

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
MARCH 21, 2022 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 31, 2022
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. CULTURAL COUNCIL PROMOTION PLANNING WORKSHOP (**Action Required**)
 - Public Comment
8. VCB PROMOTION PLANNING WORKSHOP (**Action Required**)
 - Public Comment
9. SPORTS TOURISM GRANT APPROVALS (**Action Required**)
 - Perfect Game Baseball (2) Events
 - Battle at the Beach \$12,500 Recommended
 - Sunshine State Championships – \$8,000 Recommended
 - Florida Invitational Rugby Showcase, LLC - \$10,000 Recommended
 - Advanced Media Inc. Offshore Sport Fishing Championship - \$20,000 Recommended
 - Old School Kingfish Shootout Fishing Tournament - \$12,500/\$20,000 Recommended
 - Game On Events – St. Augustine Triathlon - \$5,000 Recommended
 - Public Comment
10. MONTHLY REPORTS PROVIDED IN PACKETS
11. MEMBER COMMENTS
12. NEXT MEETING DATE – May 16th
13. ADJOURN

TDC Regular Meeting – March 21, 2022

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

- Regular Meeting – January 31, 2022

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
JANURARY 31, 2022
1:30 P.M.**

Proceedings of a regular meeting of the Tourist Development Council (TDC) of St. Johns County, Florida, held in the auditorium at the County Administration Building, 500 San Sebastian View, St. Augustine, Florida.

Present: Michael Gordon, Chair
Joe Finnegan, Vice Chair
Paul Waldron, BCC Representative
Nancy Sikes-Kline, Vice Mayor, City of St. Augustine Representative
Don Samora, Vice Mayor, City of St. Augustine Beach Representative
Danny Berenberg, District 4
Michael Wicks, District 4
Troy Blevins, District 5
Sindy Wiseman, Deputy Clerk

Also present: Tera Meeks, Tourism and Cultural Development Director; Dena Masters, TDC Administrative Coordinator; David Migut, County Attorney; and Jalisa Ferguson, Assistant County Attorney

Absent: Kathy Fleming, District 5

(01/31/22 - 1 - 1:30 p.m.)

1. CALL TO ORDER

Gordon called the meeting to order.

(01/31/22 - 1 - 1:31 p.m.)

2. PLEDGE OF ALLEGIANCE

Berenberg led the Pledge of Allegiance.

(01/31/22 - 1 - 1:31 p.m.)

3. ROLL CALL

Masters called the roll. Council members Berenberg, Waldron, Sikes-Kline, Samora, Gordon, Wicks, Finnegan, and Blevins were present. Fleming was absent.

(01/31/22 - 2 - 1:32 p.m.)

4. APPROVAL OF AGENDA

Gordon noted that there would be a video presentation for the Militia Reenactors that would be shown after public comment.

Motion by Berenberg, seconded by Sikes-Kline, carried 8/0, with Fleming absent, to approve the Agenda, as amended.

(01/31/22 - 2 - 1:32 p.m.)

5. APPROVAL OF MINUTES

Motion by Berenberg, seconded by Waldron, carried 8/0, with Fleming absent, to approve the minutes for the October 18, 2021, meeting, as submitted.

(01/31/22 - 2 - 1:32 p.m.)

6. PUBLIC COMMENT

There was none.

(1:33 p.m.) Berenberg introduced Chad Light, with the Historic Florida Militia Reenactors. Light narrated the Militia Reenactors video and spoke on the history of the reenactors, including the cost of the outfits, the time periods reenacted, the number of reenactor participants, and events held throughout the County.

(01/31/22 - 2 - 1:39 p.m.)

7. SELECTION OF NEW CHAIR AND VICE CHAIR

Meeks presented the process for electing the chair and vice chair. Berenberg nominated Fleming as chair which was seconded by Wicks. Berenberg nominated Gordon as vice-chair which was seconded by Wicks.

(1:41 p.m.) Gordon called for TDC chair and vice chair nominations.

(1:42 p.m.) Motion by Berenberg, seconded by Wicks, carried 8/0, with Fleming absent, nominating Finnegan as Chair and Gordon as Vice-Chair.

(01/31/22 - 2 - 1:43 p.m.)

8. TDC MEMBER APPLICATION RECOMMENDATIONS

Meeks presented the details of the requirements for appointment to the TDC council.

Sikes-Kline nominated Gordon for the TDC accommodation seat, which was seconded by Waldron.

(1:46 p.m.) Motion by Sikes-Kline, seconded by Waldron, carried 8/0, with Fleming absent, to make a recommendation to the BCC to reappoint Michael Gordon, for the TDC accommodation seat, for a four-year term.

Sikes-Kline nominated Michael Diaz for the TDC non-accommodation seat, which was seconded by Blevins.

(1:49 p.m.) Motion by Sikes-Kline, seconded by Blevins, failed for lack of a vote, to make a recommendation to the BCC to appoint Michael Diaz, for the TDC non-accommodation seat.

(1:49 p.m.) Phil McDaniel, 7 Milton Street, spoke in support of appointing Michael Diaz as the TDC non-accommodation seat.

(1:50 p.m.) Waldron noted that Diaz was not eligible to sit on the Board, according to the County ordinance, as he was not a registered voter in and did not live in St. Johns County. Discussion ensued on the need to change the ordinance should Diaz be chosen and reopening the applications for the non-accommodation seat. Meeks said that there could be a caveat to the motion that the BCC would need to take additional steps in order to allow Diaz to serve and provided possible motions that the Council could consider. She noted that Berenberg could continue to serve until the vacancy was filled.

(1:54 p.m.) Amended motion by Sikes-Kline, seconded by Berenberg, recommending to the BCC to appoint Michael Diaz, for the TDC non-accommodation seat, with the caveat that should the BCC find the applicant ineligible, that the advertisement be reopened.

(1:57 p.m.) Discussion ensued on language to be sent to the BCC along with the recommendation.

(2:01 p.m.) Virginia Whetstone, 297 St. George Street, spoke in opposition of the nomination for Diaz and revising the ordinance. She requested reopening the advertisement for additional applications.

(2:03 p.m.) Motion by Sikes-Kline, seconded by Berenberg, carried 8/0, with Fleming absent, to accept the amendment to the motion.

(2:03 p.m.) **The amended motion carried 8/0, with Fleming absent.**

(01/31/22 - 4 - 2:05 p.m.)

9. SPORT TOURISM GRANT APPROVALS

- Update on grant award for AJGA Junior Championship - \$10,000 requested
- Perfect Game Baseball (2) Events
 - 2022 North Florida Kickoff Classic - \$7,500 recommended
 - 2022 9U-14U North Fl Super Regional NIT - \$7,500 recommended
- Veritas Ancient City Pickleball Tournament - \$10,000 recommended
- St. Augustine Race Week Sailing Regatta - \$7,500 recommended
- Professional Redfish League Tournament - \$5,000 recommended

Teddy Meyer, Parks and Recreation Facilities Manager, presented an update on the funds spent for the AJGA Junior Championship. Additionally, he presented the details of the requested funds for the two Perfect Game Baseball events, Veritas Ancient City Pickleball tournament, St. Augustine Race Week Sailing Regatta, and the Professional Redfish League Tournament. Discussion ensued on scheduling events during off peak times.

(2:15 p.m.) Motion by Blevins, seconded by Finnegan, carried 8/0, with Fleming absent, accepting the funding recommendations from the Recreation Advisory Board and Parks and Recreation.

(01/31/22 - 4 - 2:16 p.m.)

10. FISCAL YEAR (FY) 23 ARTS, CULTURE & HERITAGE (ACH) GRANT GUIDELINES RECOMMENDATION

Meeks presented the details of the grant guidelines, via PowerPoint. She provided the recommended changes to the guidelines: 1) to remove the requirement for submitting a letter of intent; 2) included a requirement that a musical performance must either be multi-day events or be incorporated as part of a larger arts and cultural event; 3) updated event/program budget requirements; 4) modified the requirement for proof of payment of reimbursement requests, requiring proof of payment for expenses of over \$5,000; 5) modified award structure to provide applicants receiving 79 to 75 points with up to 50 percent or the requested funding amount; and 6) added some limiting language clarifying that there must be a demonstrated need for grant funding.

(2:23 p.m.) Motion by Berenberg, seconded by Sikes-Kline, carried 8/0, with Fleming absent, to approve the recommended changes.

(01/31/22 - 4 - 2:23 p.m.)

11. COUNTY TOURISM PROMOTIONAL STRUCTURE/CONTRACT DISCUSSION

Meeks presented the details of the item, via PowerPoint. She stated that she would meet with each Council member individually for thoughts and recommendations on the contracts and would present a recommendation for consideration at a future meeting. Discussion ensued.

(2:37 p.m.) Berenberg spoke on the sources of revenue and supplemental revenues. Blevins spoke on sports tourism. Meeks spoke on growing sports tourism.

(01/31/22 - 5 - 2:43 p.m.)

12. MONTHLY REPORTS PROVIDED IN PACKETS

Meeks noted that the monthly reports were provided in the packets.

(2:44 p.m.) Christina Parrish-Stone, Executive Director of the St. Johns County Cultural Council, provided a summary of the reports for the Cultural Council. Additionally, she spoke on the Samantha Brown "Places to Love" show, the partnership with the National Trust for Historic Preservation guide, the film "Freedom on our Minds" shown at the film festival, restoration of the Old St. Augustine Beach Hotel building, and the use of the Water Works building.

(2:55 p.m.) Richard Goldman, CEO of the Visitors and Convention Bureau, spoke on growth in occupancy; air service with Elite Airways, JIA, and Daytona; expanded use of the bed tax; affordable housing; scheduled tourism advisory workshops; and collaboration on economic impact to the County. Finnegan asked whether there was any feedback from Elite Airlines. Goldman responded. Blevins commented on the number of visitors to the Ponte Vedra Visitors Center and the number of Facebook fans. Gordon asked Goldman to speak on the restrictions to the bed tax. Goldman responded.

(01/31/22 - 5 - 3:07 p.m.)

13. MEMBER COMMENTS

Wicks requested an update on Commissioner Blockers request to research expansion of the Ponte Vedra Concert Hall. He also asked about bed tax collection increases. Meeks responded.

(3:14 p.m.) Finnegan asked for an update on the branding project. Meeks provided an update.

(01/31/22 - 5 - 3:19 p.m.)

14. NEXT MEETING DATE

- March 21, 2022

(01/31/22 - 6 - 3:19 p.m.)

15. ADJOURN

With there being no further business to come before the Council, Finnegan adjourned the meeting at 3:19 p.m.

Approved _____, 2022

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Joe Finnegan, Chair

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

By: _____
Deputy Clerk

TDC Regular Meeting – March 21, 2022

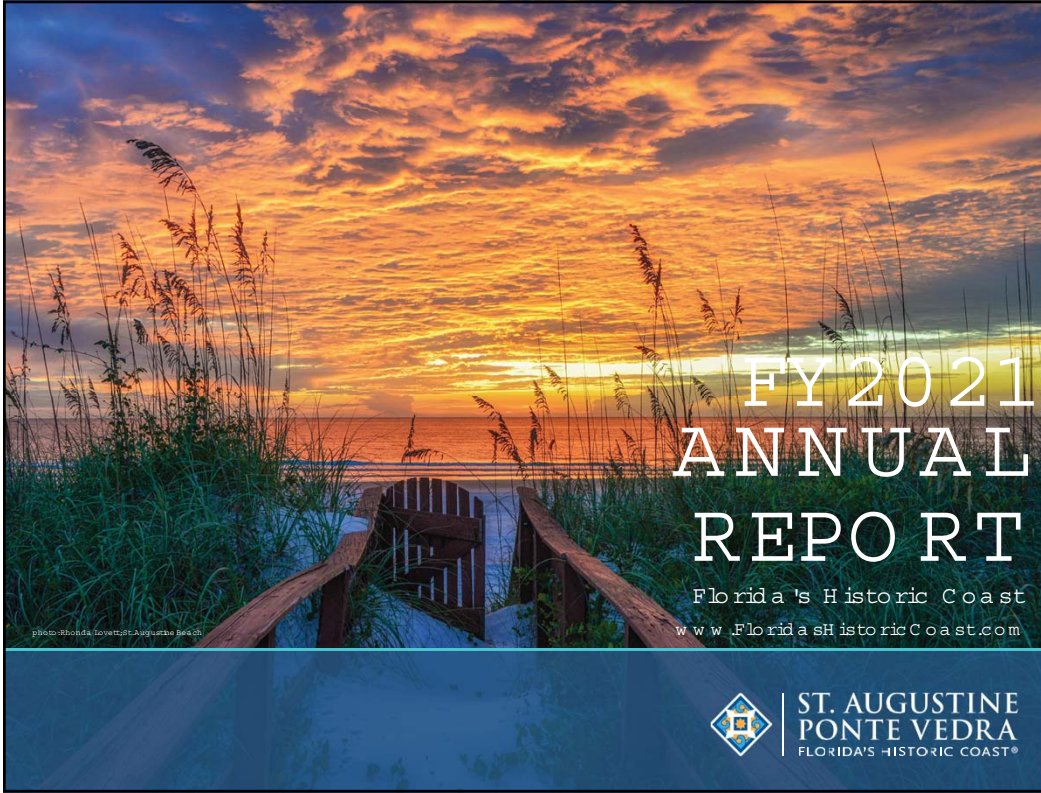
Agenda Item 7 - CULTURAL COUNCIL PROMOTION PLANNING WORKSHOP
(Action Required)

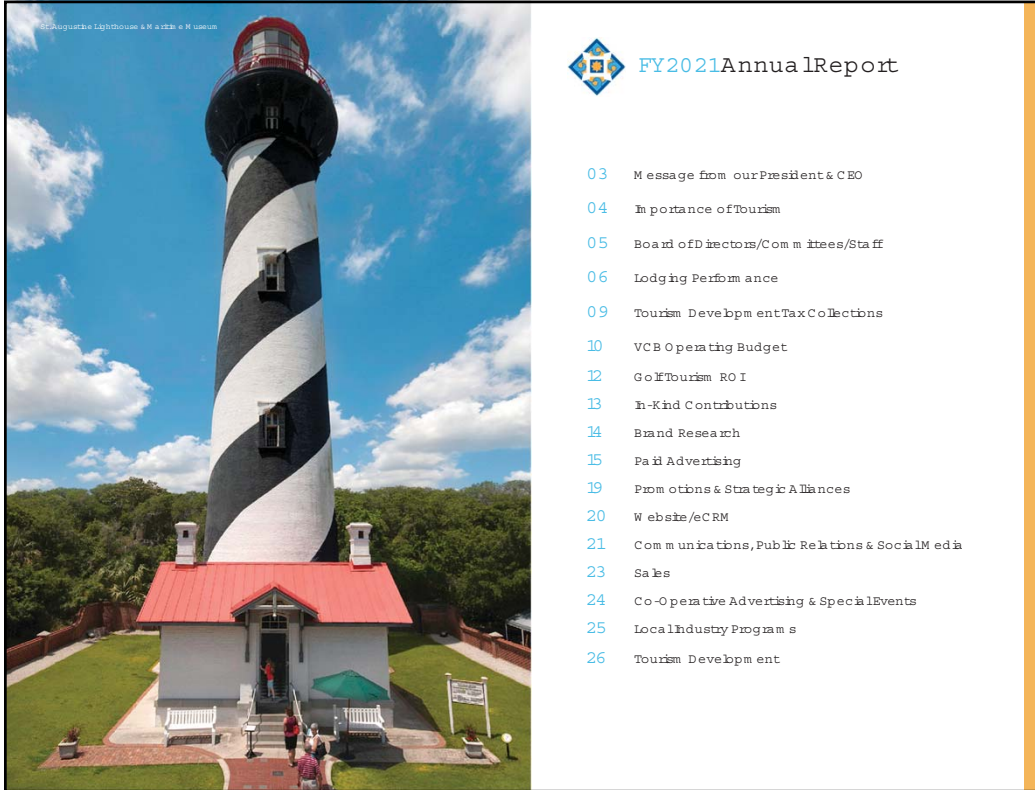
Workshop to get input from TDC Board Members to help the Cultural Council in the creation of their Promotion Plan.

TDC Regular Meeting – March 21, 2022

Agenda Item 8 - VCB PROMOTION PLANNING WORKSHOP (**Action Required**)

Workshop to get input from TDC Board Members to help the Visitor and Convention Bureau in the creation of their Promotion Plan.





FY2021 Annual Report

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Message from the President & CEO



Fiscal year 2021 was a year of recovery from COVID-19's devastating impacts on the tourism industry. Thanks to aggressive actions and careful monitoring of traveler sentiments by the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau (VCB), combined with suppressed competition from outside of Florida, Florida's Historic Coast[®] set new records for lodging performance and Tourism Development Tax (TDT) collections.

Starting in March of 2021, lodging performance exceeded the previous records set in 2019 and carried on those levels to the end of the year. As we observed in 2020, the VCB could not have driven this demand without the contribution of St. Johns County reserve funds provided by the St. Johns County Board of County Commissioners in late spring of 2020. Those funds allowed the team to monitor travelers' sentiments, then modify and push out messaging particularly relevant to travelers in the last quarter of FY2020 through FY2021. The VCB also provided essential input to stakeholders on what types of safety precautions travelers wanted to see in their businesses.

This year's Annual Report has a new format and is much more concise than in past years. Fewer words and more engaging infographics will, we hope, help stakeholders, Tourism Development Council members, elected officials, and interested residents get more out of this FY2021 Annual Report.

The VCB team is at your service; feel free to call with questions or comments.

Sincerely,

Richard Goldman
President & CEO
St. Augustine, Ponte Vedra & The Beaches
Visitors and Convention Bureau

Importance of Tourism

Tourism is one of the world's largest industries, employing millions worldwide. The United States Travel Association (USTA) estimates domestic and international leisure and business travelers generated \$18 trillion in economic impact in 2019, and supported 15.8 million jobs. Tourism, the largest industry in Florida, has long been a major driver of quality of life and economic opportunity. A 2019 study for VEST FLORIDA® by Rockport Analytics revealed that domestic and international travel accounted for a direct economic contribution of \$96.5 billion annually and supported 1.6 million jobs.

The decline in travel due to COVID-19 devastated our economy and American jobs. The \$500 billion loss in travel spending cost the U.S. \$11 trillion in economic output. While the pandemic has had a significant impact on U.S. tourism, Florida's Historic Coast has rebounded and is positioned for strong growth, both short-term and long-term.

How does tourism benefit St. Johns County?

The latest Tourism Development Council Visitor Profile reflected \$1.1 billion in annual visitor spending in St. Johns County Tourism. This visitor spending delivered a \$2.4 billion direct economic impact which supported 29,000 jobs representing \$844.5 million in direct tourism payroll throughout our local community.

Tourism impacts the local community in other ways. It provides the largest number of private sector jobs in St. Johns County. Those employees use their wages to purchase goods and services, including housing, transportation, food, clothing, healthcare, and entertainment. The money invested into our local economy by tourists circulates throughout our economy several times over, providing an ongoing economic impact which would disappear entirely without tourism. Tourists also pay taxes. Transaction taxes collected from tourists include sales tax, fuel tax, and accommodation taxes.

TRAVEL

Direct spending by resident and international travelers in the United States averaged:

\$31 billion a day

\$128.6 million an hour

\$21 million a minute

\$35,700 a second

Travel creates jobs.

One in every 10 American jobs is supported by travel.

U.S. Travel Association

BOARD OF DIRECTORS

COMMITTEES AND STAFF

EXECUTIVE COMMITTEE OFFICERS

Chairman
Virginia Whetstone
Whetstone Chocolates
Vice Chairman
Tom Dolan
Meehan's Irish Pub & Seafood House
Treasurer
Craig Schöninger
Forte Veda Resorts
Secretary
Kimberly Wilson
Casa Monica Resort & Spa
Past Chairman
Samantha Palmer
Fogler's Legacy Tours

BOARD MEMBERS

Tom Jankowski
Fairfield Inn & Suites
Jason Kem
Embassy Suites by Hilton St. Augustine
Beach Oceanfront Resort
Philip McDonald
St. Augustine & City Gate Distilleries
Cindy Staveley
St. Augustine Plate & Treasure Museum / Colonial Quarter

GOVERNMENT LEADERS & EX-OFFICIIS

Commissioner Henry Dean
St. Johns County Board of County Commissioners
Commissioner Ryan Rumrill
St. Augustine Beach City Commission

GOVERNMENT LEADERS & EX-OFFICIIS (cont'd)

Melissa Wessel
City of St. Augustine Commission
Babe LeRenault
St. Johns County Chamber of Commerce
Richard Goldman
St. Johns County VCB

VCB COMMITTEES

Conference Sales Committee
Jon Bakky
Casa Monica Resort & Spa
Christian Jojansen
Wild Golf Villages
Renaissance St. Augustine Resort
Michelle Kuzbik
Courtyard Marriott 195 & Palmetto Inn & Suites
Kenny Muzuka
Hamock Beach Resort
Jennifer Coom
Guy Harvey Resort
Chris Parris
Embassy Suites St. Augustine Beach Resort
Chris Quinn
Hilton St. Augustine Historic Bayfront
Craig Schöninger
Forte Veda Inn & Club
and The Lodge & Club
Aaron Weegar
Savannah Marriott Golf Resort & Spa

Leisure Sales Committee

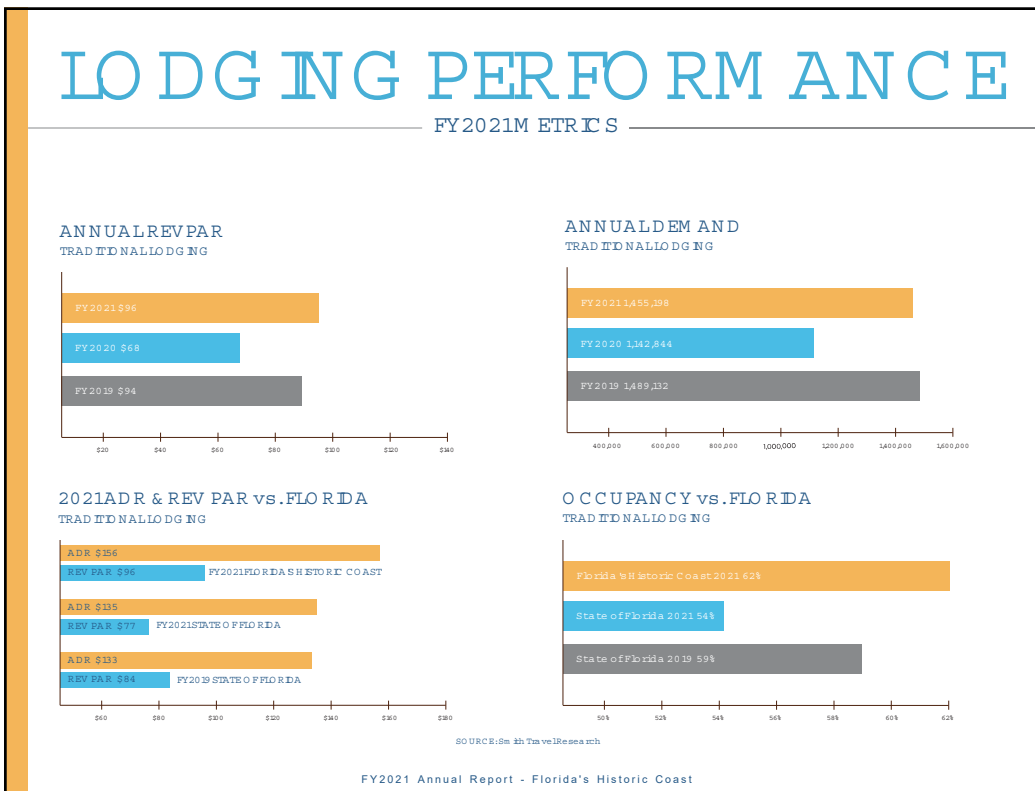
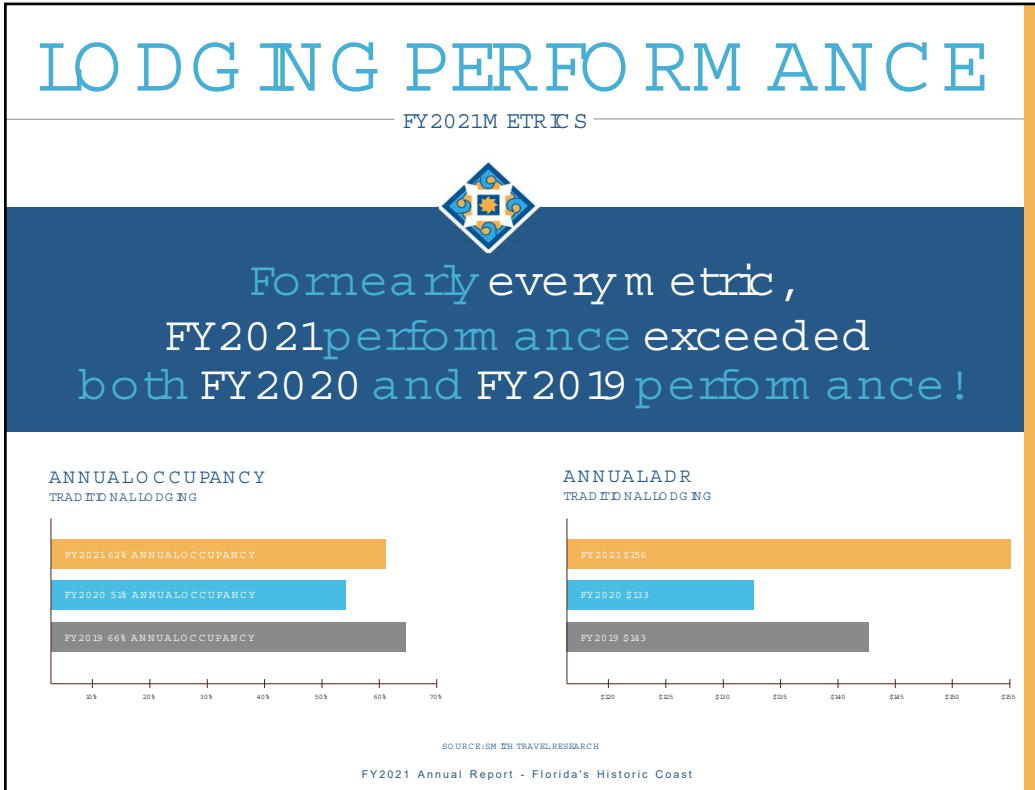
Michelle Kuzbik
Courtyard Marriott 195 & Palmetto Inn & Suites
Jennifer Jenks
Hyatt Place
Shannon Lake
Beachers Lodge Oceanfront Suites
Diane Lane
Ancient City Tours
Melissa Mezick
Old Town Trolley
Samantha Boyke
The Sebastian Hotel a member of Radisson Individual
Laura Pazzini
Hamock Beach Resort
Lane Schaffer
DoubleTree by Hilton St. Augustine
Historic District
Cindy Staveley
St. Augustine Plate & Treasure Museum
Advertising Committee
Tom Dolan
Meehan's Irish Pub & Seafood House
Samantha Palmer
Fogler's Legacy Tours
Craig Schöninger
Forte Veda Resorts
Virginia Whetstone
Whetstone Chocolates
Kimberly Wilson
Casa Monica Resort & Spa

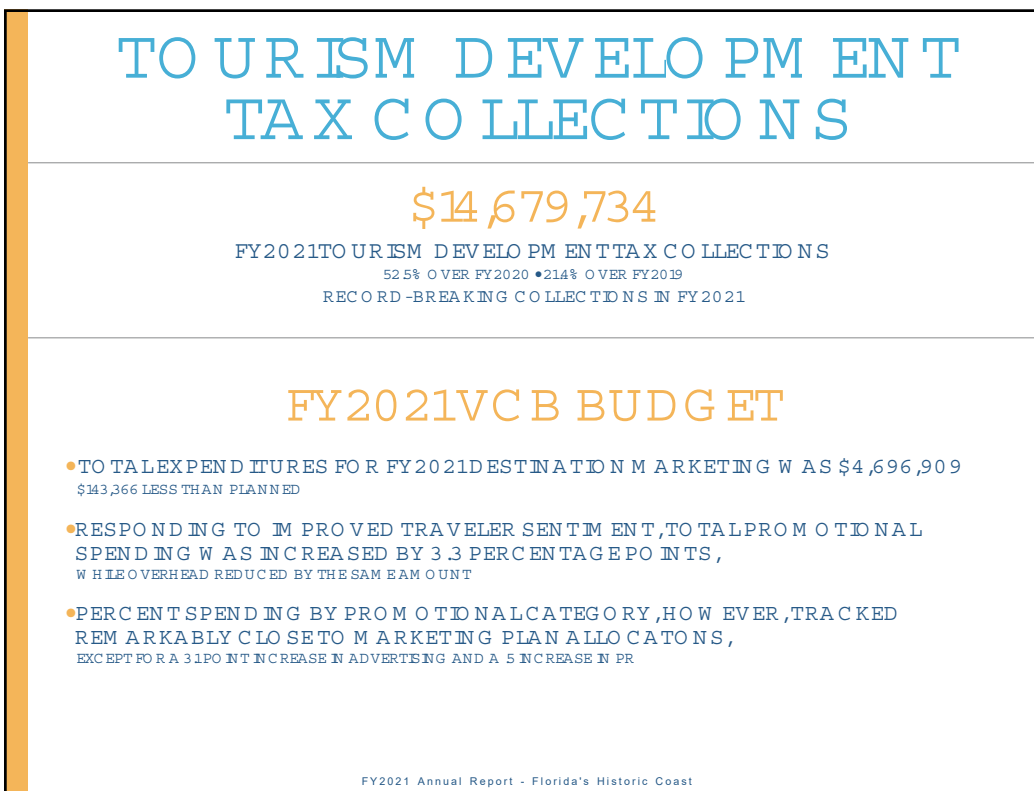
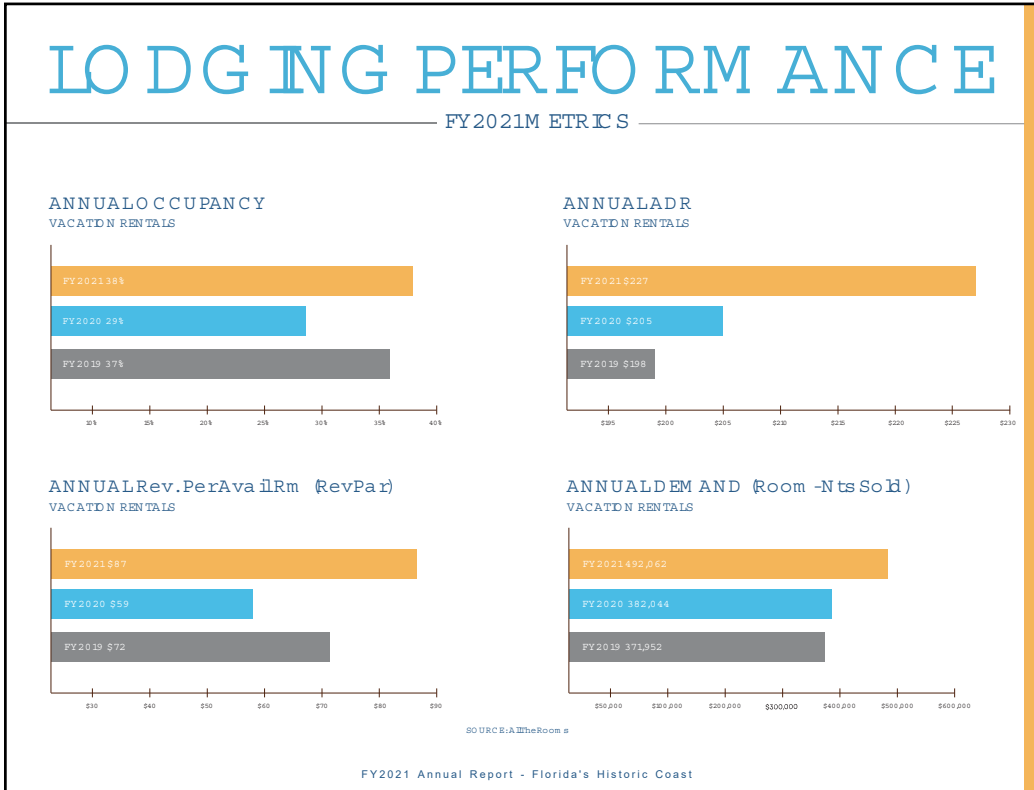
VCB STAFF

Richard Goldman
President/CEO
Lisa Cibum
Office Manager
Susan Phillips
Director of Tourism Promotion & Strategic Alliances
Barbara Golden
Communications Manager
Erik Mastern
Special Events & Database Manager
Benjamin Nguyen
Stakeholder Relations & Database Manager
Stacey Sather
Creative & Social Media Manager
William Gibson
Director of Conference Sales
Evelyn Lopez-Kelley
Director of Leisure Sales
Jaya Dilmi
Sales & Services Manager
Heather Williams
Marketing Coordinator

Independent Staff for
St. Augustine Beach Visitor Center
Renewed directly by TDC

Anna Helmer
Visitor Center Staff
William Gibson
Visitor Center Staff





VCB FY2021 OPERATING BUDGET

\$4,696,909

FY2021 SPENDING ALLOCATION
100% OF BUDGETED TO TAL • \$143,366 REMAINING

FY2021 SPENDING ALLOCATION	ACTUAL	% OF TOTAL	BUDGETED	% OF TOTAL	REMAINING
ADVERTISING :	\$2,985,407	63.6%	\$2,928,090	60.5%	-\$57,317
MEETINGS & TRAVEL:	\$159,418	3.4%	\$165,000	3.4%	\$5,582
<small>(Included in Advertising above)</small>					
PROMOTIONAL SEED FUNDS :	\$59,638	1.3%	\$60,000	1.2%	\$362
WEB DEVELOPMENT & eCRM :	\$86,176	1.8%	\$81,400	1.7%	-\$4,776
PUBLIC RELATIONS :	\$242,721	5.2%	\$224,478	4.7%	-\$18,243
SALES :	\$150,948	3.2%	\$174,007	3.6%	\$23,059
FULFILLMENT & DISTRIBUTION :	\$113,471	2.4%	\$121,500	2.5%	\$8,029
RESEARCH / PROFESSIONAL FEES :	\$45,440	1.0%	\$44,400	.9%	-\$1,040
TOTAL MARKETING RELATED SPEND :	\$3,683,801	78.4%	\$3,633,875	75.1%	-\$49,926
REMAINING OVERHEAD :	\$1,013,108	21.6%	\$1,206,400	24.9%	\$193,292
GRAND TOTAL :	\$4,696,909	100%	\$4,840,275	100%	\$143,366

FY2021 Annual Report - Florida's Historic Coast



TPC Sawgrass, 17th, 18th & 19th

FY2021 Annual Report - Florida's Historic Coast

IN-KIND

Contributions

\$206,365

ANNUAL STAKEHOLDER IN-KIND CONTRIBUTIONS
+53.9% OVER FY2020

In-kind contributions are received directly from stakeholders throughout the year in support of communication/PR, promotions, and sales initiatives. The majority of these services/items are provided to the VCB as a donation and/or a substantial discount.



219

NUMBER OF JOURNALISTS, SOCIAL INFLUENCERS AND BROADCASTERS HOSTED
+172% over FY2020



29

NUMBER OF GROUP SALES FAMILIARIZATION TOURS AND DESTINATION SITE VISITS FROM MEETING PLANNERS, TOUR OPERATORS, TRAVEL AGENTS, GROUP LEADERS AND BRIDES
74% of FY2020 visits



61

NUMBER OF NATIONAL AND REGIONAL PROMOTIONAL CONTESTS AND SWEEPSTAKES WITH RADIO, PRINT, & TV STATIONS
87% of FY2020 promotions



74

NUMBER OF GROUP SALES PROSPECTS ACQUIRED
87% of FY2020 prospects

FY2021 Annual Report - Florida's Historic Coast

BRAND

Research

Research conducted in FY2019 reinforced that "Florida's Historic Coast" was well regarded and identifiable, and suggested that a new approach of favorably connecting the internationally cultural, upscale yet approachable qualities of the destination with its accessibility would successfully expand the audience of travelers. This, combined with the desire to change perceptions of the destination from a "history only/just need to visit once" place to a more of a culturally rich but very accessible place, became an integral part of the new campaign messaging.

Likewise, despite apparent demographic differences between generational cohorts, today's Purpose Pursuers who are more likely to travel and spend more when doing so possess certain universal ambitions: they want to be culturally enriched as well as entertained by travel. Those Purpose Pursuers surveyed in the research embraced the new campaign which was launched in early FY2020.

FY2020 and FY2021 COVID-19 lockdowns and shifts in consumer behaviors required modification of the new campaign to correspond to the motivations of Americans still willing to consider travel during the ongoing COVID-19 recovery transition. Secondary research was leveraged to modify and evolve the campaign messaging and media vehicles used throughout FY2021.

RESOURCES:

These following tools kept the VCB and its marketing team abreast of changes affecting the broader tourism category as well as traveler behaviors specific to St. Augustine | Ponte Vedra through FY2021:

FY2021 LOGGING & SECONDARY RESEARCH RESOURCES:
Destination Analysts' weekly Traveler Sentiment surveys followed the rapidly changing interests, motivations, and behaviors of prospective travelers specifically tied to COVID-19.

Smith Travel Research monitored traditional lodging performance across Florida's Historic Coast on a weekly, monthly, quarterly, and annual basis.

AllTheRooms, a direct monitor of Airbnb and HomeAway/VRBO rentals in St. Johns County, provided a pulse on the vacation rental lodging metrics.

Bed & Breakfast lodging category performance reporting was also an important monitoring tool.

ONLINE DEMAND MONITORED BY nSight™ TRAVEL INTELLIGENCE
nSight reported on 30-day and 60-day search volume and on the booking conversions for future travel dates as well as on the search volume and bookings by month, a flow which were important in gauging COVID-19 recovery response to the VCB's advertising, PR and promotional efforts.

DIGITAL CONVERSION METRICS
Digital performance monitoring dashboard was provided by PETERM AYER Advertising.



FY2021 Annual Report - Florida's Historic Coast

PAID ADVERTISING

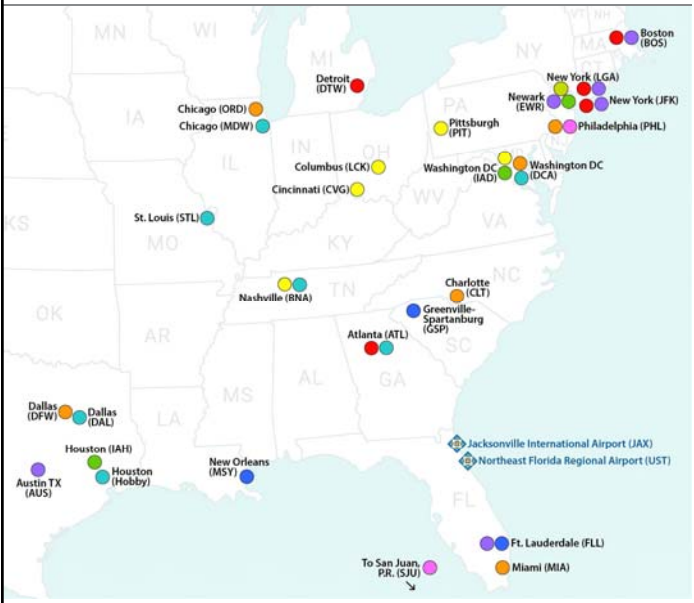
Target Markets






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FY2021 Annual Report - Florida's Historic Coast

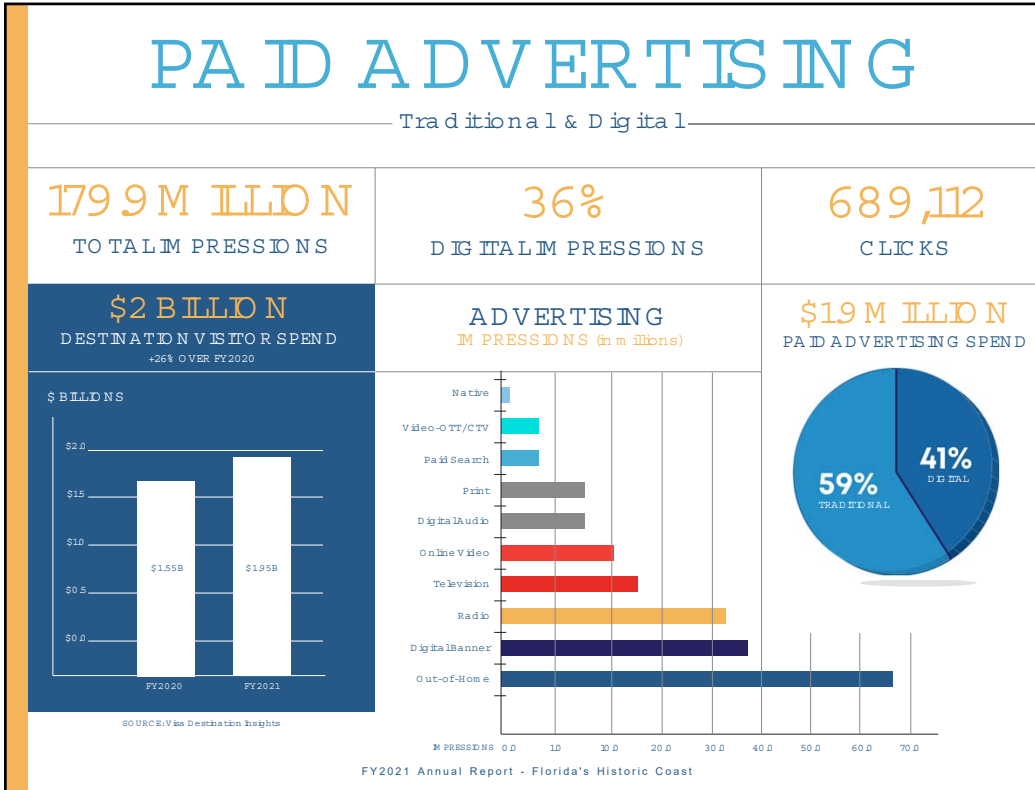


Key Drive Markets:

- Orlando, FL
- Miami, FL
- Tampa, FL
- St Petersburg, FL
- Atlanta, GA
- Jacksonville, FL
- Charlotte, NC
- plus additional nationwide markets based on travel search and purchase behavior




FY2021 Annual Report - Florida's Historic Coast



PROMOTIONS

and Strategic Alliances

<p>\$1,242,380</p> <p>MEDIA VALUE 107% OVER FY2021 GOAL</p>	<p>\$20.70 / \$1.00</p> <p>FY2021 RETURN ON INVESTMENT \$1,242,380 MEDIA VALUE / \$60,000 BUDGET</p>
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FY2021 MILESTONES


- **SECURED** five in-market filming and/or live-broadcasts including:
 - . Tony Leodora, The Traveling Golfer TV Drive I-95 show, which aired November 2020 on NBC Sports and NBC Sports+ reaching 75 million households
 - . Atlanta radio station WNNX-FM in-destination five day broadcast in November 2020, with 5.7 million estimated impressions
 - . Edition Digital (Spanish) Univision Orlando news program and multi-day promotional live broadcast aired in August 2021
 - . Extreme St. Augustine, Season II, Let's Take It Outside with Misty Wells Fox Bally Sports Sun and World Fishing Network, which aired multiple times in September 2021 reaching up to 20.7 million viewers
- **SUPPORTED** development and execution of two sustainable events:
 - . St. Augustine Food + Wine Festival and St. Augustine Craft Brewers Fest) to generate room nights for May 2021
- **EXECUTED** virtual FY2021 State of the Tourism Industry event in May 2021 which provided tourism stakeholders, influencers, and the public with an update regarding the positive impact of tourism on St. Johns County local economy and its residents. Presentation materials from this event were shared with a variety of community groups throughout the year.

FY2021 Annual Report - Florida's Historic Coast


WEBSITE/eCRM

FloridaSHistoricCoast.com

<p>1,536,610</p> <p>TOTAL WEBSITE VISITS +45% OVER FY2020 AND +44.3% OVER FY2019</p>	<p>656,977</p> <p>ORGANIC VISITS +8% OVER FY2020 AND +14% OVER FY2019</p>	<p>181,070</p> <p>BUSINESS REFERRALS +69% OVER FY2020 AND +8.7% OVER FY2019</p>
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E-CRM
180,534
SUBSCRIBERS
95% OF FY2020



FY2021 MILESTONES

- **INCREASED** open rate to 18% for active subscribers and 5% for general subscribers (exceeded FY2021 goal of 7%)
- **GREW** click to open rate to 35% (exceeded FY2021 goal of 25%)

FY2021 Annual Report - Florida's Historic Coast

COMMUNICATIONS

Public Relations & Social Media

64 BILLION

TOTAL ANNUAL MEDIA IMPRESSIONS
+35% OVER FY2021 GOAL OF 48 BILLION

5.9 BILLION

VCB GENERATED MEDIA COVERAGE IMPRESSIONS
+367% OVER FY2020

81.4 MILLION

HISPANIC MEDIA IMPRESSIONS
(INCLUDED IN FY2021 ANNUAL MEDIA IMPRESSIONS ABOVE) 68% OF FY2021 GOAL

SOCIAL MEDIA



250
JOURNALISTS/INFLUENCERS HOSTED
116 in-person; 134 virtual media visits



40,451
INSTAGRAM FOLLOWERS
98% of FY2021 goal



517,223
FACEBOOK FOLLOWERS
99% of FY2021 goal



13,445
TWITTER FOLLOWERS
99% of FY2021 goal



386,050
YOUTUBE LIFETIME VIEWS
106% over FY2021 goal



1,331
NEW LINKEDIN FOLLOWERS
+134% above FY2021 goal

FY2021 Annual Report - Florida's Historic Coast




photo: M. Khamel / iStockphoto.com

SALES

Sales Leads and Room Nights

<p style="font-size: 24px; color: #0070C0;">83,166</p> <p style="font-weight: bold; font-size: 12px;">ROOM NIGHTS</p> <p style="font-size: 10px;">83% OFF FY2021 GOAL</p>	<p style="font-size: 24px; color: #0070C0;">2,255</p> <p style="font-weight: bold; font-size: 12px;">PROSPECTING CALLS/EMAILS</p> <p style="font-size: 10px;">10% OVER FY2021 GOAL</p>	<p style="font-size: 24px; color: #0070C0;">252</p> <p style="font-weight: bold; font-size: 12px;">LEADS SOURCED</p> <p style="font-size: 10px;">85% OFF FY2021 GOAL</p>
---	--	--



GROUP CLOSING FUND (GCF)

\$78,100

DEFINITE & PENDING GC OFFERS FOR GROUPS STAYING IN FY2022-2026

47,735

ROOM NIGHTS

\$7,690,278


ROOM REVENUE

\$3,815,207

FOOD & BEVERAGE REVENUE

\$11,505,485

TOTAL REVENUE



FY2021 MILESTONES

- HOSTED 74 meeting planners, touroperators, travel agents, group leaders and brides
- ATTENDED 41 Sales Initiatives (Industry Events)
- APPROVED 12 Group Closing Fund proposals, with a 58% closure rate

FY2021 Annual Report - Florida's Historic Coast

TOURISM DEVELOPMENT



Bartevier Don Page/CC BY-SA/Robbitt

FY2021 Accomplishments

This section reports on efforts to encourage, initiate and facilitate the development of tourism infrastructure and services for the fiscal year.

- SUCCESSFULLY solicited and hosted the LiquiMoly Pro W at a trixross Season Opening Races on Vilano Beach (May 1-2, 2021 a targeted need period) which was broadcast on CBS Sports Network and live streamed
- WAS INSTRUMENTAL in the successful hosting of the St. Augustine Food + Wine Festival at World Golf Village on May 6-9, 2021
- THREE NEW HOTELS WERE OPENED, four new hotels were under construction and one existing property was significantly renovated
- CONTINUED TO WORK CLOSELY WITH SJC Chamber, SJC Cultural Council, and SJC Cultural Events Division on tourism-related economic development opportunities
- ACTIVELY FACILITATED LOGISTICS AND PROMOTIONAL SUPPORT for first annual PKG Women's Match Play Championships played in October 2021 at World Golf Village
- ACTIVELY PARTICIPATED IN THE SOLICITATION OF LETTER AGREEMENTS between St. Augustine/Ponte Vedra and Newark/NYC as well as ongoing effort to secure American Airlines service to Charlotte, NC
- CONTINUED TO SUCCESSFULLY WORK WITH Jax Sports Authority, SJC Parks & Recreation and Florida's First Coast of Golf on pitching sporting events in the region including fishing tournaments, golf tournaments and other regional amateur team events

FY2021 Annual Report - Florida's Historic Coast



photo: Rhonda Lovett/AT&T in Ocala Park



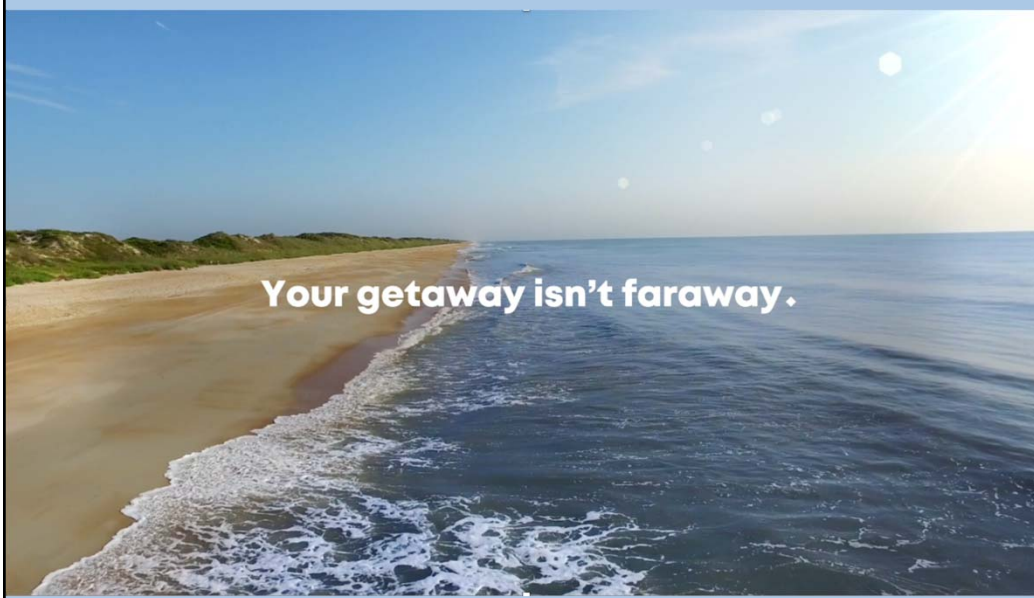
ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Case Study



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

COVID Transition Campaign



Your getaway isn't faraway.



Your Getaway Isn't Faraway - Print

Leisure

Tu escapada está cercana.



Imaginate visitando 42 miles de costa impresionante. O relajando las Rivieras apartadas y hermosas. O que así observando una arquitectura antigua de más de 400 años. Podrá sonar maravilloso y fuera de tu alcance, pero no es el caso. Ojalá todos estos encuentros internacionales sin ir muy lejos, todo ocurre en San Agustín | Ponte Vedra. Viaja **INTRAnacionalmente**™.

Visita FloridaHistoricCoast.com para aprender más.



Your getaway isn't faraway.



Imagine standing on 42 miles of breathtaking coastline. Or enjoying secluded and scenic settings. Or enjoying all 500 years of history & scenic wonderland and out of reach - until now. Get all that international charm without going far at all right here in St. Augustine | Ponte Vedra. Travel **INTRAnationally**™.

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ST. AUGUSTINE
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Your Getaway Isn't Faraway - Digital

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Your Getaway Isn't Faraway - Social

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Your Getaway Isn't Far Away -Audio



Travel Internationally :15



Travel IntraNATIONALLY 30 Audio



 ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Spanish Nights of Lights 30 Audio



 ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Nights of Lights/Romance

30 Audio



Travel INTRANationally - Out of Home

International sights
without international flights.
TRAVEL **INTRANATIONALLY**



Travel INTRANationally - Out of Home

Prefer fishing lines to security lines?

TRAVEL *INTRANATIONALLY*™

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



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

Travel INTRANationally - Out of Home

World's best golf. Not worlds away.

TRAVEL *INTRANATIONALLY*™

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FLORIDA'S HISTORIC COAST*



 **ST. AUGUSTINE PONTE VEDRA**
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Leisure

Beautiful Beaches within reaches.



You don't have to go all the way to the Caribbean or to that one island off the coast of that one country to enjoy gorgeous beaches. You can get all that fun in the sun, world-class cuisine, and amazing history right here in St. Augustine | Ponte Vedra.

Visit FloridaHistoricCoast.com to learn more.



Enjoy world-class cuisine and a local scene.



Who said you had to go around the globe to get the best cuisine around? Get all that international flavor without going far at all right here in St. Augustine | Ponte Vedra. Your gateway isn't foreign.

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Leisure - Co-op

International sights without international flights.



TRAVEL INTRANATIONALLY™

You don't have to deal with cramped 14-hour flights, long customs lines, or confusing currency exchange to experience something memorable. Introducing a new way to travel - INTRANATIONALLY. Get all that international charm without ever leaving the country. Right here in St. Augustine | Ponte Vedra.

Visit FloridaHistoricCoast.com to learn more.

<p>Beachfront Lodging</p> <p>Relax on the beachfront at the historic Windsor Hotel or the modern Windsor Hotel Ponte Vedra. Both offer stunning views of the ocean and historic architecture.</p>	<p>St. Augustine Historic Inns</p> <p>Experience the charm of historic St. Augustine with stays at the Windsor Hotel or the Windsor Hotel Ponte Vedra.</p>	<p>St. Augustine Spa</p> <p>Relax and rejuvenate at the Windsor Hotel Spa or the Windsor Hotel Ponte Vedra Spa.</p>	<p>The World's Best of Events & Meetings</p> <p>Host your next event at the Windsor Hotel or the Windsor Hotel Ponte Vedra.</p>
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Your big day is closer than you think.



You don't need to leave the globe to have the wedding of your dreams. Introducing a new way to travel - INTRANATIONALLY. Intrepid, inspired, and unforgettable. All in one place. Right here in St. Augustine | Ponte Vedra.



<p>St. Augustine Historic Inns</p> <p>Experience the charm of historic St. Augustine with stays at the Windsor Hotel or the Windsor Hotel Ponte Vedra.</p>	<p>St. Augustine Spa</p> <p>Relax and rejuvenate at the Windsor Hotel Spa or the Windsor Hotel Ponte Vedra Spa.</p>	<p>The World's Best of Events & Meetings</p> <p>Host your next event at the Windsor Hotel or the Windsor Hotel Ponte Vedra.</p>
---	--	--

Visit FloridaHistoricCoast.com to learn more.



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B2B

Experience a city built on a foundation of faith.



Give your attendees an unforgettable event that offers faith, fellowship, and memories that will last a lifetime, right here on Florida's Historic Coast! Founded in 1565, St. Augustine Ponte Vedra has been a spiritual gathering place for over 450 years. From the way that prepares to your meeting, we create an unforgettable spiritual event together.

Visit <http://StAugustineMeetings.com> or call 800-418-7829 ext. 2012.

St. Augustine, Ponte Vedra & The beaches, Malibu & Casuarina Beaches
19 Oakmeade Avenue | St. Augustine, FL 32084



From conferences to culture, let's plan your unforgettable event.



St. Augustine Ponte Vedra is a premier destination for mid-size groups and intimate business events. We strive to make sure your gatherings are the best they can be by working with you every step of the way. With 12 miles of beautiful beaches, award-winning historical sights, extensive open spaces, and world-class cuisine, let us help make your next call an unforgettable event.

For Conference Sales visit MyFloridaMeetings.com, or call William McBrown at 800.418.7829 ext. 2012.



From regrouping to relaxing, let's plan your unforgettable event.



When planning your next meeting or event, think outside of the conference room. St. Augustine Ponte Vedra can provide you with a one-of-a-kind experience that's guaranteed to give you and your attendees an event worth remembering. Our team of event planners and caterers are passionate about bringing a personal touch that makes your event unique, stress-free, and easy to enjoy. From incredible cuisine and historical sights to world-class golf and beautiful beaches, let us help you plan your unforgettable event.

For Conference Sales, visit MyFloridaMeetings.com, or call William McBrown at 800.418.7829 ext. 2012.





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Visit one of National Geographic's top-100 holiday light displays.



Millions of twinkling white lights in the nation's oldest city.

For free.



Safely enjoy a wide variety of family fun and old-world excitement.



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TRAVEL INTRATIONALLY



From through Jan. 15, 2022

Romantic European nights



without the overseas flights.



Safely enjoy the old-world excitement of Nights of Lights.



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TRAVEL INTRATIONALLY



From through Jan. 15, 2022

ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST™

All the culture.



None of the shock.



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Learn More

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International sights



without the overseas flights.



TRAVEL INTRATIONALLY

Learn More



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Sponsored

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The architecture!
Dramatic 400-year-old city. [Learn More](#)

The food!
Ole Florida. [Learn More](#)

The whatever this is!
Looks fun, right? [Learn More](#)

The beaches!
Sun, sea & sand. [Learn More](#)

See more at FLORIDASHISTORICCOAST.COM

St. Augustine, Florida
Sponsored

A 5-word love story: Live music and the beach. The Sing Out Loud Festival is back with 100+ performances all along the coast.

Weekends 9/10-9/26
National + local artists. [LEARN MORE](#)

FREE performances
Big vibes. Low cost. [LEARN MORE](#)

R&B, bluegrass, hip-hop, indie...
If it's good, it's here. [LEARN MORE](#)

In gorgeous St. Augustine +...
Seriously, look at L... [LEARN MORE](#)

See more at floridashistoriccoast.com



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Love international vacations but don't love getting there?
Come to St. Augustine | Ponte Vedra
[Learn More](#)

All that culture.
[Learn More](#)

All that charm.
[Learn More](#)

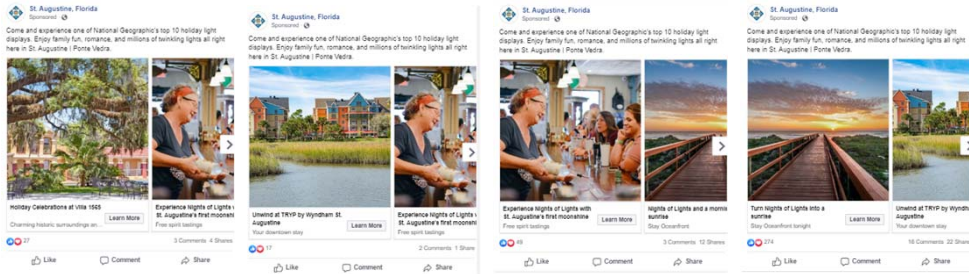
Without ever leaving the country.
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TRAVEL **INTRANATIONALLY**
Swipe up for a trip itinerary
[Learn More](#)



Travel INTRAnationally - Social

Co-op



Villa 1565

Formerly TRYP
(Sebastian Hotel,
a member of
Radisson
Individuals)

City Gate

Beacher's Lodge



February 2022 | Feedback from Tourism Industry Stakeholders Workshops



Product Development

- ◆ Parking – shuttles/satellite parking
- ◆ Focus on fly markets (digital focus; leverage airline partners)
- ◆ Destination marketing budget/focus should include:
 - ◆ Outdoor/eco-tourism
 - ◆ Water focus/estuaries
 - ◆ History
 - ◆ Cultural landscape
 - ◆ Experiences
- ◆ Vacation rentals/verticals
- ◆ Leverage culinary talent (events/competition)



Product Development

(continued)

- ◆ Western SJC development
 - ◆ Bartram – no attractions yet
 - ◆ Hastings
 - ◆ Need to prepare & plan for future
- ◆ Leverage agricultural resources (facilities/venues)
- ◆ Ecobgical programs
- ◆ Cultural roots need development in Ponte Vedra Beach
- ◆ Local arts agency program development (venues & expansion for visitor options)
- ◆ Expand film festival



W orkforce + Events/C ulinary Experiences

- ◆ Facilitate destination eco tours training & certification (forG TM and othereco tours)
- ◆ Use slow months (September) for locals focus with special pricing
 - ◆ Resurrect Restaurant Week?

M iscellaneous

- ◆ TDC grants - need to leverage and determine where attendees are from
- ◆ Venues are needed to help local small businesses
 - ◆ The Cultural Council's Waterworks building may be a venue for some small businesses)
- ◆ W orkforce training funding is needed
- ◆ Need to better understand what is being done in market



FY2023 Promotion Focus

- ◆ Adjust base demographic
 - ◆ Target Purpose Pursuers – adjust from \$75K HHI to \$100K HHI
- ◆ Further expand deployment of digital media
 - ◆ Purpose Pursuers; more markets; greater efficiency; continually test and adjust platforms
- ◆ Update Florida's Historic Coast.com website
 - ◆ Unified, re-skin, new consumer tools, plus Cultural Council content & calendars

FY2023 Promotion Focus

- ◆ Continue to promote current & new fly markets
- ◆ Facilitate product development to further promote Ponte Vedra, River Region, and Agricultural Corridor assets
- ◆ Highlight new tours and outdoor experiences; share with targeted outdoor travel writers
 - ◆ Examples: A1A Scenic Byway experiences; bioluminescence tours
- ◆ Leverage food and agriculture to create an additional recipe for economic success through culinary tourism



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FY2023 Promotion Focus

- ◆ Re-allocate sales resources to higher-end tours and luxury travel planners; adjust B2B messaging
- ◆ Target more corporate sales opportunity; change B2B messaging
- ◆ Target high-end travel writers in PR/promotions
 - ◆ Luxury, outdoors, fishing, ocean/river, natural resources
- ◆ Support SJC sports tourism needs



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PONTE VEDRA
FLORIDA'S HISTORIC COAST™



TDC Regular Meeting – March 21, 2022

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

Perfect Game, Inc.

Funding requests from Perfect Game, Inc. for two youth baseball events. Battle at the Beach, scheduled May 27 - 30, 2022 and the Sunshine State Championships, scheduled for June 10- 12, 2022.

Both 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 for funding in the amount of \$12,500 for the Battle of the Beach tournament and \$8,000 recommended for Sunshine State Championship. Funding has been allocated in the FY22 Sports Marketing Budget.

St. Johns County Tourist Development Council
Sports Event Funding
Application Summary

Event Name: 2022 Perfect Game 9U-18U Battle at the Beach **Sport:** baseball

Legal Name of Host Organization: Perfect Game, Inc.

This Organization is:

Independently Chartered Private
 City/County/State Organization Non-Profit

Other (please describe) _____

Date(s) of Event: May 27-30, 2022 **Location of Event:** St. Johns County Region

Primary Contact Person:

Tony VonDolteren Title: Georgia Youth Director

Phone Numbers: (W) (904)982-5296 (C) (904)982-5296

Fax : () E-Mail: TVonDolteren@PerfectGame.org

Address: 850 Twixt Town Road NE

City Cedar Rapids State IA Zip 52402

Secondary Contact Person:

Angel Natal Title: Senior Director – Community Development

Phone Numbers: (W) (239)405-4760 (C) (239)405-4760

Fax : () E-Mail: ANatal@PerfectGame.org

Address: 850 Twixt Town Road NE

City: Cedar Rapids State IA Zip 52402

Organization or Event Website: WWW.PERFECTGAME.ORG

TOTAL EVENT BUDGET AMOUNT \$63,300.00 **GRANT REQUESTED \$** 20,000.00

ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION?
YES

x **CASH:** Amount Requested: \$ 20,000.00

x **IN-KIND:** Value \$ facility costs

Event Detail

EVENT: 2022 Perfect Game 9U-18U Battle at the Beach

DATE(S) May 27-30, 2022 SPORT: BASEBALL

LOCATION St. Johns County Region

FACILITY (IES): Rivertown Park, Davis Park, St. Johns Mills Field, Treaty Park, St. Augustine Youth League Complex, Durbin Crossing Complex & various high school baseball fields

HAVE YOU SECURED FACILITY(IES) (explain)? YES

FACILITY CONTACT (name and phone number)? Teddy Meyer – (904 347-7585)

PARTICIPATION

TEAMS 100 # INDIVIDUAL COMPETITORS 1,200

COACHES/TRAINERS 300 # SPECTATORS 2,400

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria):

Top youth baseball teams 18 years old and younger from throughout the Southeast United States and Florida will travel to this event in St. Johns County. In 2019, a total of 82 teams participated in this event and we are projecting it to grow to 100 total teams. 500+ hotel room nights were generated in 2019.

In 2020, this event was cancelled and in 2021 we hosted 56 teams in this event and generated more than 400 room nights.

DESCRIPTION OF SECURED MEDIA COVERAGE: (Please indicate which media has committed to providing coverage and any media coverage for which you are paying a fee)

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

EVENT BUDGET DETAIL
Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		9,000	
Housing		4,500	
Food		4,500	
Sanction Fees			
Site Fees			6,000
Rights/Guarantees Fees			
Officials		15,000	5,000
Awards*		1,800	
Equipment			
Rentals			
Insurance			
Security			
Labor		7,500	9,000
Marketing/Promotions		1,000	
Administrative Costs			
OTHER EXPENSES (Please Itemize Below)			
Supplies/ Expo			
Traffic Control			
Athlete Items			
Volunteers			
Sub-Totals	\$	48,300	\$20,000
		TOTAL EXPENSE	63,300.00

* Please note that awards and administrative expenses are not allowable reimbursement items for TDC funds.

PROJECTED INCOME		
	In-Kind	Cash
Admissions		106,500
Contributions		
Grants (Include TDC Funding here)		20,000
Sponsorships		
Sales (Merchandise, Concessions, etc.)		5,000
Room Rebates		10,000
OTHER INCOME (Please Itemize)		
SUB TOTALS	\$	
TOTAL INCOME		141,500.00

Please note: If TDC funds are awarded, payment/reimbursement occurs after the event by submitting an invoice for the amount awarded together with any requested post event forms.

PLEASE LIST BENEFITS / CONSIDERATIONS GIVEN TO SPONORS AND THE VALUE OF THOSE BENEFITS: As a token of our appreciation for the support from St. John’s County Tourist Development Council will receive a gold level sponsorship with \$15,000 dollars’ worth of marketing benefits.

PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE:
Benefit List is attached (next page)

FOLLOWING THIS PAGE, PLEASE ATTACH A COPY OF THE:

- (A) EVENT MARKETING PLAN –
- (B) EVENT ATTENDANCE MONITORING PLAN –
- (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES –
- (D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –
- (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. -

ECONOMIC IMPACT STATEMENT

Group Meal/Banquets Paid for by Organizer: \$ _____

Please Explain:

Accommodations:

1. (A)Number of Competitors (B)Length of Stay (C)ADR for Month

(A) 800 x (B) 2 x (C) 99.00 = \$ 158,400.00

2. (D)Number of Officials (B) Length of Stay (C) ADR for Month

(Include coaches & trainers in # of officials)

(D) 200 x (B) 2 x (C) 99.00 = \$ 39,600.00

3. (E)Number of Spectators (B)Length of Stay (C) ADR for Month

(E) 2,000 x (B) 2 x (C) 99.00 = \$ 396,000.00

Please List Properties You Are Utilizing:

Property

Contact

Renaissance Resor @ World Golf Village

St. Augustine Hotel & Suites

Jay Bird's Inn

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ 7,000.00 For Park maintenance

\$ 3,000.00 For Site fees

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____



PERFECT GAME

**2022 BATTLE AT THE BEACH
MAY 27-30, 2022
ST. JOHNS COUNTY, FL**

(A) EVENT MARKETING PLAN –

- Annually Perfect Game website gets more than 12 million+ visits
- 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

(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

**(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

(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –

- Signature events hosted by our team:
 - PG Baseball Championship Series
 - PG World Wood Bat Association Championships
 - PG Underclass World Championships
 - PG National & Junior National Showcase
 - PG All-American Game
 - PG 13U & 14U Baseball Select Festivals



PERFECT GAME

- **Additional events being hosted in St. Johns County, FL:**
 - **2022 North Florida Kickoff Classic – March 4-6**
 - **2022 North Florida Super Regional NIT – April 8-10**
 - **2022 Sunshine State Championships – June 10-12**

(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 Tourist Development Council
Sports Event Funding
Application Summary

Event Name: 2022 Perfect Game 9U-18U Sunshine State Championships **Sport:** baseball

Legal Name of Host Organization: Perfect Game, Inc.

This Organization is:

_____ Independently Chartered Private
_____ City/County/State Organization _____ Non-Profit

Other (please describe) _____

Date(s) of Event: June 10-12, 2022 Location of Event: St. Johns County Region

Primary Contact Person:

Tony VonDolteren Title: Georgia Youth Director

Phone Numbers: (W) (904)982-5296 (C) (904)982-5296

Fax : () E-Mail: TVonDolteren@PerfectGame.org

Address: 850 Twixt Town Road NE

City Cedar Rapids State IA Zip 52402

Secondary Contact Person:

Angel Natal Title: Senior Director – Community Development

Phone Numbers: (W) (239)405-4760 (C) (239)405-4760

Fax : () E-Mail: ANatal@PerfectGame.org

Address: 850 Twixt Town Road NE

City: Cedar Rapids State IA Zip 52402

Organization or Event Website: WWW.PERFECTGAME.ORG

TOTAL EVENT BUDGET AMOUNT \$30,000 GRANT REQUESTED \$ 10,000.00

**ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION?
YES**

CASH: Amount Requested: \$ 10,000.00

IN-KIND: Value \$ facility costs

Event Detail

EVENT: 2022 PG SUNSHINE STATE CHAMPIONSHIPS

DATE(S) JUNE 10-12, 2022 SPORT: BASEBALL

LOCATION St. Johns County/ Region

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

HAVE YOU SECURED FACILITY(IES) (explain)? YES

FACILITY CONTACT (name and phone number)? Teddy Meyer – (904)347-7585

PARTICIPATION

TEAMS 75 # INDIVIDUAL COMPETITORS 750

COACHES/TRAINERS 225 # SPECTATORS 1,500

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria):

Top youth baseball teams 18 years old and younger from throughout the Southeast United States and Florida will travel to this event in St. Johns County. In 2019, a total of 45 teams participated in this event and we are projecting it to grow to 60 total teams. 300+ hotel room nights were generated in 2019. In 2020, this event was cancelled and in 2021 we hosted 75 total teams and more than 700 room nights generated.

DESCRIPTION OF SECURED MEDIA COVERAGE: (Please indicate which media has committed to providing coverage and any media coverage for which you are paying a fee)

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

EVENT BUDGET DETAIL
Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		6,000	
Housing		2,500	
Food		2,200	
Sanction Fees			
Site Fees			3,000
Rights/Guarantees Fees			
Officials		10,000	
Awards*		1,800	
Equipment			
Rentals			
Insurance			
Security			
Labor		6,500	7,000
Marketing/Promotions		1,000	
Administrative Costs			
OTHER EXPENSES (Please Itemize Below)			
Supplies/ Expo			
Traffic Control			
Athlete Items			
Volunteers			
Sub-Totals	\$	30,000	\$10,000
		TOTAL EXPENSE	40,000.00

* Please note that awards and administrative expenses are not allowable reimbursement items for TDC funds.

ECONOMIC IMPACT STATEMENT

Group Meal/Banquets Paid for by Organizer: \$ _____

Please Explain:

Accommodations:

1. (A) Number of Competitors (B) Length of Stay (C) ADR for Month

(A) 750 x (B) 2 x (C) 99.00 = \$ 148,500.00

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month

(Include coaches & trainers in # of officials)

(D) 200 x (B) 2 x (C) 99.00 = \$ 39,600.00

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month

(E) 1,000 x (B) 2 x (C) 99.00 = \$ 198,000.00

Please List Properties You Are Utilizing:

Property

Contact

Renaissance Resort @ World Golf Village

St. Augustine Hotel & Suites

Jay Bird's Inn

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ 7,000.00 For Park maintenance

\$ 3,000.00 For Site fees

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____



PERFECT GAME

**2022 PG SUNSHINE STATE CHAMPIONSHIPS
JUNE 10-12, 2022
ST. JOHNS COUNTY, FL**

(A) EVENT MARKETING PLAN –

- Annually Perfect Game website gets more than 12 million+ visits
- 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

(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

**(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

(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –

- Signature events hosted by our team:
 - PG Baseball Championship Series
 - PG World Wood Bat Association Championships
 - PG Underclass World Championships
 - PG National & Junior National Showcase
 - PG All-American Game
 - PG 13U & 14U Baseball Select Festivals



PERFECT GAME

- **Additional events being hosted in St. Johns County, FL:**
 - **2022 North Florida Kickoff Classic – March 4-6**
 - **2022 North Florida Super Regional NIT – April 8-10**
 - **2022 Battle at the Beach – May 27-30**

(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 Board of County Commissioners

Parks & Recreation Department

RECREATION ADVISORY BOARD

Meeting Minutes – Wednesday February 9, 2021

Board Members Present: Casey Van Rysdam, Chair; Brad Long, Vice Chair; Harold Dockins, Marty McEachean, Bill Bowen, and Lauren Watkins

Board Members Absent: Deb Chapin

Also Present: Commissioner Paul Waldron; Deputy County Administrator Sarah Taylor; Parks & Recreation Director Ryan Kane, Assistant Director Jamie Baccari, Recreation Facilities Manager Teddy Meyer, Project Specialist Diane Gorski

Chair called the meeting to order at 1:30 PM and asked for a motion to approve the January meeting minutes. Motion by Long, seconded by Dockins. Approved 6/0.

There were no public comments.

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Commissioner Waldron stated that the possibility of a sales tax will be discussed at the next Board of County Commissioners meeting. He said that some constructions were behind schedule due to the lack of workers and supplies. He said the Vilano Boat Ramp was getting done and that the Golf Course remodel was underway.

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Meyer gave a quick overview of the Old School Kingfish Shootout event to be held at the Vilano Beach Pier. He introduced Lauren and Paul,

the event organizers. Paul addressed the RAB, shared that he was the Vice President of the Blue Marlin group in St. Augustine and added his opinion on the Bluewater event that was discussed earlier in the meeting. He went on to provide the history of the Kingfish event and plans for this year's event. The chair questioned the number of competitors listed on the application and explained that the number was intended for an actual person count. He asked for clarification of the data on the application. Lauren shared the marketing plan that included a drone and live feed. Dockins made a motion to allocate \$20,000 that failed for lack of a second. **Long motioned to grant \$12,500 to the event, seconded by Dockins and approved 6/0.**

Chair introduced the three requests for beach access on Easter morning. Baccari explained that these Major Impact Special Events needed to be reviewed by the RAB and if approved, their recommendation for approval would be given to the Board of County Commissioners. These Easter Sunday sunrise services have been an annual event for many years and staff had made the decision to approve, however, policy dictates vetting and recommendation from the RAB. The requests meet all County and Beach Code requirements and have arranged coordination with the SJSO. The Beaches and Natural Resources staff will coordinate with each Church and ensure that the events are successful. Motion by McEachean, seconded by Long and approved 6/0.

Baccari gave an update on the Dashboard information. Chair asked for clarification. Kane explained that the Parks and Recreation expense budget does not align with the revenue budget. The expense budget is designed to maximize, utilize and go the full end of service to be provided. The revenues are typically conservative and expenses are designed around the highest capacity. Chair asked about the number of participants and how they are counted. Baccari explained that someone was counted for each program they registered for with the exception of afterschool programs that are done in quarters. Chair asked for ratio to population. Baccari replied that the department reaches less than 1% are impacted. Additional staff and community centers would be needed to provide more programming. Chair asked why the department could not use public school facilities and Baccari explained that schools do not support the use of indoor facilities and staffing continues to be an issue. The department leases Ketterlinus so its use is different than other school facilities. Discussion relating to services and programming provided ensued.

Meyer provided an overview of the required post event reporting by the TDC. Chair wants to know how many actual vs. estimated hotel nights occurred. There was a discussion on the expectations, formatting and information desired for review by the RAB. Taylor mentioned the stay to play requirement where a % of participants must stay in the organizations reserved hotels and are given a discount.

Meyer explained that the scoring sheets were worksheets only and not required documentation. The Chair explained that the sheets were used to force the RAB members to think about the applications. Watkins covered the changes and edits to the scoring sheet. The RAB members discussed the changes at great length. Chair said that he felt staff should do a better job vetting the applications so that there are no errors. Baccari suggested requiring the application is accurate and complete and adding that to the worksheet. Chair requested a check box be added for staff to sign off on that ensures facilities requested are available. Watkins said that she would redraft the recommendations and incorporate them into a new document and present it to the members at the next RAB meeting. Kane explained that staff was working with the partners to set schedules and set aside specific dates for availability of athletic facilities for tournaments. Dockins left the meeting.

Meyer provided an overview of the Youth Sports partnership review. Staff suggests having partners present annually during the summer months and give an update on their participation, programming, demographics and goals. McEachean stated the he thinks partnership should have community benefits and investment in facilities that can be measured. Kane stated that a rubric would be provided so that the expectations are known and groups are given the opportunity to meet the criteria. Chair asked to revisit the fee schedule. Kane offered for staff to create a check list to the RAB for input. McEachean asked if additional partners will be added. He said he believes there is not enough green space. Chair stated that a partnership request would need to be vetted by the RAB.

Kane explained that the special event permits were added to the agenda so that they were in sync with how the beach code policy is written. He said that staff would be evaluating the code to determine the best path to move forward. He mentioned the youth sports partner meeting and exchange of ideas. He mentioned that staff was in the process of identifying public space availability. He shared that the paving project was underway at Vilano Landing Boat Ramp and that the Surfside Pavilion had been replaced using the Deferred Maintenance Program. He shared that the bid proposal for turf field replacement at Veterans Park and Gamble Middle School would be going out soon with the hope that the work will be completed this summer. He said that the three (3) big regional parks: Northwest Park(Greenbriar), Silverleaf/Shearwater Parks and Nocatee Regional Park will be going out to RFQ (Request for Qualifications) for design teams and the selection team includes three (3) Parks and Recreation staff members. He said the design group will hold public meetings to obtain input before designing the parks.

Long shared that the next Park Foundation meeting was Tuesday and they hoped to finalize the Director Job Description at that time.

McEachean shared that he toured locations with Jaya from the Visitor Convention Center to establish tournament locations and that he would like to present ideas at the March meeting.

Motion to adjourn by Long, seconded by Bowen and approved 5/0.

TDC Regular Meeting – March 21, 2022

Agenda Item 9 – 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 - 22, 2022. The event will be held at Davis Park in Ponte Vedra.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$10,000. Funding has been allocated in the FY22 Sports Marketing Budget.

St. Johns County Tourist Development Council
Sports Event Funding
Application Summary

Event Name: FLORIDA INVITATIONAL RUGBY SHOWCASE

Sport: RUGBY

Legal Name of Host Organization: FLORIDA INVITATIONAL RUGBY SHOWCASE LLC.

This Organization is:

Independently Chartered

Private

City/County/State Organization

Non-Profit

Other (please describe) _____

Date(s) of Event: 5/20/22-5/22/22

Location of Event: Davis Park Ponte Vedra FL

Primary Contact Person:

Mike Wright **Title:** President

Phone Numbers: (W) () _____ (C) (913)484-0981

Fax : () _____ E-Mail: hardlandingsmike@yahoo.com info@flrugbyinvite.com

Address: 354 Jackrabbit Trail

City: Ponte Vedra **State:** _____ **Zip:** 32081

Secondary Contact Person:

Ryan Cox **Title:** Treasurer

Phone Numbers: (W) () _____ (C) 603-247-8176

Fax : () _____ E-Mail: rcox12778@gmail.com

Address: _____

City: _____ State _____ Zip _____

Organization or Event Website: www.flrugbyinvite.com

TOTAL EVENT BUDGET AMOUNT \$39,604 **GRANT REQUESTED** \$ 22,380

ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION? No

CASH: Amount Requested: \$20,000

IN-KIND: Value \$ _____

Event Detail

EVENT: Florida Invitational Rugby Showcase

DATE(S) 5/20/22-5/22/22 **SPORT:** Rugby

LOCATION Davis Park Ponte Vedra Florida

FACILITY (IES): Davis Park Primary
Plantation (Alternate and Overflow)

HAVE YOU SECURED FACILITY(IES) (explain) ? Yes, we have reserved the dates for our event

FACILITY CONTACT (name and phone number)? Teddy Meyer 904-347-7585 (cell)

PARTICIPATION

TEAMS 20 # INDIVIDUAL COMPETITORS 500

COACHES/TRAINERS 20 # SPECTATORS 1,000

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria):
A mixture of instate and out-of-state teams. Katy, TX, Charlotte, NC, Miami, FL, Jax, FL, Morris, NJ

DESCRIPTION OF SECURED MEDIA COVERAGE: (Please indicate which media has committed to providing coverage and any media coverage for which you are paying a fee)

We have several press releases on multiple platforms. We are sanctioned with USA Rugby and will be broadcasted on Facebook Live as well as TheRugbyNetwork and have already received three press coverages from Goff Rugby Report and we also run a continuous advertisement with Goff.

EVENT BUDGET DETAIL
Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		1,700	
Housing			3,880
Food		800	
Sanction Fees		100	
Site Fees		424	
Rights/Guarantees Fees		0	
Officials			4,000
Awards*		1,500	
Equipment		3,500	
Rentals			1,000
Insurance		500	
Security		0	
Labor		0	
Marketing/Promotions			8,000
Administrative Costs			
OTHER EXPENSES (Please Itemize Below)		8,200	
Supplies/ Expo			500
Traffic Control		100	
Coaches Night Out			5,000
Volunteers		400	
Sub-Totals	\$	\$17,224	\$22,380
		TOTAL EXPENSE	\$39,604

* Please note that awards and administrative expenses are not allowable reimbursement items for TDC funds.

PROJECTED INCOME		
	In-Kind	Cash
Admissions		5,100
Contributions		0
Grants (Include TDC Funding here)		22,380
Sponsorships		5,500
Sales (Merchandise, Concessions, etc.)		8,500
Room Rebates		3,060
OTHER INCOME (Please Itemize)		
SUB TOTALS	\$	44,540
TOTAL INCOME		44,540

Please note: If TDC funds are awarded, payment/reimbursement occurs after the event by submitting an invoice for the amount awarded together with any requested post event forms.

PLEASE LIST BENEFITS / CONSIDERATIONS GIVEN TO SPONORS AND THE VALUE OF THOSE BENEFITS: As a token of our appreciation for the support from St. John's County Tourist Development Council will receive a gold level sponsorship with \$15,000 dollars' worth of marketing benefits.

PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE:
Benefit List is attached (next page)

FOLLOWING THIS PAGE, PLEASE ATTACH A COPY OF THE:

- (A) EVENT MARKETING PLAN –
- (B) EVENT ATTENDANCE MONITORING PLAN –
- (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES –
- (D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –
- (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. -

ECONOMIC IMPACT STATEMENT

Group Meal/Banquets Paid for by Organizer: \$ 5,000

Please Explain:

\$4,000 Colonial Quarter rental and Taco Bar on May 21, 2022

\$1,000 Chillula Band

Cash Bar

Accommodations:

1. (A) Number of Competitors (B) Length of Stay (C) ADR for Month

$$(A) 400 \times (B) 2 \times (C) 185 = \$148,000$$

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
(Include coaches & trainers in # of officials)

$$(D) 60 \times (B) 2 \times (C) 185 = \$22,200$$

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month

$$(E) \underline{\hspace{2cm}} \times (B) \underline{\hspace{2cm}} \times (C) \underline{\hspace{2cm}} = \$ \underline{\hspace{2cm}}$$

Please List Properties You Are Utilizing:

Property

Contact

Davis Park Ponte Vedra

Teddy Meyer 904-347-7585

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

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 one very successful production in May 2021. We had 10 teams and about 500 attendees. We averaged 15 hotels per team and half of the people were from out of state. We estimate that we had 240 hotel rooms rented and the vast majority stayed Friday-Sunday for our event. We had 6000 viewers on Facebook live 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.

St. Johns County Benefit from Florida Invitational Rugby Showcase

St. John's County will receive the Gold Level Sponsor which includes a banner on the sideline, a booth at the College Expo, plus 10 tickets to the Coaches Night Out where we will eat, listen to the band Chillula, enjoy the night in downtown St. Augustine at Colonial Quarter, and watch us award a \$500 scholarship to one boy and one girl attending the tournament.

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 22,000-30,000 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/1e8DNTifYxb0WGMBQzEwPyAIUPxyWYYrL/view?usp=sharing>



Expenses		
Travel	1700	1200 airline 500 van for refs
Housing	3880	194x10x2
Food	800	400/day volunteers and refs (sandwiches chips)
Sanction Fees	100	usa rugby
Site Fees	424	st johns county fee
Rights/Guarantees fees		
Officials	4000	
Awards	1500	Treyor Park
Equipment	3500	field markers, tape pvc, balls covered by Cady
Rentals	1000	scissor lift for 3rd camera
Insurance	500	
Security	0	
Labor	0	
Marketing Promo	7000	6k production 1k goff rugby report
Administrative costs		
Supplies/expo	500	banner interview background printing
Traffic Control	100	directional signs
Athlete Items	0	
Volunteers	400	t-shirts 40
Other Items:		
Fly Over	1500	Direct Connect Flight Academy verbal commitment
Colonial Quarter	4,000	\$1,000 deposit given
Chillulah	1,000	\$400 Deposit given
Credit card fees	300	
Merchandise to sell	6,000	
Trash	400	
Total	38604	

Projected Income

Admissions	5100	300x17
Sponsorships	5500	Treylor Cady Landmark First Coast DCFA
Sales (Merchandise)	7800	30% ROI
Room Rebates	3060	\$18x5playerx2daysx17teams
Grants TDC Funding	20,000	
	41460	



St. Johns County Board of County Commissioners

Parks & Recreation Department

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the event organizers. Paul addressed the RAB, shared that he was the Vice President of the Blue Marlin group in St. Augustine and added his opinion on the Bluewater event that was discussed earlier in the meeting. He went on to provide the history of the Kingfish event and plans for this year's event. The chair questioned the number of competitors listed on the application and explained that the number was intended for an actual person count. He asked for clarification of the data on the application. Lauren shared the marketing plan that included a drone and live feed. Dockins made a motion to allocate \$20,000 that failed for lack of a second. **Long motioned to grant \$12,500 to the event, seconded by Dockins and approved 6/0.**

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Baccari gave an update on the Dashboard information. Chair asked for clarification. Kane explained that the Parks and Recreation expense budget does not align with the revenue budget. The expense budget is designed to maximize, utilize and go the full end of service to be provided. The revenues are typically conservative and expenses are designed around the highest capacity. Chair asked about the number of participants and how they are counted. Baccari explained that someone was counted for each program they registered for with the exception of afterschool programs that are done in quarters. Chair asked for ratio to population. Baccari replied that the department reaches less than 1% are impacted. Additional staff and community centers would be needed to provide more programming. Chair asked why the department could not use public school facilities and Baccari explained that schools do not support the use of indoor facilities and staffing continues to be an issue. The department leases Ketterlinus so its use is different than other school facilities. Discussion relating to services and programming provided ensued.

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Meyer explained that the scoring sheets were worksheets only and not required documentation. The Chair explained that the sheets were used to force the RAB members to think about the applications. Watkins covered the changes and edits to the scoring sheet. The RAB members discussed the changes at great length. Chair said that he felt staff should do a better job vetting the applications so that there are no errors. Baccari suggested requiring the application is accurate and complete and adding that to the worksheet. Chair requested a check box be added for staff to sign off on that ensures facilities requested are available. Watkins said that she would redraft the recommendations and incorporate them into a new document and present it to the members at the next RAB meeting. Kane explained that staff was working with the partners to set schedules and set aside specific dates for availability of athletic facilities for tournaments. Dockins left the meeting.

Meyer provided an overview of the Youth Sports partnership review. Staff suggests having partners present annually during the summer months and give an update on their participation, programming, demographics and goals. McEachean stated the he thinks partnership should have community benefits and investment in facilities that can be measured. Kane stated that a rubric would be provided so that the expectations are known and groups are given the opportunity to meet the criteria. Chair asked to revisit the fee schedule. Kane offered for staff to create a check list to the RAB for input. McEachean asked if additional partners will be added. He said he believes there is not enough green space. Chair stated that a partnership request would need to be vetted by the RAB.

Kane explained that the special event permits were added to the agenda so that they were in sync with how the beach code policy is written. He said that staff would be evaluating the code to determine the best path to move forward. He mentioned the youth sports partner meeting and exchange of ideas. He mentioned that staff was in the process of identifying public space availability. He shared that the paving project was underway at Vilano Landing Boat Ramp and that the Surfside Pavilion had been replaced using the Deferred Maintenance Program. He shared that the bid proposal for turf field replacement at Veterans Park and Gamble Middle School would be going out soon with the hope that the work will be completed this summer. He said that the three (3) big regional parks: Northwest Park(Greenbriar), Silverleaf/Shearwater Parks and Nocatee Regional Park will be going out to RFQ (Request for Qualifications) for design teams and the selection team includes three (3) Parks and Recreation staff members. He said the design group will hold public meetings to obtain input before designing the parks.

Long shared that the next Park Foundation meeting was Tuesday and they hoped to finalize the Director Job Description at that time.

McEachean shared that he toured locations with Jaya from the Visitor Convention Center to establish tournament locations and that he would like to present ideas at the March meeting.

Motion to adjourn by Long, seconded by Bowen and approved 5/0.

TDC Regular Meeting – March 21, 2022

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

Sport Fishing Championship, Advanced Media Inc

Funding request from Advanced Media Inc. for an offshore Sport Fishing Championship tournament, scheduled May 11 - 14, 2022. The event will be held at the Camachee Cove Marina in St. Johns County.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$20,000. Funding has been allocated in the FY22 Sports Marketing Budget.

St. Johns County Tourist Development Council
Sports Event Funding
Application Summary

Event Name: Sport Fishing Championship Sport: Offshore Fishing

Legal Name of Host Organization: Sport Fishing Championship Advanced Media, Inc

This Organization is:

Independently Chartered Private
 City/County/State Organization Non-Profit

Other (please describe) _____

Date(s) of Event: May 11 – 14

Location of Event: Camachee Cove

Primary Contact Person: Kali Williams Title: VP Of Client

Phone Numbers: (C) (954) 425-2369

E-Mail: Kali@sportfishingchampionship.com

Address: 2003 R Highway 114, Suite 350 #200 Trophy Club, Texas 7626

Secondary Contact Person: Mark Neifeld Title: CEO

Phone Numbers: (C) (941) 713-1629

E-Mail: men@sportfishingchampionship.com

Organization or Event Website: <https://www.sportfishingchampionship.com/>

TOTAL EVENT BUDGET AMOUNT \$ _____ **GRANT REQUESTED \$** 100,000

ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION? NO

CASH: Amount Requested: \$ _____

IN-KIND: Value \$ _____

Event Detail

EVENT: NEFMA Bluewater Tournament

DATE(S) May 11 – 14 **SPORT:** Offshore Fishing

LOCATION Camachee Cove

FACILITY (IES): Camachee Cove, Fan Fest/ Activation

HAVE YOU SECURED FACILITY(IES) (explain) ?

Yes for the marina

No, for fan festival/activation

FACILITY CONTACT (name and phone number)?

Scott Stanley

C: (904) 234-7182

PARTICIPATION

TEAMS: 60 # INDIVIDUAL COMPETITORS 360

COACHES/TRAINERS _____ # SPECTATORS 1,000

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria):

- Average 80-100 boats participate in each tournament; exception with Dominican Republic
- 6-8 team members on each boat
- Captains, Anglers, Mates, and Deck hands, locally and regionally participate in tournament competition and activities.
- Each participant must check-in at the tournament registration. Participants must be on the boat during competition.
- Age of participants ranges from 16 years of age to 65 years old.

DESCRIPTION OF SECURED MEDIA COVERAGE: (Please indicate which media has committed to providing coverage and any media coverage for which you are paying a fee)

CBS Sports Network is our exclusive multi-year broadcast partner. CBS Sports Network, the 24-hour home of CBS Sports, is widely available through all major cable, satellite and telco distributors as well as via OTT streaming service providers YouTube TV, fuboTV, DirecTV and Hulu. Additionally, a live CBS Sports Network stream is available through CBSSports.com and the CBS Sports App by authenticating with select providers.

- Three days of network-quality live streaming and same day coverage on Sportfishingchampionship.com
- Tournament Travel Guide
- Tournament event program
- Destination video content across all social media channels
- Influencer marketing campaigns to amplify and encourage new audience
- campaigns to amplify and encourage new audience

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		\$45,000	
Housing		\$50,000	
Food		\$23,400	
TV Production		\$300,000	
Sanction Fees		SFC is Sanction holding organization	
Site Fees		\$10,000	
Rights/Guarantees Fees		SFC is Right's Holder	
Officials		-	
Awards*		\$2.5M total across 12 events (\$208,333 per event)	
Equipment/ Tenting		\$45,000	
Rentals		Included in above	
Insurance		\$750/per event	
Security		\$10,000	
Labor		\$5,000	
Marketing/Promotions		\$100,000	
Hospitality / Local Entertainment		\$100,000	
Administrative Costs		\$91,666 per event	
OTHER EXPENSES (Please Itemize Below)			
Supplies/ Expo			
Traffic Control			
Athlete Items			
Volunteers		\$1,650 for SFC Volunteer uniform	
Sub-Totals	\$		\$
		TOTAL EXPENSE	\$1,008,799

PROJECTED INCOME		
	In-Kind	Cash
Admissions		Free to attend
Contributions		
Grants (Include TDC Funding here)		\$400,000 TDC funding
Sponsorships		\$416,666
Sales (Merchandise, Concessions, etc.)		\$20,000
Room Rebates		
OTHER INCOME (Please Itemize)		
SUB TOTALS	\$	
TOTAL INCOME		\$836,666

Please note: If TDC funds are awarded, payment/reimbursement occurs after the event by submitting an invoice for the amount awarded together with any requested post event forms.

PLEASE LIST BENEFITS / CONSIDERATIONS GIVEN TO SPONSORS AND THE VALUE OF THOSE BENEFITS:

Branding

- On-site activation space
- Inclusion in LED event signage
- Designated Sponsor Party

Marketing

- Custom in-broadcast feature on CBS Sports highlighting the tournament location guaranteed for broadcast
- Guaranteed 30 second advertisement during the CBS Sports live broadcast window and additional during live streaming
- Host logo(s) placed on webpage with links to website that live on the tournament page 365 days-a-year
- Logo included in all appropriate tournament communications; advertising, website, social media, signage, and press materials
- Rights to use tournaments marks and SFC marks for use in marketing and advertising
- Social media mentions during tournament week across all utilized platforms

Hospitality

- Six Champions Club VIP Passes (available for resale)

PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE:

CBS Sports Network is our exclusive multi-year broadcast partner. CBS Sports Network, the 24-hour home of CBS Sports, is widely available through all major cable, satellite and telco distributors as well as via OTT streaming service providers YouTube TV, fuboTV, DirecTV and Hulu. Additionally, a live CBS Sports Network stream is available through CBSSports.com and the CBS Sports App by authenticating with select providers.

- Three days of network-quality live streaming and same day coverage on Sportfishingchampionship.com
- Tournament Travel Guide
- Tournament event program
- Destination video content across all social media channels
- Influencer marketing campaigns to amplify and encourage new audience
- campaigns to amplify and encourage new audience

FOLLOWING THIS PAGE, PLEASE ATTACH A COPY OF THE:

(A) EVENT MARKETING PLAN

Marketing / Promotional Plan:

- International TV deal
- In-show promotion
- 365-day-a-year website promotion
- Social media promotion
- Database marketing promotion
- Trade publications

(B) EVENT ATTENDANCE MONITORING PLAN

Attendance Plan

- Anglers register on website
- Attendees encouraged to register for free admission through website
- Attendance - "click" counter
- Champions Experience tickets

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

(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER

Events

- **2022 SFC Schedule:**
 - Louisiana Billfish Classic April 25-May 1, 2022
 - Club Nautico de Blue Marlin Tournament May 3 – 7
 - NEFMA Bluewater Tournament May 11 – 14
 - Gulf Coast Masters May 23 – 29
 - Mississippi Gulf Coast Blue Marlin Classic June 6 – 12
 - Emerald Coast Blue Marlin Classic June 22 – 26
 - Charleston Offshore Classic July 6-9
 - Oak Bluffs Bluewater Classic July 12 – 17
 - Tri-State Canyon's Shootout July 19 - 22
 - Texas Int'l Fishing Tournament August 5 – 8
 - San Juan Int'l Billfish Tournament August 16 - 21
 - Bisbee's Black & Blue Marlin Tournament October 25-29
- **Executive Team at SFC has produced championship events including:**
 - College Football Playoff National Championship,
 - NCAA Final Four,
 - CONCACAF Gold Cup
 - WWE Wrestlemania
 - Miami Open
 - Redfish Cup
 - College B.A.S.S
 - Conference Basketball Tournaments
 - College Football Bowl Games
 - And many more
- **Innovative Group events**
 - Superbowl Fan Experience LV, LIV
 - MLB All-Star
 - Michelob Ultra Invitational
 - College Football Playoffs

(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.

- Will be Provided thirty (30) days prior to event

ECONOMIC IMPACT STATEMENT

Group Meal/Banquets Paid for by Organizer: \$ \$23,400

Please Explain:

During the tournament, we will need to feed 65 employees + volunteers working through the length of the tournament (7 days) Group meals will need to be purchased for breakfast, lunch and dinner, served prior to start times or at specified locations.

Our Champions Club experience will have a Sponsorship dinner at a local restaurant that can accommodate 40-60 people; for cocktails and passed hor d'oeuvres or a banquet style dinner. Opportunities to be discussed with TDC & Sport Fishing Championship.

Accommodations:

1. (A)Number of Competitors (B)Length of Stay (C)ADR for Month

(A) 360 x (B) 6 x (C) \$350 = \$ 756,000

2. (D)Number of Officials (B) Length of Stay (C) ADR for Month
(Include coaches & trainers in # of officials)

(D) 45 x (B) 6 x (C) 350 = \$ 94,500

3. (E)Number of Spectators (B)Length of Stay (C) ADR for Month

(E) 150 x (B) 2 x (C) 350 = \$ 105,000

Please List Properties You Are Utilizing:

Property

Contact

N/A TBD For Fan Fest Activation Space

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ 5,250 For Transportation / Trolly from fan activation to marina to hotels/ \$35 per person. 150 spectators

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____



St. Johns County Board of County Commissioners

Parks & Recreation Department

RECREATION ADVISORY BOARD

Meeting Minutes – Wednesday February 9, 2021

Board Members Present: Casey Van Rysdam, Chair; Brad Long, Vice Chair; Harold Dockins, Marty McEachean, Bill Bowen, and Lauren Watkins

Board Members Absent: Deb Chapin

Also Present: Commissioner Paul Waldron; Deputy County Administrator Sarah Taylor; Parks & Recreation Director Ryan Kane, Assistant Director Jamie Baccari, Recreation Facilities Manager Teddy Meyer, Project Specialist Diane Gorski

Chair called the meeting to order at 1:30 PM and asked for a motion to approve the January meeting minutes. Motion by Long, seconded by Dockins. Approved 6/0.

There were no public comments.

Chair asked staff for updates on Shore Drive grant and Kane answered that there was nothing new to report. He asked for an update on the Nocatee Sports Park RFI and Baccari explained that with the recent reallocation of funding an RFQ would be forthcoming for the design of this project and others. Chair asked who and why decisions relating to park development are made. Kane said that this discussion would be added to a future RAB meeting. Chair asked if residual TDC dollars not spent on Category III would be spent on nets, fences and general repairs. Meyer explained that these funds could be used for facilities that host events if available. The Chair and Meyer exchanged information related to Category III TDC funding.

Deputy County Administrator Taylor announced that departments were drafting their budgets to present to OMB for review starting in March in preparation for the Admin hearings in March.

Commissioner Waldron stated that the possibility of a sales tax will be discussed at the next Board of County Commissioners meeting. He said that some constructions were behind schedule due to the lack of workers and supplies. He said the Vilano Boat Ramp was getting done and that the Golf Course remodel was underway.

Abbatonozzi announced the upcoming spring sports season. He mentioned the progress on the New High School and employee hiring. He said that St. Johns County would not be impacted by School Choice because there was no secondary school with capacity. He explained that new schools are not included in the capacity program for the first few years. He said that he would update the RAB with summer facility availability to the public as the details were finalized. Brief conversation clarifying that High Schools were included in this program because of the amenities and summer staffing.

Meyer provided background for the Sports Fishing Tournament group who then provided a presentation via Zoom. A discussion regarding space, impacts, funding, marketing, graphics and media followed. It was agreed that the RAB was not prepared to make a funding allocation for the festival portion of the request and that the group should request festival funding through the TDC next cycle. Van Rysdam made a motion to allocate \$20,000 - \$10,000 for site fees and \$10,000 for marketing, seconded by Long and approved 6/0.

Meyer introduced the Florida Invitational Rugby Showcase Group who proceeded to give an overview of the organization and details about the event. Discussion relating to the event, impacts, and marketing, diversity and future opportunities followed. The group was excited to share their deal with the Rugby Organization, and the rough draft of their commercial for the nationally televised rugby network, social media and other forms of media. Discussion ensued. Dockins motioned to allocate \$10,000 to the event, seconded by Long, approved 6/0.

Meyer provided some history on Perfect Game tournaments held in St. Johns County. He introduced Tony Von Dolteran who answered questions from the RAB relating to the Battle at the Beach and Sunshine State Championship applications and events. Long made a motion to allocate \$12,500 to the Battle at the Beach Tournament that was seconded by Dockins and approved 6/0. Long made a motion to allocate \$8,000 to the Sunshine Championship Tournament that was seconded by McEachean and approved 6/0. Board discussion on the importance of providing accurate financial information on the TDC CAT III Applications.

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McEachean shared that he toured locations with Jaya from the Visitor Convention Center to establish tournament locations and that he would like to present ideas at the March meeting.

Motion to adjourn by Long, seconded by Bowen and approved 5/0.

TDC Regular Meeting – March 21, 2022

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

NE Florida Kingfish Championship, Inc

Funding request from NE Florida Kingfish Championship, Inc. for the Old School Kingfish Shootout Fishing Tournament, scheduled June 10 -12, 2022. The event will be held in St. Johns County area waterways.

The application was reviewed by the Recreation Advisory Board and recommended for funding. Funding is available in the FY22 Sports Marketing Budget.

St. Johns County Tourist Development Council
Sports Event Funding
Application Summary

Event Name: Old School Kingfish Shootout Sport: Fishing Tournament

Legal Name of Host Organization: NE Florida Kingfish Championship, Inc

This Organization is:

_____Independently Chartered X Private
_____City/County/State Organization _____Non-Profit

Other (please describe) _____

Date(s) of Event: June 10-12, 22 Location of Event: St Augustine Fish House/Vllano Beach Pier

Primary Contact Person:

Lauren Dozier Title: Tournament Manager

Phone Numbers: (W) _____ (C) (904) 626-3727

Fax : _____ E-Mail: lauren@oldschoolkingfish.com

Address: 450-106 State Road 13 N #143

City St Johns State FL Zip 32259

Secondary Contact Person:

Paul Dozier Title: Tournament Director

Phone Numbers: (W) _____ (C) (904)669-3417

Fax : _____ E-Mail: paul@oldschoolkingfish.com

Address: Same As Above

City: _____ State _____ Zip _____

Organization or Event Website: www.oldschoolkingfish.com

TOTAL EVENT BUDGET AMOUNT \$314,200 **GRANT REQUESTED \$** 20,000

ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION?

 CASH: Amount Requested: \$ _____

 IN-KIND: Value \$ _____

Event Detail

EVENT: Old School Kingfish Shootout

DATE(S) June 10-12, 2022 SPORT: Fishing Tournament

LOCATION St Augustine Fish House / Vilano Beach Pier

FACILITY (IES): _____

HAVE YOU SECURED FACILITY(IES) (explain)? Permitting Process Under Way for the Vilano Beach Pier. St Augustine Fish House has been secured as the site of the Captains Meetings and Awards

FACILITY CONTACT (name and phone number)? Danielle Fountain 904.209.0752

PARTICIPATION

TEAMS 500 # INDIVIDUAL COMPETITORS 2,000

COACHES/TRAINERS _____ # SPECTATORS 50

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria):

Fishing Teams will travel from throughout Florida, Georgia, and coastal South Carolina to participate in the Old School Kingfish Shootout.

DESCRIPTION OF SECURED MEDIA COVERAGE: (Please indicate which media has committed to providing coverage and any media coverage for which you are paying a fee)

Comprehensive Paid Social Media Campaign - multiple ads covering an expansive area targeted at fishing enthusiasts

iHeart Radio Paid Schedule and Promotional Schedule (107.3 Planet Radio/99.1 WQIK) - includes radio ads, on-air promotion, social media posts, website presence

1010 XL AM/92.5 FM Jax Sports Talk Radio Paid Schedule

The Outdoors Show (1010XL AM/92.5 FM) - includes in-studio appearance and multiple live call-in segments

The Fishing Forecast (1010XL AM/92.5 FM) - includes multiple live call-in segments

Weigh-In Live Stream - Professional Production Crew will live stream the weigh-in online

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		\$1,500	
Housing		\$1,500	
Food		\$1,500	
Sanction Fees			
Site Fees			\$80
Credit Card Fees		\$4,200	
Officials			
Awards*	\$145,000	\$60,000	
Equipment		\$4,000	
Rentals			\$4,000
Insurance		\$1,500	
Security			
Labor			
Marketing/Promotions	\$19,000	\$18,000	\$10,920
Administrative Costs		\$10,000	
OTHER EXPENSES (Please Itemize Below)			
Supplies/ Expo		\$10,000	
Weigh-In Live Stream & Video Production			\$5,000
Apparel		\$15,000	
Volunteers		\$3,000	
Sub-Totals	\$164,000	\$130,200	\$20,000
		TOTAL EXPENSE	\$314,200

* Please note that awards and administrative expenses are not allowable reimbursement items for TDC funds.

PROJECTED INCOME		
	In-Kind	Cash
Admissions		\$130,000
Contributions		
Grants (Include TDC Funding here)		\$20,000
Sponsorships		\$25,000
Sales (Merchandise, Concessions, etc.)		\$20,000
Room Rebates		
OTHER INCOME (Please Itemize)		
SUB TOTALS	\$	\$195,000
TOTAL INCOME		\$195,000

Please note: If TDC funds are awarded, payment/reimbursement occurs after the event by submitting an invoice for the amount awarded together with any requested post event forms.

PLEASE LIST BENEFITS / CONSIDERATIONS GIVEN TO SPONORS AND THE VALUE OF THOSE BENEFITS: As a token of our appreciation for the support from St. John’s County Tourist Development Council will receive a gold level sponsorship with \$15,000 dollars’ worth of marketing benefits.

PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE:
Benefit List is attached (next page)

FOLLOWING THIS PAGE, PLEASE ATTACH A COPY OF THE:

- (A) EVENT MARKETING PLAN –**
- (B) EVENT ATTENDANCE MONITORING PLAN –**
- (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES –**
- (D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –**
- (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. -**

ECONOMIC IMPACT STATEMENT

Group Meal/Banquets Paid for by Organizer: \$ 2,000

Please Explain:

Tournament committee and volunteer meals provided.

Accommodations:

1. (A)Number of Competitors (B)Length of Stay (C)ADR for Month

(A) 500 x (B) 2 Nights x (C) \$174.24 = \$ 174,240

2. (D)Number of Officials (B) Length of Stay (C) ADR for Month

(Include coaches & trainers in # of officials)

(D) _____ x (B) _____ x (C) _____ = \$ _____

3. (E)Number of Spectators (B)Length of Stay (C) ADR for Month

(E) 15 x (B) 2 Nights x (C) \$174.24 = \$ 5,227.20

Please List Properties You Are Utilizing:

Property

Contact

Inn at Camachee Harbor Travis

Conch House Marina Resort David Ponce

Homewood Suites St Augustine Scott Winch

Hampton Inn and Suites Vilano Beach Monika Popek

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ 125,000 For Gasoline

\$ \$15,000 For Dockage

\$ \$50,000 For Food, Beer, and Alcohol

\$ \$12,000 For Ice

\$ 90,000 For Lodging

\$ \$25,000 For Bait & Tackle



St. Johns County Board of County Commissioners

Parks & Recreation Department

RECREATION ADVISORY BOARD

Meeting Minutes – Wednesday February 9, 2021

Board Members Present: Casey Van Rysdam, Chair; Brad Long, Vice Chair; Harold Dockins, Marty McEachean, Bill Bowen, and Lauren Watkins

Board Members Absent: Deb Chapin

Also Present: Commissioner Paul Waldron; Deputy County Administrator Sarah Taylor; Parks & Recreation Director Ryan Kane, Assistant Director Jamie Baccari, Recreation Facilities Manager Teddy Meyer, Project Specialist Diane Gorski

Chair called the meeting to order at 1:30 PM and asked for a motion to approve the January meeting minutes. Motion by Long, seconded by Dockins. Approved 6/0.

There were no public comments.

Chair asked staff for updates on Shore Drive grant and Kane answered that there was nothing new to report. He asked for an update on the Nocatee Sports Park RFI and Baccari explained that with the recent reallocation of funding an RFQ would be forthcoming for the design of this project and others. Chair asked who and why decisions relating to park development are made. Kane said that this discussion would be added to a future RAB meeting. Chair asked if residual TDC dollars not spent on Category III would be spent on nets, fences and general repairs. Meyer explained that these funds could be used for facilities that host events if available. The Chair and Meyer exchanged information related to Category III TDC funding.

Deputy County Administrator Taylor announced that departments were drafting their budgets to present to OMB for review starting in March in preparation for the Admin hearings in March.

Commissioner Waldron stated that the possibility of a sales tax will be discussed at the next Board of County Commissioners meeting. He said that some constructions were behind schedule due to the lack of workers and supplies. He said the Vilano Boat Ramp was getting done and that the Golf Course remodel was underway.

Abbatonozzi announced the upcoming spring sports season. He mentioned the progress on the New High School and employee hiring. He said that St. Johns County would not be impacted by School Choice because there was no secondary school with capacity. He explained that new schools are not included in the capacity program for the first few years. He said that he would update the RAB with summer facility availability to the public as the details were finalized. Brief conversation clarifying that High Schools were included in this program because of the amenities and summer staffing.

Meyer provided background for the Sports Fishing Tournament group who then provided a presentation via Zoom. A discussion regarding space, impacts, funding, marketing, graphics and media followed. It was agreed that the RAB was not prepared to make a funding allocation for the festival portion of the request and that the group should request festival funding through the TDC next cycle. Van Rysdam made a motion to allocate \$20,000 - \$10,000 for site fees and \$10,000 for marketing, seconded by Long and approved 6/0.

Meyer introduced the Florida Invitational Rugby Showcase Group who proceeded to give an overview of the organization and details about the event. Discussion relating to the event, impacts, and marketing, diversity and future opportunities followed. The group was excited to share their deal with the Rugby Organization, and the rough draft of their commercial for the nationally televised rugby network, social media and other forms of media. Discussion ensued. Dockins motioned to allocate \$10,000 to the event, seconded by Long, approved 6/0.

Meyer provided some history on Perfect Game tournaments held in St. Johns County. He introduced Tony Von Dolteran who answered questions from the RAB relating to the Battle at the Beach and Sunshine State Championship applications and events. Long made a motion to allocate \$12,500 to the Battle at the Beach Tournament that was seconded by Dockins and approved 6/0. Long made a motion to allocate \$8,000 to the Sunshine Championship Tournament that was seconded by McEachean and approved 6/0. Board discussion on the importance of providing accurate financial information on the TDC CAT III Applications.

Meyer gave a quick overview of the Old School Kingfish Shootout event to be held at the Vilano Beach Pier. He introduced Lauren and Paul,

the event organizers. Paul addressed the RAB, shared that he was the Vice President of the Blue Marlin group in St. Augustine and added his opinion on the Bluewater event that was discussed earlier in the meeting. He went on to provide the history of the Kingfish event and plans for this year's event. The chair questioned the number of competitors listed on the application and explained that the number was intended for an actual person count. He asked for clarification of the data on the application. Lauren shared the marketing plan that included a drone and live feed. Dockins made a motion to allocate \$20,000 that failed for lack of a second. **Long motioned to grant \$12,500 to the event, seconded by Dockins and approved 6/0.**

Chair introduced the three requests for beach access on Easter morning. Baccari explained that these Major Impact Special Events needed to be reviewed by the RAB and if approved, their recommendation for approval would be given to the Board of County Commissioners. These Easter Sunday sunrise services have been an annual event for many years and staff had made the decision to approve, however, policy dictates vetting and recommendation from the RAB. The requests meet all County and Beach Code requirements and have arranged coordination with the SJSO. The Beaches and Natural Resources staff will coordinate with each Church and ensure that the events are successful. Motion by McEachean, seconded by Long and approved 6/0.

Baccari gave an update on the Dashboard information. Chair asked for clarification. Kane explained that the Parks and Recreation expense budget does not align with the revenue budget. The expense budget is designed to maximize, utilize and go the full end of service to be provided. The revenues are typically conservative and expenses are designed around the highest capacity. Chair asked about the number of participants and how they are counted. Baccari explained that someone was counted for each program they registered for with the exception of afterschool programs that are done in quarters. Chair asked for ratio to population. Baccari replied that the department reaches less than 1% are impacted. Additional staff and community centers would be needed to provide more programming. Chair asked why the department could not use public school facilities and Baccari explained that schools do not support the use of indoor facilities and staffing continues to be an issue. The department leases Ketterlinus so its use is different than other school facilities. Discussion relating to services and programming provided ensued.

Meyer provided an overview of the required post event reporting by the TDC. Chair wants to know how many actual vs. estimated hotel nights occurred. There was a discussion on the expectations, formatting and information desired for review by the RAB. Taylor mentioned the stay to play requirement where a % of participants must stay in the organizations reserved hotels and are given a discount.

Meyer explained that the scoring sheets were worksheets only and not required documentation. The Chair explained that the sheets were used to force the RAB members to think about the applications. Watkins covered the changes and edits to the scoring sheet. The RAB members discussed the changes at great length. Chair said that he felt staff should do a better job vetting the applications so that there are no errors. Baccari suggested requiring the application is accurate and complete and adding that to the worksheet. Chair requested a check box be added for staff to sign off on that ensures facilities requested are available. Watkins said that she would redraft the recommendations and incorporate them into a new document and present it to the members at the next RAB meeting. Kane explained that staff was working with the partners to set schedules and set aside specific dates for availability of athletic facilities for tournaments. Dockins left the meeting.

Meyer provided an overview of the Youth Sports partnership review. Staff suggests having partners present annually during the summer months and give an update on their participation, programming, demographics and goals. McEachean stated the he thinks partnership should have community benefits and investment in facilities that can be measured. Kane stated that a rubric would be provided so that the expectations are known and groups are given the opportunity to meet the criteria. Chair asked to revisit the fee schedule. Kane offered for staff to create a check list to the RAB for input. McEachean asked if additional partners will be added. He said he believes there is not enough green space. Chair stated that a partnership request would need to be vetted by the RAB.

Kane explained that the special event permits were added to the agenda so that they were in sync with how the beach code policy is written. He said that staff would be evaluating the code to determine the best path to move forward. He mentioned the youth sports partner meeting and exchange of ideas. He mentioned that staff was in the process of identifying public space availability. He shared that the paving project was underway at Vilano Landing Boat Ramp and that the Surfside Pavilion had been replaced using the Deferred Maintenance Program. He shared that the bid proposal for turf field replacement at Veterans Park and Gamble Middle School would be going out soon with the hope that the work will be completed this summer. He said that the three (3) big regional parks: Northwest Park(Greenbriar), Silverleaf/Shearwater Parks and Nocatee Regional Park will be going out to RFQ (Request for Qualifications) for design teams and the selection team includes three (3) Parks and Recreation staff members. He said the design group will hold public meetings to obtain input before designing the parks.

Long shared that the next Park Foundation meeting was Tuesday and they hoped to finalize the Director Job Description at that time.

McEachean shared that he toured locations with Jaya from the Visitor Convention Center to establish tournament locations and that he would like to present ideas at the March meeting.

Motion to adjourn by Long, seconded by Bowen and approved 5/0.

TDC Regular Meeting – March 21, 2022

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

WB Events, LLC/Game On Race Events

Funding request from Game On Race Events for the St. Augustine Triathlon, scheduled May 15, 2022. The event will be held at Vilano Beach Oceanfront Park.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$5,000. Funding has been allocated in the FY22 Sports Marketing Budget.

St. Johns County Tourist Development Council
Sports Event Funding
Application Summary

Event Name: St. Augustine Triathlon Sport: Triathlon

Legal Name of Host Organization: W B Events, LLC d/b/a Game On Race Events

This Organization is:

Independently chartered Private
 city/county/state organization Non-profit

Other (please describe), _____

Date(s) of Event: May 15, 2022 Location of Event: Vilano Beach Oceanfront Park

Primary Contact Person:

Brian Huether Title: Owner / Race Director

Phone Numbers: (W), (561) 768-7889 (C), (954) 647-1383

Fax: _____ E-Mail: Brian@GameOnRaceEvents.com

Address: 1095 Military Trail, Unit #9204

City Jupiter State Florida Zip 33468

Secondary Contact Person:

Wilma Savoie Title: Owner / Race Director

Phone Numbers: (W), (561) 768-7889 (C), (561) 339-4690

Fax: _____ E-Mail: _____

Address: 1095 Military Trail, Unit #9204

City Jupiter State FL Zip 33468

Organization or Event Website: www.GameOnRaceEvents.com

TOTAL EVENT BUDGET AMOUNT \$. 42,420 GRANT REQUESTED \$. 9,300

ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION?

CASH: Amount Requested: \$. N/A

IN-KIND: Value \$ N/A

Event Detail

EVENT:

DATE(S) May 15, 2022 SPORT: Triathlon, Duathlon, Aquabike

LOCATION: St. Augustine, FL

FACILITY(IES): Vilano Beach Oceanfront Park

2750 Anahma Drive

St. Augustine, FL 32084

HAVE YOU SECURED FACILITY(IES) (explain)?

Yes, date has been secured/approved and permit application submitted.

FACILITY CONTACT (name and phone number)?

Danielle Fountain – Recreation Facilities Coordinator - Beach Services (St. John's County)
(904) 209-0752, dfountain@sjcfl.us

PARTICIPATION

#TEAMS. ___ _ #INDIVIDUAL COMPETITORS. 350 _

#COACHES/TRAINERS ___ _ #SPECTATORS. 125 _

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria)

This event will attract local athletes, as well as athletes from throughout Florida and other states. See attachment for participant history and demographics (state, gender, and age).

DESCRIPTION OF SECURED MEDIA COVERAGE: (Please indicate which media has committed to providing coverage, and any media coverage for which you are paying a fee)

Event is currently being promoted through various social media sites. In addition, event is being promoted on various industry related websites. Post event coverage will include social media, print and electronic media.

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		\$2,000	
Housing			\$2,500
Food		\$1,200	
Sanction Fees		\$ 235	
Site Fees		\$ 450	
Rights/Guarantees Fees		0	
Officials		\$3,750	
Awards'		\$2,100	
Equipment		\$3,200	
Rentals			\$2,750
Insurance		\$ 235	
Security		\$1,200	
Labor		\$5,500	
Marketing/Promotions		\$6,400	
Administrative Costs		\$5,500	
OTHER EXPENSES {Please Itemize Below			
SJCSO (Police)			\$1,900
Lifeguards			\$1,200
Fire Rescue			\$ 950
Volunteers		\$1,800	
Sub-Totals	\$	\$ 33,570	\$ 9,300
		TOTAL EXPENSE	\$ 42,870

* Please note that awards and administrative expenses are not allowable reimbursement items for TDC funds.

	In-Kind	Cash
Admissions		\$43,000
Contributions		
Grants (Include TDC Funding here)		\$9,300
Sponsorships		
Sales (Merchandise, Concessions, etc.)		
Room Rebates		
OTHER INCOME (Please Itemize)		
SUB TOTALS	\$	\$
TOTAL INCOME		\$ 52,300

Please note: If TDC funds are awarded, payment/reimbursement occurs after the event by submitting an invoice for the amount awarded together with any requested post event forms.

PLEASE LIST BENEFITS/ CONSIDERATIONS GIVEN TO SPONSORS AND THE VALUE OF THOSE BENEFITS:

\$10,000 Premium Sponsorship Level

Benefits would include: name/logo on event website, social media mentions, signage at the event, name/logo on finisher medals, name/logo on event t-shirts, name/logo on racer bibs, P.A. announcements at event, promotional items in athlete goodie bag, press release to media.

PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE:

TDC will receive a premium level sponsorship package valued at \$10,000.

FOLLOWING THIS PAGE, PLEASE ATTACH A COPY OF THE:

- (A) EVENT MARKETING PLAN
- (B) EVENT ATTENDANCE MONITORING PLAN
- (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES
- (D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER
- (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.

ECONOMIC IMPACT STATEMENT

Group Meal/Banquets Paid for by Organizer: \$ _____

Please Explain:

Accommodations

1. (A) Number of Competitors (B) Length of Stay (C) ADR for Month

(A) 100 ~~x~~ (B) 2 x (C) \$173.91 = \$ 34,782

2 (D) Number of Officials (B) Length of Stay (C) ADR for Month
(Include coaches & trainers in # of officials)

(D) 14 x (B) 2 x (C) \$173.91 = \$ 4,869.48

3 (E) Number of Spectators (B) Length of Stay (C) ADR for Month

(E) 50 ~~x~~ (B) 1 x (C) \$173.91 = \$ 8,695.50

Please List Properties You Are Utilizing:

Property

Contact

Hilton Garden Inn Jacksonville/Ponte Vedra

Hampton Inn & Suites St. Augustine - Vilano Beach

Renaissance St. Augustine

Holiday Inn St. Augustine

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ 1,900 – For St. John's County Sheriff's Office

\$ 2,150 – For St. John's County Fire Rescue

\$ 350 – For Sun Belt Rentals (St. Augustine)

\$ 2,500 – For Staff lodging (St. Augustine)

\$ 1,200 – For Staff food (St. Augustine)

\$ 1,000 – For Tent Rental (St. Augustine)

Dena Masters

From: Teddy Meyer <tmeyer@sjcfl.us>
Sent: Tuesday, March 15, 2022 7:46 AM
To: Dena Masters
Subject: FW: RAB
Attachments: Traithlon TDC CAT III Grant Application.pdf

Dena,

Please see attached RAB approved TDC Category III grant applications. The meeting minutes are also listed below in summary from the 3/9/21 RAB meeting.

1. Game On Triathlon

Thanks Dena and please let me know if you need additional information and background for the 3/21 TDC meeting agenda.

Teddy Meyer
Facility Manager St. Johns County BOCC | Parks and Recreation
2175 Mizell Rd. | St. Augustine, FL 32080
(904) 209-0382 Direct | (904) 347-7585 Mobile

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From: Diane Gorski
Sent: Friday, March 11, 2022 3:52 PM
To: Teddy Meyer <tmeyer@sjcfl.us>
Subject: RAB – 3/9/22 Meeting Minutes

Here's the summary:

Meyer gave an overview of the **Game On TDC Category III grant application** and introduced Brian Huether and Wilma Savoie, Co-Owners and Race Directors who provided a lengthy presentation that included the history of the organization the purpose of the triathlon events, marketing plan and community outreach. The RAB members asked for clarification on the marketing process, including St. Johns County logo, site set up and tear down, economic and environmental impacts, which local hotels would be impacted and registration. **Van Rysdam motioned to allot \$5,000 as seed money for this event contingent upon improving marketing through the Tourist Development Council and ties to rentals and police support. Seconded by Dockins. Approved 6/0.**

TDC Regular Meeting – March 21, 2022

Agenda Item Monthly Reports (Information Only)

FY2022 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
January	\$ 1,339,161	77.6%
FYTD	\$ 6,032,967	91.40%
% OF BUDGET		33.3%
% OF FY		39.87%

BUDGETED \$ \$ 15,130,362

FY 2022 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 998,795	68.3%	112.6%	\$ 175,554	12.0%	43.8%	\$ 176,544	12.1%	59.3%
November	\$ 914,520	63.5%	102.9%	\$ 189,787	13.2%	75.7%	\$ 198,154	13.8%	82.9%
December	\$ 1,265,224.37	67.1%	117.7%	\$ 225,190.22	11.9%	83.6%	\$ 255,523.02	13.5%	113.7%
2022 January	\$ 832,697.18	60.9%	98.7%	\$ 175,928.95	12.9%	26.6%	\$ 215,798.97	15.8%	87.4%
February									
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 45,980	3.1%	46.3%	\$ 65,625	4.5%	44.0%	\$ 1,462,498.69
November	\$ 56,409	3.9%	55.2%	\$ 81,865	5.7%	78.7%	\$ 1,440,735.34
December	\$ 63,426.56	3.4%	46.1%	\$ 76,999.33	4.1%	48.7%	\$ 1,886,363.50
2022 January	\$ 67,268.83	4.9%	43.1%	\$ 74,797.10	5.5%	51.3%	\$ 1,366,491.03
February							
March							
April							
May							
June							
July							
August							
September							

FY 2022 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2022												
OCT	\$ 467,652	32.0%	66.4%	\$ 315,331	21.6%	125.4%	\$ 560,656	38.3%	85.4%	\$ 12,539	0.9%	186.1%
NOV	\$ 412,011	28.6%	68.7%	\$ 292,685	20.3%	127.2%	\$ 602,694	41.8%	93.7%	\$ 27,049	1.9%	141.1%
DEC	\$ 539,728	28.6%	87.5%	\$ 285,504	15.1%	131.0%	\$ 916,384	48.6%	115.0%	\$ 22,473	1.2%	55.7%
JAN	\$ 413,705	30.3%	50.1%	\$ 202,751	14.8%	63.7%	\$ 606,691	44.4%	97.4%	\$ 23,396	1.7%	46.6%
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 1,833,095			\$ 1,096,272			\$ 2,686,425			\$ 85,458		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$ 90,936	6.2%	86.1%	\$ 9,814	0.7%	2620.8%	6.9%	\$ 5,572	0.4%	110.5%	\$ 1,462,498.69
NOV	\$ 88,210	6.1%	100.3%	\$ 12,260	0.9%	80.6%	7.0%	\$ 5,826	0.4%	93.4%	\$ 1,440,735.34
DEC	\$ 97,325	5.2%	76.5%	\$ 17,288	0.9%	102.1%	6.1%	\$ 7,662	0.4%	169.3%	\$ 1,886,363.87
JAN	\$ 88,541	6.5%	166.1%	\$ 25,455	1.9%	156.0%	8.3%	\$ 5,952	0.4%	67.2%	\$ 1,366,491.03
FEB											\$ -
MAR											\$ -
APR											\$ -
MAY											\$ -
JUN											\$ -
JUL											\$ -
AUG											\$ -
SEP											\$ -
FY YTD	\$ 365,012			\$ 64,817				\$ 25,010			\$ 6,156,088.93



St. Johns Cultural Council
February 1, 2021 to February 28, 2022
Monthly Report

Strategic Planning / Marketing Support Services

Grants Administration

Attended all ACH grant funded events
Reviewed grant reports for completed events

Product Development

Presented (with Cultural Events Division) Fort Mose Jazz and Blues
Continued planning with Flagler College and Ancient City Poets for 2022 St. Augustine Poet Fest
Continued work with Ponte Vedra Auto Show to expand and upgrade event
Received \$500,000 State grant for St. Augustine Beach Hotel. Continuing work to add to national civil rights trail.
Presented programming, including six ACCORD Civil Rights Museum tours, for Black History Month
Presented (with Resilience group) Resilience Family Festival for Black History Month.

Creative Concept / Public Relations

Continued distribution of Cultural Guide through lodging; visitor centers (state and local); and magazine polybag programs
Continued work with Hammond & Associates on PR
Weekly calls / meetings with VCB regarding PR efforts
Site visit with producer of Samantha Brown's Places to Love (filming in April)

Media Planning and Buying

Southern Living print and digital
Southbound print and digital
Preservation digital and print
Atlanta Magazine print + digital
Garden and Gun print + digital
Civil Rights Trail Guide print + digital
USA Today Black History Month Special Edition print + digital
Clear Channel billboards (procured at no cost) for Lincolnville Museum Jazz at the Excelsior
Continued paid social media this month with outstanding results – see report

Cooperative Promotion Activities

Continued work with VCB and NFRA to develop promotions for Elite Airways flights.

Continued collaboration efforts with VCB and St. Johns County Chamber of Commerce including links and backlinks to websites, shared social media, shared video and photography, and more.

Attended monthly VCB Board meeting.

Provided support to allow NINE ACH organizations to become members of Visit Florida.

Promotion Activities and Meetings

Hosted first-ever joint stakeholder meetings with VCB. Very well attended, with majority of attendees related to ACH sector.

eNewsletters

Staff produced & distributed two weekly newsletters. Subscribers & engagement increase each month.

Resource and Information

Respond to multiple requests for information on organizations & events and questions about grants & funding; discuss proposals from individuals & businesses seeking TDC and private sector support.

Reviewed and approved events, organizations and additions to artist, lodging, venues, and organization directories on historiccoastculture.com. In addition, we are now proactively adding events and venues.

Digital and Online Content Management

Web Development

Continue work to improve content on HistoricCoastCulture.com. Add new travel blogs to HistoricCoastCulture.com each week.

St. Johns County Guide – Preservation.org

Updated online guide to St. Johns County on Preservation.org

Social Media

Maintained social media ad spend with impressive increase in followers and engagement.

Budget Status

Continued to receive, review, approve all invoices for payment, cut checks and mail.

Composed and submitted narrative and financial reports to TDC as required by the contract.

Report submitted March 16, 2022.

Christina Parrish Stone

Christina Parrish Stone

Executive Director

2022

	Year To Date			
	Total	December 2021	Jan	Feb
Facebook				
Total Impressions	1,156,692	618,117	731,889	424,803
Organic Impressions	83,987	43,584	59,647	24,340
Paid Impressions	546,245	573,151	147,254	398,991
Promotion Spend	1,502	\$1,997.23	\$522.18	\$980.10
Engaged Users	24,416	18,341	14,834	9,582
# posts	27	14	13	14
Followers At End Of Month	22,377	19,265	21,456	22,377
Net Follower Increase	3,112		2,191	921
Monthly Increase as a Percentage of All Followers From Previous Month			11.37%	4.29%
Instagram				
Total Impressions	544,674	230,478	230,117	314,557
Organic Impressions	314,647	98,792	182,220	132,427
Paid Impressions	230,027	131,686	47,897	182,130
Promotion Spend	248	\$194.50	\$77.82	\$169.90
Engaged Users	5,650	3,191	3,549	2,101
# posts	27	14	13	14
Followers At End Of Month	13,389	13,252	13,326	13,389
Net Follower Increase	137		74	63
GRAND TOTAL IMPRESSIONS	1,701,366	848,595	962,006	739,360

2022 New York and Chicago Targeted Campaigns

	Year To Date			
	Total	December 2021	January*	Feb
Impressions	776,272	704,837	195,151	581,121
New Followers (page likes)	935	2993		935
Link Clicks in Ads	1,892	1489	632	1260
On=Facebook Leads	0			

*Due to FB hack can't see the results of ads that ran. Also was unable to run all the ads that planned.

VCB Report to the Tourism Development Council

March 21, 2022



Combined Lodging Metrics January 2022

Occupancy (%)	FY 2022			
	Nov	Dec	Jan	FYTD
This Year	54.4	58.3	50.5	54.6
Last Year	43.8	47.2	42.2	45.1
Percent Change	24.1	23.6	19.7	21.0

ADR	FY 2022			
	Nov	Dec	Jan	FYTD
This Year	179.31	199.76	178.34	185.06
Last Year	150.33	159.39	143.87	151.73
Percent Change	19.3	25.3	24.0	22.0

RevPAR/L	FY 2022			
	Nov	Dec	Jan	FYTD
This Year	97.56	116.52	90.12	101.08
Last Year	65.91	75.19	60.75	68.49
Percent Change	48.0	55.0	48.3	47.6

Supply	FY 2022			
	Nov	Dec	Jan	FYTD
This Year	301,576	306,426	312,436	1,230,501
Last Year	302,930	307,099	297,060	1,222,130
Percent Change	-0.4	-0.2	5.2	0.7

Demand	FY 2022			
	Nov	Dec	Jan	FYTD
This Year	164,079	178,736	157,876	672,149
Last Year	132,823	144,857	125,437	551,619
Percent Change	23.5	23.4	25.9	21.9

Gross Revenue	FY 2022			
	Nov	Dec	Jan	FYTD
This Year	29,420,443	35,704,656	28,156,162	124,384,826
Last Year	19,967,465	23,091,289	18,046,744	83,698,568
Percent Change	47.3	54.6	56.0	48.6

Combined STR Traditional Lodging and Vacation Rental Performance Metrics



Smith Travel Research

January 2022

Occupancy (%)	FY 2022		
	Nov	Dec	Jan
This Year	64.5	69.1	58.1
Last Year	49.8	54.8	47.1
Percent Change	29.5	26.1	23.5

Running 12 Months		
2020	2021	2022
65.9	47.2	66.1
66.0	65.9	47.2
-0.1	-28.5	40.1

ADR	FY 2022		
	Nov	Dec	Jan
This Year	159.70	182.82	150.40
Last Year	127.06	139.81	125.59
Percent Change	25.7	30.8	19.8

Running 12 Months		
2020	2021	2022
144.11	130.26	165.10
140.41	144.11	130.26
2.6	-9.6	26.7

RevPAR	FY 2022		
	Nov	Dec	Jan
This Year	102.93	126.28	87.45
Last Year	63.22	76.56	59.15
Percent Change	62.8	64.9	47.8

Running 12 Months		
2020	2021	2022
95.04	61.42	109.09
92.65	95.04	61.42
2.6	-35.4	77.6

Supply	FY 2022		
	Nov	Dec	Jan
This Year	196,680	203,236	203,236
Last Year	195,870	202,399	195,455
Percent Change	0.4	0.4	4.0

Running 12 Months		
2020	2021	2022
2,335,660	2,303,732	2,367,420
2,273,179	2,335,660	2,303,732
2.7	-1.4	2.8

Demand	FY 2022		
	Nov	Dec	Jan
This Year	126,762	140,388	118,178
Last Year	97,463	110,833	92,055
Percent Change	30.1	26.7	28.4

Running 12 Months		
2020	2021	2022
1,540,322	1,086,282	1,564,245
1,499,986	1,540,322	1,086,282
2.7	-29.5	44.0

Revenue	FY 2022		
	Nov	Dec	Jan
This Year	20,243,979	25,665,226	17,773,791
Last Year	12,383,555	15,495,959	11,561,398
Percent Change	63.5	65.6	53.7

Running 12 Months		
2020	2021	2022
221,971,703	141,497,526	258,260,603
210,619,404	221,971,703	141,497,526
5.4	-36.3	82.5

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 2022

Current Month January 2022 vs January 2021								
	Occ %		ADR		Percent Change from January 2021			
	2021	2021	2021	2021	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	69.9	146.42			29.8	41.5	83.6	86.4
Nassau County, FL	46.4	178.15			11.8	27.5	42.5	56.7
Pinellas County, FL	61.5	159.58			20.5	41.0	69.8	74.8
St. Johns County, FL	58.1	150.40			23.5	19.8	47.8	53.7
Charleston, SC	47.3	121.57			16.6	31.3	53.2	59.2
Jacksonville, FL	62.2	114.11			10.0	26.2	38.9	43.7
Myrtle Beach, SC	30.6	85.04			11.0	16.7	29.6	29.8
Orlando, FL	59.0	135.01			69.7	54.1	161.4	200.6
Sarasota-Bradenton, FL	70.1	182.35			34.2	44.9	94.4	99.6
Savannah, GA	55.7	115.20			24.1	28.5	59.5	65.1
Fort Walton Beach, FL	36.5	101.09			11.7	12.8	26.1	29.8
Daytona Beach, FL	54.6	136.85			10.9	30.4	44.7	50.3
Zip Code 32084+	66.3	150.60			23.6	17.0	44.6	58.9
Zip Code 32080+	53.6	144.89			13.7	15.2	31.0	31.0
Zip Code 32092+	61.2	104.03			32.1	25.7	66.1	66.4

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AllTheRooms.com Analytics

January 2022

Active Listings	FY 2022		
	Nov	Dec	Jan
This Year	5,377	5,447	5,435
Last Year	5,199	5,215	5,148
Percent Change	3.4	4.4	5.6

Supply	FY 2022		
	Nov	Dec	Jan
This Year	104,896	103,190	109,200
Last Year	107,060	104,700	101,605
Percent Change	-2.0	-1.4	7.5

Occupancy (%)	FY 2022		
	Nov	Dec	Jan
This Year	35.6	37.4	36.4
Last Year	33.0	32.5	32.0
Percent Change	7.7	15.0	13.7

Demand	FY 2022		
	Nov	Dec	Jan
This Year	37,326	38,579	39,698
Last Year	35,360	34,042	32,482
Percent Change	5.6	13.3	22.2

ADR	FY 2022		
	Nov	Dec	Jan
This Year	244.74	258.73	261.53
Last Year	214.48	223.12	199.66
Percent Change	14.1	16.0	31.0

Revenue	FY 2022		
	Nov	Dec	Jan
This Year	9,135,130	9,981,444	10,382,371
Last Year	7,583,910	7,595,330	6,485,346
Percent Change	20.5	31.4	60.1

RevPAL	FY 2022		
	Nov	Dec	Jan
This Year	87.09	96.73	95.08
Last Year	70.84	72.54	63.83
Percent Change	22.9	33.3	49.0



AllTheRooms.com Analytics

January 2022

Area Comparison	Occupancy	ADR	RevPAL	Supply	Demand
32080	33%	\$ 242.28	\$ 79.62	3,043	19,680
32082	31%	\$ 408.98	\$ 125.54	400	2,367
32084	44%	\$ 270.48	\$ 119.36	1,459	14,251
32092	35%	\$ 228.51	\$ 79.23	281	1,647



Bed Tax Collections

January 2022

January (Net Collections)	\$ 1,339,161	77%	(62% over 2020)
YTD Net Collections January	\$ 6,032,967	91%	(86% over 2020)

YTD Collections by Area	January	YTD
Anastasia Island and St. Augustine Beach (32080)	30%	30%
Ponte Vedra Beach (32082)	15%	18%
St. Augustine, Vilano and North Beach (32084)	44%	44%
St. Augustine Shores/South/207 (32086)	2%	1%
World Golf Village and west of I-95 (32092)	7%	6%
I-95&SR 16/Palencia (32095)	2%	1%
Other	0.4%	0.4%



Website Campaign Updates

February 2022

Top Level Performance

Visits to Website	106,281
Pageviews	171,005
Time on Site	1:36
Bounce Rate	55.50%
Scroll Depth	30.96%

Key Performance Indicators

Guides Ordered	789
eNewsletter Signups	103
Clicks on Partner Listings	12,223
BookDirect Clicks (lodging)	998

Organic Search

Visits to Website	58,943
Pageviews	91,394
Time on Site	1:43
Bounce Rate	52.66%



VIC Visitation

February 2022

SJCC –PVBD Visitor & Information Center					
	Feb 2022	Feb 2021	% of Total Visitors	FYTD 2022	FYTD 2021
Total Visitors	42	38	0.1%	208	97

City of St. Augustine Downtown Visitors Center					
	Feb 2022	Feb 2021	% of Total Visitors	FYTD 2022	FYTD 2021
Total Visitors	46,052	31,222	89%	141,190	108,662

St. Augustine Beach Visitors Center					
	Feb 2022	Feb 2021	% of Total Visitors	FYTD 2022	FYTD 2021
Total Visitors	4,363	3,621	8%	11,686	11,912

Jacksonville Airport Visitor Information Center					
	Feb 2022	Feb 2021	% of Total Visitors	FYTD 2022	FYTD 2021
Total Visits	1,254	0	2%	4,153	6,892

Total Inquiries at Visitors Centers					
	Feb 2022	Feb 2021		FYTD 2022	FYTD 2021
	51,711	34,881		157,237	127,563

Departmental Reports

Social Media

February 2022

Social Media		YOY Change
Facebook		
Fans added In February	289	
Total Facebook Fans	518,905	0.8%
Facebook Impressions	1,824,848	
Engagement Rate	4.5%	
Reach	542,838	
Instagram		
Instagram Followers	42,171	12%
Instagram Impressions	234,537	
Twitter		
Twitter Followers	13,570	1.9%
Twitter Impressions	28,948	
YouTube		
Views To Date	410,296	9%

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



Communications Summary

February 2022

	February	FYTD	FYTD 21	
Total Impressions	7,789,170,159	6,545,977,274	8,315,952,635	-21%
VCB Supported Stories <i>in publication or broadcasted</i>	356	1,874	1,195	57%



Sales Measurement Summary

January 2022

	Monthly %		YTD %	
	January	Actual vs Goal	YTD	Actual vs Goal
Solicitation Emails/Calls	179	9%	709	7%
Total Leads Distributed	19	-24%	72	0%
Lead Room Nights	8,945	13%	31,228	58%

Florida's First Coast of Golf

January 2022

	Jan-22	Jan-21	% Change
Rooms	4,171	4,204	-1%
	Jan-22	Jan-21	% Change
Rounds	16,041	16,169	-1%

Precipitation	2022	2021	Change
	0.72	0.25	.47

Temperature (Avg High)	2022	2021	Change
	55	57	(-2)

Digital Traffic

Jan-22	Jan-21	% Change
20,503	16,311	26%
2022 YTD	2021 YTD	% Change
20,503	16,311	26%

Promotions – February 2022

2022 PROMOTIONS

- Completed January/February 2022 Facebook and Instagram promotion in which two round-trip tickets on Elite Airways from EWR (Newark International Airport) to UST (Northeast Florida Regional Airport) were awarded.
- Completed a February 2022 Facebook and Instagram Valentine's Day/romance promotion in which chocolates from two local businesses were awarded.
- Finalized a total of 48 new iHeart corporate sweepstakes promotions for Atlanta, Chicago, Orlando, Baltimore, New York City, Philadelphia, Tampa, and southern Florida. These promotions have started and will continue until late May 2022 with a highlight on spring and summer travel options for couples and families to visit Florida's Historic Coast.
- Continuing to negotiate development of a promotional sweepstakes program with a Florida Hispanic media company targeting Hispanic listeners for travel to Florida's Historic Coast during Spring and Summer 2022.
- Continuing to develop a promotional sweepstakes with NextFish Outdoor Media to promote areas to stay, eat and fish within St. Johns County. Promotion will be featured on several angler digital platforms, a pre-fishing roadmap, on YouTube and social media during Spring 2022.
- Working with Misty Wells (Fox Sports Sun's "Take it Outside with Misty Wells") on development of Season 3 filming to include various outdoor activities and venues including bioluminescent tours and a highlight of the A1A Scenic and Historic Coastal Bivway.

DATABASE MARKETING

- Subscriber base is now at 196,845, with a 99% retention rate.



CEO's Comments

- January Combined Traditional and Vac Rental Lodging: Occupancy +19.7% (-5.3% below Jan 2020-- last high before COVID), ADR +24% (25.7% over 2020), RevPAR/L +48.3%(+19.1% over 2020), Demand +25.9% (+.6% over 2020), Supply +5.2% (+6.2% over 2020), Revenue +56.0 (+26.5% over 2020)
- January Traditional Lodging Stats: Occupancy +23.5% (-8.4% below 2020), ADR +19.8% (+14.7% over 2020), RevPAR +47.8% (+6.0% over 2020), Demand +28.4% (-3.3% below 2020), Supply +4.0% (+4.6% over 2020)
- January Vacation Rental Stats: Occupancy +13.7% (+5.5% over 2020), ADR +31.0% (+47.0% over 2020), RevPAL +49.0% (+55.1% over 2020), Demand +22.2% (+16.0% over 2020 even with big recovery in supply), Gross Rev +60.1% (+70.5% over 2020) and Supply +7.5% (+9.9 over 2020)
- January Attractions (n=16, five fewer than reported in Jan 2020) report that attendance was up +4.5% to 2021, but -22.3% below Jan 2020 (adjusted for n=21); FYTD was up +16.9% to 2021 and +4.7% over adjusted FYTD 2020 (Jan and Feb 2020 were last months before COVID-19)
- January B&B Lodging stats (n=9, five fewer than Jan 2020): Occ +18.8% (+13.5% over adjusted 2020), ADR +11.3% (+12.5% over adjusted 2020), RevPAR +32.2% (+27.9% over adjusted 2020), Demand +16.3% (+30.8% over adjusted 2020). FYTD Occ +16.3%, ADR +8.1%, RevPAR +25.8%, Demand +15.9%
- February Publicity: Supported stories FYTD 1,874, -21% to FYTD 2021.
- January Sales team lead room night production was +58% YTD goal, with solicitations +7% ahead of goal.
- In January, finalized a total of 48 new sweepstakes promotions with iHeart corporate to include promotions in Atlanta, Chicago, Orlando, Baltimore, New York City, Philadelphia, Tampa, and southern Florida (running through May 2022). Continuing to develop promotional sweepstakes targeting Hispanic listeners. Working with Misty Wells (Fox Sports Sun's "Take it Outside with Misty Wells") on development of Season 3 of filming.
- Supporting Elite Airways' additional non-stop flight between NFRA and Newark-NYC and its new flight to Portland, ME
- VCB Board conducted strategic planning session resulting in updated goals and action plans
- Participated in the successful solicitation of Breeze Airways adding seven markets served out of Jacksonville Int'l Airport

