

ST. JOHNS COUNTY  
TOURIST DEVELOPMENT COUNCIL MEETING  
**MARCH 20, 2023 1:30 PM**  
COUNTY AUDITORIUM

1. CALL TO ORDER – Joe Finnegan, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
  - Regular Meeting Minutes – January 30, 2023
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. WELCOME NEW TDC BOARD MEMBER, IRVING KASS
8. SPORTS TOURISM GRANT APPROVALS (**Action Required**)
  - FL Invitational Rugby Showcase – May 20 – 21, 2023 – \$15,000 Recommended
  - Old School Kingfish Shootout – June 9 – 11, 2023 - \$20,000 Recommended
  - Perfect Game (4) Events
    - N Florida Kick-off Classic – March 3 -5, 2023 - \$7,500 Recommended
    - N Florida Super Regional NIT - April 14 – 16, 2023 - \$10,000 Recommended
    - Battle at the Beach – May 27 – 29, 2023 - \$10,000 Recommended
    - Sunshine State Championships – June 9 – 11, 2023 - \$10,000 Recommended
9. MONTHLY REPORTS PROVIDED IN PACKETS
10. MEMBER COMMENTS
11. NEXT MEETING DATE – June 19th
12. ADJOURN

## **TDC Regular Meeting – March 20, 2023**

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

- Regular Meeting – January 30, 2023
- Public Comment



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

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**CALL TO ORDER**

Finnegan called the meeting to order at 1:35 p.m.

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

Absent: None

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

**PLEDGE OF ALLEGIANCE**

Finnegan led the Pledge of Allegiance.

**ROLL CALL**

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

**APPROVAL OF AGENDA**

**Motion by Phillips, seconded by Gordon, carried 8/0, to approve the Agenda, as submitted.**

## **APPROVAL OF MINUTES**

**Motion by Blevins, seconded by Samora, carried 8/0, to approve the minutes for the October 17, 2023, meeting, as submitted.**

## **PUBLIC COMMENT**

Michel Pawlowski (Exhibit A) provided public comment.

## **WELCOME NEW TOURIST DEVELOPMENT COUNCIL BOARD MEMBER, COMMISSIONER SARAH ARNOLD**

Finnegan welcomed St. Johns County Board of County Commissioner Sarah Arnold.

## **SELECTION OF NEW CHAIR AND VICE CHAIR**

Meeks reviewed the procedures for selection of the chair and vice chair. Finnegan called for chair and vice chair nominations.

**Motion by Blevins, seconded by Finnegan, carried 8/0, nominating Michael Gordon as Chair.**

**Motion by Sikes-Kline, seconded by Blevins, carried 8/0, nominating Regina Phillips as Vice Chair.**

## **TOURIST DEVELOPMENT COUNCIL MEMBER APPLICATION RECOMMENDATIONS**

Meeks presented the details of the vacancy and reviewed the procedures for the selection of the Tourist Development Council chair and vice chair. Discussion ensued on the recommended applications.

**Motion by Sikes-Kline, seconded by Blevins, carried 3/5, via roll call vote, with Sikes-Kline (yes), Phillips (yes), Blevins (yes), Arnold (no), Finnegan (no), Gordon (no), Samora (no), and Wicks (no), to recommend the Board of County Commissioners to approve Jeanetta Cebollero for the vacant Tourist Development Council seat.**

**Motion by Finnegan, seconded by Arnold, carried 8/0, via roll call vote, to recommend the Board of County Commissioners to approve Irving Kass for the vacant Tourist Development Council seat.**

## **SPORTS TOURISM GRANT APPROVALS**

- Florida Elite Soccer Academy, Florida Elite Invitational, Recommended - \$10,000
- Knights of Columbus, Veritas Pickleball Tournament, Recommended - \$7,500
- First Coast Sailing Association, St. Augustine Sailing Regatta, Recommended - \$7,500

Meeks presented the details of the grant funding requests. Blevins requested a breakdown of Jacksonville room nights with rates.

**Motion by Finnegan, seconded by Gordon, carried 7/1, with Blevins dissenting, to recommend the Board of County Commissioners to approve the Florida Elite Soccer Academy, Florida Elite Invitational funding request for \$10,000.**

**Motion by Blevins, seconded by Sikes-Kline, carried 8/0, to recommend the Board of County Commissioners to approve the Knights of Columbus, Veritas Pickleball Tournament funding request for \$7,500.**

**Motion by Sikes-Kline, seconded by Samora, carried 8/0, to recommend the Board of County Commissioners to approve the First Coast Sailing Association, St. Augustine Sailing Regatta funding request for \$7,500.**

### **FISCAL YEAR 2024 ARTS, CULTURE AND HERITAGE GRANT GUIDELINES RECOMMENDATION**

Meeks presented the details of the Fiscal Year 2024 grant guidelines, via PowerPoint. Discussion ensued on marketing plan event scoring verses non-peak season event scoring, with additional comments provided by Christina Stone, Executive Director of the St. Johns Cultural Council (SJCC).

*Blevins recommended to decrease the marketing plan event scoring to 25 points and to increase the non-peak season event scoring to 10 points.*

**Motion by Blevins, seconded by Sikes-Kline, carried 8/0, to recommend the Board of County Commissioners to approve the Fiscal Year 2024 Arts, Cultural and Heritage (ACH) Grant guidelines, and to include the recommended changes provided by Council member Blevins.**

### **COUNTY TOURISM PROMOTIONAL CONTRACT UPDATE**

Meeks provided an update on the County's Tourism promotional contracts. Discussion ensued on the contract timelines.

### **MONTHLY REPORTS PROVIDED IN PACKETS**

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

Christine Stone, St. Johns County Cultural Council, provided a St. Johns Cultural Council Cultural Tourism update on programs and events, via PowerPoint and Video. Discussion ensued on the waves of change.

Susan Phillips, Chief Executive Officer of the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau (VCB) presented details of the VCB report, via PowerPoint. In addition, she stated the focus for this year would be to include more collaboration and communication.

**MEMBER COMMENTS**

Sikes-Kline thanked the Tourist Development Council and Tera Meeks for assisting with The Nights of Lights. Meeks explained the funding support that was provided.

Blevins on behalf of the Bayfront Hotels, thanked the City of St. Augustine and Tera Meeks for assisting with The Nights of Lights.

Gordon thanked Chairman Finnegan for his leadership and service to St. Johns County and the Tourist Development Council.

**NEXT MEETING DATE – MARCH 20TH**

Meeks stated that the next meeting was scheduled for March 20, 2023.

**ADJOURN**

**Motion by Finnegan, seconded by Blevins, carried 8/0, to adjourn the meeting.**

With there being no further business to come before the Council, Finnegan adjourned the meeting at 2:38 p.m.

Approved \_\_\_\_\_, 2023

TOURIST DEVELOPMENT COUNCIL  
OF ST. JOHNS COUNTY, FLORIDA

By: \_\_\_\_\_  
Michael Gordon, Chair

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

By: \_\_\_\_\_  
Deputy Clerk

## **TDC Regular Meeting – March 20, 2023**

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

Florida Invitational Rugby Showcase LLC

Funding request from Florida Invitational Rugby Showcase, LLC for the Showcase Tournament scheduled May 20 - 21, 2023. The event will be held at Davis Park in Ponte Vedra.

The application was reviewed by the Recreation Advisory Board at their meeting on March 8<sup>th</sup> and funding was recommended in the amount of **\$15,000**. Funding has been allocated in the FY23 Sports Marketing Budget.

## St. Johns County Sports Event Funding Grant Application

Date	5/20/2023-5/21/2023
Event Name	Florida Invitational Rugby Showcase
Sport	Rugby
Legal Name of Host Organization	Florida Invitational Rugby Showcase LLC
Organization/Event Website	www.floridarugbyinvite.com

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

Primary Contact Name	Mike Wright	Cell Phone Number	913-484-0981
Email Address	hardlandingsmike@yahoo.com info@flrugbyinvite.com		
Total Event Budget Amount	\$31,305	Grant Amount Requested	\$17,705

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.

Davis Park Football Fields (3)

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

N/A



**SECTION 1**

**Accommodations**

1. Number of Competitors (B) Length of Stay (C) ADR for Month  
 (A)  $\frac{500}{1}$  X (B)  $\frac{2}{1}$  X (C)  $\frac{190}{1}$  = \$ 190,000
  
2. (D) Number of Officials (B) Length of Stay (C) ADR for Month  
 (D)  $\frac{10}{1}$  X (B)  $\frac{2}{1}$  X (C)  $\frac{169}{1}$  = \$ 3,380
  
3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month  
 (E)  $\frac{100}{1}$  X (B)  $\frac{2}{1}$  X (C)  $\frac{190}{1}$  = \$ 38,000

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

World Golf Village Renaissance Resor  
 Christian Joransen  
 500 South Legacy Trail  
 St. Augustine FL 32092  
 904-940-8631

Holiday Inn St. Augustine-World Golf Village  
 Angela Brown  
 475 Commerce Lake Drive  
 St. Augustine, FL 32095  
 904-907-2821

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

\$EXPENSE	PURPOSE
\$3880	Referee Lodging
\$4000	Referee Cost
\$13,000	Camera Crew/Network TV The Rugby Network
\$2,000	Athletic Trainers
\$1,300	Rugby Balls
\$1,225	Field Rental/Dumpster Rental
\$1,000	Trophies
\$1,000	Goff Rugby Report Advertisement 1 year
\$2,500	Apparel
\$1,100	Field Equipment, Water, Stationary, Office Supplies, Ref Jerseys
\$300	Website Maintenance

**EVENT BUDGET DETAIL**

Total Event Budget (Expenses/Income)

<b>PROJECTED EXPENSES</b>		
	IN-KIND	CASH
Travel		
Housing		\$3,880
Food		
Sanction Fee		\$100
Site Fees		\$425
Rights/Guarantees Fees		
Officials		\$4,000
Awards*		\$1,000
Equipment		\$1,000
Rentals		\$800
Insurance		
Security		
Labor		
Marketing/Promotions		\$1,000
*Administrative Costs		\$300
OTHER EXPENSES Please itemize below:		
More House Media		\$13,000
Apparel		\$2,500
Rugby Balls		\$1,300
Athletic Trainers		\$2,000
SUBTOTALS:	\$ 0	\$ 0
	TOTAL EXPENSE	\$ \$31,305

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

**SECTION 1 continued**

<b>PROJECTED INCOME</b>		
	<b>IN-KIND</b>	<b>CASH</b>
Admissions		\$4,000
Contributions		
Grants (Including TDC Funding here)		\$17,705
Sponsorships		\$3,000
Sales (Merchandise/Concessions+)		\$3,500
Room rebates		\$3,000
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 0.00
	<b>TOTAL INCOME</b>	<b>\$ 31,305</b>

**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: [Handwritten Signature]

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

Initial JM

Comments:

**SECTION 2**

**A. EVENT DETAIL**

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

Florida Invitational Rugby Showcase is a stay-to-play rugby tournament for high school aged kids, both boys and girls, to compete at a high level and showcase their rugby skills in front of several college coaches. It's meant to be a fantastic rugby experience in Florida's Historic Coast, a rugby recruitment opportunity, and a community exposure to a wonderful sport.

Here's where we've grown as an organization. All Florida kids will play for free and get the opportunity Florida Invitational Rugby Showcase provides as long as they embrace the ethos of rugby. Each player and coach must complete 3 hours of community service in their own community and send in pictures of their experience to the organization prior to May 1st so we can show what rugby in Florida is all about. Our goal is to create a better world, using rugby as our vehicle.

**SPORT/ACTIVITY**

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

Davis Park May 20-21 Football Fields (3)

**PARTICIPATION**

Number of Teams	20	Number of Individual Competitors	500
Number of Coaches/Trainers	100	Number of Spectators	500

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

Participants came from Florida, North Carolina, Washington State, New Jersey, and we expect a similar demographic this year as well. There were 20 teams last year and we expect a similar number this year.

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 2-23-23

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 Invitational Rugby Showcase:** is committed to creating opportunities for young people to grow in life and on the rugby field. We use rugby as our vehicle to deliver experiences to enrichen the lives of our youth, not only for the kids of Jacksonville/St. Augustine area but also all throughout the country. As a nonprofit organization based in St. Johns County Florida, we look to the community for financial sponsorship in order to obtain our goals for our youth.

We have already produced two successful tournaments in May 2021, and May 2022. Having had positive feedback and early interest, we know there is a need for what we are providing. We had 10 teams in 2021, 20 last year and are planning on hosting even more this year. We are very pleased to be a sanctioned event for USA Rugby, who produced the two teams you saw at the 2020 Tokyo Olympics. We are equally excited to be a featured streaming event on The Rugby Network, a free app focusing on rugby in the United States and home to Major League Rugby! This will allow us to stream to over 50,000 viewers!

**Florida Invitational Rugby Showcase** provides a two-day rugby tournament for high school boys and girls all throughout the country to play the best competition, on the best fields in St. John's County at Davis Park, with the finest referees in the country.

Not only do we provide a tournament, but we offer a College Expo for college coaches and professional teams to recruit the players in the tournament. This allows the players to get face time with potential coaches at the next stage in their journey.

Lastly, we provide a college scholarship for one boy and one girl participant of the tournament.

Format:

Friday May 19, 2023

4:00PM-8:00PM Team check in

4:00PM-8:00PM College Expo (Renaissance World Golf Village, St. Augustine, FL)

7:00PM-8:00PM Coach's meeting

Saturday May 20, 2023

8:00AM Welcome Ceremony and Fly-Over (Davis Park, Ponte Vedra, FL)

8:30AM National Anthem sang live

8:30AM Color Guard Ceremony and Flag Presentation by St. John's Sheriff's Office

9:00AM Tournament Kick-Off

7:00PM Coaches' Night Out @ Colonial Quarter on historic Saint George St.

Sunday May 21, 2023

8:00AM Tournament play and championship matches (Davis Park, Ponte Vedra, FL)

4:00PM Trophy Ceremony and Team Departure

## Sponsorship Opportunities

**Specialty Sponsor:** Pick an area of interest to sponsor

- Scholarship Fund \$1,000 (500/boy and 500/girl)
- Fly-Over \$1,500
- College Expo \$1,500
- Referees \$4,000
- Gold \$1,000
- Silver \$500
- Bronze \$100

**Broadcast Sponsor:** As a sanctioned event for USA Rugby, and being live streamed on The Rugby Network, we anticipate over 50,000 viewers! Instead of one game, you will get the main field streamed to thousands of viewers for the entire day (approximately 8 hours) or sponsor the entire weekend!!

- **Score Board Bug** \$2,000/Day or \$3,000 for both days
- Line Out Sponsor \$1,500/Day or \$2,000 for both days
- Scrum Sponsor \$1,500/Day or \$2,000 for both days
- Replay Sponsor \$1,500/Day or \$2,000 for both days
- Coach Interview Sponsor \$1,500/Day or \$2,000 for both days

Thank you for considering helping Florida Invitational Rugby Showcase! With your help we will help shape the lives of our youth in ways truly unmeasurable.

Yours in Rugby,

Mike Wright

President

913-484-0981

[Info@flrugbyinvite.com](mailto:Info@flrugbyinvite.com)

[www.floridarugbyinvite.com](http://www.floridarugbyinvite.com)

Facebook: <https://www.facebook.com/Florida-Invitational-Rugby-Showcase-101643905443374>





# FLORIDA INVITATIONAL RUGBY SHOWCASE MARKETING PLAN



Based on an evaluation of high-school rugby needs in the USA with an emphasis on the southeast and Florida in particular

## SITUATION ANALYSIS

High School rugby's main season is in the Spring semester at school and each state has a high school championship to determine the victor. USA rugby sanctions a National Championship and there's no clear path to be invited. They take the top 25 teams in the nation and have a competition. That leaves another 400 teams with nowhere to play. The university coaches are unable to recruit at the event because the kids are focused on the tournament. Some teams have only a handful of players that are going to play rugby at the next level and aren't typically recruited by the big universities. This all leaves a void for players to be seen by college coaches and coaches to get face time with terrific athletes that are determined to play rugby at the next level. Jacksonville Wolverines obstacle is to get the kids in front of college coaches, military recruiters, and pro coaches. A sizable number of Jacksonville players are under-funded and don't have the mentorship at home to link the child to the next step. That's where Florida Invitational Rugby Showcase steps in. 1. We help the Jacksonville/St. Augustine area youth. 2. We make it easier for the college coaches to recruit and help them cast a wider net.

## OBJECTIVES

We want every player in Jacksonville/St. Augustine to have the opportunity to advance to the next level in their life using rugby as their vehicle.

## MARKETING STRATEGIES

We've priced ourselves as one of the best values in the country. We provide so much more than just a tournament. We've added cutting edge apps for recruiting. We have a TV deal with TheRugbyNetwork, and we also have a social night for the coaches to network in downtown St. Augustine. This enables the coaches to have easier access to one another and build lifelong friendships. We also have a college expo

as a part of our event that sets aside time for players, coaches, and parents to all meet one another. We've offered an Early Bird discount and have 10 teams already paid and committed to the tournament. Last year we had 10 teams and we're already there for 2022. We're still predicting 20 teams for this year.

## **ACTION PLAN**

A lot of preliminary work has been done. Deals are in place and several sponsors have been secured. Aggressive marketing to recruit teams has also been deployed. We need the community behind us and in a few short months, we are seeing that they are in fact embracing our mission. We have a website, bank accounts, nonprofit status, and so much more in place to help accomplish our mission

## **FINANCIAL ANALYSIS AND EXPECTED RESULTS**

Last year we had 10 teams compete and this year we are planning on 20 teams. We have the capability to host up to 80 teams with the usage of Plantation fields. There is even a possibility to host 120 teams if we use the soccer fields at Davis Park. Currently we are planning on 20 teams and only utilizing the football fields at Davis.

## **CONTINGENCY PLANS**

If the event cancels for weather, covid, or any other unforeseen issue, we will make an effort to reschedule the tournament on another weekend. If that option isn't available, we will offer a full refund.

## **Competitive Analysis**

USA Rugby High School Nationals are on the same weekend and we did this intentionally. The teams competing in that tournament will only go to one tournament that year for financial reason and they won't risk injuring their players right before the championship. We intentionally set out to offer an option to the other 400 teams to have a place to compete and also include all-star teams and international teams.

## **Company Analysis**

Our team at Florida Invitational Rugby Showcase has decades of experience in the rugby world.

### **Strengths**

- NBC and broadcast experience for 2 Olympics, world cups, and several stops on the HSBC World Series Tour and College Rugby Championships
- Aaron Church has been entrenched in the high-school environment and has the respect of the country.

- Ryan Cox has been a treasurer for multiple non-profits

### Weaknesses

- Nobody is getting paid on our team and we are all stretched very thin
- We're relatively new to running rugby tournaments, but we have ran over 20 soccer tournaments.

### Opportunities

- Large market
- A lot of early interest from teams and coaches
- TV deal for exposure for St. Johns County

### Threats

- High School Nationals

## **OBJECTIVES**

- This year we want to get 20 teams playing at FIRS and continue to grow every year
- As much exposure as humanly possible

## **Price**

Our retail price is \$400/team but we run specials and give discounts to clubs with more than one team and U14 teams only pay \$250/team.

## **Promotion**

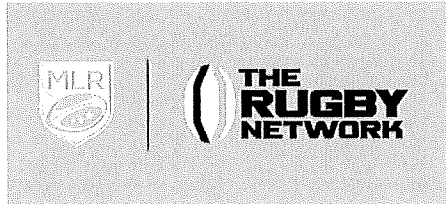
We ran an Early Bird special and generated a lot of interest. We might one run one more in the month of February, but the rest of our business will be generated from mass emails, advertisements with Goff Rugby Report, phone calls, and personal touch points.

## **EVENT ATTENDANCE MONITORING PLAN**

We had 20 volunteers from the US Navy last year and we plan to have them back this year along with about 10-20 Marine Corp volunteers. FIRS will utilize our volunteers to count attendees, provide security, trash detail, and first aid to all of the attendees at Florida Invitational Rugby Showcase.

## Marketing and TV Exposure

Last year we had 6,000 viewers on Facebook Live utilizing a cell phone and a tripod. The quality was terrible, but people wanted to watch. I handled the majority of the broadcasting duties and had college coaches and other rugby personal stop by and help out.



TheRugbyNetwork adds a massive amount of traffic to our tournament and consequently give exposure to St. Johns County. The network predicts we will have 8,000 viewers per day, totaling 16,000 total viewers. They also noted that they have about 50,000 members to their free app and that number is growing every day throughout the entire world. We have international teams tracking us down after seeing the facebook live broadcast last year and we expect this to happen again and even more-so with the inclusion of TheRugbyNetwork.

This year we will have a 3-camera production with professional production equipment and a team of seasoned broadcasters willing to volunteer their time. This will be ran by two NBC veterans well versed in rugby productions. We will have instant replay and the highest quality resolution available. It's my intention to highlight St. Johns County and all the great things about where we live.

## **FLORIDA INVITATIONAL RUGBY SHOWCASE HISTORY**

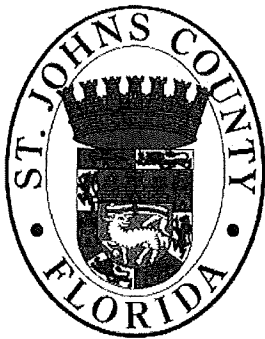
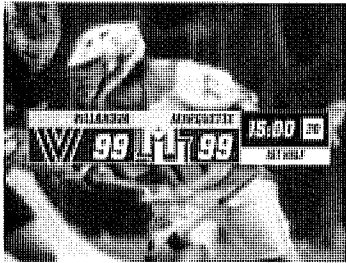
We've already had two very successful productions in 2021 and 2022. We had 10 teams and about 500 attendees the first year. We doubled in 2022 and we expect a relatively plateaued year in 2023 because of staffing. We had 6000 viewers on Facebook live in 2021 where they saw the tournament and we highlighted St. Johns County on air. We had Color Guard provided by St. Johns County Sheriffs' Office and the National Anthem sang by Crosswater Church in Nocatee and Commissioner Henry Dean welcomed the attendees. In 2022, we had over 60,000 views on The Rugby Network where we ran logos and commercials featuring St Johns County and the TDC.

**St. Johns County Benefit from Florida Invitational Rugby Showcase**

St. John's County will receive the Title Level Sponsor which includes a banner on the sideline, a booth at the College Expo, and Commercials on the The Rugby Network.

We will also give St. Johns County the BUG! What's the bug? The bug is a production term meaning the scoreboard. There's usually a small advertisement logo right next to the bug and that will be visible for the entire weekend. We'll run our commercial, again highlighting St. Johns County and Florida Invitational Rugby Showcase. We predict between 60,000-100,000 viewers will watch this production, see the bug and the commercial. Our broadcasters will also mention St. Johns County every game and invite viewers to visit Florida's Historic Coast! This is FIRS version of the VIP treatment to show how thankful we are.

[https://drive.google.com/file/d/1cIUUcP8u22mpaclUEe1mOQgTRktf1IQ9/view?usp=share\\_link](https://drive.google.com/file/d/1cIUUcP8u22mpaclUEe1mOQgTRktf1IQ9/view?usp=share_link)



## **TDC Regular Meeting – March 20, 2023**

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

Northeast Florida Kingfish Championship, Inc

Funding request from NE Florida Kingfish Championship, Inc. for the Daily's Old School Kingfish Shootout Fishing Tournament, scheduled June 9 -11, 2023. The event will be held in St. Johns County area waterways.

The application was reviewed by the Recreation Advisory Board at their meeting on March 8<sup>th</sup> 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



**SECTION 1 continued**

<b>PROJECTED INCOME</b>		
	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
	<b>TOTAL INCOME</b>	<b>\$ 224,000</b>

**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:**

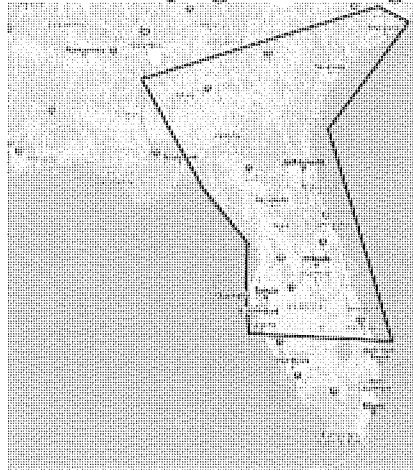
- 2-Month Radio Schedule on 107.3 Planet Radio (WWJK-FM)
- 2-Month Radio Schedule on 99.1 (WQIK-FM)
- 2-Month Radio Schedule on 1010XL/92.5FM Jax Sports Radio
- In-Studio Appearance and Live Call-In Segments on Brent & Friends with Brent Martineau on ESPN690
- In-Studio Appearance and Live Call-In Segments 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
  - 1<sup>st</sup> 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](http://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 – March 20, 2023**

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

Perfect Game, Inc.

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

- North Florida Kick-off Classic, scheduled for March 3 -5, 2023
- North Florida Super Regional NIT, scheduled for April 14 – 16, 2023
- Battle at the Beach, scheduled for May 27 – 29, 2023
- Sunshine State Championships, scheduled for June 9 – 11, 2023

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

The applications were reviewed by the Recreation Advisory Board and recommended funding a total amount of **37,500** for the events. **\$10,000** each for the North Florida Super Regional NIT, Battle at the Beach and Sunshine State Championship events and **\$7,500** for the North Florida Kick-off Classic. Funding has been allocated in the FY23 Sports Marketing Budget.

## St. Johns County Sports Event Funding Grant Application

Date	March 3-5, 2023
Event Name	Perfect Game 9U-14U North Florida Kickoff Classic
Sport	Baseball
Legal Name of Host Organization	Perfect Game In.c
Organization/Event Website	PerfectGame.org

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

Primary Contact Name	Tony VonDolteren	Cell Phone Number	(904)982-5296
Email Address	TVonDolteren@PerfectGame.org		
Total Event Budget Amount	\$30,000.00	Grant Amount Requested	\$10,000.00

Are you requesting assistance from any other SJC Government Organization?

Yes     No

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

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

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

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





**EVENT BUDGET DETAIL**

Total Event Budget (Expenses/Income)

<b>PROJECTED EXPENSES</b>		
	IN-KIND	CASH
Travel		\$6,000.00
Housing		\$2,500.00
Food		\$2,200.00
Sanction Fee		
Site Fees		
Rights/Guarantees Fees		
Officials		\$10,000.00
Awards*		\$1,800.00
Equipment		
Rentals		
Insurance		
Security		
Labor		\$6,500.00
Marketing/Promotions		\$1,000.00
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
SUBTOTALS:	\$ 30,000.00	\$ 30,000.00
	TOTAL EXPENSE	\$ 30,000.00

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

**SECTION 1 continued**

<b>PROJECTED INCOME</b>		
	<b>IN-KIND</b>	<b>CASH</b>
Admissions		\$48,000.00
Contributions		
Grants (Including TDC Funding here)		\$10,000.00
Sponsorships		
Sales (Merchandise/Concessions+)		\$3,000.00
Room rebates		\$2,500.00
OTHER INCOME Please itemize below:		
<b>SUBTOTALS:</b>	<b>\$ 0.00</b>	<b>\$ 63,500.00</b>
<b>TOTAL INCOME</b>		<b>\$ 63,500.00</b>

**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: A. L. A. F. L. P.

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

Initial JM

Comments:

## **SECTION 2**

### **A. EVENT DETAIL**

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

Top youth baseball teams and their families between the ages on 9U-14U from across the Southeast portion of the United States will participate within this event. Historically, more than 50 teams have participated within this event. In addition to the economic benefits of visitors from throughout the Southeast Region, the ability for local teams to be home for the weekend and participate in a Perfect Game event is impactful as well. A commitment we have to engage citizens within our tourism based events.

### **SPORT/ACTIVITY**

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

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

### **PARTICIPATION**

Number of Teams	50	Number of Individual Competitors	600
Number of Coaches/Trainers	120	Number of Spectators	1,200

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

This events will have participants between the ages of 9 and 14 and a snapshot of the teams are typicallys from the Southeast Region of the United States andthroughout the State of Florida. Some 2022 teams that attended:

Florida Burn - Tampa, FL  
Coastal Premier Prospects - Brunswick, GA  
5 Star National (3 teams) - Tifton, GA  
Bluffton Wavers - Bluffton, SC

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.

Teddy Meyer Date 02-01-23  
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



## PERFECT GAME

### 2023 Perfect Game NORTH FLORIDA KICKOFF CLASSIC MARCH 3-5, 2023 ST. JOHNS COUNTY, FL

#### (A) EVENT MARKETING PLAN –

- Annually Perfect Game website gets more than 12 million visitors
- Our team has a track record of running great events
- Our network of youth baseball teams throughout the country allows us to highlight this event in St. Johns County
- The St. Johns County area is a place within the State of Florida that families want to visit
- Adding this youth baseball tournament makes for a partnership to drive more teams to the destination
- St. Johns County locals have the ability to be ambassadors to welcome players and their families to their community.
- St. Johns County logo is listed on all event pages and is a live link to the destination marketing organizations main page.

#### (B) EVENT ATTENDANCE MONITORING PLAN –

- In 2019, we had a total of 37 teams participate in this event
- In 2020, we had a total of 45 teams participate in this event
- In 2021, we had a total of 47 teams participate in this event
- In 2022, we had a total of 48 teams participate in this event
- In 2023, we are targeting 50+ teams

#### (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES –

- In 2019, with 37 confirmed teams the tourism statistics were as follows:
  - More than 100 room nights to St. Johns County, FL
  - More than 1,000 citizens and visitors
- In 2020, with 45 confirmed teams the tourism statistics were as follows:
  - More than 150 room nights to St. Johns County, FL
  - More than 1,500 citizens and visitor
- In 2021, with 47 confirmed teams the tourism statistics were as follows:
  - More than 200 room nights to St. Johns County, FL
  - More than 1,750 citizens and visitors
- In 2022, with 48 confirmed teams the tourism statistics were as follows:
  - More than 200 room nights to St. Johns County, FL
  - More than 1,750 citizens and visitors



## PERFECT GAME

**(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –**

- Signature events hosted by our team annually:
  - PG Baseball Championship Series – June/July - Lee County, FL
  - PG World Wood Bat Association Championships – June/July - Atlanta, GA, Greater Birmingham, AL, West Palm Beach, FL
  - PG World Championships – Sept/October - Lee County, FL
  - PG National & Junior National Showcase – July - Palm Beach County, FL
  - PG All-American Game – August - Phoenix, AZ
  - PG 13U & 14U Baseball Select Festivals – August – 13U – TBD & 14U – Lee County, FL
- Additional events being hosted in St. Johns County, FL:
  - 2023 PG North Florida Super Regional NIT – April 14-16
  - 2023 Battle at the Beach – May 27-29
  - 2023 PG Sunshine State Championships – June 9-11

**(E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000. -**

## St. Johns County Sports Event Funding Grant Application

Date	April 14-16, 2023
Event Name	Perfect Game 9U-14U North Florida Super Regional NIT
Sport	Baseball
Legal Name of Host Organization	Perfect Game Inc.
Organization/Event Website	PerfectGame.org

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

Primary Contact Name	Tony VonDolteren	Cell Phone Number	(904)982-5296
Email Address	TVonDolteren@PerfectGame.org		
Total Event Budget Amount	\$30,000.00	Grant Amount Requested	\$10,000.00

Are you requesting assistance from any other SJC Government Organization?  
 Yes     No

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

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

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

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





**EVENT BUDGET DETAIL**

Total Event Budget (Expenses/Income)

<b>PROJECTED EXPENSES</b>		
	IN-KIND	CASH
Travel		\$6,000.00
Housing		\$2,500.00
Food		\$2,200.00
Sanction Fee		
Site Fees		
Rights/Guarantees Fees		
Officials		\$10,000.00
Awards*		\$1,800.00
Equipment		
Rentals		
Insurance		
Security		
Labor		\$6,500.00
Marketing/Promotions		\$1,000.00
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
SUBTOTALS:	\$ 30,000.00	\$ 30,000.00
	TOTAL EXPENSE	\$ 30,000.00

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



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

1. A comprehensive Event Marketing Plan

Staff (initial) received: 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: J. L. A. F. L. Q.

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

Initial JM

Comments:

## **SECTION 2**

### **A. EVENT DETAIL**

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

Top youth baseball teams and their families between the ages on 9U-14U from across the Southeast portion of the United States will participate within this event. Historically, more than 50 teams have participated within this event. In addition to the economic benefits of visitors from throughout the Southeast Region, the ability for local teams to be home for the weekend and participate in a Perfect Game event is impactful as well. A commitment we have to engage citizens within our tourism based events.

### **SPORT/ACTIVITY**

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

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

### **PARTICIPATION**

Number of Teams	50	Number of Individual Competitors	600
Number of Coaches/Trainers	120	Number of Spectators	1,200

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

This events will have participants between the ages of 9 and 14 and a snapshot of the teams are typicallys from the Southeast Region of the United States andthroughout the State of Florida. Some 2022 teams that attended:

Florida Hardballers - Gainesville, FL  
SBA South - Bogart, GA  
Pines Baseball - Nashville, GA  
5 Star National (2 teams) - Savannah, GA

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 2/1/23  
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



## PERFECT GAME

**2023 Perfect Game 9U-14U North Florida Super Regional NIT  
APRIL 14-16, 2023  
ST. JOHNS COUNTY, FL**

**(A) EVENT MARKETING PLAN –**

- Annually Perfect Game website gets more than 12 million visitors
- Our team has a track record of running great events
- Our network of youth baseball teams throughout the country allows us to highlight this event in St. Johns County
- The St. Johns County area is a place within the State of Florida that families want to visit
- Adding this youth baseball tournament makes for a partnership to drive more teams to the destination
- St. Johns County locals have the ability to be ambassadors to welcome players and their families to their community.
- St. Johns County logo is listed on all event pages and is a live link to the destination marketing organizations main page.

**(B) EVENT ATTENDANCE MONITORING PLAN –**

- In 2019, we had a total of 45 teams that played in this event
- In 2020, this event was cancelled
- In 2021, we had a total of 36 teams that played in this event
- In 2022, we had a total of 33 teams that played in this event
- In 2023, we are targeting more than 50 teams

**(C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING  
STATS & ATTENDANCE FIGURES –**

- In 2019, with 45 confirmed teams the tourism statistics were as follows:
  - More than 190 room nights to St. Johns County, FL
  - More than 1,500 citizens and visitors
- In 2021, with 36 confirmed teams the tourism statistics were as follows:
  - More than 200 room nights to St. Johns County, FL
  - More than 1,250 citizens and visitors
- In 2022, with 33 confirmed teams the tourism statistics were as follows:
  - More than 225 room nights to St. Johns County, FL
  - More than 1,200 citizens and visitors



## PERFECT GAME

**(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –**

- Signature events hosted by our team annually:
  - PG Baseball Championship Series – June/July - Lee County, FL
  - PG World Wood Bat Association Championships – June/July - Atlanta, GA, Greater Birmingham, AL, West Palm Beach, FL
  - PG World Championships – Sept/October - Lee County, FL
  - PG National & Junior National Showcase – July - Palm Beach County, FL
  - PG All-American Game – August - Phoenix, AZ
  - PG 13U & 14U Baseball Select Festivals – August – 13U – TBD & 14U – Lee County, FL
  
- Additional events being hosted in St. Johns County, FL:
  - 2023 North Florida Kickoff Classic – March 3-5
  - 2023 Battle at the Beach – May 27-29
  - 2023 PG Sunshine State Championships – June 9-11

**(E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000. -**



## St. Johns County Sports Event Funding Grant Application

Date	May 27-29, 2023
Event Name	Perfect Game 9U-14U Battle at the Beach
Sport	Baseball
Legal Name of Host Organization	Perfect Game Inc.
Organization/Event Website	PerfectGame.org

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

Primary Contact Name	Tony VonDolteren	Cell Phone Number	(904)982-5296
Email Address	TVonDolteren@PerfectGame.org		
Total Event Budget Amount	\$63,300.00	Grant Amount Requested	\$20,000.00

Are you requesting assistance from any other SJC Government Organization?  
 Yes     No

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

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

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

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



**EVENT BUDGET DETAIL**

Total Event Budget (Expenses/Income)

<b>PROJECTED EXPENSES</b>		
	IN-KIND	CASH
Travel		\$9,000.00
Housing		\$4,500.00
Food		\$4,500.00
Sanction Fee		
Site Fees		\$6,000.00
Rights/Guarantees Fees		
Officials		\$20,000.00
Awards*		\$1,800.00
Equipment		
Rentals		
Insurance		
Security		
Labor		\$16,500.00
Marketing/Promotions		\$1,000.00
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
SUBTOTALS:	\$ 63,300.00	\$ 63,300.00
	TOTAL EXPENSE	\$ 63,300.00

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

**SECTION 1 continued**

<b>PROJECTED INCOME</b>		
	IN-KIND	CASH
Admissions		\$53,000.00
Contributions		
Grants (Including TDC Funding here)		\$20,000.00
Sponsorships		
Sales (Merchandise/Concessions+)		\$5,000.00
Room rebates		\$5,000.00
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 83,000.00
TOTAL INCOME		\$ 83,000.00

**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: 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: A. L. A. T. L. Q.

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

Initial JM

Comments:

## **SECTION 2**

### **A. EVENT DETAIL**

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

Top youth baseball teams and their families between the ages on 9U-18U from across the Southeast portion of the United States will participate within this event. Historically, more than 40 teams have participated within this event. In addition to the economic benefits of visitors from throughout the Southeast Region, the ability for local teams to be home for the weekend and participate in a Perfect Game event is impactful as well. A commitment we have to engage citizens within our tourism based events.

### **SPORT/ACTIVITY**

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

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

### **PARTICIPATION**

Number of Teams	500	Number of Individual Competitors	600
Number of Coaches/Trainers	200	Number of Spectators	1,200

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

This events will have participants between the ages of 9 and 18 and a snapshot of the teams are typicallys from the Southeast Region of the United States andthroughout the State of Florida. Some 2022 teams that attended:

DKSA Elite - Thomasville, GA  
NEB American - Harvard, MA  
Carloina Prospects - Charleston, SC  
Dungeon Dogs - Summerville, SC

**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 02/01/23  
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



## PERFECT GAME

### 2023 Perfect Game 9U-18U BATTLE AT THE BEACH

MAY 27-29, 2023

ST. JOHNS COUNTY, FL

#### (A) EVENT MARKETING PLAN –

- Annually Perfect Game website gets more than 12 million visitors
- Our team has a track record of running great events
- Our network of youth baseball teams throughout the country allows us to highlight this event in St. Johns County
- The St. Johns County area is a place within the State of Florida that families want to visit
- Adding this youth baseball tournament makes for a partnership to drive more teams to the destination
- St. Johns County locals have the ability to be ambassadors to welcome players and their families to their community.
- St. Johns County logo is listed on all event pages and is a live link to the destination marketing organizations main page.

#### (B) EVENT ATTENDANCE MONITORING PLAN –

- In 2019, we had a total of 82 teams that played in this event
- In 2020, this event was cancelled
- In 2021, we had a total number of 56 teams play in this event
- In 2022, we had a total number of 103 teams play in this event
- In 2023, we are targeting more than 50 teams

#### (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES –

- In 2019, with 82 confirmed teams the tourism statistics were as follows:
  - More than 500 room nights
  - More than 3,000 citizens and visitors
- In 2021, with 56 confirmed teams the tourism statistics were as follows:
  - More than 400 room nights
  - More than 2,000 citizen and visitors
- In 2022, with 44 confirmed teams the tourism statistics were as follows:
  - More than 400 room nights
  - More than 1,600 citizen and visitors





## PERFECT GAME

**(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –**

- Signature events hosted by our team annually:
  - PG Baseball Championship Series – June/July - Lee County, FL
  - PG World Wood Bat Association Championships – June/July - Atlanta, GA, Greater Birmingham, AL, West Palm Beach, FL
  - PG World Championships – Sept/October - Lee County, FL
  - PG National & Junior National Showcase – July - Palm Beach County, FL
  - PG All-American Game – August - Phoenix, AZ
  - PG 13U & 14U Baseball Select Festivals – August – 13U – TBD & 14U – Lee County, FL
  
- Additional events being hosted in St. Johns County, FL:
  - 2023 North Florida Kickoff Classic – March 3-5
  - 2023 North Florida Super Regional NIT – April 14-16
  - 2023 Sunshine State Championships – June 9-11

**(E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000. -**

## St. Johns County Sports Event Funding Grant Application

Date	June 9-11, 2023
Event Name	Perfect Game 9U-18U Sunshine State Championships
Sport	Baseball
Legal Name of Host Organization	Perfect Game Inc.
Organization/Event Website	PerfectGame.org

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

Primary Contact Name	Tony VonDolteren	Cell Phone Number	(904)982-5296
Email Address	TVonDolteren@PerfectGame.org		
Total Event Budget Amount	\$43,000.00	Grant Amount Requested	\$10,000.00

Are you requesting assistance from any other SJC Government Organization?  
 Yes     No

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

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

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

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



**EVENT BUDGET DETAIL**

Total Event Budget (Expenses/Income)

<b>PROJECTED EXPENSES</b>		
	IN-KIND	CASH
Travel		\$6,000.00
Housing		\$2,500.00
Food		\$2,200.00
Sanction Fee		
Site Fees		\$6,000.00
Rights/Guarantees Fees		
Officials		\$10,000.00
Awards*		\$1,800.00
Equipment		
Rentals		
Insurance		
Security		
Labor		\$13,500.00
Marketing/Promotions		\$1,000.00
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
SUBTOTALS:	\$ 43,00.00	\$ 43,00.00
	TOTAL EXPENSE	\$ 43,000.00

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

**SECTION 1 continued**

<b>PROJECTED INCOME</b>		
	<b>IN-KIND</b>	<b>CASH</b>
Admissions		\$48,000.00
Contributions		
Grants (Including TDC Funding here)		\$10,000.00
Sponsorships		
Sales (Merchandise/Concessions+)		\$3,000.00
Room rebates		\$2,500.00
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 63,500.00
	TOTAL INCOME	\$ 63,500.00

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: DM

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: DM

3. A comprehensive Sponsorship Packet

Staff (initial) received: DM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: DM

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

Staff (initial) received: DM

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

Staff (initial) received: DM

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: DM

Applicant agrees that the information provided is accurate.

Applicant signature: J. L. A. F. L. Q.

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

Initial DM

Comments:

## **SECTION 2**

### **A. EVENT DETAIL**

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

Top youth baseball teams and their families between the ages on 9U-18U from across the Southeast portion of the United States will participate within this event. Historically, more than 100 teams have participated within this event. In addition to the economic benefits of visitors from throughout the Southeast Region, the ability for local teams to be home for the weekend and participate in a Perfect Game event is impactful as well. A commitment we have to engage citizens within our tourism based events.

### **SPORT/ACTIVITY**

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

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

### **PARTICIPATION**

Number of Teams	100	Number of Individual Competitors	1,200
Number of Coaches/Trainers	200	Number of Spectators	2,400

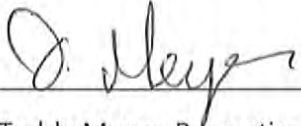
Provide a description of the participants & include team names & geographic & qualifying criteria.

This events will have participants between the ages of 9 and 18 and a snapshot of the teams are typicallys from the Southeast Region of the United States andthroughout the State of Florida. Some 2022 teams that attended:

Southern Tide - Brunswick, GA  
Georgia Stix - Guyton, GA  
ATL Lightning - Atlanta, GA  
NEB National - Littleton, MA

**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 02/01/03

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





## PERFECT GAME

### 2023 Perfect Game 9U-18U SUNSHINE STATE CHAMPIONSHIPS

JUNE 9-11, 2023

ST. JOHNS COUNTY, FL

#### (A) EVENT MARKETING PLAN –

- Annually Perfect Game website gets more than 12 million visitors
- Our team has a track record of running great events
- Our network of youth baseball teams throughout the country allows us to highlight this event in St. Johns County
- The St. Johns County area is a place within the State of Florida that families want to visit
- Adding this youth baseball tournament makes for a partnership to drive more teams to the destination
- St. Johns County locals have the ability to be ambassadors to welcome players and their families to their community.
- St. Johns County logo is listed on all event pages and is a live link to the destination marketing organizations main page.

#### (B) EVENT ATTENDANCE MONITORING PLAN –

- In 2019, we had a total of 69 teams that played in this event
- In 2020, event was cancelled
- In 2021, we hosted a total of 75 teams play in this event
- In 2022, we hosted a total of 103 teams play in this event
- In 2023, we are targeting more than 100 teams

#### (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES –

- In 2019, with 69 confirmed teams the tourism statistics were as follows:
  - More than 300 room nights
  - More than 2,500 citizen and visitors
- In 2021, with 75 confirmed teams the tourism statistics were as follows:
  - More than 700 room nights
  - More than 2,500 citizens and visitors
- In 2022, with 103 confirmed teams the tourism statistics were as follows:
  - More than 800 room nights
  - More than 2,500 citizens and visitors



## PERFECT GAME

**(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –**

- Signature events hosted by our team annually:
  - PG Baseball Championship Series – June/July - Lee County, FL
  - PG World Wood Bat Association Championships – June/July - Atlanta, GA, Greater Birmingham, AL, West Palm Beach, FL
  - PG World Championships – Sept/October - Lee County, FL
  - PG National & Junior National Showcase – July - Palm Beach County, FL
  - PG All-American Game – August - Phoenix, AZ
  - PG 13U & 14U Baseball Select Festivals – August – 13U – TBD & 14U – Lee County, FL
  
- Additional events being hosted in St. Johns County, FL:
  - 2023 North Florida Kickoff Classic – March 3-5
  - 2023 North Florida Super Regional NIT – April 14-16
  - 2023 Battle at the Beach – May 27-29

**(E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000. -**

## **TDC Regular Meeting – March 20, 2023**

Agenda Item Monthly Reports (Information Only)

**FY2023 MONTHLY LOTDT DASHBOARD**

<b>Occupancy Month</b>	<b>Net to TDC</b>	<b>+/- PY</b>
January	\$ 1,419,713	27.5%
FYTD	\$ 6,479,156	7.4%
% OF BUDGET		33.3%
% OF FY		29.5%

**BUDGETED \$**    \$ 21,986,880

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX  
FISCAL YEAR 2023

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY	YTD
GROSS RECEIPTS	\$ 31,137,967.94	2.2%	\$ 30,249,583.62	1.2%	\$ 39,770,195.54	2.4%	\$ 36,620,019.99	29.0%					\$ 137,777,767.09
EXEMPT RECEIPTS	\$ (1,363,608.14)	25.2%	\$ (1,215,164.82)	32.2%	\$ (1,376,879.34)	39.1%	\$ (1,682,908.59)	73.9%					\$ (5,638,560.89)
TAXABLE RECEIPTS	\$ 29,774,359.80	1.4%	\$ 29,034,418.80	0.2%	\$ 38,393,316.20	1.5%	\$ 34,937,111.40	27.4%					\$ 132,139,206.20
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,488,717.99</b>	<b>1.4%</b>	<b>\$ 1,451,720.94</b>	<b>0.2%</b>	<b>\$ 1,919,665.81</b>	<b>1.5%</b>	<b>\$ 1,746,855.57</b>	<b>27.4%</b>					<b>\$ 6,606,960.31</b>
ADJUSTMENTS													
TOTAL TAX DUE	\$ 1,488,717.99	1.4%	\$ 1,451,720.94	0.2%	\$ 1,919,665.81	1.5%	\$ 1,746,855.57	27.4%					\$ 6,606,960.31
LESS COLLECTION ALLOWANCE	\$ (8,866.53)	16.8%	\$ (10,684.24)	27.8%	\$ (12,152.24)	26.9%	\$ (11,826.94)	19.0%					\$ (43,529.95)
PLUS PENALTY	\$ 21,987.69		\$ 7,459.65		\$ 9,402.27		\$ 7,576.59						\$ 46,426.20
PLUS INTEREST	\$ 991.51		\$ 190.34		\$ 179.89		\$ 165.63						\$ 1,527.37
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,502,830.66</b>	<b>2.8%</b>	<b>\$ 1,448,686.69</b>	<b>0.6%</b>	<b>\$ 1,917,095.73</b>	<b>1.6%</b>	<b>\$ 1,742,770.85</b>	<b>27.5%</b>					<b>\$ 6,611,383.93</b>
LESS TAX COLLECTOR & CLERK	\$ (30,056.61)	2.8%	\$ (28,973.73)	0.6%	\$ (38,341.91)	1.6%	\$ (34,855.42)	27.5%					\$ (132,227.68)
<b>NET TO TDC</b>	<b>\$ 1,472,774.05</b>	<b>2.8%</b>	<b>\$ 1,419,712.96</b>	<b>0.6%</b>	<b>\$ 1,878,753.82</b>	<b>1.6%</b>	<b>\$ 1,707,915.43</b>	<b>27.5%</b>					<b>\$ 6,479,156.25</b>

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS													\$ 137,777,767.09
EXEMPT RECEIPTS													\$ (5,638,560.89)
TAXABLE RECEIPTS													\$ 132,139,206.20
<b>TOTAL TAX COLLECTED</b>													<b>\$ 6,606,960.31</b>
ADJUSTMENTS													
TOTAL TAX DUE													\$ 6,606,960.31
LESS COLLECTION ALLOWANCE													\$ (43,529.95)
PLUS PENALTY													\$ 46,426.20
PLUS INTEREST													\$ 1,527.37
<b>TOTAL AMOUNT REMITTED</b>													<b>\$ 6,611,383.93</b>
LESS TAX COLLECTOR & CLERK													\$ (132,227.68)
<b>NET TO TDC</b>													<b>\$ 6,479,156.25</b>

Budgeted \$	21,986,880
% of Budget	33%
% of FY	29.5%

**FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE**

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 966,625	64.3%	<b>-3.2%</b>	\$ 169,146	11.3%	<b>-3.7%</b>	\$ 273,465	18.2%	<b>54.9%</b>
November	\$ 929,682	64.2%	<b>1.7%</b>	\$ 147,183	10.2%	<b>-22.4%</b>	\$ 274,602	19.0%	<b>38.6%</b>
<b>December</b>	\$ 1,258,171	65.6%	<b>-0.6%</b>	\$ 197,554	10.3%	<b>-12.3%</b>	\$ 322,403	16.8%	<b>26.2%</b>
<b>2023 Janaury</b>	\$ 975,482	56.0%	<b>17.1%</b>	\$ 269,059	15.4%	<b>52.9%</b>	\$ 327,089	18.8%	<b>51.6%</b>
February	\$ -			\$ -			\$ -		
March	\$ -			\$ -			\$ -		
April	\$ -			\$ -			\$ -		
May	\$ -			\$ -			\$ -		
June	\$ -			\$ -			\$ -		
July	\$ -			\$ -			\$ -		
August	\$ -			\$ -			\$ -		
September	\$ -			\$ -			\$ -		

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 50,054	3.3%	<b>8.9%</b>	\$ 43,541	2.9%	<b>-33.7%</b>	\$ 1,502,830.66
November	\$ 48,721	3.4%	<b>-13.6%</b>	\$ 48,498	3.3%	<b>-40.8%</b>	\$ 1,448,686.66
<b>December</b>	\$ 52,838	2.8%	<b>-16.7%</b>	\$ 86,130	4.5%	<b>11.9%</b>	\$ 1,917,095.73
<b>2023 Janaury</b>	\$ 97,212	5.6%	<b>44.5%</b>	\$ 73,929	4.2%	<b>-1.2%</b>	\$ 1,742,770.75
February	\$ -			\$ -			\$ -
March	\$ -			\$ -			\$ -
April	\$ -			\$ -			\$ -
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
<b>Fiscal Year 2023</b>												
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%	
FEB	\$ -			\$ -			\$ -			\$ -		
MAR	\$ -			\$ -			\$ -			\$ -		
APR	\$ -			\$ -			\$ -			\$ -		
MAY	\$ -			\$ -			\$ -			\$ -		
JUN	\$ -			\$ -			\$ -			\$ -		
JUL	\$ -			\$ -			\$ -			\$ -		
AUG	\$ -			\$ -			\$ -			\$ -		
SEP	\$ -			\$ -			\$ -			\$ -		
<b>FY YTD</b>	<b>\$ 1,960,660</b>			<b>\$ 1,218,334</b>			<b>\$ 2,815,129</b>			<b>\$ 114,176</b>		

	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	\$ -			\$ -				\$ -			\$ -
MAR	\$ -			\$ -				\$ -			\$ -
APR	\$ -			\$ -				\$ -			\$ -
MAY	\$ -			\$ -				\$ -			\$ -
JUN	\$ -			\$ -				\$ -			\$ -
JUL	\$ -			\$ -				\$ -			\$ -
AUG	\$ -			\$ -				\$ -			\$ -
SEP	\$ -			\$ -				\$ -			\$ -
<b>FY YTD</b>	<b>\$ 404,830</b>			<b>\$ 64,487</b>				<b>\$ 33,766.73</b>			<b>\$ 6,611,383.80</b>

# VCB Report to the Tourist Development Council

March 20, 2023



## Combined Lodging Metrics January 2023

Occupancy (%)	FY 2023			
	Nov	Dec	Jan	FYTD
This Year	48.9	53.4	53.5	51.9
Last Year	53.4	58.0	50.5	54.5
Percent Change	-8.4	-8.0	5.8	-4.7

ADR	FY 2023			
	Nov	Dec	Jan	FYTD
This Year	185.66	209.80	177.5	148.86
Last Year	181.51	200.66	175.5	145.88
Percent Change	2.5	4.6	1.1	2.0

RevPAR/L	FY 2023			
	Nov	Dec	Jan	FYTD
This Year	90.86	112.04	94.88	77.3
Last Year	96.75	116.47	88.64	79.48
Percent Change	-6.1	-3.8	7.0	-2.7

Supply	FY 2023			
	Nov	Dec	Jan	FYTD
This Year	332,382	331,992	337,999	1,341,972
Last Year	302,296	307,480	313,490	1,234,683
Percent Change	10.0	8.0	7.8	8.7

Demand	FY 2023			
	Nov	Dec	Jan	FYTD
This Year	162,667	177,294	180,861	696,828
Last Year	161,453	178,475	158,323	672,707
Percent Change	0.8	-0.7	14.1	3.6

Gross Revenue	FY 2023			
	Nov	Dec	Jan	FYTD
This Year	30,201,365	37,195,465	32,069,884	103,730,190
Last Year	29,246,539	35,811,929	27,787,310	98,133,955
Percent Change	3.3	3.9	15.4	5.7

Combined STR Traditional Lodging and Vacation Rental Performance Metrics





# Smith Travel Research

## January 2023

Occupancy (%)	FY 2023		
	Nov	Dec	Jan
This Year	63.4	68.8	67.9
Last Year	63.9	68.7	58.1
Percent Change	-0.8	0.2	17.0

Running 12 Months		
2021	2022	2023
47.5	65.9	68.5
66.6	47.5	65.9
-28.6	38.6	4.1

ADR	FY 2023		
	Nov	Dec	Jan
This Year	158.97	185.39	157.31
Last Year	155.64	177.57	146.72
Percent Change	2.1	4.4	7.2

Running 12 Months		
2021	2022	2023
126.24	160.37	174.35
140.01	126.24	160.37
-9.8	27.0	8.7

RevPAR	FY 2023		
	Nov	Dec	Jan
This Year	100.80	127.55	106.84
Last Year	99.50	121.94	85.20
Percent Change	1.3	4.6	25.4

Running 12 Months		
2021	2022	2023
60.02	105.64	119.50
93.20	60.02	105.64
-35.6	76.0	13.1

Supply	FY 2023		
	Nov	Dec	Jan
This Year	201,660	208,382	208,382
Last Year	197,700	204,290	204,290
Percent Change	2.0	2.0	2.0

Running 12 Months		
2021	2022	2023
2,316,142	2,379,830	2,434,795
2,348,070	2,316,142	2,379,830
-1.4	2.7	2.3

Demand	FY 2023		
	Nov	Dec	Jan
This Year	127,871	143,367	141,522
Last Year	126,394	140,298	118,625
Percent Change	1.2	2.2	19.3

Running 12 Months		
2021	2022	2023
2,316,142	2,379,830	2,434,795
2,348,070	2,316,142	2,379,830
-1.4	2.7	2.3

Revenue	FY 2023		
	Nov	Dec	Jan
This Year	20,328,283	26,579,520	22,262,951
Last Year	19,671,601	24,911,545	17,404,939
Percent Change	3.3	6.7	27.9

Running 12 Months		
2021	2022	2023
1,101,142	1,567,645	1,668,899
1,563,022	1,101,142	1,567,645
-29.6	42.4	6.5

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



# Smith Travel Research

## January 2023

	Current Month January 2023 vs January 2022							
	Occ %		ADR		Percent Change from January 2022			
	2023	2023			Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	75.3	177.36			8.3	21.3	31.4	29.0
Nassau County, FL	54.4	194.97			18.0	10.0	29.7	29.9
Pinellas County, FL	70.0	171.31			12.4	10.1	23.7	22.0
St. Johns County, FL	67.9	157.31			17.0	7.2	25.4	27.9
Charleston, SC	55.7	131.58			19.9	10.2	32.1	31.4
Jacksonville, FL	67.5	126.39			9.8	11.8	22.8	23.3
Myrtle Beach, SC	34.9	74.45			17.5	6.1	24.7	22.6
Orlando, FL	73.2	190.95			23.3	17.1	44.4	46.6
Sarasota, FL	75.0	201.66			4.9	14.4	20.0	20.8
Savannah, GA	61.4	125.18			13.1	9.8	24.3	25.0
Fort Walton Beach, FL	39.4	105.01			2.0	2.7	4.8	4.2
Daytona Beach, FL	62.0	147.69			10.1	16.9	28.6	22.0
Zip Code 32084+	74.2	154.96			13.7	4.3	18.6	22.6
Zip Code 32080+	64.6	140.26			18.2	6.1	25.4	28.9
Zip Code 32092+	66.6	111.23			7.9	6.0	14.3	13.7
Ponte Vedra+	62.7	240.09			44.0	5.1	51.3	51.5

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



## AllTheRooms.com Analytics

January 2023

Active Listings	FY 2023		
	Nov	Dec	Jan
This Year	3,689	5,947	5,970
Last Year	3,236	5,447	5,435
Percent Change	14.0	9.2	9.8

Supply	FY 2023		
	Nov	Dec	Jan
This Year	131,022	123,610	129,617
Last Year	104,896	103,190	109,200
Percent Change	24.9	19.8	18.7

Occupancy (%)	FY 2023		
	Nov	Dec	Jan
This Year	27.8	30.7	30.2
Last Year	35.6	37.4	36.4
Percent Change	-21.8	-17.9	-16.9

Demand	FY 2023		
	Nov	Dec	Jan
This Year	36,449	37,943	39,159
Last Year	37,326	38,579	39,698
Percent Change	-2.3	-1.6	-1.4

ADR	FY 2023		
	Nov	Dec	Jan
This Year	258.18	269.09	250.44
Last Year	244.74	258.73	261.53
Percent Change	5.5	4.0	-4.2

Revenue	FY 2023		
	Nov	Dec	Jan
This Year	9,410,356	10,210,001	9,806,933
Last Year	9,135,130	9,981,444	10,382,371
Percent Change	3.0	2.3	-5.5

RevPAL	FY 2023		
	Nov	Dec	Jan
This Year	71.82	82.60	75.66
Last Year	87.09	96.73	95.08
Percent Change	-17.5	-14.6	-20.4



## AllTheRooms.com Analytics

January 2023

Area Comparison	Occupancy	ADR	RevPAL	Supply	Demand
32080	26%	\$ 232.91	\$ 61.46	3,152	17,867
32082	28%	\$ 442.33	\$ 122.23	410	2,317
32084	37%	\$ 251.88	\$ 94.26	1,778	15,375
32092	30%	\$ 171.64	\$ 51.64	292	1,650



## 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

January 2023

January (Net Collections)	\$ 137,777,767	8.0%
YTD Net Collections January	\$ 6,479,156	7.4%

YTD Collections by Area	January	YTD
Anastasia Island and St. Augustine Beach (32080)	34%	30%
Ponte Vedra Beach (32082)	16%	18%
St. Augustine, Vilano and North Beach (32084)	41%	43%
St. Augustine Shores/South/207 (32086)	2%	2%
World Golf Village and west of I-95 (32092)	6%	6%
I-95&SR 16/Palencia (32095)	1%	1%
Other	0.3%	0.5%



# Website Campaign Updates

February 2023

### Top Level Performance

Visits to Website	162,399
Pageviews	261,377
Time on Site	1:35
Bounce Rate	58.67%
Engagement Rate	49.96%
Scroll Depth	30.98%

### Key Performance Indicators

Guides Ordered	837
eNewsletter Signups	125
Clicks on Partner Listings	16,848
BookDirect Clicks (lodging)	1,313

### Organic Performance

Visits to Website	59,133
Pageviews	90,087
Time on Site	1:37
Bounce Rate	52.72%



# VIC Visitation

March 2023

### Visitor Center Inquiries February 2023

#### SJCC –PVBD Visitor & Information Center

	Feb 2023	Feb 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	51	42	0.09%	207	208	490

#### City of St. Augustine Downtown Visitors Center

	Feb 2023	Feb 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	49,130	46,052	89%	285,112	89,724	505,368

#### St. Augustine Beach Visitors Center

	Feb 2023	Feb 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	4,828	4,363	9%	9,521	11,686	25,977

#### Jacksonville Airport Visitor Information Center

	Feb 2023	Feb 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visits	1,244	1,254	2%	2,423	4,153	10,695

#### Total Inquiries at Visitors Centers

	Feb 2023	Feb 2022	FYTD 2023	FYTD 2022	Total FY 2022
	55,253	51,711	297,263	105,771	542,530



## Departmental Reports



### Social Media January 2023

Social Media		YOY Change
<b>Facebook</b>		
Fans added In January	851	
Total Facebook Fans	528,886	1.9%
Facebook Impressions	1,547,057	
Engagement Rate	3.7%	
Reach	628,225	
<b>Instagram</b>		
Instagram Followers	44,788	6.9%
Instagram Impressions	236,136	
Reach	59,593	
<b>Twitter</b>		
Twitter Followers	14,093	4.7%
Twitter Impressions	35,172	
<b>TikTok (launched 7/4/22)</b>		
TikTok Followers	3,993	
TikTok Likes	1,663	
TikTok Total Video Views	39,235	
<b>YouTube</b>		
Views To Date	442,409	8.6%

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



## Communications Summary

January 2023

	January	FYTD	FYTD 22	
Total Impressions	12,001,769,776	57,602,507,089	15,312,920,079	276%
VCB Supported Stories <i>in publication or broadcasted</i>	149	235	49	380%



## Sales Measurement Summary

January 2023

	January	Monthly % Actual vs Goal	YTD	YTD % Actual vs Goal
Solicitation Emails/Calls	161	-8%	635	30%
Total Leads Distributed	19	-41%	87	2%
Lead Room Nights	7,078	-29%	39,991	34%



## Florida's First Coast of Golf

January 2023

	Jan-23	Jan-22	% Change
<b>Rooms</b>	5,410	4,171	30%
	Jan-23	Jan-22	% Change
<b>Rounds</b>	20,807	16,041	30%

Precipitation	2023	2022	Change
	0.94	0.72	.22

Temperature (Avg High)	2023	2022	Change
	56	55	1°

### Digital Traffic

Jan-23	Jan-22	% Change
10,551	20,503	-49%
2022 YTD	2021 YTD	% Change
10,551	20,503	-49%



## Promotions – February 2023

### SPRING 2023 PROMOTIONS

- Hosted VISIT FLORIDA Atlanta WKHX radio promotion with a three-day in-market live broadcast planned for February 25-27, 2023.
- Finalized new Spring 2023 radio promotions for radio stations for Atlanta (eight stations), Orlando (nine stations), and Tampa markets (nine radio stations). All prize packages will include three-day/two-night stays at various lodging properties throughout St. Johns County plus attraction tickets and dining. Stations will provide on live and recorded broadcast promo messages, social media, and custom prize package website landing pages for e-mail lead generation.

### DATABASE MARKETING

- Subscriber base is now at 210,227.



## CEO's Comments

- January Combined Traditional and Vac Rental Lodging: Occupancy 53.5 (+5.8%), ADR \$177.49 (+1.1%), RevPAR/L \$94.88 (+7.0%), Demand +14.1%, Supply +7.8%, Revenue +15.4%
- January Traditional Lodging Stats: Occupancy 67.9% (+16.9%), ADR \$157.31 (+7.2%), RevPAR \$106.84 (+25.4%), Demand +19.3%, Supply +2.0%
- January Vacation Rental Stats: Occupancy 30.2% (-16.9%), ADR \$250.44 (-4.2%), RevPAL \$75.66 (-20.4%), Demand -1.4%, Gross Rev -5.5% and Supply +18.7%
- January Publicity: Supported stories FYTD 235, +380% to FYTD 2022.
- January Sales team lead distribution was +2% YTD goal, with solicitations at +30% of goal.
- Hosted VISIT FLORIDA Atlanta WKHX radio promotion for a live in-market broadcast February 24<sup>th</sup>-26<sup>th</sup>.
- New advertising campaign TV and radio spots are completed and in distribution to TV and radio stations. All other assets are in post-production with new campaign to launch the week of March 2023.
- The FHC.com website launched on March 3, 2023, placing Live Music in a more prominent location with new pages for Music Venues and Music Festivals.

# Visitation Analysis

Trends in occupancy metrics and web traffic last quarter



## Web Visitation Trends

Website traffic was up about 40% year-over-year compared to FY21 and FY22; Bounce Rate remained roughly the same while Average Duration was down 17% from FY21. Quarter-over-quarter sessions were up 48%, with an 85% increase in Organic and Direct traffic. Average Duration was up 13% over the previous quarter.

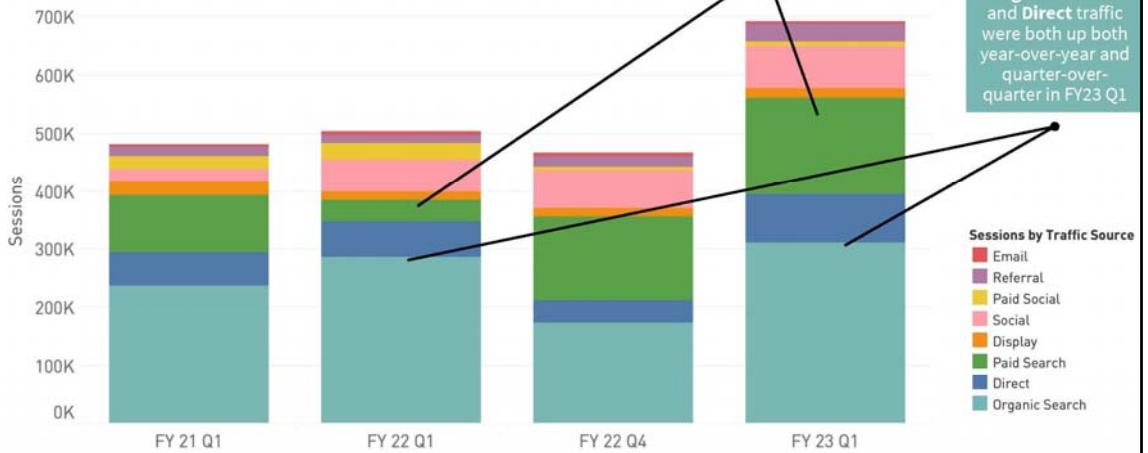
Period	Sessions	Organic Search + Direct Sessions	New Users	Bounce Rate	Duration
YoY vs. FY21 Q1	↑ 44%	↑ 34%	↑ 43%	↑ 6%	↓ 17%
vs. FY22 Q1	↑ 38%	↑ 14%	↑ 33%	↓ 1%	↓ 1%
QoQ vs. FY22 Q4	↑ 48%	↑ 85%	↑ 45%	↓ 4%	↑ 13%
<b>FY23 Q1</b>	<b>691,883</b>	<b>395,329</b>	<b>519,284</b>	<b>53.4%</b>	<b>1:40</b>

● = Positive change > 10% ● = 0-10% change ● = Negative change > 10%

## Web Traffic Sources YoY

**Paid Search** traffic represents the largest increase year-over-year, particularly compared to FY22. Beginning in FY22 Q2 we saw Paid Search CPC decrease significantly as we made updates to our bidding strategies.

**Organic Search and Direct** traffic were both up both year-over-year and quarter-over-quarter in FY23 Q1



## Visitation Key Highlights



### Room Nights Booked

Q1 Hotel and Short-Term Rental **Room Nights Booked** for FY23 was **12% higher** than the pre-pandemic **FY20 Q1** and even with last year's Q1.



### Competitive Set

St. Augustine & Ponte Vedra continues to see **one of the highest December Hotel Occupancy Rates** among its competitive set, the 3<sup>rd</sup> highest of twelve markets.



### Short-Term Rentals

The most significant year-over-year change in accommodation metrics was an increase in reported **Short-Term Rental Room Nights Available**, up **22%** from FY22 Q1. Short-Term Rental Occupancy fell from 37% to 29% year-over-year.

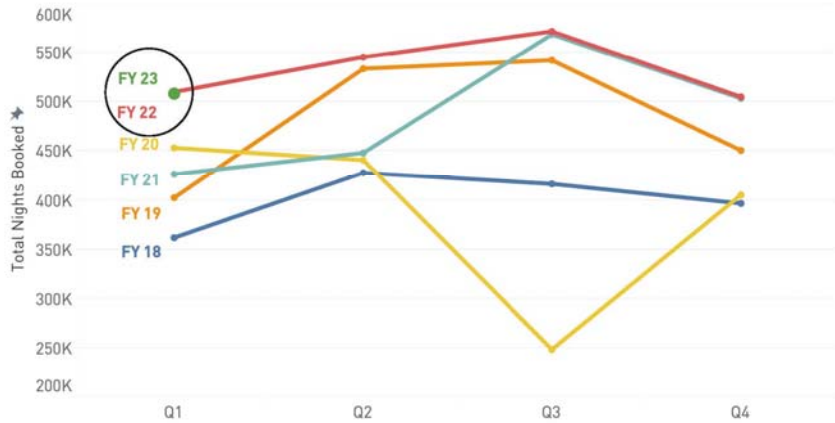
## Quarterly Visitation Comparison

Compared to pre-Covid FY20, Q1 Demand was up 12% while Revenue was up 45%. Year-over-year, Q1 saw even Demand with a slight 3% increase in Revenue and ADR. Quarter-over-quarter, Demand increased 1% while Occupancy Rate decreased 4% with an increase in Available Room Nights.

	Period	Demand	Supply	Revenue	Occupancy Rate	ADR
YoY	vs. FY20 Q1	↑ 12%	↑ 10%	↑ 45%	↑ 2%	↑ 29%
	vs. FY22 Q1	0%	↑ 9%	↑ 3%	↓ 9%	↑ 3%
QoQ	vs. FY22 Q4	↑ 1%	↑ 4%	0%	↓ 4%	0%
	<b>FY23 Q1</b>	<b>508,372</b>	<b>1,003,973</b>	<b>\$98,705,640</b>	<b>50.6%</b>	<b>\$194</b>

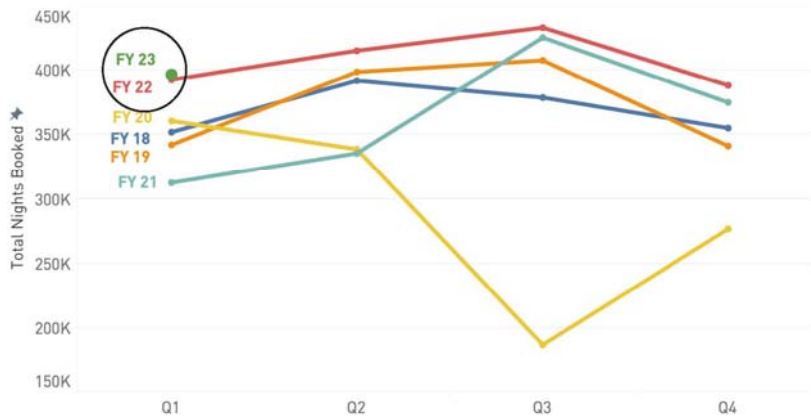
## Hotel & Short-Term Rental Quarterly Demand

- Total Room Nights Booked for Hotel + Short Term Rental was nearly identical to FY22 Q1, decreasing by less than 1/2 of a percent. This continues a trend of flat year-over-year performance from the previous two quarters.
- There was an increase of just under 1% from FY22 Q4 to FY23 Q1.



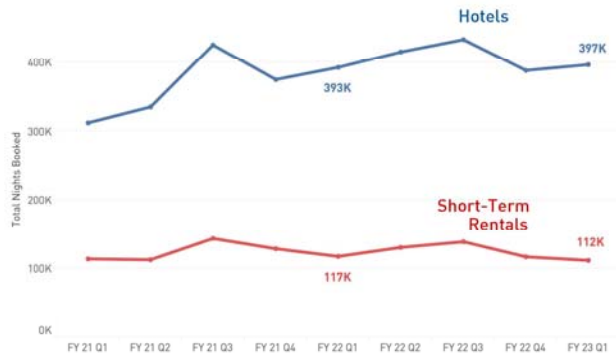
## Hotel Quarterly Demand

- When looking only at Hotel performance, there is a small increase in Demand year-over-year and quarter-over-quarter.
- FY22 slightly outpaced FY21 for Q3 and Q4 Demand, so this is another trend observed over the last three quarters.



## Hotel & Short-Term Rental Trend Comparison

Year-over-year Demand ticked up 1% for Hotel properties, but an increase in Supply dropped the Occupancy Rate by 1 point. At the same time, Short-Term Rentals saw a decrease in Demand alongside an even bigger increase in Available Nights.

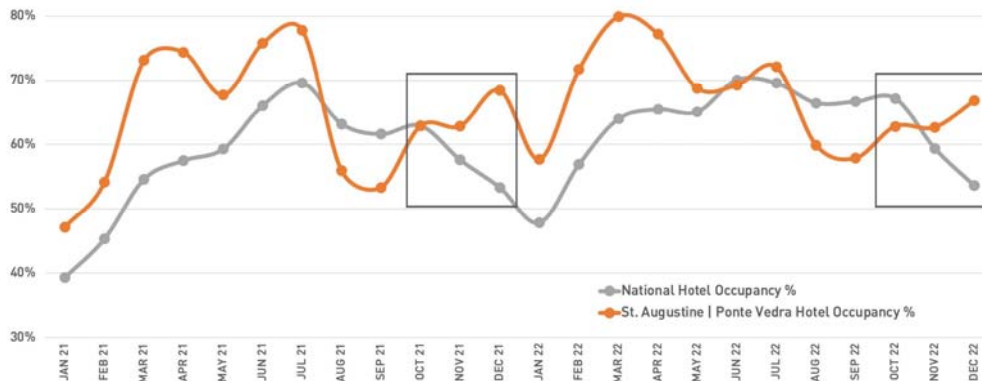


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\*Sources: Smith Travel Research & All The Rooms (based on sample of available hotels and short-term rentals) ©2023 | 39

## Hotel Occupancy Rate vs Average

The Hotel Occupancy Rate for St. Augustine and Ponte Vedra exceeded the national average in November (+3 percentage points) and December (+13 percentage points), in line with last year's trend. For the quarter as a whole, the Occupancy Rate exceeded the national average by 4 points.



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\*Sources: Smith Travel Research ©2023 | 41


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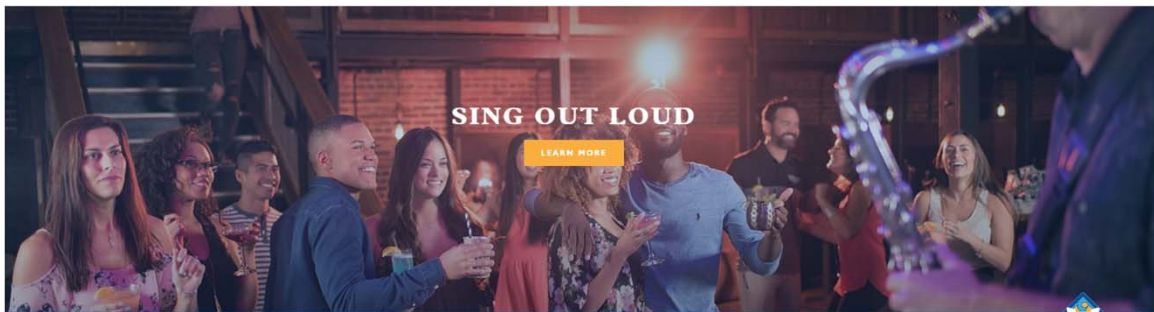


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