, extensive trail systems, Environmental Education Center and Guana Lake Dam.

Newsorthy pitch angles:

- ❑ A Designated National Estuarine Research Reserve - One of only 29 in the country, the GTM Research Reserve protects and provides for a great diversity of plants and animals.
- ❑ A Vibrant, Important Ecosystem - Known fauna and flora within the reserve include 44 mammal, 358 bird, 41 reptile, 21 amphibian, 303 fish and 580 plant species. The park is also a designated destination on the Great Florida Birding and Wildlife Trail.
- ❑ 5,000 Years of Human History - Artifacts found in the GTM Research Reserve range from an arrowhead from the late Archaic Period (2500-1000 BC) to pottery from the 19th century. There are currently 115 recorded archaeological sites within its boundary. Known sites include a burial mound, numerous shell middens, a Spanish mission and homestead sites from the British, Second Spanish and Territorial time periods.



St. Augustine Alligator Farm Zoological Park

The Alligator Farm strives to instill appreciation and understanding of crocodilians and other wildlife in the hearts and minds of all visitors. First opened over 100 years ago, the zoological park has expanded to include a wide range of animals such as exotic birds, mammals and reptiles as well as being designated a site on the Great Florida Birding and Wildlife Trail.

Newsworthy pitch angles:

- ❑ One of Florida's Oldest Continuously Running Attractions - In 1893, George Reddington and Felix Fire, alligator collectors, founded the St. Augustine Alligator Farm. In 1992, the Alligator Farm was designated a U.S. Historic District.
- ❑ Only Facility in the World Exhibiting all 24 Species of Crocodilian - A milestone in reptile keeping, the Land of Crocodiles Exhibit Area, opened in 1993, hosts living specimens of all 24 currently recognized species of crocodilian.
- ❑ Zip-line Over Crocodiles - Crocodile Crossing is a one-of-a-kind zip-line experience in which participants zip over the entire park, literally seeing live crocodilians, lemurs and tropical birds from a new perspective.

Beluthahatchee Park

Full of hidden surprises, this fairytale-like four-acre park continues the legacy of author Stetson Kennedy, who purchased and then established the land as a wildlife conservatory. Kennedy envisioned the site would become a literary landmark and that it would carry on the shared Kennedy/Woody Guthrie three-fold legacy of devotion to human rights, mother earth and the traditional culture.

Newsworthy pitch angles:

- ❑ See Literary Heritage Section for information on Stetson Kennedy, Woody Guthrie and Zora Neale Hurston.
- ❑ Lush Vegetation, Diverse Wildlife - Surrounded by a heavy canopy of native vegetation, Beluthahatchee provides wildlife a protected habitat and continues to serve as a rookery and roosting place for ospreys, eagles, snowy egrets, tri-colored heron and many other species.



Alpine Groves Park

The 54-acre park contains the partially restored house and grounds of a late 19th century homestead along with a citrus grove in the midst of live oaks and magnolia trees. Set on a bluff overlooking the St. Johns River, the park is a designated destination on the Great Florida Birding and Wildlife Trail.

Newsworthy pitch angles:

- ❑ Last Standing Structures from the 1800s - The historical site within the park was an orange grove homestead during the 19th-century citrus boom. The three historic structures on the land - the Bennett House, citrus sorting shed, and stables - are the last remaining physical structures in this area from the 1800s (some with machines and tools that remain where the workers left them on their last day on the job). These buildings provide a unique window into the rich local history and economic development of northwest St. Johns County.
- ❑ One Park, Three Distinct Florida Habitats - Hiking and exercise enthusiasts will enjoy the one-mile paved, handicap-and-stroller-accessible hiking trail that traverses three distinct Florida habitats. In the uplands, you'll find towering pines, gopher tortoises and a variety of birds. Towards the river, you'll enter the mixed hardwoods, home to large live oak, hickory trees and owls. Where the freshwater creek meets the St. Johns River, you'll find cypress trees, manatees and alligators. In addition to the native Florida ecosystems, you can also find two butterfly gardens.



Hiking, Biking, Driving and Exploring the Trails of St. Johns County

Whether for a short trip or a long excursion, the multi-use trails of St. Johns County take you through Florida's different habitats while displaying the region's beautiful flora and fauna.

Newsorthy pitch angles:

- ❑ St. Augustine to Palatka Rails to Trails Path - This 19-mile paved trail transformed from what was once the Florida East Coast Railway includes views of a mix of woodland and rural landscapes as it runs through several small communities including Elkton, Armstrong and Hastings as well as a portion of the Gullah Geechee Cultural Heritage Corridor.
- ❑ St. Johns River to Sea Loop - The longest loop trail underway in the American Southeast, this 260-mile multi-use trail is constantly evolving, with many of the miles either complete or in the acquisition, design or construction phase. The character of the loop ranges from resort towns to rural hamlets, from coastal dunes to springs and links the seashore, Florida State Parks, national monuments, national wildlife refuges and museums. The St. Johns portion runs through the Palatka to St. Augustine State Trail.
- ❑ Stokes Landing Conservation Area - Journey through this 1.4-mile loop and look for red-tailed hawks, wading birds and otters on this 274-acre preserve.
- ❑ William Bartram Scenic and Historic Highway - Named in honor of America's first natural-born botanist who traveled Florida extensively in the 1700s, this highway runs 17 miles along the east side of the St. Johns River from Jacksonville south to northwestern St. Johns County on State Road 13. The scenic route is known for 300-year-old live oaks on either side, hanging Spanish moss and other native flora as well as picturesque views of the St. Johns River. Trails parallel the whole length of the driving road and enable an idyllic hike or bike ride across hardwood hammocks and through wetlands and small agricultural villages along the estuary.
- ❑ Dixie Highway - Deep in the scrub forest of central Flagler and southern St. Johns counties, the "Old Brick Road"- a 10-mile stretch of red-brick ghost highway that was part of a 5,000 mile interstate partnership - once brought a regular stream of tourists in Model-T Fords from as far as Chicago to the exotic, tropical wilderness of Florida. Completed in 1916 but obsolete within 15 years, this road provides a glimpse into Florida's past along with access to ghost towns, logging areas and farms. The road is rugged, often bumpy, and only nine-feet wide in some areas. Visitors will need a car or bike that can handle the terrain.

The Great Florida Birding and Wildlife Trail

Because it's along the Atlantic Flyway, a more than 3,000 mile stretch from the Arctic tundra to the Caribbean traversed by migratory birds, Florida sees a wide variety of birds (spring and fall migrants as well as year-round residents) that find supportive living conditions in the region's productive ecosystems. The Great Florida Birding and Wildlife Trail is a network of 510 premier wildlife viewing sites across the state. St. Johns County has 12 official sites that are a part of this trail.

The sites are:

- Alpine Groves Park
- Anastasia State Park
- Faver-Dykes State Park
- Fort Matanzas National Monument
- Fort Mose Historic State Park
- Guana River Wildlife Management Area
- Guana Tolomato Matanzas National Estuarine Research Reserve
- Matanzas State Forest
- Southeast Intracoastal Waterway Park
- St. Augustine Alligator Farm Zoological Park
- Vaill Point Park
- Vilano Boat Ramp

A1A Scenic and Historic Coastal Byway: An All American Road

Perhaps no stretch of highway reaches further into America's history than the A1A Scenic and Historic Coastal Byway. From the northern boundary of St. Johns County, the 72-mile Byway connects State Parks, National Monuments, stunning beaches, nature trails, estuaries, and five hundred years of history. Recognized as a National Scenic Byway in 2002, the A1A Scenic and Historic Coastal Byway was designated as Florida's second All-American Road on February 16, 2021.



Agricultural Destinations and Events in St. Johns County

Florida's climate and soil are ideal for farming and, while the state is known for its citrus fruits, St. Johns County actually offers up a few agricultural surprises, such as the Datil pepper - a hot pepper that's unique to the area- and Hastings, the Potato Capital of Florida (a local agriculture agent with the University of Florida says that "30 percent of the spring potato crop in the United States comes from the region").

Newsworthy pitch angles:

- ❑ Birthplace of the Datil Pepper - In 2013, Horticultural Sciences Professor Daniel Cantlife told the St. Johns County Commission that "St. Johns County is the only place on the planet that this plant, the Datil, has come from... We have looked around the planet; we can't find it anywhere else." The datil pepper has been used in regional cuisine since the 1700s when Minorcan colonists began incorporating the pepper (as hot as the Habanero, but sweeter) into their dishes. Today, it's used in locally-made and regionally famous Datil Pepper Sauce and Minorcan Chowder as well as for vinegars, jellies and mustards.
- ❑ Hastings, the Potato Capital of Florida - When Henry Flagler needed fresh produce for his luxury St. Augustine hotels, he convinced his cousin to start a farm, which grew into the town of Hastings. Known as the Potato Capital of Florida, this small farming community has 21,000 acres of potato farms and also produces cabbage, onions, eggplant and ornamental horticulture. With nearby towns possessing names like Spuds, the county itself is a huge potato producer with 30 percent of the spring potato crop in the U.S. coming from the region.
- ❑ County Line Produce – Selling produce since 1965, this fruit and vegetable stand on a 65-acre farm is one of the oldest seasonal businesses in St. Johns County. Started and still run by the Bland Family, the farm first offered just cabbage and potatoes and then over time has added carrots, beets, Brussels sprouts on the stem, all kinds of greens and Silver Queen corn. They now also bring in fruit and vegetables from other Florida farms as well as locally made foods, such as honey, boiled peanuts, and Datil pepper sauce.
- ❑ Sykes Family Farms – With over 50 years of farming experience, Sykes Family Farms entertains visitors of all ages with activities like their 9-acre corn maze full of "cornfusing" twists and turns, animals, cow milking, hayrides, a play area and more.

Cattle Ranches

As the oldest city in America, cattle have been raised in the area for centuries, having arrived in Florida with the Europeans in the 1500s.

Newsworthy pitch angles:

- ❑ Florida Cracker Cattle - The Cracker Cattle descend from cows first brought to Florida in the 1500s by Ponce de León and later Spanish explorers and settlers. A number of these cattle escaped and ran wild for years. Their name comes from the cowboys known as Crackers for their ability to make a whip snap. These heritage cattle are raised on ranches in St. Johns County, including Two Sons Farm.
- ❑ Cracker Day Celebration - This annual event at the St. Johns County Fairgrounds in Elkton celebrates the region's Cracker Cattle and Cracker Cowboy traditions with horse and cattle games, such as the popular barrel roll, a whip-cracking contest, games for children and plenty of food and drink, especially barbequed meats.

LITERARY HERITAGE

Overview:

St. Johns County is an ideal destination for bibliophiles. Florida was a paradise to prolific writers and some even called St. Augustine home.

Facts:

- The Florida Federal Writers' Project provided jobs for unemployed writers during the Great Depression. It was responsible for bringing together famous authors in Florida like Stetson Kennedy and Zora Neale Hurston. Northeast Florida was a base for many of the FWP writers based in the state.
- Pulitzer Prize-winning author Marjorie Kinnan Rawlings, known for classic works like *The Yearling* and *Cross Creek* spent a part of her life living at her home in Crescent Beach, which still stands. She and her husband owned the Castle Warden Hotel, in a building that currently houses St. Augustine's Ripley's Believe it or Not Museum.
- 230+ fictional books have been written about St. Augustine or have scenes in or around the city.

Media to Target:

- New York Times, Washington Post, Town & Country, HuffPost, NPR, Oxford American, The Atlantic, Garden & Gun, Southern Living, BuzzFeed

Social Media to Engage:

- FB: State Archives of Florida, ALSC - The Association for Library Service to Children, Woody Guthrie, *Their Eyes Were Watching God*, Library of Congress
- IG: @LibraryCongress

Storytelling:

Zora Neale Hurston Park

Zora Neale Hurston's conversations with former slaves inspired her work *Their Eyes Were Watching God*, which has won numerous awards and been included in several "Best" lists, including the 100 best English-language novels published since 1923.

- A park dedicated to Hurston sits at the corner of King Street and Ponce de Leon Boulevard.
- A plaque identifies the home where she lodged on West King Street.

Beluthahatchee Park

Located in northwest St. Johns County on the William Bartram Scenic Highway, Beluthahatchee Park was formerly the residence of journalist/author Stetson Kennedy. The author of *Palmetto Country*, *Southern Exposure* and *Jim Crow Guide to the U.S.A.*, Stetson Kennedy was probably best known for his investigations into the Ku Klux Klan, which resulted in his 1957 book *The Klan Unmasked*. His work as a writer, activist and conservationist continued until his death in August 2011. Beluthahatchee is now a St. Johns County park with the main house serving as a museum and many of Kennedy's personal items on display along with educational exhibits about Kennedy, Woody Guthrie and conservationist William Bartram.

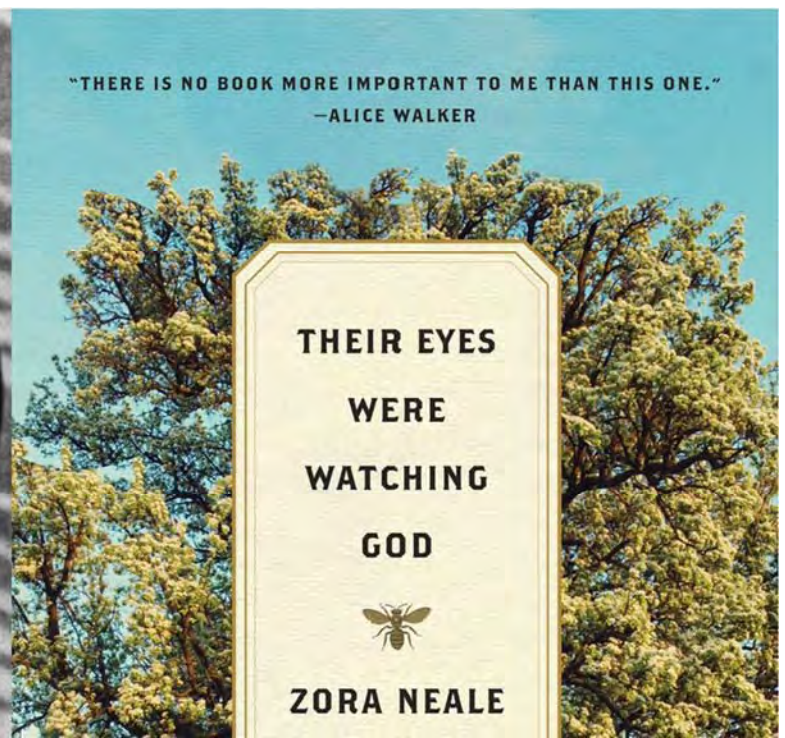
- The Kennedy homestead was added to the American Library Association's national register of literary sites in 2003, and Kennedy himself was inducted into the Florida Artists Hall of Fame in 2005.
- The Stetson Kennedy residence is a National Literary Landmark, as recognized by the Friends of the US Library. It is the only twice designated Literary Landmark, because of its association with both Kennedy and Woody Guthrie.

Hemingway House B&B

The owners of the Hemingway House Bed & Breakfast admit that — while Hemingway visited the city of St. Augustine — he never stayed at this home on Charlotte Street. Today, guests can enjoy any of the six cozy rooms in this quaint adult-centric bed and breakfast and perhaps learn a bit more about Hemingway in the process.

Tale Tellers of St. Augustine

The Tale Tellers was formed in 1993 by storytelling enthusiasts who are passionate about sharing historical stories about the nation's oldest city and the people who inhabited it. Visitors can find Tale Tellers events at local libraries, festivals, historical reenactments and more. Florida Storytelling Week, which falls during the last full week in November before Thanksgiving, is held annually with storytellers holding many events at a variety of venues.



The image shows a grand, ornate interior space, likely a lobby or hallway in a classical building. The room is characterized by tall, white, fluted columns with decorative capitals. The ceiling is high and features intricate moldings and a large, multi-tiered chandelier with numerous crystals. The floor is made of polished, reddish-brown marble with a complex geometric pattern of white and gold lines. In the center, a white marble statue of a seated figure stands on a pedestal. To the left, a large potted plant in a blue vase sits on a dark wooden stand. In the background, there are large arched windows and a set of double doors. The overall atmosphere is one of elegance and historical grandeur.

ENVIRONMENTAL SCAN

Although St. Johns County has incredible cultural assets that afford the destination unique opportunities to meet its goals and objectives, it is important to assess how the current strengths, weaknesses, opportunities and threats may impact the success of the SJCC Cultural Destination Marketing Plan.

The following analysis is based on a Cultural Destination Marketing Review which included a 5-day cultural immersion tour of St. Johns County; countless hours of one-on-one interviews with representatives from cultural attractions, organizations and venues in St. Johns County; current tourism industry research and cultural visitor trends.

STRENGTHS

- Quality and quantity of cultural assets spanning five centuries
- Expansive inventory of American cultural “stories”
- Numerous national and international cultural designations and affiliations
- Access to highly educated cultural experts and professionals within the destination
- Quality of natural resources and cultural landscapes are equal to heritage resources
- Ease of transportation – access from major interstates and an international airport within one hour

OPPORTUNITIES

- Attract and retain new visitors to St. Johns County
- Gain media attention from national and international media outlets with cultural audiences and interests
- New partnerships and collaborative marketing opportunities with national and international cultural organizations
- Reset the St. Johns County tourism program to support new markets, strategies and outcomes
- Capitalize on pent-up travel demand by introducing new cultural tourism experiences

WEAKNESSES

- Lack of cultural asset awareness outside of regional market
- Lack of resources for cultural asset marketing
- Brand identity splintered by multiple websites, logos, taglines and marketing campaigns

THREATS

- Undervaluing the opportunity cultural tourism provides for St. Johns County
- Competing cultural tourism destinations will reduce St. Johns County potential market share
- Unpredictable health, safety and economic issues



DIFFERENTIATION = COMPETITIVE ADVANTAGE



Destinations with distinctive heritage and cultural assets are more likely to achieve differentiation in the minds of potential visitors. Differentiation is the key to achieving competitive advantage in tourism.

St. Johns County has more diverse, distinctive cultural assets than any single place in America. The Cultural Destination Marketing Plan will adhere to the following internal Cultural Brand Promise to guide the development of the creative assets, messaging and associated strategies to create destination differentiation and competitive advantage for St. Johns County.





CULTURAL BRAND PROMISE



Only in St. Johns County can you experience five centuries of diverse, authentic heritage and cultural assets with an overwhelming number of “firsts” and “only” in the United States of America, housed among expansive cultural landscapes, beautiful beaches and friendly Florida hospitality.



A nighttime photograph of the Casa Monica hotel in St. Augustine, Florida. The building is illuminated with warm lights, and a fountain is in the foreground. The text "TARGET MARKET" is overlaid on the image.

TARGET MARKET

With proper planning and guidance, St. Johns County has unlimited opportunity in the cultural tourism segment. It is important to recognize that there are different classifications of cultural tourists, and marketing efforts should be geared to the classifications with the most opportunity.

The Journal of Heritage Tourism outlines a model which divides cultural tourists into five different types:

1. **Purposeful cultural tourists** are those who seek a deep cultural experience and their major reason for visiting is to learn about the culture or heritage.
2. **Sightseeing cultural tourists** visit mainly for culture or heritage. However, their experience is more shallow and entertainment-oriented.
3. **Casual cultural tourists** are those whose cultural reason plays a limited role in the decision for the visit, and subsequently they visit in a shallow manner.
4. **Incidental cultural tourists** participate in cultural tourism activities, although cultural tourism plays little or no meaningful role in their destination decision-making process. They also have shallow experiences.
5. **Serendipitous cultural tourists** visit cultural attractions and have a deep experience even if at the beginning cultural tourism plays little or no role in the decision to visit a destination.

TARGET MARKET DEMOGRAPHICS

The SJCC Cultural Destination Marketing Plan focuses on two distinctive target demographics:

1. Baby Boomers – Individuals born between 1946-1964
2. Millennials – Individuals born between 1981-1996

(Note: Within these demographics are sub-targets, such as African American and Hispanic visitors)

Baby Boomers Overview

Age: 59 to 77

Ability to Travel: Wealthiest age demographic in America. According to a 2021 Charles Schwab study, the average baby boomer household with \$100,000 in easily accessible savings has a total retirement savings of \$920,000.

What's Important in Travel Experiences: According to the AARP Travel's 2019 Boomer Travel Trends, baby boomers were planning to take a total of 4-5 trips on which they planned to spend over \$6,600 (20% to 50% more than Generation X). Beyond craving unique and authentic cultural experiences, baby boomers are interested in luxury. Boomers are responsible for 80% of all luxury travel spending.

Media Consumption: Baby boomers are the largest consumers of traditional media such as television, radio, magazines and newspapers. 90% have a Facebook account, and they adopt new technologies to stay relevant and in touch with family and friends.

Covid-19 Impact: Baby boomers are the demographic most anxious to resume travel.

Millennials Overview

Age: 27 to 42

Ability to Travel: Poised to become the richest demographic in history. A 2019 study published in Forbes Magazine noted that millennials will have five times as much wealth as they have today as they are anticipated to inherit over \$68 trillion from their baby boomer parents by 2030.

What's Important in Travel Experiences: Authenticity is the #1 motivation for millennial travel. They want to curate their travel experiences and are seeking unique, off-the-beaten-path adventures that are authentic, unforgettable and Instagram-worthy. Topdeck Travel, a popular travel provider of group travel for millennials, recently reported that the main goal for millennials when traveling is to experience a new culture.

Media Consumption: 95% still watch television, but streaming services outweigh traditional cable. They are extremely comfortable with mobile devices and typically have multiple social media accounts. In travel, they want to share what they see on social media.

Covid-19 Impact: They'll work from anywhere. Travel is no longer restricted to scheduled vacations.

TARGET GEO-MARKETS

The Cultural Destination Marketing Plan focuses on the following geo-targets:

1. National

- Many of the cultural assets of St. John County have the potential to garner national media interest. In the section "Examples of St. Johns County Cultural Assets," we have listed national media outlets most likely to be interested, including Conde Nast Traveler, New York Times, Travel + Leisure, Ebony, ESSENCE, Upscale, Travel Noire, Southern Living and more.

2. Direct-flight Markets to JAX International Airport

- Atlanta, Dallas-Fort Worth, Houston, New York, Philadelphia, Washington D.C., Boston and Chicago are just a few of the cities with direct flights to Jacksonville International Airport, less than an hour away. Members of heritage and cultural organizations, clubs and venues will be targeted primarily through social media, paid media and earned media tactics.



**CULTURAL DESTINATION
MARKETING STRATEGIES**

FISCAL 2021 REVIEW

January – May:

Developed 3-Year Cultural Destination Marketing Plan

Development of new St. Augustine Food + Wine Festival at World Golf Village; held May 2021

May-September:

Development of new Juneteenth celebration at St. Augustine Amphitheatre

Support for Sing Out Loud Festival

Tactics

- Developed concept and tagline for cultural marketing campaign
- Captured photography and video to support cultural marketing campaign
- Developed landing page to support cultural marketing campaign
- Developed collateral materials to support cultural marketing campaign
- Developed digital marketing assets to support cultural marketing campaign
- Implemented social media strategy to support cultural marketing campaign
- Distributed media releases to support cultural marketing campaign
- Established baseline for SJCC KPI's

FISCAL 2022 REVIEW

October – September:

Launched Cultural Marketing Campaign

Developed ACCORD Museum Tours for Black History Month

Supported Discover Fort Mose Concert Series

Secured National Register Listing for St. Augustine Beach Hotel; NPS and NT Grants for Civil Rights Exhibition

Launched St. Augustine PoetFest

Opened new cultural venue, The St. Augustine Waterworks

Filmed **Samantha Brown's Places to Love: St. Augustine**

Expanded the St. Augustine Food + Wine Festival (Southern Living sponsorship; new downtown events)

Began work to expand the Gamble Rogers Folk Festival and Concert Series

Began development of new culinary event for Vilano Beach, "Whiskey Wine and Wildlife"

Began Development of expanded Gullah Geechee Heritage Festival for Armstrong

Tactics

- Launched email marketing campaign with dedicated email blasts on national cultural media sites and market-specific sites
- Published SJCC cultural newsletter, 4x month
- Launched digital marketing campaign on national cultural marketing media sites and market-specific cultural media sites
- Launched print marketing campaign in national cultural marketing media publications and market-specific cultural media sites
- Launched social media campaign to support email marketing, digital and print campaigns, blog posts, cultural events and public relations plan
- Launched public relations outreach to support national paid media campaigns, cultural magazine launch, and cultural events
- Launched and distributed Cultural Tourism Guide

FISCAL 2023 Review

October – June:

Continued Cultural Marketing Campaign

Began Development of Literary Trail

Began work on African American Heritage Trail

Began work on 60th Anniversary of Civil Rights Demonstration Event

Tactics

- Complete and implement any incomplete tactics from 2022
- Continue SJCC cultural newsletter
- Continue SJCC cultural blog
- Continue digital marketing campaign on national cultural marketing media sites and market specific cultural media sites
- Continue print marketing campaign in national cultural marketing media publications and market specific cultural media sites
- Continue email marketing campaign with dedicated email blasts on select media sites
- Continue social media campaign to support email marketing, digital and print campaigns, blog posts, cultural events and public relations plan
- Continue public relations outreach to support national paid media campaigns, cultural magazine distribution, and cultural events

October:

Presented first in a series of nine concerts to promote and support the Gamble Rogers Folk Festival

November:

Launched Whiskey, Wine and Wildlife in Vilano Beach

December:

Presented Gullah Geechee Heritage Festival in Armstrong with record attendance

January:

Premiere of Samantha Brown's Places to Love: St. Augustine

February:

2nd Annual Discover Fort Mose Concert Series; Black history tours of Lincolnville

March:

Completed civil rights / beaches history exhibition for St. Augustine Beach Hotel

April:

St. Augustine Named #1 in Southern Living's ranking of the "Best Small Towns" in the U.S.

Presented expanded Gamble Rogers Folk Festival at the St. Johns County Fairgrounds, with record attendance

Presented second annual St. Augustine PoetFest

May:

Hosted Marjorie Kinnan Rawlings Literary Conference

June:

Began development of culinary guide in collaboration with *The Local Palate*

July-September:

Complete culinary guide; continue marketing campaigns

Analyze 2023 results and adjust 2024 plan as needed

FISCAL 2024

October – September:

Continue Cultural Marketing Campaign

NOTE: our expectation is that overall destination marketing for St. Johns County will be managed by the new SJCC marketing working group and the agency selected as a result of the County's recent RFP

Tactics:

- Complete and implement any incomplete tactics from 2023
- Update/refresh cultural collateral materials
- Continue email marketing campaign with dedicated email blasts on national cultural media sites and market-specific cultural media sites
- Continue SJCC cultural newsletter
- Continue SJCC cultural blog
- Continue digital marketing campaign on national cultural marketing media sites and market-specific cultural media sites
- Continue print marketing campaign in national cultural marketing media publications and market-specific cultural media sites
- Continue email marketing campaign with dedicated email blasts on select media sites
- Continue social media campaign to support email marketing, digital and print campaigns, blog posts, cultural events and public relations plan
- Continue public relations outreach to support national paid media campaigns and cultural events

October:

Begin development of new Cultural Plan for St. Johns County

Begin work with new agency of record as part of St. Johns County Working Group

Launch second season of “Live from The Waterworks: a Gamble Rogers Concert Series”

Finalize and print new St. Johns County Culinary Guide

December:

Present Gullah Geechee Heritage Festival in Armstrong

April:

Present Gamble Rogers Folk Festival at St. Johns County Fairgrounds

June:

Present 60th Anniversary Celebration of the St. Augustine Civil Rights Demonstrations / Juneteenth Events

September:

Present celebration of the 100th anniversary of St. Augustine's Sister City relationship with Aviles, Spain / Hispanic Heritage Month events

July-September:

- Analyze 2024 results
- Adjust 2025 plan as needed

MEASUREMENT & KEY PERFORMANCE INDICATORS

- Earned Media – # of media impressions earned
- Direct Response Campaign – # of emails/phone numbers/addresses collected
- Email Marketing Campaign – open rate, click-thru rate
- Social Media – # of followers, impressions, engagement rate
- Digital Campaigns – click-thru rate, impressions
- Improve SJCC Visitor Demographic Profile – visitor quality indicators include location, age, household income, areas of interest
- Improve SJCC video and photography library– quality and diversity of library
- Increase SJCC partner agencies collaborative programs – compared to prior year





**CULTURAL DESTINATION MARKETING
ADVERTISING PLAN**

Goal

Maximize the SJCC advertising budget with email marketing, digital and print advertising placements in media outlets catering to cultural travelers.

Deliverables

- Negotiate Media Buys
- Develop Advertising Materials
- Manage Submission of Materials

Example of Cultural Target Media Outlets

- National Geographic
- Preservation
- Conde Nast Traveler
- Travel + Leisure
- New York Times
- Garden and Gun
- Town & Country
- Luxury Magazine
- Robb Report
- Elite Family Travel
- Fathom
- Gayot
- Upscale Traveler
- Forbes
- Modern Luxury
- Global Traveler Magazine
- The Culture Trip
- Epicure and Culture
- Southern Living
- Departures
- Afar

Forbes

Condé Nast
Traveler

The New York Times

LUXURY

gGlobal Traveler
THE SOURCE FOR LUXURY BUSINESS TRAVELERS

TRAVEL+
LEISURE


culture trip

Actions

- Create a paid media plan based on available budget that maximizes integrated media opportunities and provides the most reach for cultural markets. Special consideration will be given to:
 1. Cultural outlets with large percentage of baby boomer or millennial subscribers/followers
 2. Cultural outlets with special sections featuring cultural products in alignment with SJCC cultural assets
 3. Media outlets that offer special pricing on integrated media plans
 4. Media outlets that maximize the number of media impressions and ROI
- Craft marketing campaigns that support SJCC cultural marketing plan and cultural products, for example:
 1. St. Johns County as a destination for African American Heritage
 2. Five Centuries of Architecture
 3. Gilded-Age Treasures
 4. Cultural Landscapes on A1A
 5. Hispanic Heritage
- Develop cooperative marketing campaign opportunities for cultural partners that include integrated media and lead generation.

Ongoing

- Develop marketing campaigns to support SJCC events
- Develop marketing campaigns to support SJCC partner events

KPIs

- Direct Response Campaign – # of emails/phone numbers/addresses collected
- Email Marketing Campaign – open rate, click-thru rate
- Social Media – # of followers, impressions, engagement rate
- Digital Campaigns – click-thru rate, impressions



**CULTURAL DESTINATION MARKETING
PUBLIC RELATIONS PLAN**

Goal

Secure earned media placements in top outlets catering to cultural travelers. Provide targeted media outreach for new and existing marketing campaigns. Support partner attractions and events through creative storytelling.

Deliverables

- Create and maintain Press Kit
 1. Fact Sheets ex. Overview, Black History, Literary
 2. Photo library for media use
- Develop Content Calendar containing important events, days and editorial themes to leverage outreach

Example:

Color Key:	Editorial Calendar	Press Release	Events to Pitch	Themes to Pitch	Workshops/Exhibits	
January	Events and Happenings for the Year	National Plan for Vacation Day - January 25	Southern Living (April 2021 - The South's Best)	St. Augustine Film Festival		
February	Black History Month	The Local Palate (April/May 2021 - Spring Entertaining Issue)	Spanish Wine Festival			
March	Women's History Month	Garden & Gun (June/July 2021 - Travel Issue)	Country Living (June 2021 - Road Trips)	Southern Living (June 2021 - The Vacation/Staycation Issue)		
April	National Poetry Month	Pascua Florida	Earth Day - April 22	Summer Updates	American Impressions: Treasures from the Dogwood Collection	Easter Parade
May	Mother's Day	National Tourism Week	National Museum Day - May 17	Music by the Sea Concert Series	St. Augustine Food & Wine	
June	Father's Day	June 19th	St. Augustine's Music Festival			
July	Independence Day	Fall Updates	Town & Country (Nov 2021 - Art & Culture Issue)			
August	The Sam Sheppard Festival	Southern Living (Nov 2021 - Fall Traditions Issue)	Preservation Magazine (Fall 2021 Issue)			
September	Labor Day - September 6	World Tourism Day - September 27	Southern Living (Dec 2021 - Christmas Joy Issue)	Founders Day Celebration		
October	Halloween - October 31	Holiday Release	Town & Country (Dec 2021 - The Holiday Issue)			
November	Veterans Day - November 11	Thanksgiving/Black Friday/Cyber Monday	St. Augustine as the site of the first Thanksgiving	Night of Lights		
December	Christmas - December 25	New Year's Eve - December 31	Regatta of Lights			

Example of Target Media Outlets

- National Geographic
- Conde Nast Traveler
- Travel + Leisure
- New York Times
- American Way
- Town & Country
- Luxury Magazine
- Robb Report
- Elite Family Travel
- Fathom
- Gayot
- Upscale Traveler
- Forbes
- Modern Luxury
- Global Traveler Magazine
- The Culture Trip
- Epicure and Culture
- Reader's Digest
- Departures
- Afar



Actions

- Create a PR outreach program that includes 1-2 press releases per month. Sample Releases:
 1. PR: Lightner Museum Celebrates American Impressionism with a New Special Exhibition
 2. PR: St. Augustine Launches New Trail Highlighting Rich Literary History
 3. PR: Five Ways to Discover St. Augustine's Civil Rights History
 4. PR: St. Augustine's Hidden History
- Craft 50 proactive, personalized pitches each month targeted to media across all platforms: print, digital & broadcast. Provide a steady stream of news and story ideas to keep the destination top-of-mind among all audiences. Examples:
 1. St. Johns County as a destination for Black History Month
 2. Walk in MLK's footsteps at these St. Johns County landmarks
 3. Why bibliophiles should go to St. Augustine
 4. Can't travel to Spain? Visit St. Augustine
 5. Take a scenic road trip this summer on A1A
- Arrange and facilitate 5 media/influencers FAM visits per year. Coordinate itineraries, recruit/screen participants and follow up; ensure positive results. Examples:
 1. Arts & Cultural travel writers
 2. Black travel writers
 3. Historical travel writers
 4. Luxury travel writers
 5. Food & Wine writers
 6. Hispanic travel writers
- Seek editorial awards and accolades. Examples:
 1. Southern Living's Best in the South
 2. Conde Nast Traveler – Readers' Choice Awards
 3. Travel + Leisure – World's Best Awards
 4. Afar – Travelers' Choice Awards
 5. Departures – Legend Awards

Ongoing

- Respond to media leads
- Develop and maintain target media lists – regional, national & trade

KPIs

- Earned media impressions and ad equivalency



**CULTURAL DESTINATION MARKETING
SOCIAL MEDIA PLAN**

Goals

Create awareness, reach target with brand messaging and grow followers while also increasing the target audience's engagement with social accounts and content. Drive clicks to site, especially to landing pages that can capture people's contact info for use in other marketing efforts.

Deliverables

- Develop a Social Media Action Plan that dictates calls-to-action, voice, frequency, community management and other agreed-upon guidelines for regular posting and engagement
- Create monthly posting content featuring important events, holidays, news and storytelling topics
- Strategic use of Social Media Ads to amplify messaging and drive engagement and clicks to site
- Monthly reports, detailing KPIs with an analysis of results

Actions

- Develop high quality content
 1. Craft copy that employs a mix of calls to action, formats and tones to garner engagement
 2. Use images and video that grab attention
- Storytelling
 1. Take advantage of St. Johns County's wealth of stories to achieve marketing goals
 2. Connect these stories back to cultural assets to promote authentic experiences
 3. Plan content in advance to ensure promotion of all cultural assets, throughout St. Johns County
- Execute Community Management Plan
 1. Build relationships with potential visitors and improve their perception of St. Johns County by responding to DMs, comments and shares and liking or commenting on mentions
 2. Search for relevant content created by others on social media. Engage with their content so they will be more aware of St. Johns and its cultural assets as well as potentially follow SJCC accounts and promote SJCC messaging
 3. Develop guidelines and manage who we're following on Instagram
 4. Seek out and share User Generated Content
- Drive results with a strategic social media ad campaign
 1. Reach more people, grow followers and motivate target to take action
 2. Employ various ad campaigns (Follower Growth, Brand Awareness, Traffic and Conversion Ads) and content types (such as using a video, a carousel of images or a single image)
 3. Use re-targeting and look-a-like audiences to find potential visitors and move to conversions
- Integrate with other marketing efforts to leverage results and amplify messaging
 1. Promote the same topics as other efforts to expand reach
 2. Post PR coverage to leverage third-party recommendations and stories for greater reach

KPIs

- Impressions and/or Reach
- Engagement stats, including likes, shares and comments
- Followers
- Clicks on links



RESEARCH AND RESOURCES

REPORTS

- Art and Cultural Center Market Analysis and Feasibility Study for St. Johns County, Johnson Consulting, Feb 8, 2019
- St. Johns County January-March, 2020 Visitor Tracking Report, Downs & St. Germain Research
- St. Johns County April-June 2019 Visitor Tracking Report, Downs & St. Germain Research
- St. Johns County July-September 2019 Visitor Tracking Report, Downs & St. Germain Research
- St. Johns County October-December 2019 Visitor Tracking Report, Downs & St. Germain Research
- St. Johns County Tourist Development Taxes FY 2019-FY 2020 By Accommodations Type
- 2016 St. Johns County Visitor Profile Survey Data: St. Johns County Tourist Development Council
- 2017 St. Johns County Visitor Profile Survey Data: St. Johns County Tourist Development Council
- Strategic Plan St. Johns County Tourist Development Council, March 20, 2017
- Florida's Historic Coast VCB Marketing Plan 2020

ARTICLES

- "St. Augustine's Fort Mose added to UNESCO Slave Route Project," St. Augustine Record, May 20, 2019
- "St. Augustine's Fort Mose" Florida Museum, University of Florida, www.floridamuseum.ufl.edu
- "Explore History in St. Augustine's Lincolnville Neighborhood," WhereTraveler, Jacksonville, St. Augustine, August 28, 2018
- "Bringing Cultural Tourism Back in the Game," Cutting Edge, January 21, 2021, Unesco.org
- "Cultural Tourism: A Review of Recent Research and Trends," Volume 36, Science Direct, September 2018
- "Tourism Trends: The Convergence of Culture and Tourism," Greg Richards, 2017, Academia.edu

BOOKS

- "Last Train to Paradise: Henry Flagler and the Spectacular Rise and Fall of the Railroad that Crossed an Ocean," Les Standiford, 2003
- "Hotel Ponce de Leon: The Architecture & Decoration," Thomas Graham; Leslee F. Keys, 2013
- "Hotel Ponce de Leon: The Rise, Fall, and Rebirth of Flagler's Gilded Age Palace," Leslee F. Keys, 2018
- "Carnegie Survey of the Architecture of the South – St. Augustine, St. Johns County, Florida 1936-37," Jeffery Jones, 2016
- "Before the White Man: The Prehistory of St. Johns County, Florida," James M. Smith, 1985
- "Hastings: Florida's Potato Capital," Gregory Leonard, 2021

WEBSITES

- uscivilrightstrail.org
- unesco.org
- floridahumanities.org
- nps.gov
- savingplaces.org
- unwto.org
- southernliterarytrail.org
- buses.org
- journals.sagepub.com



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FY 2024 BUDGET

AGENCY FEES (public relations, social media, design)	75,000
ADVERTISING	
PRINT, DIGITAL, EMAIL PACKAGES	200,000
SOCIAL MEDIA	36,000
RADIO & TELEVISION	50,000
PRODUCT DEVELOPMENT	200,000
AFRICAN AMERICAN HERITAGE TRAIL & EVENT	
BARTRAM TRAIL CONFERENCE / PROJECT	
GAMBLE ROGERS FESTIVAL & CONCERT SERIES	
GULLAH GEECHEE HERITAGE CORRIDOR / FESTIVAL	
HASTINGS MAIN STREET	
HISPANIC HERITAGE / SISTER CITIES 100 TH ANNIVERSARY	
HISTORY ON THE STREETS (HISTORIC FL MILITIA)	
LITERARY TRAIL	
PONTE VEDRA, VILANO & ST. AUGUSTINE BEACH EVENTS	
PUBLIC ART EXHIBITIONS AND EVENTS	
SUNDAYS WITH SAMF	
CULINARY GUIDE CREATED & DISTRIBUTED IN PARTNERSHIP WITH LOCAL PALATE	45,000
CONSULTING FEES & EXPENSES FOR CULTURAL PLAN	100,000
CULTURAL GUIDE UPDATE, PRINTING, DISTRIBUTION	25,000
PHOTOGRAPHY / VIDEOGRAPHY	25,000
TRAVEL INDUSTRY CONFERENCE FEES & TRAVEL	35,000
CALENDAR OF EVENTS (collaboration w/VCB)	20,000
WEBSITE DEVELOPMENT, HOSTING, SEO	20,000
HOSTED MEDIA VISITS	20,000
OTHER COMMERCIAL PRINTING	20,000
ST. AUGUSTINE FILM OFFICE	10,000
VISIT FLORIDA / WELCOME CENTER PROGRAMS	7,752
GRANT SOFTWARE & GRANT ADMIN EXPENSE	100,000
ADMINISTRATION @ 26%	<u>348,000</u>
SJCC CONTRACT	1,336,752
ACH GRANTS	500,000
SPECIAL EVENTS	<u>150,000</u>
TOTAL ARTS, CULTURE AND HERITAGE	1,986,752



ST. JOHNS
CULTURAL COUNCIL

ST. AUGUSTINE | PONTE VEDRA | FLORIDA'S HISTORIC COAST*

184 San Marco Avenue
St. Augustine, Florida 32084
info@historiccoastculture.com

TDC Regular Meeting – June 19, 2023

Agenda Item 11 – VCB FY24 Promotion Plan (Action Required)



FY2024 MARKETING PLAN

Florida's Historic Coast®

www.FloridasHistoricCoast.com



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®





FLORIDA'S HISTORIC COAST

The Premier Destination

Introduction

The Visitors and Convention Bureau (VCB) markets the entirety of St. Johns County (SJC) as a global destination for premier leisure and group travel. The VCB recognizes the breadth of unique travel and tourism experiences available in SJC, and FY2024 activity will be based on attracting visitors to those opportunities.



- In FY2024, the VCB Core Services budget is \$3,013,071 for destination marketing (Category 1). This figure is 10.6% more than the FY2023 VCB Core Services budget

- The FY2024 plan identifies strategies to showcase the vibrancy of the destination while also leveraging its nationally acclaimed historical and cultural touristic assets which position Florida's Historic Coast as a top destination of choice for travelers

- + Destination branding messages will reinforce the wide range of unique, rich and timeless experiences available in Florida's Historic Coast.
- + The VCB will optimize SEO performance on its new website which will incorporate rich experiential video content to drive visitation to FloridasHistoricCoast.com. In addition, new Hispanic and music microsites will be leveraged to increase traffic.
- + The VCB will continue to expand the email marketing program to focus on lead

generation, inspire travel planning, and drive overnight visitation.

- + VCB's communications efforts will enhance the value of the brand and attract overnight visitors by expanding awareness of the unique benefits of the destination. This will be accomplished by increasing media coverage nationwide, driving visitation to the website, and continuing to activate the destination's presence on social media platforms with a focus on more reels, Facebook Lives, and experiential video content.

- + In FY2024 the VCB will launch strategic initiatives to drive midweek visitation, longer stays, and higher visitor spend targeting non-stop air service origin markets as well as niche market activation.

- + The VCB will partner with VISIT FLORIDA® and other regional partners and media to implement programs that promote overnight visitation to Florida's Historic Coast.

- + African American and Hispanic heritage experiences will be highlighted and shared in publicity, social, website, and promotions, as well as direct sales initiatives through FY2024.



- + The VCB will leverage and expand media promotions and strategic alliances to facilitate the launch of new destination events and programs, with an emphasis on increasing demand for shoulder season travel and higher spend leisure travel during peak seasons.
- + In FY2024, the VCB Sales team will attend the most productive appointment shows and conduct sales missions focusing on higher-spend groups where applicable, while also targeting sales opportunities for midweek and shoulder season travel.
- + The VCB will participate in joint initiatives with the SJC Parks and Recreation team, Jax Sports Authority, TaxSlayer Gator Bowl, PGA Tour, and others to drive overnight stays in conjunction with sports events.
- + In collaboration with the SJC Cultural Events division and the St. Johns Cultural Council, the VCB will aggressively promote the Sing Out Loud Festival, Fort Mose Jazz and Blues Series, and all related music tourism events to drive overnight visitation, especially in the shoulder season.

- + The VCB will actively engage with local, regional, statewide and national tourism-related organizations to stay in front of latest trends and share information with St. Johns County and tourism stakeholders.
- + Last, but not least, The VCB will conduct informational presentations to residents of SJC to demonstrate and reinforce the contribution of tourism to the local economy.

KEY OPPORTUNITIES AND CHALLENGES IN FY2024 INCLUDE:

- + Americans continue to show an increased level of overall intent to travel; this, combined with the return of previously sidelined destinations, will make for a highly competitive environment.
- + Competitive U.S. destinations as well as cruises and international destinations have also grown their budgets and developed marketing programs that resonate with the Boomers, Gen Xers and Millennials.
- + Inflation of travel costs (gas and air travel) could negatively impact travel intentions and/or spending.
- + Perceptions of St. Johns County residents that the tourism industry is the cause of the changing quality of life will also need to be countered with an active listening initiative, authentic communication and genuine support for solutions.

FLORIDA'S HISTORIC COAST

Mission Statement & Brand Promise

Mission Statement

The mission of the St. Johns County Visitors and Convention Bureau is to brand and market the destination globally as a premier leisure, convention and business destination and to communicate the area's assets and inherent benefits to consumers, meeting planners, travel trade, media, local community and constituents; and to facilitate the opportunity for partners to promote their individual businesses within that framework.

Brand Promise

For intelligent and curious travelers who prefer out-of-the-ordinary, authentic destinations easily accessible from home, Florida's Historic Coast is a unique seaside hideaway that combines five centuries of history and diverse culture, Old World charm and luxurious New World amenities with Florida's timeless natural beauty, delivering unexpected rich experiences that open the eyes, the mind and the heart in different ways with each new visit.





SITUATION ANALYSIS

Tourism Travel Trends

Domestic Leisure

The outlook for travel among Americans is as high as it's been since 2019. Americans are not only excited about taking trips once again – they're embracing taking more trips, staying longer, and seeking out new things to see and do.

The Opportunities

- + Monitor changing traveler sentiment and response among competitive destinations, adjusting media and messages to meet travelers where they are throughout the year
- + Prioritize reaching more affluent audience segments and position the destination to sustain visitation amid economic instability and Florida fatigue

AMERICANS' STRONG EXCITEMENT FOR TRAVEL CONTINUES:

- Nearly **85%** of American travelers have trips planned in the upcoming year
- The typical American travelers expect to take **3.5** leisure trips in the next 12 months
- **55%** of Americans say that travel will be a high priority in their spending over the next three months

Source: Destination Analysts Insights, Data collected March 2023

STRONG TRAVEL SENTIMENT MAY BE CHALLENGED BY A LOOMING RECESSION:

- **31%** of Americans say that recent inflation in consumer prices has led them to cancel an upcoming trip
- Optimism among Americans about future financial situations has remained solid at **47%**
- **60%** of Americans are, however, being careful with their money because of recessionary concerns

Source: Destination Analysts Insights, Data collected March 2023

SITUATION ANALYSIS

Tourism Travel Trends

Domestic Groups (B2B)

Similarly, the outlook for the meetings and group category is promising. Planners are gearing up for their first full year since 2019 without pandemic-related restrictions for group events, while attendees become more confident than ever in traveling once again. At the same time, planners are grappling with more on their plate — navigating rising costs while maintaining the attendee experience.

The Opportunities

- + Explore strategies to engage those planning domestic group travel now, while remaining top-of-mind for those that may be shying away from group travel to mitigate costs
- + Be a dedicated partner to planners, helping them mitigate spending and navigate rising costs to preserve an excellent experience for attendees

- **80%** of planners say that it is almost certain that they will not cancel or postpone meetings already scheduled to happen in 2023
- **86%** of planners say that rising costs are having a material impact on the events they're planning
- Group demand is forecasted to bounce back to roughly **90%** of prepandemic levels in the next year, while a **5%** YOY increase in group rate will push performance past the 2019 benchmark

Source: Knowland 2023 State of Meetings Industry



Florida

The recovery of Florida tourism has exceeded many economists' forecasts by two years. Vacation rental bookings and occupancy outperformed 2019 over the last fiscal year. Search demand for flights to Florida reached its highest point in three years in 2022. Additionally, Florida has topped the rankings for destination desirability for over half a year.

Domestic visitors arrived in record numbers in 2021 with 117.4 million visiting the state and solidifying Florida as first among the states in domestic travel share. The international market share has seen strong rebound, as well, improving its share of overseas visitors by 21 percentage points to become the top destination in America.

While the competition ramps up for future tourism dollars as more travelers enter the market, VISIT FLORIDA® will continue to look to add value for travelers. Fly markets such as New York, NY, Chicago, IL, and Philadelphia, PA, remain poised to be strong origin markets for the state. At the same time, VISIT FLORIDA will look to maintain and grow visitation efforts in other key markets such as, Atlanta, GA, Birmingham, AL, and Dallas-Fort Worth, TX.

Source: VISIT FLORIDA 2022-2023 Marketing Plan

The Opportunities

- + **Continue to align St. Augustine | Ponte Vedra's marketing strategies with that of VISIT FLORIDA as the state aims to build on its market share of domestic travelers**
- + **Continue to leverage cooperative media and promotion programs available through VISIT FLORIDA as a means of extending reach and effectiveness in the marketplace**

International

International travel is beginning to recover, though it will remain sluggish as it continues to face challenges. Total international visitation for 2023 is forecasted to remain far behind, at nearly 79% of pre-pandemic levels. In 2024 the international recovery is expected to improve reaching 94% of pre-pandemic levels.

The Opportunities

- + **While continuing to improve, international travel's continued struggles indicate that there is a continued need to focus on domestic leisure visitation while preparing for opportunities to reach those travelers as the market rebounds more strongly**



SITUATION ANALYSIS

State of the Brand

Brand Referral Marketing

With American travelers eager to explore despite economic woes, traveler engagement is on the rise, as they begin to spend more time researching their trips using a variety of resources and platforms.

The Opportunities

- + Implement new strategies to reach prospective travelers with inspirational video content leveraging social platforms and digital influencer partnerships
- + Provide travelers with assisted-planning content to help research the destination, carefully plan a trip, and build itineraries with rich and varied experiences
- + Leverage paid, earned, and owned media to showcase the enriching nature of St. Augustine | Ponte Vedra's experiences, helping travelers understand the depth of the destination

AMERICAN TRAVELERS

express the most excitement for beaches (60%), cities (47%), small towns (44.8%), and national parks (41.2%)

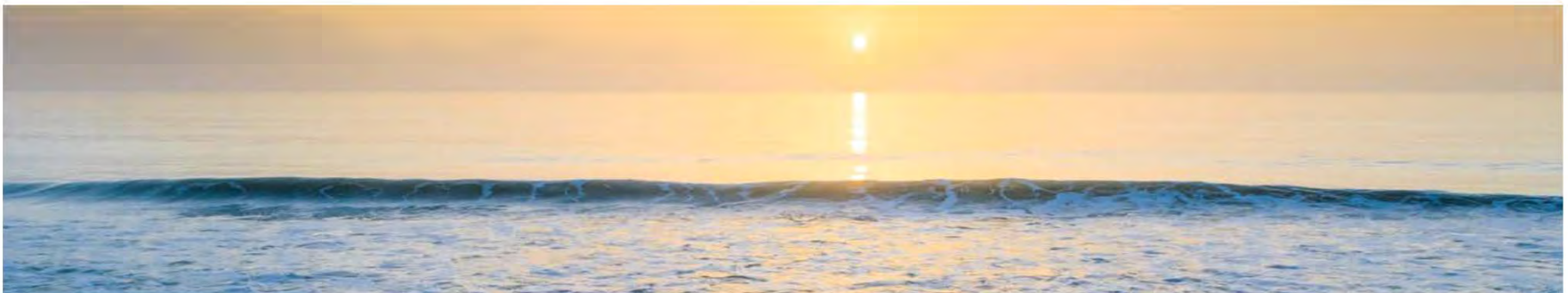
For those travelers looking for a one-week domestic vacation, the average trip planning window is **10 WEEKS**

TOP SOURCES OF TRAVEL

inspiration continues to be websites found through searches, email campaigns, Facebook, Instagram, and article/blog content

Millenials are particularly open to finding destination inspiration on TikTok (**19.9%**), from digital influencers (**11.5%**), or on streaming video services (**25.9%**)

Source: Destination Analysts Insights, Data collected March 2023



SITUATION ANALYSIS

State of the Brand

Florida's Historic Coast offers

a combination of history plus unique offerings and charm, with all underscoring the joy of discovery and spontaneity. St. Augustine | Ponte Vedra's vibrancy comes from more than 450 years of rich history and a blend of different cultures - a fusion that permeates almost every aspect of the destination's identity.

Whether it's the 42 miles of beautiful beaches, the stunning architecture, the cultural heritage, the romance, the exceptional food, or the abundance of outdoor activities, visitors have countless ways to discover Florida's Historic Coast and learn something about themselves along the way.

Pre-COVID our "Travel INTRANationally" marketing campaign performed well. However, the abrupt transition into COVID required us to change our campaign messaging to "Your Getaway Isn't Faraway" which focused on consumer travel concerns about being close to home during the pandemic. Post-COVID we have recently transitioned to new campaign messaging "It's About Time" which emphasizes the timeless qualities of a visit to Florida's Historic Coast.

The current "It's About Time" campaign will build upon our objectives to:

- + Capture the destination's magical ethos and affirm its reputation as a top destination
- + Build awareness and desirability of an experientially rich place that merits a longer stay
- + Reach and encourage visitation from a more affluent and sophisticated traveler
- + Sharpen brand differentiation with an enduring and ownable creative platform







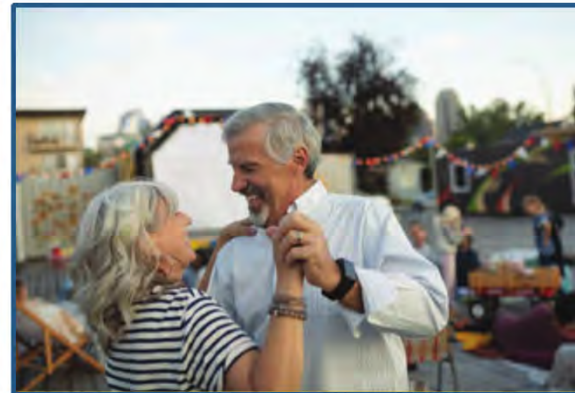
TARGET AUDIENCES

One Umbrella Audience, Two Sub-Segments



YOUNGER PURPOSE PURSUERS

Primarily made up of affluent Millennials, they're diverse, open-minded, and in pursuit of self-discovery



MATURE PURPOSE PURSUERS

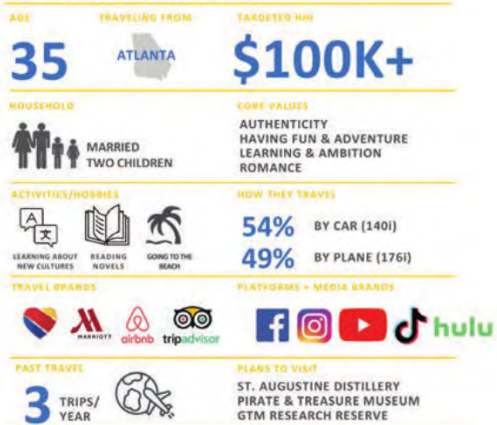
Primarily made up of affluent Baby Boomers, they have a youthful spirit and continue to defy conventions



A Deeper Dive into our Millennial Sub-Segment:



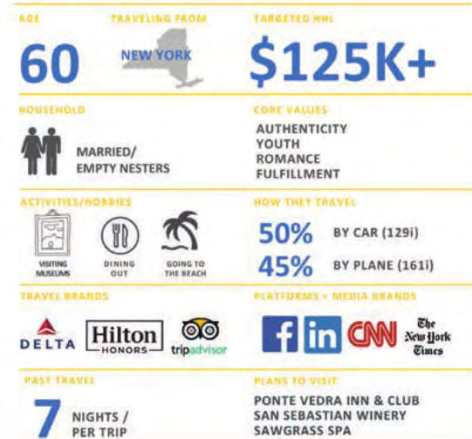
Sarah & Mike



A Deeper Dive into our Baby Boomer Sub-Segment:



Lynne & John



TARGET AUDIENCES

Secondary & Niche Considerations

Secondary & Niche Considerations (Families, Couples, Multi-Generational)

According to the U.S. Census, 27% of Florida residents are Hispanic. The destination's Spanish heritage makes it a unique vacation option for Hispanics, and they remain a key target segment.

The spending power of Hispanics reached \$113.9 billion in domestic travel in 2019, accounting for 13% of all domestic leisure travel that year. Hispanics will continue to be more likely to travel in larger, multi-generational groups and spend more per trip than the general population. While growth for the demographic has slowed in the country, they continue to be an important segment to watch, currently making up 18.7% of the U.S. population.

African Americans also account for 13% of the U.S. leisure travel market and spent \$109.4 billion on all travel in 2019. St. Augustine is the birthplace of African American history spanning from the arrival of Ponce de Leon in 1513 through nationally significant events of the Civil Rights movement. Travel motivations for this group include relaxation and experiencing new destinations and culture, like the general market, but they also enjoy traveling as groups of family members and/or friends to celebrate milestones. Florida's Historic Coast satisfies all of these motivations.

Secondary (B2B)

B2B prospects continue to include meeting planners, tour operators, travel agents, executive groups, sports, social, fraternal, military, educational, religious, reunions and wedding planners.

THESE TARGET AUDIENCES ARE ATTRACTIVE FOR A NUMBER OF REASONS:

- + Executive meeting groups often book mid-week, overnight accommodations
- + The B2B market tends to be first-time visitors from non-traditional origin markets
- + And, there is potential for "add-on" leisure, overnight stays

Niche Considerations

The VCB will continue to explore additional niche opportunities to expand St. Augustine | Ponte Vedra's brand relevance to the experience-seeking mindset of today's traveling consumer. Some are based on demographics, like the important Hispanic market, while others are based on specific travel-related interests, like history and culture, or lifecycle considerations, such as weddings.

Source: U.S. Census 2020; Travel Puls4

FY2024 NICHE TARGETS INCLUDE:

MUSIC LOVERS

Music tourism is emerging as travelers seek out more communal experiences and live events as part of their travel journeys. The global music tourism market is forecasted to reach \$11.3 billion by 2032, largely driven by Millennials and younger generations. According to online travel agency eDreams, music is a key factor in destination choice for a third of Millennials. As more and more travelers look to plan purpose-based trips and consider destinations that offer a unique music experience, we have an opportunity to position ourselves as a premier offering.

HERITAGE TRAVELERS

Heritage tourism is a branch of tourism focused on the cultural heritage of the location where tourism is occurring, and St. Augustine | Ponte Vedra is poised to meet this new traveler desire. It is considered one of the fastest-growing segments in the industry and equates to a \$171 billion annual spend. Heritage tourists travel to unique destinations, and their adventures take them to destinations that are off the beaten path. They are in search of authentic experiences and want to learn something new during their travels.

LUXURY

Highly affluent travelers are using their increased wealth to satisfy their wanderlust. The luxury travel market is expected to grow by \$213B between 2020 and 2024 at an annual rate of 4%. Luxury travelers are expected to

play a significant role in the travel industry's recovery with Millennials becoming more prescient in those spaces:

CULINARY

Culinary travel is continuing to rise. According to Tripadvisor, 53% of leisure travelers say they will choose their next destination because of food and drink. Food is an inherently social and emotional experience, making it an important pillar in any experience-based travel. As more travelers return to leisure travel in FY2024, we expect many to plan their trips around food, whether that is food-based activities such as stomping wine grapes or seeking out the best restaurants a destination has to offer.



BRIDAL

Nearly 1 in 4 U.S. couples say they consider their wedding to be a type of destination wedding, and 87% of those destination weddings are domestic. The U.S. wedding industry is a \$72 billion-dollar-a-year industry, with Florida being one of the most popular destinations. The industry bounced back in a big way in 2022 as weddings that were called off or rescheduled due to the pandemic went forth. While the outlook for 2023 is expected to dip slightly, the industry is expected to maintain its strength.

LGBTQ

(**Lesbian, gay, bisexual, transgender & queer**)
LGBTQ tourism continues to experience significant growth in the leisure travel space. Although they face barriers, LGBTQ travelers represent a particularly dynamic and lucrative segment. They spend 33% more on travel than non-LGBTQ travelers and travel an average of four to six times annually, according to a report from Community Marketing & Insights, a research firm focusing on the LGBTQ community. Any marketing done for St. Augustine | Ponte Vedra should reassure the LGBTQ consumer that the destination is safe, welcoming and respectful — top considerations among this segment in addition to attributes of the destination itself.

Source: U.S. Census 2020; Travel Puls4 travel-advisors-serving-lgbtq-travelersmust-know-all-the-nuances/



MEDIA

Strategy & Tactics

FY2024 Media Plan Pillars

- **Effective** and **efficient delivery** of the target audiences
- **Demographically appropriate, contextually relevant, brand-friendly,** and **creatively compatible** placements
- Media plan **fluidity** and **flexibility**
- **Customizable plans and buys** based on research insights, market conditions, and opportunities

Media Objectives

- **Top line awareness** and initial **interest**
- **Engagement** among highly qualified audiences
- **Organic search** and **site visitation volume** growth
- Positive impact on **actual destination visitation**

Media Strategies

- **Full-funnel connections** with potential visitors throughout their entire travel journey
- **Media mix** reflecting current and emerging trends
- **Research** and **analytics driven** solutions
- Continued emphasis on **targetable** and **measurable digital media**
- **Proven tactics** complemented by **new tests**
- Robust and diverse **co-op buy-in program**



MEDIA

Strategy & Tactics

Target Audience: Leisure

OVERARCHING: PURPOSE PURSUERS

- Prioritization of media with dual appeal to younger and mature audiences

OVERLAYS: NICHE SEGMENTATION

- Luxury travelers
- Family travelers
- Destination attributes
 - +Beaches
 - +Culinary
 - +Culture
 - +History
 - +Outdoor
- Diverse audiences
 - +African American
 - +Hispanic
- Competitive Conquests
- Non-Stop Flight Markets



Target Audience: B2B

Key Decision Makers and Influencers

- Corporate meeting planners
- Association and incentive planners
- SMERF planners
- Travel agents
- Tour operators
- Sports event planners

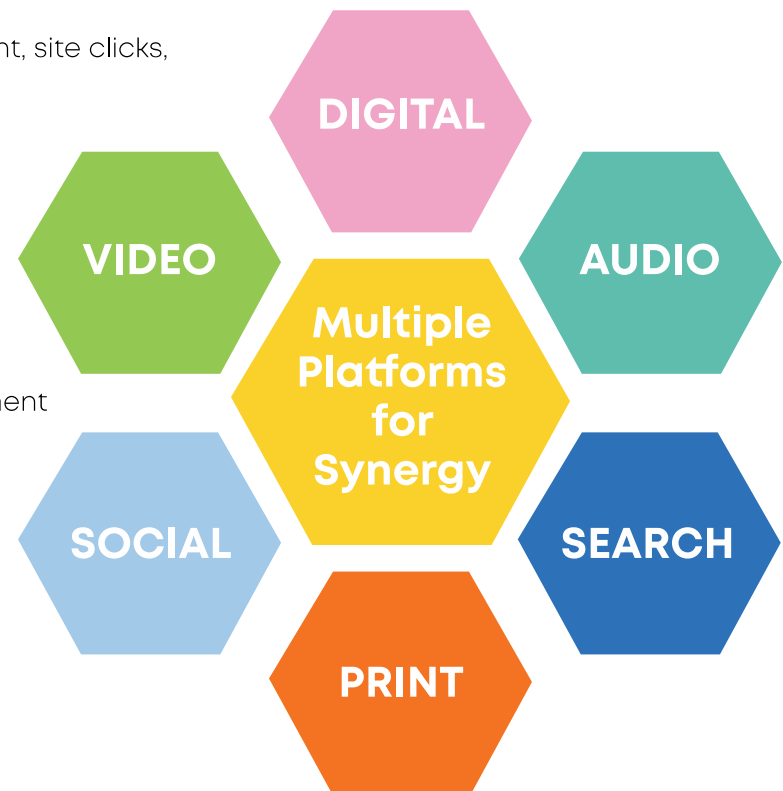


MEDIA

Strategy & Tactics

Media KPI Recommendations

- **Digital Display:** Site engagement, comparison against previous St. Augustine | Ponte Vedra campaigns, interaction with content, relevant performance versus media company benchmarks
- **Digital Native:** Content views, time spent with content, site clicks, site engagement, relevant performance versus media company benchmarks
- **Digital Video:** Video completion rate (VCR), site engagement
- **Print:** Ad exposures/impressions
- **Search:** CTR (Click Through Rate) and site engagement
- **Social:** Site engagement, comparison against previous St. Augustine | Ponte Vedra campaigns, interaction with content
- **Television:** Actual audience delivery versus rating/impression projections







SALES

The VCB Sales Team promotes St. Augustine | Ponte Vedra at over 50 conferences and trade shows throughout the United States and in select international markets with a focus on upscale, mid-week groups, originating outside the five-county local area (Duval, Flagler, Clay, Putnam, and St. Johns). Targeted group audiences include meeting professionals, travel agents, tour operators, third-party planners, sports rights holders, and consumers.

Objectives

- + Promote and showcase the wide array of group accommodations, venues, and amenities available throughout St. Johns County
- + Target sales solicitations with an emphasis on planner engagement, destination growth as measured by group sales room nights, and expansion into higher yielding segments
- + Shift more sales resources to outside of the state of Florida for higher spend, longer stay groups
- + Continue to support intra-Florida group sales efforts with a focus on midweek stays; however, a portion of in-state resources will be allocated to focus on maximizing return-on-investment for groups originating outside of Florida
- + KPMs have been increased by 3% year-over-year



SALES

Conference Sales

Efforts will focus on leveraging the destination's unique brand attributes attractive to senior executives and meeting professionals in the corporate, association, incentive, financial, medical and other upscale business market segments.

Objectives

- + Generate 82 leads capable of producing 49,164 group room nights
- + Aggressively Seek opportunities for higher-yield medium-sized corporate and incentive groups (50-250 attendees)
- + Target and strengthen relationships with Southeastern state and regional associations, national associations, and corporations, as well as with third-party meeting professionals

Leisure Sales

Efforts will focus on leveraging the destination's unique brand attributes attractive to domestic and international families, couples, adults traveling together, and organized motor coach and packaged tours.

Objectives

- + Generate 122 leads capable of producing 23,021 leisure group room nights
- + Secure sales commitments through active engagement at out-of-state travel trade shows, sales missions, travel expos, and sales calls; include tourism stakeholders
- + Target new and enhanced relationships with retail travel agents, especially luxury/upscale agents and AAA counselors



Group Sales and Services

Efforts will focus on providing sales services to individuals and planners to leverage the destination's unique brand attributes attractive to small meetings (executive groups), family and social reunions, military gatherings, wedding/special events, amateur sports, and recreational events.

Objectives

- + Generate 149 leads capable of producing 47,380 group room nights
- + Secure higher-spend executive corporate business (50 rooms per night or less) with a focus on markets in Orlando, Tampa, Gainesville, Tallahassee, Georgia, South Carolina, and North Carolina
- + Capture special/unique sporting events by highlighting the destination's array of unique venues

Group Closing Fund (GCF)

This initiative was created to address the competitive disadvantage meeting planners faced when evaluating the cost of ground transportation to and from the Jacksonville International Airport to St. Johns County hotels, versus other destinations they were considering. To offset this disadvantage and secure more room nights, properties may request funds on behalf of the meetings group to offset their ground transportation

costs. It was discovered that transportation was not always the major issue for a meeting planner when comparing proposals to other destinations' properties. Based on past actual usage and existing GCF commitments, the VCB is projecting a \$44,500 allocation for FY2024, a 3.5% increase over the FY2023 budget.

KEY PERFORMANCE MEASURES

- **Convert at least 25% of proposals which include a GCF offer**
- **No over-commitment of available funds**





COMMUNICATIONS

The VCB Communications Department manages the destination's public relations and social media efforts to successfully attract overnight visitors to St. Johns County. Objectives focus on reaching potential visitors and journalists with meaningful messages in locations where they are, inspiring them to engage with the destination.

Objectives

- + Continue to track and report on touristic media coverage, value earned media, and social media engagement
- + Transition public relations strategy to be even more selective in hosted media visits, with an emphasis on digital, broadcast, national print, and regional print outlets (out-of-state) in geographic areas that have a higher population of upscale and cultural travelers
- + Focus all communications messaging on ease of access to the destination particularly via non-stop flights, increased awareness of the destination's abundance of ecotourism experiences, the uniqueness of the history and architecture, rich music and culinary options, upscale amenities, beautiful beaches, golf, and group and meetings venues

KEY PERFORMANCE MEASURES

- **Generate 15 billion earned media impressions**
- **Host 75 or more targeted individual journalists (international, domestic, and Hispanic) focused on upscale amenities, ecotourism, history, heritage, music, and culinary**
- **Grow Facebook followers to 549,176, Instagram followers to 50,019, Twitter followers to 15,030, and LinkedIn followers to 2,080**
- **Conduct 10 Facebook Live sessions**
- **Increase YouTube lifetime views to 508,397**
- **Increase Hispanic media impressions from 100 to 150 million**
- **Host at least three in-destination media tours that highlight the region's Hispanic culture**
- **Increase Viaja San Agustin's Facebook followers to 27,600 and Instagram followers to 1,800**



PROMOTIONS & STRATEGIC ALLIANCES

The VCB Promotions & Strategic Alliances department provides media promotions, strategic alliances, and new innovative programs to increase destination lift, occupancy, and revenue during the seasons in which visitation is most needed. The department also supports community advocacy through ongoing outreach and presentations.

Media Promotions & Film Opportunities

Media promotions supplement and extend paid advertising by building awareness of Florida's Historic Coast. They also build destination awareness at little, or no cost, to the VCB through stakeholder-funded sweepstakes that provide prizeing. The majority of these leveraged promotions also include lead-generation e-mail opt-ins for the VCB and lodging stakeholders.

In addition, the VCB is presented with attractive exposure opportunities that require marketing or production support to secure the project or to maximize the destination's inclusion in it. Most common are TV production and film opportunities which involve working with media outlets such as WSB-TV Atlanta, Fox Sports Network, The Weather Channel, PBS, recognized

TV hosts Samantha Brown, Peter Greenberg and others to bring them into market for filming opportunities.

Objectives

- + Continue outreach, maintain existing relationships, and seek new collaboration with media companies, producers and syndicators of location-based productions
- + Develop new strategic alliances and partnerships for new FY2024 programs

KEY PERFORMANCE MEASURES

- **Secure a minimum of \$1.5 million media value (based on a minimum of 25:1 ROI)**
- **Develop at least four themed promotional campaigns (Sing Out Loud Festival, Nights of Lights, spring, and summer that supplement and leverage paid media, per broadcast buy)**
- **Develop and participate in as many VISIT FLORIDA and non-stop air service provider promotional opportunities as offered. Minimum goal: three promotions per year—more if available**
- **Utilize the budget to provide marketing or production support to secure at least two in-market film opportunities**

Innovation Programs: **Music, Culinary & Events**

Events are short-term, live attendance activities, whether stand-alone, series, or festivals, all of which are capable of attracting significant and measurable incremental overnight visitation.

Objective

- + Assist in the collaboration, development and launch one or more targeted event of interest to our key audience segments to generate additional room nights for the FY2024 shoulder season

KEY PERFORMANCE MEASURE

- **Facilitate the development of one viable and sustainable event which will generate room nights for the FY2024 shoulder season**



PROMOTIONS & STRATEGIC ALLIANCES

VCB Community Outreach

The VCB, actively seeks to raise awareness of the benefits of tourism to St. Johns County residents, and conducts speaking engagements with neighborhood, business, colleges, and public and private organizations. The presentations include data, research, general information, and custom content relevant to each group.

Objective

- + Develop and maintain relevant and engaging presentation(s) applicable to various audiences, with a minimum of one presentation every quarter

KEY PERFORMANCE MEASURES

- Produce a State of the Tourism Industry event attended by approximately 300 tourism and hospitality leaders, business owners, community leaders, and public officials
- Produce a summary presentation of the event to serve as speaker support for presentations to a variety of community leaders and resident groups throughout the year



ELECTRONIC CONSUMER RELATIONSHIP MANAGEMENT

Email Marketing

Through email marketing, the VCB will showcase local attractions and things to do in the area. The 12 monthly consumer newsletters will also focus on seasonal activities and promoting upcoming events. Targeting the large list of newsletter subscribers from all areas, we will inspire trip planning to the area and boost economic impact.

Objectives

- + Deploy inspirational messages designed to trigger the dreaming phase of travel planning
- + Showcase upscale amenities, ecotourism, history, heritage, music, and culinary options, while also promoting shoulder season and midweek travel opportunities
- + Promote local music, culinary, and must-see tours, events, and attractions to inspire travel to the area and encourage visitors to extend their length of stay “one more day” to experience more that the area has to offer

KEY PERFORMANCE MEASUREMENTS

- **Maintain a click-to-open rate between 20-25% for our opt-in email subscribers**
- **Maintain an average click-thru rate of 4% and an average time on site of 2:30**

Web Development

The VCB will continue their efforts to bring in strong traffic into the website through different channels while also capitalizing on the new CMS technology to further improve engagement with content and on-site performance.

Objectives

- + Identify opportunities to improve user engagement through advanced storytelling and user experience
- + Utilize the new travel planner tools to showcase the diverse offerings of the destination, including natural attractions and ecotourism activities such as birding, sports fishing, and kayaking
- + Create new targeted microsites for Spanish content, Sing Out Loud Festival and other programs

KEY PERFORMANCE MEASUREMENTS

- **Secure 955,000 website visits captured through organic search**
- **Generate 210,000 referrals to stakeholder websites**
- **Maintain FY2023 scroll depth percentage levels**
- **Maintain or improve upon an engagement rate of 55% for organic visits to the Florida's Historic Coast website**

RESEARCH RESOURCES

VISITOR PROFILE, VISA DESTINATION INSIGHTS, AND ECONOMIC IMPACT RESEARCH

- + In October 2011, the TDC, in collaboration with the VCB, began fielding a new and ongoing Visitor Profile Survey (VPS) to capture actionable data on St. Johns County visitors. In FY2014, a new collection and compiling tool was integrated into the VPS, allowing more granular analysis of data directly controlled by the TDC.
- + In late FY2015, Visa Destination Insights (VDI) was acquired providing large volume insights into where SJC visitors are coming from and how they are spending while on Florida's Historic Coast.
- + In FY2022, a new economic impact study was fielded to determine touristic economic impacts on St. Johns County.

LODGING & SECONDARY RESEARCH RESOURCES

- + Smith Travel Research (STR) monthly Trend Reports monitor traditional lodging performance for St. Johns County. In FY2023, the monthly STR reports were expanded to include a break-out of group travel trends (compared to leisure travel trends).
- + AllTheRooms® reports on vacation rental (Airbnb, VRBO, HomeAway) performance in St. Johns County.
- + State of the American Traveler® from Destination Analysts, informs of changes affecting the tourism business and customer behaviors in the current year and looking forward.

- + Meetings Today Trends Survey™ and Business Travel Index™ inform about the planning behaviors and trends among meeting planners, travel agents, tour operators and wholesalers.





RESEARCH RESOURCES

Objectives

- + Monitor consumer awareness and acceptance of the Florida's Historic Coast brand
- + Accurately determine the origin markets, pertinent demographics, consideration set and process, media use, visitor spend, and relevant in-market behavior of visitors to Florida's Historic Coast
- + Monitor SJC and its competitive set's lodging performance monthly

KEY PERFORMANCE MEASURES

- **Monitor online demand for Florida's Historic Coast relative to selected comp set destinations**
- **Continue to deliver monthly reports on lodging (traditional and vacation rental) and attractions industry performance to VCB stakeholders and TDC**
- **Report on relevant research findings to the VCB stakeholder base as available**



FY2024 MARKETING BUDGET

In FY2024, the VCB Core Services budget is \$3,013,071 for destination marketing (Category 1). This figure is **10.6%** more than the FY2023 VCB Core Services budget.

OBJECTIVES

- + Optimize available resources to maximize activities directly impacting marketing efforts
- + Maintain industry co-op spending on destination advertising including meetings and conventions
- + Hold a small advertising allocation to support new non-stop airline service launches

KEY PERFORMANCE MEASURE

- **Achieve budget allocation proportions reflected in the chart on the following page protecting the total spend on marketing compared to service support expenses**



FY2024 MARKETING BUDGET

ADVERTISING	TBD
SALES, MEETINGS & TRAVEL INDUSTRY	\$392,400
(Sales Missions, Trade Shows, Travel, Sales Related Activities)	
PROMOTIONS, CORPORATE & INDUSTRY SPONSORSHIPS & COLLATERAL	\$660,846
(Promotions, Filming, Major Sponsorships, Printed Collateral)	
WEB DEVELOPMENT & ECRM	\$171,285
COMMUNICATIONS	\$324,125
(Communication Services, Social Media, Public Relations including Hispanic PR, Travel)	
FULFILLMENT & DISTRIBUTION	\$145,300
(Inquiry Services/Call Center, Brochure Distribution, Postage)	
RESEARCH	\$72,315
(Includes Professional Fees plus STR, ATR, VISA Destination Insights)	
SERVICE SUPPORT EXPENSES	\$1,246,800
(Salaries/Benefits, Rent/Office Expenses, Dues/Memberships)	
GRAND TOTAL	\$3,013,071





THANK YOU

Questions?



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®



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FLORIDA'S HISTORIC COAST®

TDC Regular Meeting – June 19, 2023

Agenda Item Monthly Reports (Information Only)

FY2023 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
April	\$ 2,439,606	4.4%
FYTD	\$ 13,645,683	6.8%
% OF BUDGET		58.3%
% OF FY		62.1%

BUDGETED \$ \$ 21,986,880

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

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

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

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

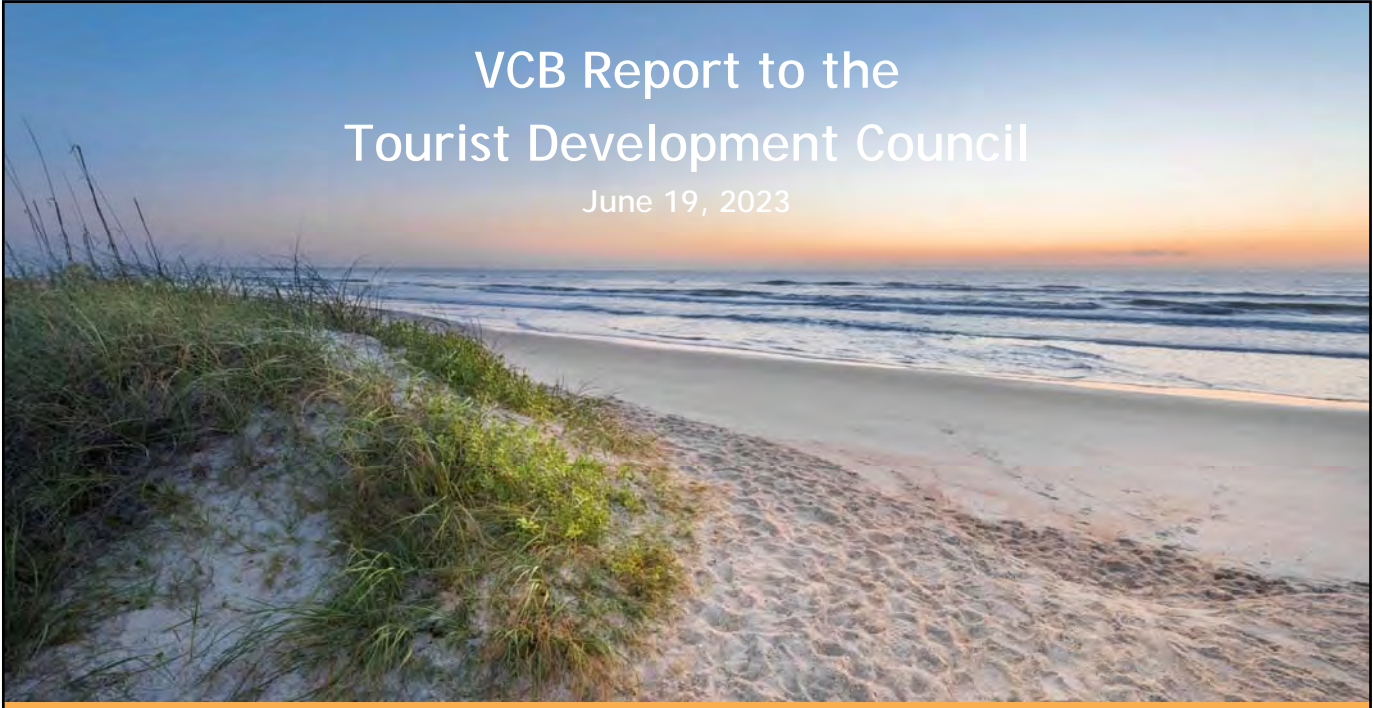
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2023												
OCT	\$ 415,640	27.7%	-11.1%	\$ 357,846	23.8%	13.5%	\$ 583,683	38.8%	4.1%	\$ 18,949	1.3%	51.1%
NOV	\$ 417,227	28.8%	1.3%	\$ 272,268	18.8%	-7.0%	\$ 618,910	42.7%	2.7%	\$ 24,357	1.7%	-10.0%
DEC	\$ 540,722	28.2%	0.2%	\$ 302,312	15.8%	5.9%	\$ 904,075	47.2%	-1.3%	\$ 31,296	1.6%	39.3%
JAN	\$ 587,071	33.7%	41.9%	\$ 285,908	16.4%	41.0%	\$ 708,461	40.7%	16.8%	\$ 39,575	2.3%	69.1%
FEB	\$ 712,203	35.8%	1.8%	\$ 368,085	18.5%	21.6%	\$ 731,483	36.8%	4.1%	\$ 40,142	2.0%	56.3%
MAR	\$ 970,477	34.2%	3.3%	\$ 599,477	21.1%	9.9%	\$ 1,067,618	37.6%	15.1%	\$ 24,694	0.9%	-24.7%
APR	\$ 954,858	38.4%	7.5%	\$ 518,456	20.8%	10.4%	\$ 832,047	33.4%	-1.2%	\$ 57,618	2.3%	119.7%
MAY	\$ -			\$ -			\$ -			\$ -		
JUN	\$ -			\$ -			\$ -			\$ -		
JUL	\$ -			\$ -			\$ -			\$ -		
AUG	\$ -			\$ -			\$ -			\$ -		
SEP	\$ -			\$ -			\$ -			\$ -		
FY YTD	\$ 4,598,198			\$ 2,704,352			\$ 5,446,277			\$ 236,630		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$ 106,358	7.1%	17.0%	\$ 14,588	1.0%	48.6%	8.0%	\$ 5,767	0.4%	3.5%	\$ 1,502,830.66
NOV	\$ 93,239	6.4%	5.7%	\$ 14,680	1.0%	19.7%	7.4%	\$ 8,005	0.6%	37.4%	\$ 1,448,686.66
DEC	\$ 105,650	5.5%	8.6%	\$ 18,875	1.0%	9.2%	6.5%	\$ 14,165	0.7%	84.9%	\$ 1,917,095.73
JAN	\$ 99,582	5.7%	12.5%	\$ 16,344	0.9%	-35.8%	6.7%	\$ 5,830	0.3%	-2.0%	\$ 1,742,770.75
FEB	\$ 112,638	5.7%	1.1%	\$ 15,491	0.8%	-15.4%	6.4%	\$ 7,669	0.4%	18.0%	\$ 1,987,710.57
MAR	\$ 138,013	4.9%	-4.2%	\$ 26,134	0.9%	-18.6%	5.8%	\$ 9,265	0.3%	-17.4%	\$ 2,835,677.90
APR	\$ 99,066	4.0%	-21.8%	\$ 18,102	0.7%	-19.7%	4.7%	\$ 9,246	0.4%	-2.7%	\$ 2,489,394.25
MAY	\$ -			\$ -				\$ -			\$ -
JUN	\$ -			\$ -				\$ -			\$ -
JUL	\$ -			\$ -				\$ -			\$ -
AUG	\$ -			\$ -				\$ -			\$ -
SEP	\$ -			\$ -				\$ -			\$ -
FY YTD	\$ 754,547			\$ 124,214				\$ 59,947.25			\$ 13,924,166.52

VCB Report to the Tourist Development Council

June 19, 2023



Combined Lodging Metrics

April 2023

Occupancy (%)	FY 2023			
	Feb	Mar	Apr	FYTD
This Year	64.7	69.1	59.5	60.8
Last Year	63.6	71.6	68.6	59.3
Percent Change	1.7	-3.5	-13.3	2.5

ADR	FY 2023			
	Feb	Mar	Apr	FYTD
This Year	194.80	240.18	222.45	190.91
Last Year	190.65	224.84	213.84	190.07
Percent Change	2.2	5.4	4.0	0.4

RevPAR/L	FY 2023			
	Feb	Mar	Apr	FYTD
This Year	126.04	166.05	132.38	116.06
Last Year	121.31	163.15	146.75	112.77
Percent Change	3.9	1.8	-9.8	2.9

Supply	FY 2023			
	Feb	Mar	Apr	FYTD
This Year	290,586	314,858	325,132	3,497,101
Last Year	274,034	301,179	293,724	3,849,456
Percent Change	6.0	4.5	10.7	-9.2

Demand	FY 2023			
	Feb	Mar	Apr	FYTD
This Year	188,017	217,669	193,495	2,125,949
Last Year	174,362	215,662	201,576	2,283,805
Percent Change	7.8	0.9	-4.0	-6.9

Gross Revenue	FY 2023			
	Feb	Mar	Apr	FYTD
This Year	36,626,020	52,280,650	43,042,186	405,865,678
Last Year	33,242,114	49,135,883	43,104,218	434,094,153
Percent Change	10.2	6.4	-0.1	-6.5

Combined STR Traditional Lodging and Vacation Rental Performance Metrics



Smith Travel Research April 2023

Occupancy (%)	FY 2023			Running 12 Months			Supply	FY 2023			Running 12 Months		
	Feb	Mar	Apr	2021	2022	2023		Feb	Mar	Apr	2021	2022	2023
This Year	78.2	79.7	72.0	53.1	68.0	68.6	This Year	186,284	206,243	199,590	2,349,814	2,404,562	2,443,710
Last Year	72.0	80.1	77.3	59.2	53.1	68.0	Last Year	186,284	206,243	199,800	2,334,428	2,349,814	2,404,562
Percent Change	8.5	-0.5	-6.8	-10.4	28.1	0.8	Percent Change	0.0	0.0	-0.1	0.7	2.3	1.6

ADR	FY 2023			Running 12 Months			Demand	FY 2023			Running 12 Months		
	Feb	Mar	Apr	2021	2022	2023		Feb	Mar	Apr	2021	2022	2023
This Year	177.22	223.76	200.97	132.45	170.60	177.24	This Year	145,682	164,324	143,769	1,247,406	1,635,525	1,675,285
Last Year	165.44	208.38	193.18	134.94	132.45	170.60	Last Year	134,215	165,196	154,431	1,382,742	1,247,406	1,635,525
Percent Change	7.1	7.4	4.0	-1.8	28.8	3.9	Percent Change	8.5	-0.5	-6.9	-9.8	31.1	2.4

RevPAR	FY 2023			Running 12 Months			Revenue	FY 2023			Running 12 Months		
	Feb	Mar	Apr	2021	2022	2023		Feb	Mar	Apr	2021	2022	2023
This Year	138.59	178.28	144.76	70.31	116.04	121.50	This Year	145,682	164,324	143,769	1,247,406	1,635,525	1,675,285
Last Year	119.20	166.91	149.31	79.93	70.31	116.04	Last Year	134,215	165,196	154,431	1,382,742	1,247,406	1,635,525
Percent Change	16.3	6.8	-3.0	-12.0	65.0	4.7	Percent Change	8.5	-0.5	-6.9	-9.8	31.1	2.4

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



Smith Travel Research April 2023

	Current Month April 2023 vs April 2022							
	Occ %		ADR		Percent Change from April 2022			
	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	76.4	71.8	189.93	319.15	-4.6	14.2	9.0	7.5
Nassau County, FL	71.8	71.8	319.15	319.15	-7.4	1.4	-6.1	-6.0
Pinellas County, FL	76.3	76.3	236.98	236.98	-1.3	-1.5	-2.8	-3.0
St. Johns County, FL	72.0	72.0	200.97	200.97	-6.8	4.0	-3.0	-3.2
Charleston, SC	79.1	79.1	200.20	200.20	-2.1	2.0	-0.1	-0.1
Jacksonville, FL	73.1	73.1	156.82	156.82	-7.2	1.8	-5.5	-4.6
Myrtle Beach, SC	59.5	59.5	129.46	129.46	2.1	-4.3	-2.2	-4.5
Orlando, FL	77.4	77.4	221.07	221.07	-3.5	6.8	3.1	3.1
Sarasota, FL	73.9	73.9	222.22	222.22	-0.6	-0.9	-1.5	-1.1
Savannah, GA	76.9	76.9	175.08	175.08	-4.5	0.8	-3.8	-2.7
Fort Walton Beach, FL	66.7	66.7	195.57	195.57	-1.2	-1.7	-2.9	-4.0
Daytona Beach, FL	63.6	63.6	166.32	166.32	-8.0	4.7	-3.6	-7.7
Zip Code 32084+	73.5	73.5	181.83	181.83	-6.7	2.3	-4.6	-4.8
Zip Code 32080+	73.2	73.2	195.71	195.71	-5.4	1.0	-4.4	-4.4
Zip Code 32092+	68.3	68.3	119.07	119.07	-11.4	-1.7	-13.0	-13.1
Ponte Vedra+	75.7	75.7	335.38	335.38	1.7	4.7	6.5	6.5

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AllTheRooms.com Analytics

April 2023

Active Listings	FY 2023		
	Feb	Mar	Apr
This Year	5,924	6,023	6,428
Last Year	5,250	5,373	5,436
Percent Change	12.8	12.1	18.2

Occupancy (%)	FY 2023		
	Feb	Mar	Apr
This Year	40.5	49.1	39.6
Last Year	45.7	53.2	50.2
Percent Change	-11.4	-7.6	-21.1

ADR	FY 2023		
	Feb	Mar	Apr
This Year	254.84	290.79	284.54
Last Year	274.94	291.52	281.50
Percent Change	-7.3	-0.3	1.1

RevPAL	FY 2023		
	Feb	Mar	Apr
This Year	103.28	142.82	112.70
Last Year	125.75	154.97	141.30
Percent Change	-17.9	-7.8	-20.2

Supply	FY 2023		
	Feb	Mar	Apr
This Year	104,330	108,615	125,542
Last Year	87,778	94,936	93,924
Percent Change	18.9	14.4	33.7

Demand	FY 2023		
	Feb	Mar	Apr
This Year	42,281	53,345	49,726
Last Year	40,147	50,466	47,145
Percent Change	5.3	5.7	5.5

Revenue	FY 2023		
	Feb	Mar	Apr
This Year	10,774,877	15,512,112	14,149,030
Last Year	11,037,900	14,711,920	13,271,159
Percent Change	-2.4	5.4	6.6

Supply	FY 2023		
	Feb	Mar	Apr
This Year	104,330	108,615	125,542
Last Year	87,778	94,936	93,924
Percent Change	18.9	14.4	33.7



AllTheRooms.com Analytics

April 2023

Area Comparison	Occupancy	ADR	RevPAL	Supply	Demand
32080	40%	\$ 273.51	\$ 110.26	3,333	24,886
32082	33%	\$ 494.87	\$ 162.24	440	2,653
32084	42%	\$ 279.89	\$ 116.20	1,959	17,710
32092	33%	\$ 191.93	\$ 62.61	324	1,878



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



Bed Tax Collections

April 2023

April (Net Collections) \$ 2,439,606 4.4%

YTD Net Collections April \$ 13,645,683 6.8%

YTD Collections by Area	April	YTD
Anastasia Island and St. Augustine Beach (32080)	38%	33%
Ponte Vedra Beach (32082)	21%	19%
St. Augustine, Vilano and North Beach (32084)	33%	39%
St. Augustine Shores/South/207 (32086)	2%	2%
World Golf Village and west of I-95 (32092)	4%	5%
I-95&SR 16/Palencia (32095)	1%	1%
Other	0.4%	0.4%



Website Campaign Updates

May 2023

Top Level Performance

Visits to Website	210,758
Pageviews	380,755
Engaged Sessions	105,066
Engagement Rate	45.85%
Avg Engagement Time per session	2:14

Organic Performance

Visits to Website	78,757
Pageviews	129,321
Time on Site	1:39
Bounce Rate	62.78%

Key Performance Indicators

Guides Ordered	690
eNewsletter Signups	76
Clicks on Partner Listings	9,256
BookDirect Clicks (lodging)	2,275

- **56% increase in YOY visitation**
- **74% increase in YOY pageviews**
- **49% increase in YOY organic visitation**
- **176% increase in YOY Book Direct Clicks (lodging)**



VIC Visitation

May 2023

SJCC –PVBD Visitor & Information Center

	May 2023	May 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	28	35	0.05%	281	344	490

City of St. Augustine Downtown Visitors Center

	May 2023	May 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	50,330	51,675	90%	459,744	315,227	505,368

St. Augustine Beach Visitors Center

	May 2023	May 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	4,253	1,839	8%	19,393	19,180	25,977

Jacksonville Airport Visitor Information Center

	May 2023	May 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visits	1,352	1,137	2%	2,841	8,020	10,695

Total Inquiries at Visitors Centers

	May 2023	May 2022	FYTD 2023	FYTD 2022	Total FY 2022
	55,963	54,686	482,259	342,771	542,530



Departmental Reports



Social Media

May 2023

Social Media		YOY Change
Facebook		
Fans added In May	1,442	
Total Facebook Fans	531,708	2.3%
Facebook Impressions	4,485,244	
Engagement Rate	3.5%	
Reach	1,848,994	
Instagram		
Instagram Followers	45,264	4.9%
Instagram Impressions	265,381	
Reach	66,444	
Twitter		
Twitter Followers	14,077	0.4%
Twitter Impressions	33.4K	
TikTok (launched 7/4/22)		
TikTok Followers	4,653	
TikTok Likes	1,941	
TikTok Total Video Views	61,933	
YouTube		
Views To Date	446,441	7.8%

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



Communications Summary

May 2023

	April	FYTD	FYTD 22	
Total Impressions	8,833,536,453	162,147,388,004	63,305,174,363	156%
VCB Supported Stories <i>in publication or broadcasted</i>	22	287	210	37%



Sales Measurement Summary

May 2023

	May	Monthly % Actual vs Goal	YTD	YTD % Actual vs Goal
Solicitation Emails/Calls	197	12%	1,380	17%
Total Leads Distributed	30	-6%	196	5%
Lead Room Nights	11,800	9%	62,939	18%



Florida's First Coast of Golf

April 2023

	Apr-23	Apr-22	% Change
Rooms	6,319	6,971	-9%

	Apr-23	Apr-22	% Change
Rounds	24,303	26,811	-9%

Precipitation	2023	2022	Change
	5.81	2.64	3.17

Temperature (Avg High)	2023	2022	Change
	70	70	0

Digital Traffic

Apr-23	Apr-22	% Change
21,799	18,646	17%
2022 YTD	2021 YTD	% Change
32,350	39,149	-17%



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Promotions – May 2023

SPRING/SUMMER 2023 PROMOTIONS

- Launched new Spring/Summer 2023 radio promotions for radio stations for Atlanta (eight stations), Orlando (nine stations), and Tampa markets (nine radio stations). All prize packages included three-day/two-night stays at various lodging properties throughout St. Johns County plus attraction tickets and dining. Stations provided live and recorded broadcast promo messages, social media, and custom prize package website landing pages for e-mail lead generation.
- Completed new culinary promotion on WSB-TV Atlanta . Prize package included a four-day/three-night stay, attraction tickets, dining and tickets to this year's St. Augustine Food + Wine Festival.

DATABASE MARKETING

- Subscriber base is now at 210,227.



ST. AUGUSTINE
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CEO's Comments

- April Combined Traditional and Vac Rental Lodging: Occupancy 59.5 (-13.3%), ADR \$222.45 (+4.0%), RevPAR/L \$132.38 (-9.8%), Demand -4%, Supply +10.7%, Revenue -0.1%
- April Traditional Lodging Stats: Occupancy 72% (-6.6%), ADR \$200.97 (4.0%), RevPAR \$144.76 (-3%), Demand -6.9%, Supply -0.1%
- April Vacation Rental Stats: Occupancy 39.6% (-21.1%), ADR \$284.54 (+1.1%), RevPAL \$112.70 (-20.2%), Demand +5.5%, Gross Rev +6.6 and Supply +33.7%
- April Publicity: Supported stories FYTD 287, +37% to FYTD 2022.
- May Sales team lead distribution was +5% YTD goal, with solicitations at +17% of goal.
- Completed WSB-TV Atlanta culinary promotion which included a four-day/three-night stay, attraction tickets, dining, and tickets to this year's St. Augustine Food + Wine Festival.
- The "It's About Time" new advertising campaign assets are all in rotation, including new B2B ads, with very positive results.
- The ViajaStAugustine.com new microsite launched on May 10, 2023. A Sing Out Loud Festival microsite will be launched in July 2023.
- The VCB is providing anchor advertising support with a new Expedia Group co-op promotion for lodging partners. The VCB will be featured as the destination, with at least 11 lodging co-op partners. This is a first/test promotion of this type will run August 1-October 31, 2023.
- The VCB is finalizing a Summer 2023 destination attractions promotion utilizing two digital platform partners. We anticipate this rolling out in late June to promote the area attractions which are down 5% to 14% year-over-year. A specific URL will direct consumers to special attraction offers throughout the Summer season, all of which we'll be able to track.