

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
MAY 16, 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 – March 21, 2022
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. SPORTS TOURISM GRANT APPROVALS (**Action Required**)
 - American Junior Golf Association, TPC Sawgrass Junior Players Championship - \$10,000 Recommended
 - Ancient City Game Fish Association, Ancient City Game Fish Challenge – \$20,000 Recommended
 - Florida Elite Soccer for the Florida Elite SA Invitational – \$10,000 Recommended
 - Jax Football Club for the Labor Day Shootout – \$7,500 Recommended
8. TDC BOARD MEMBER RECOMMENDATIONS (**Action Required**)
9. CONTRACTED TOURISM PROMOTION SERVICES DISCUSSION
10. MONTHLY REPORTS PROVIDED IN PACKETS
11. MEMBER COMMENTS
12. NEXT MEETING DATE – JUNE 20th
13. ADJOURN

TDC Regular Meeting – May 16, 2022

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

- Regular Meeting – March 21, 2022

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
MARCH 21, 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: Joe Finnegan, Chair
Michael Gordon, 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
Kathy Fleming, District 5
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

(03/21/22 - 1 - 1:34 p.m.)

1. CALL TO ORDER

Finnegan called the meeting to order.

(03/21/22 - 1 - 1:34 p.m.)

2. PLEDGE OF ALLEGIANCE

Berenberg led the Pledge of Allegiance.

(03/21/22 - 1 - 1:35 p.m.)

3. ROLL CALL

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

(1:36 p.m.) Finnegan requested that the Council hear Agenda Item 9 before Agenda Item 7.

(1:36 p.m.) **Motion by Berenberg, seconded by Sikes-Kline, carried 9/0, to hear Agenda Item 9 before Agenda Item 7.**

(03/21/22 - 2 - 1:36 p.m.)

4. APPROVAL OF AGENDA

Motion by Berenberg, seconded by Sikes-Kline, carried 9/0, to approve the agenda, as amended.

(03/21/22 - 2 - 1:37 p.m.)

5. APPROVAL OF MINUTES

Finnegan requested an amendment to the January 31, 2022, minutes to reflect that Finnegan was nominated for the chair position not Kathy Fleming.

(1:38 p.m.) **Motion by Blevins, seconded by Sikes-Kline, carried 9/0, to amend the January 31, 2022, minutes.**

(1:39 p.m.) **Motion by Blevins, seconded by Sikes-Kline, carried 9/0, to approve the minutes for the January 31, 2022, meeting, as amended.**

(03/21/22 - 2 - 1:39 p.m.)

6. PUBLIC COMMENT

There was none.

The Council moved to Regular Agenda Item 9.

(03/21/22 - 2 - 2:21 p.m.)

7. CULTURAL COUNCIL PROMOTION PLANNING WORKSHOP

Meeks provided an overview of the contractual requirements for the St. Johns Cultural Council (SJCC) and the Visitors and Convention Bureau (VCB).

(2:23 p.m.) Christina Parrish Stone, Executive Director of the St. Johns Cultural Council (SJCC), provided a promotion plan overview, via PowerPoint. She reviewed the Fiscal Year (FY) 2023 objectives, what stakeholders wanted in a promotion plan, marketing plan priorities, strategies for promotion and support, product development/special events,

and collaboration with marketing partners, via Power Point. Additionally, she provided a draft budget summary.

(2:39 p.m.) Finnegan expressed his appreciation for the collaboration efforts from the SJCC and VCB.

(2:40 p.m.) Fleming questioned Stone on the distribution of the cultural guide and the cultural magazine. Discussion ensued on the impact of the cultural guide and exploring additional distribution options.

(2:46 p.m.) Berenberg thanked Stone and her staff for attending local events.

(2:47 p.m.) Discussion ensued on cultural landscapes/ecotourism and developing residents into advertisement ambassadors for St. Johns County.

(03/21/22 - 3 - 3:00 p.m.)

8. VCB PROMOTION PLANNING WORKSHOP

Under Agenda Item 7, Meeks provided an overview of the contractual requirements for the St. Johns Cultural Council (SJCC) and the Visitors and Convention Bureau (VCB).

Richard Goldman, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), spoke about community awareness regarding events and developing residents into advertisement ambassadors for St. Johns County. He also provided an overview of the Fiscal Year (FY) 2021 Annual Report, via PowerPoint. He reviewed the lodging performance, tourism development tax collections, brand research, and paid advertising. Additionally, he reviewed feedback from the February 2022 Tourism Industry Stakeholders Workshops and the FY 2023 promotion focus.

(3:33 p.m.) Discussion ensued on tourism resource training orientations, communicating local history, drive markets (impact of gas prices), adjusting the base on household income from \$75K to \$100K, and on targeting corporate travelers.

(3:48 p.m.) The Council moved to Regular Agenda Item 10.

(03/21/22 - 3 - 1:40 p.m.)

9. SPORTS TOURISM GRANT APPROVALS

- 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 - \$20,000 Recommended
- Game On Events - St. Augustine Triathlon - \$5,000 Recommended

Teddy Meyer, Parks and Recreation Facilities Manager, presented the details of the grant funding requests, via PowerPoint.

(1:44 p.m.) Discussion ensued on the Offshore Sport Fishing Championship (Bluewater Tournament) funding request, including media coverage and event participation, and on the Old School Kingfish Shootout Fishing Tournament funding request.

(1:51 p.m.) Laura Dozier, 1137 Dover Drive, provided additional comments regarding participation for the Bluewater Tournament.

(1:55 p.m.) Discussion ensued on events held/scheduled on holiday weekends.

(1:55 p.m.) Motion by Sikes-Kline, seconded by Waldron, carried 9/0, to recommend approval of the Perfect Game Battle at the Beach funding request for \$12,500 to the Board of County Commissioners.

(1:58 p.m.) Motion by Blevins, seconded by Sikes-Kline, carried 9/0, to recommend approval of the Sunshine State Championships funding request for \$8,000 to the Board of County Commissioners.

(1:59 p.m.) Motion by Waldron, seconded by Sikes-Kline, carried 9/0, to recommend approval of the Florida Invitational Rugby Showcase, LLC, request for \$10,000 to the Board of County Commissioners.

(2:00 p.m.) Motion by Berenberg, seconded by Sikes-Kline, to recommend approval of the Advanced Media, Inc., Offshore Sport Fishing Championship, request for \$20,000 to the Board of County Commissioners.

(2:01 p.m.) Discussion ensued on the funding request, including projected income; media coverage, including capturing influencers; requiring post event analytics/performance standards, and amending the motion to include the following performance guarantee: *"to include analytics on viewership for zip codes outside of St. Johns County by 90 miles; and to direct staff to bring back performance standards to the TDC for a recommendation post event."*

(2:18 p.m.) Motion by Sikes-Kline, seconded by Fleming, carried 9/0, to approve the proposed amendment.

(2:19 p.m.) Motion by Sikes-Kline, seconded by Fleming, carried 9/0, to recommend approval of the Advanced Media, Inc., Offshore Sport Fishing Championship, request for \$20,000 to the Board of County Commissioners, to include analytics on viewership for zip codes outside of St. Johns County by 90 miles; and to direct staff to bring back performance standards to the TDC for a recommendation post event.

(2:19 p.m.) Motion by Waldron, seconded by Sikes-Kline, carried 9/0, to recommend approval of the Old School Kingfish Tournament, request for \$20,000 to the Board of County Commissioners.

(2:20 p.m.) Motion by Sikes-Kline, seconded by Fleming, carried 9/0, to recommend approval of the Game On Events, request for \$5,000 to the Board of County Commissioners.

(2:21 p.m.) The Council moved to Agenda Item 7.

(03/21/22 - 5 - 3:48 p.m.)

10. MONTHLY REPORTS PROVIDED IN PACKETS

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

(03/21/22 - 5 - 3:48 p.m.)

11. MEMBER COMMENTS

Sikes-Kline reported on the Fort Mose Jazz and Blues Festival. She also spoke about the need to expand parking and shuttle services provided by stakeholders, including an intercity circulator. Additionally, she spoke about developing Fish Island's cultural history.

(3:52 p.m.) Samora spoke in support of an intercity circulator, per Sikes-Kline's comments. Additionally, he noted that the St. Johns Cultural Council had received a \$500,000 grant for the Old City Hall/Historic St. Augustine Beach Hotel. He announced the City of St. Augustine Beach Commission workshop on Wednesday, March 23, 2022, at 5:00 p.m., to discuss potential uses for the funding.

(3:53 p.m.) Blevins and Sikes-Kline spoke on the Responsible Hospitality Institute (RHI).

(3:56 p.m.) Finnegan requested an update on Berenberg's future seat vacancy, due to his expired term. Meeks responded on the eligibility of Mr. Diaz and stated that the vacancy was posted on the current committee/board vacancies website. Subsequently, she spoke about application requirements.

(03/21/22 - 6 - 3:57 p.m.)

12. NEXT MEETING DATE

Meeks stated that the next meeting dates were May 16, 2022, and June 20, 2022.

(4:01 p.m.) Stone announced the A1A All-American Road Ribbon Cutting Ceremony on Tuesday, March 29, 2022, at 5:00 p.m., at the Bridge of Lions in St. Augustine.

(03/21/22 - 6 - 4:03 p.m.)

13. ADJOURN

Motion by Waldron, seconded by Sikes-Kline, carried 9/0, to adjourn.

With there being no further business to come before the Council, Finnegan adjourned the meeting at 4:03 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 – May 16, 2022

Agenda Item 7 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

American Junior Golf Association

Funding request from American Junior Golf Association for the TPC Sawgrass Junior Players Championship, scheduled September 1 – 4, 2022. The event is being held at TPC Sawgrass Stadium.

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: JUNIOR PLAYERS CHAMPIONSHIP Sport: GOLF

Legal Name of Host Organization: AMERICAN JUNIOR GOLF ASSOCIATION

This Organization is:

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

Other (please describe) 501(c)(3)

Date(s) of Event SEPT. 1-4, 2022 Location of Event: TPC SAUGERAS - STADIUM

Primary Contact Person:

ADAM ROGERS Title: SR. REGIONAL DIRECTOR

Phone Numbers: (W) (678) 425-1776 (C) (770) 825-1001

Fax: (-) E-Mail: A.ROGERS@AJGA.ORG

Address: 1980 SPORTS CLUB DR.

City BZASSELTON State GA Zip 30517

Secondary Contact Person:

NATALIA NOTZTTE Title: DIRECTOR OF TOURNAMENT OPERATIONS

Phone Numbers: (W) (678) 425-1700 (C) (618) 402-7599

Fax: (-) E-Mail: NNOTZTTE@AJGA.ORG

Address: 1980 SPORTS CLUB DR.

City: BZASSELTON State GA Zip 30517

Organization or Event Website: AJGA.ORG

TOTAL EVENT BUDGET AMOUNT \$ 75,000 GRANT REQUESTED \$ 10,000

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

 CASH: Amount Requested: \$

 IN-KIND: Value \$

Event Detail

EVENT: JUNIOR PLAYERS CHAMPIONSHIP

DATE(S) SEPT. 1-4, 2022 SPORT: GOLF

LOCATION TPC SAWGRASS - STADIUM / PONTE VEDRA BEACH, FL

FACILITY (IES): TPC SAWGRASS

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

FACILITY CONTACT (name and phone number)? BRIAN RIDDELL - (904) 280-4745

PARTICIPATION

TEAMS 0 # INDIVIDUAL COMPETITORS 78

COACHES/TRAINERS 15 # SPECTATORS 175-200

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

ALL PARTICIPANTS WILL BE BOYS AGES 12-19. THE BOYS WILL COME FROM ALL OVER THE WORLD TO COMPETE.

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)

NO MEDIA IS COMMITTED AT THIS DATE BUT IN THE PAST THE TOURNAMENTS HAVE BEEN FINANCED ON GOLF CHANNEL OR FOX ENTERTAINMENT. THE EVENT IS ALSO BEING COVERED BY SI GOLF, LOCAL PAPER → GLOBAL GOLF POST.

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

| PROJECTED EXPENSES | | | |
|---|---------|----------------------|---------------|
| | In-Kind | Cash | TDC |
| Travel | | 2,000 | |
| Housing | | 3,000 | |
| Food (TOURNAMENT MEALS) | | 35,000 | |
| Sanction Fees | | | |
| Site Fees | | 10,000 | 10,000 |
| Rights/Guarantees Fees | | | |
| Officials | | 5,000 | |
| Awards* | | 2,000 | |
| Equipment | | 2,000 | |
| Rentals | | 1,000 | |
| Insurance | | | |
| Security | | | |
| Labor | | 5,000 | |
| Marketing/Promotions | | | |
| Administrative Costs | | | |
| OTHER EXPENSES (Please Itemize Below) | | | |
| Supplies/ Expo GIFTS | | 10,000 | |
| Traffic Control | | | |
| Athlete Items | | | |
| Volunteers | | | |
| Sub-Totals | \$ | 75,000 | \$ |
| | | TOTAL EXPENSE | 75,000 |

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

| PROJECTED INCOME | | |
|--|---------|--------|
| | In-Kind | Cash |
| Admissions | | - |
| Contributions | | - |
| Grants (Include TDC Funding here) | | 10,000 |
| Sponsorships | | 65,000 |
| Sales (Merchandise, Concessions, etc.) | | - |
| Room Rebates | | - |
| OTHER INCOME (Please Itemize) | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| SUB TOTALS | \$ | |
| TOTAL INCOME | | 75,000 |

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~~ (2) JUNIOR-AM TEAMS / TOURNAMENT SIGNAGE / LOGO EMBEDDED LINK

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

ON TOURNAMENT WEBSITE.

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: \$ 35,000

Please Explain:

THE TOURNAMENT FEED PLAYERS & PARENTS TWICE DAILY. WE ALSO PROVIDE
A WELCOME DINNER & JUNIOR-AM BREAKFAST & LUNCH.

Accommodations:

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

(A) 78 x (B) 4 x (C) 150 = \$ 46,800

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

(D) 20 x (B) 4 x (C) 150 = \$ 12,000

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

(E) 200 x (B) 4 x (C) 150 = \$ 120,000

Please List Properties You Are Utilizing:

Property

Contact

Sawgrass Marriott

Brian Vanhey

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ 10,000 For GOLF COURSE SITE FEE

\$ 35,000 For F&B AT TPC

\$ 2,000 For ROOMS PER NIGHT AT SAWGRASS MARRIOTT

\$ 1,500 For MEALS FOR STAFF

\$ 1,000 For ICE MACHINE RENTAL

\$ _____ For _____



St. Johns County Board of County Commissioners

Parks & Recreation Department

Recreation Advisory Board Meeting Minutes
County Auditorium | 500 San Sebastian View | St. Augustine, FL 32084
April 13, 2022

Board Members Present: Casey Van Rysdam, Chair, Brad Long, Vice Chair, Bill Bowen, Lauren Watkins. Deb Chapin entered at 1:35 PM and Marty McEachean entered at 1:39 PM.

Board Member Absent: Harold Dockins

Also present: Commissioner Paul Waldron, Assistant County Administrator Sarah Taylor, and School Board Liaison Paul Abbatonozzi

Staff Present: Director Ryan Kane via Zoom; Assistant Director Jamie Baccari; Recreation Facilities Manager Teddy Meyer and Project Specialist Diane Gorski

The Chair called the meeting to order at 1:30 PM and asked for a motion to approve the March minutes. Motion to approve the March minutes was made by Bowen, seconded by Watkins and approved 6/0.

The Chair called for public comment for non-agenda items and reminded everyone that speakers are each given 3 minutes.

Clarence Blaylock, 2100 Thorn Hollow CT spoke to the need for additional mountain bike trails within St. Johns County and his group's eagerness to partner with Parks and Recreation for the development of future trails. He provided an overview of the sport, trail groups and trail locations within NE Florida. He provided information on a successful trail partnership in Kentucky.

The Chair requested the May Agenda include further discussion about the TDC CAT III Grant Application and scoring sheet. He explained that the RAB needed to focus on revamping the application focusing on the key performance indicators of economic development and marketing. He stated that staff was looking into providing the option to use a portal like the TDC to fill out the application. He suggested that the Parks and Recreation Department develops an internal processes to improve the editing and vetting of applications so that they are being presented in a more accurate and complete way. He stated that the RAB needed coordinate and ensure that they are working in sync with the TDC meeting and approval schedule. He said that a post event score sheet that includes Key Performance Indicators so that the RAB can measure the success of the marketing and economic impact needs to be added to the application and that it needs to include the local versus visitor aspect. He added that learning how the funding was applied to improving recreation facilities that host sporting events outside of the grant process should also be explored as well as multi-year agreements.

Commissioner Waldron announced that the county had many projects in the hopper with many undergoing the bid process. He reminded everyone of the upcoming budget workshops in May. He stated that with the growth in the county he didn't think anything would be cut and predicted that there would be approximately 20 million additional tax dollars. He thanked everyone for their kindness and concern relating to the passing of his father Harry who started on the Recreation and Advisory Board and then served as a St. Johns County Commissioner. He shared that these are exciting times for the Parks and Recreation Department moving forward with building new facilities and hopefully adding field space and continuing talks with other groups for more opportunities that may come later.

Paul Abbatinozzi, School Board liaison, provided an update to spring sports, the end of the school year and opening athletic facilities to the public on Wednesday nights in June. He gave a status update for Beachside and Toco High Schools. He stated that the schools had seen 7% increase in student growth this school year.

Meyer provided information relating to the **American Junior Golf grant application**. Adam Rogers thanked the RAB for their continued support and funding for this event. Discussion regarding grant funding and the Covid-19 funding sweep in 2020 -2021 and prior year grants was had. Van Rysdam requested that the swag bags include information about St. Johns

County. Rogers stated that they would be happy to include this. Long motioned to approve the \$10,000 grant request and Watkins seconded the motion and it was approved 6/0.

Meyer introduced Donna Franz from the Ancient City Gamefish Association. Franz gave historical information about the challenge and provided statistics to the group. She explained that the Gamefish Association sponsored St. Augustine High School and other groups fishing events and provided educational opportunities to children in St. Johns County. Discussion relating to the benefit of the organization to the community followed. Motion by Watkins, seconded by Chapin to recommend funding the full \$20,000 grant request. Approved 6/0.

The chair asked what the impact is to facilities for each application and requested that this be included in the May discussion.

Meyer provided details for the Florida Elite Soccer Tournament grant request. He indicated that the tournament would not interfere with regular sports play on the dates requested August 12-14 at Aberdeen or Veterans Parks. He provided participation statistics for the past three years and mentioned how beneficial having a local tournament is to the parents of children who play soccer and are involved in tournament play. Sean Bubb, 299 Islebrook Parkway mentioned how important it was to parents to have a local tournament. He mentioned the need for hotels in the northwest part of the county. He spoke to the group's commitment to the youth in the county and offered to sponsor children at soccer camps throughout the summer whose families would have difficulty paying for camps. McEachean motioned to approve the grant funding request of \$10,000 and Long seconded the motion. The motion was approved 6/0.

Marithza Ross, Public Affairs Specialist for the St. Johns County Communications Department provided information about the department. She provided data and statistics for digital media and the continued improvements she is working on to increase visibility for the department. She covered the outreach that was being achieved through digital newsletters for Parks and Recreation, Nature Programming, the Beach Brief and Golf Course. She shared that she is committed to providing clean, concise, detailed information about the Parks and Recreation Department to the engage the public. She spoke to spotlighting each recreational facility. She said that she was focusing on increasing visibility through the press, television and radio. She shared her interest in developing plans for community events and growing the community's knowledge about the opportunities available. She was focused on building and promoting internal partnerships. A lengthy and animated conversation about Ross' vision for the future, options for growing access to sports data for department run and association run sports and posting live feeds for events followed and included all board members, Commissioner Waldron and staff.

Kane provided an update on the American Rescue Plan funded projects that included turf replacement at Veterans and Gamble Rogers fields of which the bid had been issued and included the equipment needed to maintain the fields. He said that there was a meeting scheduled at The Players Community Senior Center on April 21 to update the public on the proposed Palm Valley West Boat Ramp project. He said that there would be staff from the Sheriff's office, Public Works, and Parks and Recreation Department present to share information. He said that the departments Strategic Plan was moving forward and that he and Jamie had met with staff to find out their suggestions and concerns.

Baccari announced that the summer camp lottery registration had concluded and that 502 families registered which is the equivalent to 750 children. She said that 454 were accepted, 126 were placed on a wait list and 169 were denied. She explained that the department was working with the GIS team to get a better understanding of where the majority of the families are being denied due to lack of capacity. The lottery process was explained. Discussion relating to the lack of facilities followed.

Long shared that the Park Foundation met on April 12, 2022 and that the 1023 form has been reviewed and will be submitted to the IRS this week. He said that once feedback is received from IRS and they are able to receive funding they will advertise for the Director position. Van Rysdam questioned the funding. Long explained that the paperwork needed to be in place in order to accept the funding granted by the County. He said that a press release had gone out last week announcing their existence and that the Foundation was on schedule.

Bowen shared that a local disc golf group received permission to add a 9 hole disc golf course at Aragon Park in St. Augustine Shores and that the Shores HOA paid for 9 disc golf baskets and that the pads for the baskets will be poured soon. Discussion regarding disc golf followed.

Motion to adjourn by McEachean, seconded by Watkins. The motion was approved 6/0.

TDC Regular Meeting – May 16, 2022

Agenda Item 7 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Ancient City Game Fish Association

Funding request from Ancient City Game Fish Association for the Ancient City Game Fish Challenge, scheduled for July 7 - 10, 2022. The event will begin and end at Camachee Cove Yacht Club Marina (Vilano Beach).

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: ACGFA Challenge Sport Fishing _____

Legal Name of Host Organization: Ancient City Game Fish Association

This Organization is:

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

Other (please describe) _____

Date(s) of Event July 7-10, 2022 Location of Event : Camachee Cove Marina

Primary Contact Person:

Donna K Frantz _____ Title: Event Treasure and Funding Coordinator (ACGFA Life Member)

Phone Numbers: (W) _____ (C) 904 814 0515

Fax: _____ E-Mail: dkfranz@icloud.com

Address: 6409 Pine Circle West

City St Augustine State FL Zip 32095

Secondary Contact Person:

Linda W Manucy Title: ACGFA Life Member

Phone Numbers: (W) _____ (C) 904 484 6127

Fax: _____ E-Mail: lmanucy@bellsouth.net

Address: 6381 Pine Circle West

City St Augustine, State F Zip 32095

Organization or Event Website: ACGFA.COM

TOTAL EVENT BUDGET AMOUNT \$124,500.00 GRANT REQUESTED \$20,000.00

ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION?

NA CASH: Amount Requested: \$ 00

NA IN-KIND: Value \$ 00

Event Detail

EVENT:

DATE(S) 7-10 July 2022 **SPORT: Fishing**

LOCATION: Camachee Cove Yacht *Harbor Marina*

FACILITY(IES): *North East Florida Marlin Association (NEFMA)*
3030 Harbor Drive, St Augustine, FL 32084

HAVE YOU SECURED FACILITY(IES) (explain) YES we have a partnership with the facility owner.

FACILITY CONTACT Erin Johnson 904 669 5153

PARTICIPATION

TEAMS 150 # INDIVIDUAL COMPETITORS 650

COACHES/TRAINERS 00 # SPECTATORS 2000

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

Kingfish Division (100) Teams 400 Competitors
Back Water Division (100) Teams 150 Competitors
Kayak Division (50) Competitors
Junior Division ((200) Competitors

DESCRIPTION OF SECURED MEDIA COVERAGE:

2000 Color Event Brochures
50 11X14 Color Store Front Posters
St Augustine Record
Fishing Connections Monthly Magazine (May - June – July)
Costal Angler Monthly Magazine (May - June – July)
The Nimnicht Outdoor Show Radio
SKA Southern Kingfish Association Completion Circuit Tournament Series

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

| PROJECTED EXPENSES | | | |
|---|----------------------|-------------|---------------------|
| | In-Kind | Cash | TDC |
| Travel | | | |
| Housing | | 3,000.00 | |
| Food | | 8,000.00 | |
| Sanction Fees | | 2,000.00 | |
| Site Fees | | 1,500.00 | |
| Rights/Guarantees Fees | | 500.00 | |
| Officials | | | |
| Awards* | | 55,000.00 | |
| Equipment | | 10,000.00 | |
| Rentals | | | 10,000.00 |
| Insurance | | 1,000.00 | |
| Security | | 3,000.00 | |
| Labor | 15,000.00 | | |
| Marketing/Promotions | | | 10,000.00 |
| Administrative Costs | | | |
| OTHER EXPENSES (Please Itemize Below) | | | |
| | | | |
| Event Shirts | | 5,500.00 | |
| | | | |
| | | | |
| Sub-Totals | \$15,000.00 | \$89,500.00 | \$20,000.00 |
| | TOTAL EXPENSE | | \$124,500.00 |

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

| PROJECTED INCOME | | |
|---|--------------------|---------------------|
| | In-Kind | Cash |
| Admissions | | 50,000.00 |
| Contributions | 5,000.00 | 500.00 |
| Grants (Include TDC Funding here) | | 20,000.00 |
| Sponsorships | | 9,000.00 |
| Sales (Merchandise, Concessions, etc.) | 20,000.00 | 20,000.00 |
| Room Rebates | | |
| OTHER INCOME (Please Itemize) | | |
| | | |
| | | |
| | | |
| | | |
| SUB TOTALS | \$25,000.00 | \$99,000.00 |
| TOTAL INCOME | | \$124,500.00 |

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:
Event Shirts – Banners – Event Brochures – Kickoff Party – Radio Coverage Posters

PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE:
TDC Banners – Logo on Event Shirts – Ad in 2000 Event Brochures - Logo on all posters

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: \$ -0-

Please Explain:

Accommodations

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

(A) 350 x (B) 3 x (C) 150 = \$ 157,500.00

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

(D) 30 x (B) 3 x (C) 150 = \$ 13,500.00

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

(E) 700 x (B) 3 x (C) 150 = \$ 315,000.00

Please List Properties You Are Utilizing:

Property

Contact

Camachee Cove Yacht Harbor Travis Statts

North East Marlin Association Erin Johnson

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ 40,000.00 For Vessel Fuel \$5.00 Per Gallon

\$ 50,000.00 For Weekend Vessel Dockage

\$ 125,000.00 For Food and Beverages

\$ 50,000.00 For Sightseeing and Shopping

(D) List of other Events Produced – Supported By Organizer

- 1. NE Florida Marlin Association Bluewater Tournament**
- 2. ACGFA Challenge Kickoff Event Waylen Bay Marine**
- 3. Challenge Main Event (3 Day Event)**
- 4. ACGFA Challenge Junior Tournament (2 Day Event)**
- 5. 12th Annual Free Kids Fishing Clinic (200 Local youth) March 2022**
- 6. 8th Annual Redfish Tournament (Breast Cancer)**
- 7. 7th Annual St Augustine High School Fund Raiser Fishing Tournament**



Ancient City Game Fish Association (ACGFA)

St Johns County, FL Tourist Development Council

Thank-you in advance for your comments & input!

1. How did you find out about this event?

a. Event book b. Facebook c. Radio d. ACGFA Website e. other _____.

2. Is this your first time competing in this event?

a. yes b. If no how many events have you entered in the past? _____

3. Did you bring your family with you to this weekend event?

a. yes b. no

4. Where are you from? a. St. Augustine b. Jacksonville c. Palatka

d. Other Florida City _____ e. State Other _____

5. Are you staying in a hotel, motel or camp site during this event?

a. yes b. no

6. Which tournament are you registering to fish?

a. Kingfish Challenge b. Redfish Challenge c. Kayak Challenge

7. Did you register any anglers for the Junior Challenge event?

a. yes b. no How many Junior Anglers do you have? _____

8. What is your estimated budget for this event weekend? _____

9. Which boat launching facility did you utilize during this event?

a. Vilano Boat Ramp b. Lighthouse Boat Ramp c. Other _____

10. Are you docking your boat at a marina during this event?

a. yes b. no If yes which marina? _____

11. Do you plan on purchasing fuel at a marina?

a. yes b. no If yes which marina? _____

12. Do you like the format of this event a.yes b. no

13. Do you have any suggestions to better this event? _____

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

Charities Supported by ACGFA

St Johns County Offshore Reef Program

Ronald McDonald House – Jacksonville, FL

Fishing For Dreams, St Augustine, FL

Pink Up The Pace (Fighting Breast Cancer) – St Augustine, FL

SAHS Football Inshore Fishing Tournament

Shriner's Burn Center – Gainesville, FL

St Augustine Youth Services – St Augustine, FL

Hook the Future – Jacksonville, FL

Alzheimer's Association – Jacksonville, FL

Wolfson Children's Hospital – Jacksonville, FL

Ringers for a Reason – St Augustine, FL

Gabe Boulos Fund – St Augustine, FL

Bob Conroy Charity Tournament – St Augustine, FL

Make A Wish Foundation – Jacksonville, FL

Spring Fling – St Augustine, FL

Sheepshead Derby, Pedro Menendez High School, St Augustine, FL

Jerad Revels Scholarship Fund, Pedro Menendez High School, St Augustine, FL

- **Printed Advertisements**

- **2000 Full Color Printed Advertisement Magazines**

- 40 Page Tournament Magazine, including all our the tournament sponsors advertisements
 - St Johns and surrounding countries advertised through photographs and local merchants
 - Distributed from Fernandina to Daytona Beach at local establishments
 - Email mailing list of over 300 persons throughout the southeast United States
 - Distributed to by merchants through front counter stands and handouts to patrons
 - Distributed up to 3 months prior to the tournament

- **Full Color Posters In Local Establishments**

- Over 20 full color posters printed with tournament information, local hotel information, and local merchants advertisements
 - Distributed and displayed in local establishments throughout St Augustine, Jacksonville, Daytona
 - Distributed and posting 3 months prior to the tournament

- **Over 300 Emailed Post Cards**

- Distributed to a mailing list of over 300 persons across the Southeast United States
 - Post cards include information for boats to dock at the marina, phone number and instructions for reserving slips included.
 - Post cards include local hotel information for guest

- **Other Printed Magazine Advertisements**

- Coastal Angler is a supporter of the tournament and will run advertisements in their monthly magazine for our tournament, which is distributed all over Northeast Florida
 - Southern Kingfish Association supports our tournament with advertisements in their monthly paper, which is distributed to all of their members. Advertisements include marina information and local hotel information.

- **Social Media Advertisements**

- **Full Advertisement on ACGFA.com**

- Ancient City Game Fish Association has a new state-of-the-art website, with a full section dedicated to the tournament
 - Tournament pages include sponsors, links, registration forms, and valuable information for guest about marinas, hotels, and local attractions

- **Facebook Advertisements via ACGFA Company Page**

- Ancient City Game Fish Association has a dedicated Facebook account for advertising club news and tournament information

- Ancient City Game Fish Association has over 1000 followers, which allows us to reach more through daily postings

- **Electronic Advertisements**
 - **Southern Kingfish Association Website**
 - Southern Kingfish Association advertises our tournament on their website, which is viewed by their members and other tournament anglers regularly
 - **E-mail Advertisements to Mailing List**
 - E-mail information is gathered from previous captains and members to distribute tournament information to in future years.
 - E-mail reminders and information will be sent to all mailing list persons in the near future
- **Public Advertising Outlets**
 - **Television Advertisement**
 - Contacts have been made with Channel 4 news to have a segment on a Saturday morning show for the tournament to discuss the charities supported and how the local persons can get involved.
 - Channel 4 news discussed providing advertisement on their website for the tournament in support of the charities.
 - **Local Radio Advertisement**
 - Local Am radio stations with fishing talk shows support the tournament and will provide radio advertisements with tournament information to locals.
- **Public Advertising Outlets**
 - **Television Advertisement**
 - Contacts have been made with Channel 4 news to have a segment on a Saturday morning show for the tournament to discuss the charities supported and how the local persons can get involved.
 - Channel 4 news discussed providing advertisement on their website for the tournament in support of the charities.
 - **Local Radio Advertisement**
 - Local Am radio stations with fishing talk shows support the tournament and will provide radio advertisements with tournament information to locals.
- **Future Advertising and Data Collection**
 - **Participant Data Collection**
 - Participant registration form with required address, contact information, email, and angler names for future advertising contact and logging of participants and distribution to sponsors and related contacts to their business purposes.
 - Sign in sheets for tournament sight visitors to track local of visitor traffic and better target advertising for future events.
 - **Future Advertising**
 - Targeted advertising for sponsors and event details based upon data collected at event site and through event registrations to grow future events.
 -
- **Sponsor Banners at Event**
 - All major sponsors will be allowed to display banners at event site throughout the event.

ANCIENT CITY GAME FISH ASSOCIATION



12th Annual Free Kids Fishing Clinic



SATURDAY
MARCH 19, 2022

Registration 8 a.m. - 9 a.m.
8 A.M. - 12 P.M.

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

**KIDS
12 & UNDER**

First 200 kids get a
rod/reel combo, lunch, and
a goodie bag.



For more information, call Donna Frantz
904-814-0515



11 March 2022

ORGANIZATION: Ancient City Game Fish Association (ACGFA)
P. O. Box 2001, St Augustine, FL 32085

EVENT NAME: ACGFA CHALLENGE

This four day event is an open invitation held at Camachee Cove Marina Marlin Club at Vilano Beach and includes fishing oriented events for the whole family. Anglers come from local and surrounding counties and other states to participate. Family, fishing, fun, conversation, and competition are the main focus for our event. Thursday evening is the young anglers Captains meeting and fishing round robin clinic. Learning stations are attended by each young angler in attendance and at the completion of each station they get a fishing pole combo made possible by Fish Florida and Florida Wildlife Commission (FWC). These two sponsors have supported the junior event for over 25 years. Fishing for the young anglers starts at daybreak Friday. All 200 young anglers are fishing for the biggest Redfish or the biggest Kingfish. Before the weigh in closes they must bring their catch to the scales for competition judging. When all fish have been weighed awards will be presented to the winners. After these awards the main event competitor's attend a mandatory Captains meeting to get their final fishing instructions and event rules. Fishing for the main event is a two day competition that starts at daybreak Saturday. All Offshore, inshore and kayak teams fish in hope of catching the biggest FISH! After all fish are weighed Sunday afternoon awards are presented to the winning fishing teams and anglers that were lucky enough to catch a fish. This annual event has been conducted for several decades and has withstood difficult economic and social times.

We get great local media coverage along with the popular social media postings.

This requested funding support will allow us to continue our clubs mission. Our first and foremost being marine conservation. We are a big part of the offshore reef program and reef maintenance that insures the fishing resources into the future.

Success for this event is measured by the funds made that we use to run our club for the next operational year. We also use these funds to give back to our community.

Submitted By Donna K Frantz
Event Funding Coordinator



11 March 2022

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

EVENT NAME: ACGFA Challenge

EVENT ACTIVITY SCHEDULE: Main event sponsor Kickoff Party – May 2022
Junior Challenge Fishing Clinic, Captains Meeting and Raffle (July 7, 2022)
Junior Challenge Fishing Tournament (July 8, 2022)
Junior Challenge Awards Ceremony (July 8, 2022)
Challenge main event Captains Meeting (July 8, 2022)
Food – Raffle - Live Music
Kingfish Offshore Competition (July 9-10, 2022)
Backwater Inshore Competition (July 9-10, 2022)
Weigh in Judging (July 9-10, 2022)
Challenge Awards Ceremony (July 10, 2022)

Marketing Plan:

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



St. Johns County Board of County Commissioners

Parks & Recreation Department

Recreation Advisory Board Meeting Minutes
County Auditorium | 500 San Sebastian View | St. Augustine, FL 32084
April 13, 2022

Board Members Present: Casey Van Rysdam, Chair, Brad Long, Vice Chair, Bill Bowen, Lauren Watkins. Deb Chapin entered at 1:35 PM and Marty McEachean entered at 1:39 PM.

Board Member Absent: Harold Dockins

Also present: Commissioner Paul Waldron, Assistant County Administrator Sarah Taylor, and School Board Liaison Paul Abbatonozzi

Staff Present: Director Ryan Kane via Zoom; Assistant Director Jamie Baccari; Recreation Facilities Manager Teddy Meyer and Project Specialist Diane Gorski

The Chair called the meeting to order at 1:30 PM and asked for a motion to approve the March minutes. Motion to approve the March minutes was made by Bowen, seconded by Watkins and approved 6/0.

The Chair called for public comment for non-agenda items and reminded everyone that speakers are each given 3 minutes.

Clarence Blaylock, 2100 Thorn Hollow CT spoke to the need for additional mountain bike trails within St. Johns County and his group's eagerness to partner with Parks and Recreation for the development of future trails. He provided an overview of the sport, trail groups and trail locations within NE Florida. He provided information on a successful trail partnership in Kentucky.

The Chair requested the May Agenda include further discussion about the TDC CAT III Grant Application and scoring sheet. He explained that the RAB needed to focus on revamping the application focusing on the key performance indicators of economic development and marketing. He stated that staff was looking into providing the option to use a portal like the TDC to fill out the application. He suggested that the Parks and Recreation Department develops an internal processes to improve the editing and vetting of applications so that they are being presented in a more accurate and complete way. He stated that the RAB needed coordinate and ensure that they are working in sync with the TDC meeting and approval schedule. He said that a post event score sheet that includes Key Performance Indicators so that the RAB can measure the success of the marketing and economic impact needs to be added to the application and that it needs to include the local versus visitor aspect. He added that learning how the funding was applied to improving recreation facilities that host sporting events outside of the grant process should also be explored as well as multi-year agreements.

Commissioner Waldron announced that the county had many projects in the hopper with many undergoing the bid process. He reminded everyone of the upcoming budget workshops in May. He stated that with the growth in the county he didn't think anything would be cut and predicted that there would be approximately 20 million additional tax dollars. He thanked everyone for their kindness and concern relating to the passing of his father Harry who started on the Recreation and Advisory Board and then served as a St. Johns County Commissioner. He shared that these are exciting times for the Parks and Recreation Department moving forward with building new facilities and hopefully adding field space and continuing talks with other groups for more opportunities that may come later.

Paul Abbatinozzi, School Board liaison, provided an update to spring sports, the end of the school year and opening athletic facilities to the public on Wednesday nights in June. He gave a status update for Beachside and Toco High Schools. He stated that the schools had seen 7% increase in student growth this school year.

Meyer provided information relating to the **American Junior Golf grant application**. Adam Rogers thanked the RAB for their continued support and funding for this event. Discussion regarding grant funding and the Covid-19 funding sweep in 2020 -2021 and prior year grants was had. Van Rysdam requested that the swag bags include information about St. Johns

County. Rogers stated that they would be happy to include this. Long motioned to approve the \$10,000 grant request and Watkins seconded the motion and it was approved 6/0.

Meyer introduced Donna Franz from the Ancient City Gamefish Association. Franz gave historical information about the challenge and provided statistics to the group. She explained that the Gamefish Association sponsored St. Augustine High School and other groups fishing events and provided educational opportunities to children in St. Johns County. Discussion relating to the benefit of the organization to the community followed. Motion by Watkins, seconded by Chapin to recommend funding the full \$20,000 grant request. Approved 6/0.

The chair asked what the impact is to facilities for each application and requested that this be included in the May discussion.

Meyer provided details for the Florida Elite Soccer Tournament grant request. He indicated that the tournament would not interfere with regular sports play on the dates requested August 12-14 at Aberdeen or Veterans Parks. He provided participation statistics for the past three years and mentioned how beneficial having a local tournament is to the parents of children who play soccer and are involved in tournament play. Sean Bubb, 299 Islebrook Parkway mentioned how important it was to parents to have a local tournament. He mentioned the need for hotels in the northwest part of the county. He spoke to the group's commitment to the youth in the county and offered to sponsor children at soccer camps throughout the summer whose families would have difficulty paying for camps. McEachean motioned to approve the grant funding request of \$10,000 and Long seconded the motion. The motion was approved 6/0.

Marithza Ross, Public Affairs Specialist for the St. Johns County Communications Department provided information about the department. She provided data and statistics for digital media and the continued improvements she is working on to increase visibility for the department. She covered the outreach that was being achieved through digital newsletters for Parks and Recreation, Nature Programming, the Beach Brief and Golf Course. She shared that she is committed to providing clean, concise, detailed information about the Parks and Recreation Department to the engage the public. She spoke to spotlighting each recreational facility. She said that she was focusing on increasing visibility through the press, television and radio. She shared her interest in developing plans for community events and growing the community's knowledge about the opportunities available. She was focused on building and promoting internal partnerships. A lengthy and animated conversation about Ross' vision for the future, options for growing access to sports data for department run and association run sports and posting live feeds for events followed and included all board members, Commissioner Waldron and staff.

Kane provided an update on the American Rescue Plan funded projects that included turf replacement at Veterans and Gamble Rogers fields of which the bid had been issued and included the equipment needed to maintain the fields. He said that there was a meeting scheduled at The Players Community Senior Center on April 21 to update the public on the proposed Palm Valley West Boat Ramp project. He said that there would be staff from the Sheriff's office, Public Works, and Parks and Recreation Department present to share information. He said that the departments Strategic Plan was moving forward and that he and Jamie had met with staff to find out their suggestions and concerns.

Baccari announced that the summer camp lottery registration had concluded and that 502 families registered which is the equivalent to 750 children. She said that 454 were accepted, 126 were placed on a wait list and 169 were denied. She explained that the department was working with the GIS team to get a better understanding of where the majority of the families are being denied due to lack of capacity. The lottery process was explained. Discussion relating to the lack of facilities followed.

Long shared that the Park Foundation met on April 12, 2022 and that the 1023 form has been reviewed and will be submitted to the IRS this week. He said that once feedback is received from IRS and they are able to receive funding they will advertise for the Director position. Van Rysdam questioned the funding. Long explained that the paperwork needed to be in place in order to accept the funding granted by the County. He said that a press release had gone out last week announcing their existence and that the Foundation was on schedule.

Bowen shared that a local disc golf group received permission to add a 9 hole disc golf course at Aragon Park in St. Augustine Shores and that the Shores HOA paid for 9 disc golf baskets and that the pads for the baskets will be poured soon. Discussion regarding disc golf followed.

Motion to adjourn by McEachean, seconded by Watkins. The motion was approved 6/0.

TDC Regular Meeting – May 16, 2022

Agenda Item 7 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Florida Elite Soccer Academy

Funding request from Florida Elite Soccer for the Florida Elite Soccer Academy Invitational, scheduled August 12 – 14, 2022. The tournament will take place at St. Johns County Parks in the northwest part of county.

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 Elite Soccer Academy Invitational 2022 **Sport:** Soccer

Legal Name of Host Organization: Florida Elite Soccer Academy Inc.

This Organization is:

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

Other (please describe) _____

Date(s) of Event: 8/12/22 - 8/14/22 **Location of Event:** St Johns County Parks - Veterans Park, Aberdeen Park, Durbin Park, Plantation Park

Primary Contact Person:

Chris Brunner Title: Chief Operating Officer

Phone Numbers: (W) (904) 434-8528 (C) (904) 434-8528

Fax : () E-Mail: Chris@FloridaEliteSA.com

City St Johns State Florida Zip 32259

Secondary Contact Person:

Jerry DellaPorta Title: Board Secretary

Phone Numbers: (W) () (C) ()

Fax : () E-Mail: Jerry@FloridaEliteSA.com

Address: 328 North Elverton Place

City: St Johns State Florida Zip 32259

Organization or Event Website: www.FloridaEliteSA.com

TOTAL EVENT BUDGET AMOUNT \$ 98,185 **GRANT REQUESTED \$** 10,000

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

CASH: Amount Requested: \$ N/A

IN-KIND: Value \$ N/A

Event Detail

EVENT: Florida Elite Soccer Academy Invitational 2022

DATE(S) 8/12/22 - 8/14/22 SPORT: Soccer

LOCATION St Johns County Parks

FACILITY (IES): Veterans Park, Aberdeen Park, Durbin Park, Plantation Park

HAVE YOU SECURED FACILITY(IES) (explain)? Yes, field usage application submitted

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

PARTICIPATION

TEAMS 300-325 # INDIVIDUAL COMPETITORS 4800 - 5200

COACHES/TRAINERS 450 # SPECTATORS 12,000 (#competitors x 2.5 average)

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

Teams attending this Tournament are Competitive level teams with rosters of 14 - 18 players. Teams attend this event from primarily the Southeastern United States including Florida, Georgia, South Carolina and North Carolina. Typically the event will host teams from the Northern States including Michigan, Missouri, Pennsylvania and New Jersey/New York. The teams attending from the Northern states use this Tournament as a warm up to their pending Fall season start.

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)

Each year this event invites all local Youth Sports journalists. This includes Will Brown (Jax Business Journal/St Augustine Record) and Clayton Freeman (Florida Time Union/Jax.com)

EVENT BUDGET DETAIL
Total Event Budget (Expenses/Income)

| PROJECTED EXPENSES | | | |
|---|-----------|----------------------|-----------------|
| | In-Kind | Cash | TDC |
| Travel | | \$175 | |
| Housing | | | |
| Food | | \$875 | |
| Sanction Fees | | \$3,650 | |
| Site Fees | | \$7,600 | |
| Rights/Guarantees Fees | | | |
| Officials | | \$56,185 | |
| Awards* | | \$10,320 | |
| Equipment | | \$1,500 | |
| Rentals | | \$1700 | |
| Insurance | | | |
| Security | | \$150 | |
| Labor | | \$3,950 | |
| Marketing/Promotions | | \$3380 | |
| Administrative Costs | | \$4,400 | |
| OTHER EXPENSES (Please Itemize Below) | | | |
| Supplies/ Expo | | | |
| Traffic Control | | \$4,300 | |
| Athlete Items | | | |
| Volunteers | | | |
| Sub-Totals | \$ | \$98,185 | \$ |
| | | TOTAL EXPENSE | \$98,185 |

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

| PROJECTED INCOME | | |
|---|----------------|--------------------------|
| | In-Kind | Cash |
| Admissions (Team Registrations) | | \$189,000 |
| Contributions | | |
| Grants (Include TDC Funding here) | | \$10,000 |
| Sponsorships | | |
| Sales (Merchandise, Concessions, etc.) | | \$2250 |
| Room Rebates | | \$21,350 (all locations) |
| OTHER INCOME (Please Itemize) | | |
| | | |
| | | |
| | | |
| | | |
| SUB TOTALS | \$ | |
| TOTAL INCOME | | \$222,600 |

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: See following page

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

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

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

Please List Properties You Are Utilizing:

Property

Contact

Home2 Suites - 270 Outlet Mall Blvd, St. Augustine, FL 32084 - 22 Room Nights
Renaissance World Golf - 500 S Legacy Trail, St. Augustine, FL 32092 - 82 Room Nights
Main Point of Contact for all Hotel reservations:
PATRICIA A O'BRIEN - Managing Director
Avanti Travel Group - division of Avanti Travel Advisors, Inc
800.560.9946
904.859.0507 cell

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

Accommodations

| | 2021 | | | 2019 | | | 2018 | | | 2020 COVID Cancellation | | |
|--------------------------------|----------|-----|----------|----------|-----|----------|----------|-----|----------|-------------------------|-----|---------|
| | # Nights | ADR | Revenue | # Nights | ADR | Revenue | # Nights | ADR | Revenue | # Nights | ADR | Revenue |
| Courtyard St Augustine I95 | 0 | 0 | \$0 | 9 | 139 | \$1,251 | 29 | 129 | \$3,741 | 0 | 0 | 0 |
| Hampton Inn St Augustine I95 | 0 | 0 | \$0 | 59 | 129 | \$7,611 | 40 | 129 | \$5,160 | 0 | 0 | 0 |
| Home2 Suites St Augustine | 22 | 169 | \$3,718 | 0 | 0 | \$0 | 0 | 0 | \$0 | 0 | 0 | 0 |
| Holiday Inn World Golf | 0 | 0 | \$0 | 51 | 124 | \$6,324 | 0 | 0 | \$0 | 0 | 0 | 0 |
| Fairfield Inn St Augustine I95 | 0 | 0 | \$0 | 0 | 0 | \$0 | 2 | 129 | \$258 | 0 | 0 | 0 |
| Renaissance World Golf | 82 | 169 | \$13,858 | 31 | 145 | \$4,495 | 147 | 131 | \$19,257 | 0 | 0 | 0 |
| TOTAL | 104 | | \$17,576 | 150 | | \$19,681 | 218 | | \$28,416 | 0 | 0 | 0 |

Traveling Team Attendance (Attendees based on the 2.5 average of attendance per player)

| Location | 2021 | | | 2019 | | | 2018 | | |
|--------------------|------------|-------------|-------------|------------|-------------|-------------|------------|-------------|-------------|
| | # Teams | Players | Attendees | # Teams | Players | Attendees | # Teams | Players | Attendees |
| Orlando | 28 | 448 | 1120 | 23 | 368 | 920 | 21 | 336 | 840 |
| Tampa | 20 | 320 | 800 | 22 | 352 | 880 | 20 | 320 | 800 |
| Miami | 15 | 240 | 600 | 13 | 208 | 520 | 15 | 240 | 600 |
| Tallahassee | 22 | 352 | 880 | 18 | 288 | 720 | 17 | 272 | 680 |
| Georgia | 32 | 512 | 1280 | 24 | 384 | 960 | 22 | 352 | 880 |
| Other (SC, NC, MS) | 37 | 592 | 1480 | 27 | 432 | 1080 | 24 | 384 | 960 |
| TOTAL | 154 | 2464 | 6160 | 127 | 2032 | 5080 | 119 | 1904 | 4760 |

FLORIDA ELITE

INVITATIONAL AUGUST 2022



REGISTER YOUR TEAM TODAY

Event Highlights

- Over 300 teams attend with more than half of them traveling in from out of town.
 - Teams from Florida Cities include:
 - Orlando, Miami, Tampa, Tallahassee and Fort Myers
 - Teams from out of State include:
 - Georgia, South Carolina, North Carolina, New Jersey, Michigan, Missouri and Ohio
- Provides a local tournament for over 2400 local families who will not have to travel out of town. The majority of which are St Johns County residents.
- St Johns County is the base location for this event. Tournament operations and the feature matches are scheduled for Veterans Park. Vendor City is also located at Veterans Park and all Trophy presentations.
- Local business support by providing them with Tournament dates in order for them to prepare for the necessary increase in traffic and sales.
- Publix is our local Tournament Sponsor and provides waters for all of our referees
- The Largest Pre-Season Tournament available in the Elite Clubs National League. This provides teams from all over the Country to compete in a Pre-Season event.
- US Youth Soccer Sanctioned event
 - This sanctioning allows teams to procure points in a ranking system that will then grant them eligibility for other exclusive tournaments.
- Florida Youth Soccer Association coverage
 - All players competing in this tournament are covered by the FYSA sanctioning body's insurance policies. (Available July 1st of each year)



St. Johns County Board of County Commissioners

Parks & Recreation Department

Recreation Advisory Board Meeting Minutes
County Auditorium | 500 San Sebastian View | St. Augustine, FL 32084
April 13, 2022

Board Members Present: Casey Van Rysdam, Chair, Brad Long, Vice Chair, Bill Bowen, Lauren Watkins. Deb Chapin entered at 1:35 PM and Marty McEachean entered at 1:39 PM.

Board Member Absent: Harold Dockins

Also present: Commissioner Paul Waldron, Assistant County Administrator Sarah Taylor, and School Board Liaison Paul Abbatonozzi

Staff Present: Director Ryan Kane via Zoom; Assistant Director Jamie Baccari; Recreation Facilities Manager Teddy Meyer and Project Specialist Diane Gorski

The Chair called the meeting to order at 1:30 PM and asked for a motion to approve the March minutes. Motion to approve the March minutes was made by Bowen, seconded by Watkins and approved 6/0.

The Chair called for public comment for non-agenda items and reminded everyone that speakers are each given 3 minutes.

Clarence Blaylock, 2100 Thorn Hollow CT spoke to the need for additional mountain bike trails within St. Johns County and his group's eagerness to partner with Parks and Recreation for the development of future trails. He provided an overview of the sport, trail groups and trail locations within NE Florida. He provided information on a successful trail partnership in Kentucky.

The Chair requested the May Agenda include further discussion about the TDC CAT III Grant Application and scoring sheet. He explained that the RAB needed to focus on revamping the application focusing on the key performance indicators of economic development and marketing. He stated that staff was looking into providing the option to use a portal like the TDC to fill out the application. He suggested that the Parks and Recreation Department develops an internal processes to improve the editing and vetting of applications so that they are being presented in a more accurate and complete way. He stated that the RAB needed coordinate and ensure that they are working in sync with the TDC meeting and approval schedule. He said that a post event score sheet that includes Key Performance Indicators so that the RAB can measure the success of the marketing and economic impact needs to be added to the application and that it needs to include the local versus visitor aspect. He added that learning how the funding was applied to improving recreation facilities that host sporting events outside of the grant process should also be explored as well as multi-year agreements.

Commissioner Waldron announced that the county had many projects in the hopper with many undergoing the bid process. He reminded everyone of the upcoming budget workshops in May. He stated that with the growth in the county he didn't think anything would be cut and predicted that there would be approximately 20 million additional tax dollars. He thanked everyone for their kindness and concern relating to the passing of his father Harry who started on the Recreation and Advisory Board and then served as a St. Johns County Commissioner. He shared that these are exciting times for the Parks and Recreation Department moving forward with building new facilities and hopefully adding field space and continuing talks with other groups for more opportunities that may come later.

Paul Abbatinozzi, School Board liaison, provided an update to spring sports, the end of the school year and opening athletic facilities to the public on Wednesday nights in June. He gave a status update for Beachside and Toco High Schools. He stated that the schools had seen 7% increase in student growth this school year.

Meyer provided information relating to the **American Junior Golf grant application**. Adam Rogers thanked the RAB for their continued support and funding for this event. Discussion regarding grant funding and the Covid-19 funding sweep in 2020 -2021 and prior year grants was had. Van Rysdam requested that the swag bags include information about St. Johns

County. Rogers stated that they would be happy to include this. Long motioned to approve the \$10,000 grant request and Watkins seconded the motion and it was approved 6/0.

Meyer introduced Donna Franz from the Ancient City Gamefish Association. Franz gave historical information about the challenge and provided statistics to the group. She explained that the Gamefish Association sponsored St. Augustine High School and other groups fishing events and provided educational opportunities to children in St. Johns County. Discussion relating to the benefit of the organization to the community followed. Motion by Watkins, seconded by Chapin to recommend funding the full \$20,000 grant request. Approved 6/0.

The chair asked what the impact is to facilities for each application and requested that this be included in the May discussion.

Meyer provided details for the Florida Elite Soccer Tournament grant request. He indicated that the tournament would not interfere with regular sports play on the dates requested August 12-14 at Aberdeen or Veterans Parks. He provided participation statistics for the past three years and mentioned how beneficial having a local tournament is to the parents of children who play soccer and are involved in tournament play. Sean Bubb, 299 Islebrook Parkway mentioned how important it was to parents to have a local tournament. He mentioned the need for hotels in the northwest part of the county. He spoke to the group's commitment to the youth in the county and offered to sponsor children at soccer camps throughout the summer whose families would have difficulty paying for camps. McEachean motioned to approve the grant funding request of \$10,000 and Long seconded the motion. The motion was approved 6/0.

Marithza Ross, Public Affairs Specialist for the St. Johns County Communications Department provided information about the department. She provided data and statistics for digital media and the continued improvements she is working on to increase visibility for the department. She covered the outreach that was being achieved through digital newsletters for Parks and Recreation, Nature Programming, the Beach Brief and Golf Course. She shared that she is committed to providing clean, concise, detailed information about the Parks and Recreation Department to the engage the public. She spoke to spotlighting each recreational facility. She said that she was focusing on increasing visibility through the press, television and radio. She shared her interest in developing plans for community events and growing the community's knowledge about the opportunities available. She was focused on building and promoting internal partnerships. A lengthy and animated conversation about Ross' vision for the future, options for growing access to sports data for department run and association run sports and posting live feeds for events followed and included all board members, Commissioner Waldron and staff.

Kane provided an update on the American Rescue Plan funded projects that included turf replacement at Veterans and Gamble Rogers fields of which the bid had been issued and included the equipment needed to maintain the fields. He said that there was a meeting scheduled at The Players Community Senior Center on April 21 to update the public on the proposed Palm Valley West Boat Ramp project. He said that there would be staff from the Sheriff's office, Public Works, and Parks and Recreation Department present to share information. He said that the departments Strategic Plan was moving forward and that he and Jamie had met with staff to find out their suggestions and concerns.

Baccari announced that the summer camp lottery registration had concluded and that 502 families registered which is the equivalent to 750 children. She said that 454 were accepted, 126 were placed on a wait list and 169 were denied. She explained that the department was working with the GIS team to get a better understanding of where the majority of the families are being denied due to lack of capacity. The lottery process was explained. Discussion relating to the lack of facilities followed.

Long shared that the Park Foundation met on April 12, 2022 and that the 1023 form has been reviewed and will be submitted to the IRS this week. He said that once feedback is received from IRS and they are able to receive funding they will advertise for the Director position. Van Rysdam questioned the funding. Long explained that the paperwork needed to be in place in order to accept the funding granted by the County. He said that a press release had gone out last week announcing their existence and that the Foundation was on schedule.

Bowen shared that a local disc golf group received permission to add a 9 hole disc golf course at Aragon Park in St. Augustine Shores and that the Shores HOA paid for 9 disc golf baskets and that the pads for the baskets will be poured soon. Discussion regarding disc golf followed.

Motion to adjourn by McEachean, seconded by Watkins. The motion was approved 6/0.

TDC Regular Meeting – May 16, 2022

Agenda Item 7 – Sports Tourism Grant Request – Teddy Meyer
(Action Required)

Jax Football Club

Funding requests from Jax Football Club for the Labor Day Shootout, scheduled for September 2 – 4, 2022. The tournament will take place at Davis Park in Ponte Vedra.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$7,500. Funding has been allocated in the FY22 Sports Marketing Budget.

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

Event Name: Labor Day Shootout Sport: Soccer
Legal Name of Host Organization: Jacksonville, FC

This Organization is:

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

Other (please describe) _____

Date(s) of Event: 9/2-9/4/22 Location of Event: Davis Park

Primary Contact Person:

Pat Cannon Title: Executive Director

Phone Numbers: (W) 904.223.3603 (C) 904.294.5897

Fax: _____ E-Mail: pcannon@jfc soccer.com

Address: 210 Davis Park Rd.

City Ponte Vedra Bch. State FL Zip 32081

Secondary Contact Person:

Annie Hett Title: Business Manager

Phone Numbers: (W) 904.223.3606 (C) _____

Fax: _____ E-Mail: ahett@jfc soccer.com

Address: 210 Davis Park Rd.

City Ponte Vedra Bch State FL Zip 32081

Organization or Event Website: www.jfc soccer.com

TOTAL EVENT BUDGET AMOUNT \$ 109445 GRANT REQUESTED \$ 10,000.00

ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION?

___ CASH: Amount Requested: \$ _____

___ IN-KIND: Value \$ _____

Event Detail

EVENT: Labor Day Shootout

DATE(S) 9/2-9/4/22 SPORT: Soccer

LOCATION: Davis Park 210 Davis Park Rd. PVB, FL 32081

FACILITY(IES): Davis Park

HAVE YOU SECURED FACILITY(IES) (explain)?

Yes.

FACILITY CONTACT (name and phone number)?

Stefan Salzbrunn - 904.910.2271

PARTICIPATION

TEAMS 267 # INDIVIDUAL COMPETITORS 4000

COACHES/TRAINERS 534 # SPECTATORS 8000

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

Labor Day Shootout is open to all players and competitive teams. We hosted over 260 teams from all over Florida and the Southeast Region (Georgia, North and South Carolina).

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)

none

EVENT BUDGET DETAIL
Total Event Budget (Expenses/Income)

| PROJECTED EXPENSES | | | |
|---|---------|----------------------|------------|
| | In-Kind | Cash | TDC |
| Travel | | Ø | |
| Housing | | Ø | |
| Food | | 1500.00 | |
| Sanction Fees | | 1992.00 | |
| Site Fees | | 491.00 | |
| Rights/Guarantees Fees | | Ø | |
| Officials | | 46,000.00 | |
| Awards* | | 7400.00 | |
| Equipment | | Ø | |
| Rentals | | 9600.00 | |
| Insurance | | 682.00 | |
| Security | | 780.00 | |
| Labor | | Ø | |
| Marketing/Promotions | | 1000.00 | |
| Administrative Costs | | Ø | |
| OTHER EXPENSES (Please Itemize Below) | | Ø | |
| | | | |
| | | | |
| | | | |
| | | | |
| Sub-Totals | \$ | \$ | \$ |
| | | TOTAL EXPENSE | \$69445.00 |

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

| PROJECTED INCOME | | |
|---|----------------|---------------------|
| | In-Kind | Cash |
| Admissions | | 192,667.33 |
| Contributions | | Ø |
| Grants (Include TDC Funding here) | | 10,000.00 |
| Sponsorships | | Ø |
| Sales (Merchandise, Concessions, etc.) | | 5,500.00 |
| Room Rebates | | 21,408.00 |
| OTHER INCOME (Please Itemize) | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| SUB TOTALS | \$ | \$ |
| TOTAL INCOME | | \$229,849.00 |

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 SPONSORS AND THE VALUE OF THOSE BENEFITS:

PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE:

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) 4000 x (B) 2 x (C) 152 = \$ 1,216,000.00

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

(D) 270 x (B) 2 x (C) 152 = \$ 82,080.00

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

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

Please List Properties You Are Utilizing:

Property

Contact

Hilton Garden Inn PV.

904-280-1661

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

ST. JOHNS COUNTY RECREATION ADVISORY BOARD (RAB)
Tourist Development County (TDC) Category III Sports Marketing Application Score Sheet

Event Name: _____ **Event Date:** _____

Scoring Guidance: The RAB will utilize a scoring method in which you rate each of the following on a scale of 1 (Low) – 10 (High). Definitions for each metric’s rating are provided for your reference. Upon completion of each RAB member’s application review and overall scoring, the application will either be approved or denied.

Section 1: Overall Economic Benefit Scoring

A: “Heads in Beds”: How much revenue will the event generate through multi-night stays in the county? *This has a direct measurable impact, as calculated by the per night hotel rate and bed tax.*

| Low (1) Means: | High (10) Means: | Score: |
|--|--|--------|
| <i>Event does NOT require multi-night stays within St. Johns County.</i> | <i>Event requires multi-night stays within St. Johns County.</i> | |

B: Ancillary Business Revenue and Other County Tax Revenue Considerations: How much revenue will the event generate through other means (besides “heads in beds”)? *This has an indirect non-measurable impact (Ex: fuel, food, beverages, attractions).*

| Low (1) Means: | High (10) Means: | Score: |
|---|--|--------|
| <i>Event has a LOWER likelihood of generating various revenues to St. Johns County businesses and local government.</i> | <i>Event has a HIGHER likelihood of generating various revenues to St. Johns County businesses and local government.</i> | |

Section 2: Additional Event Considerations Scoring

A: Diversification of Event Type: How much does the event provide diversity in overall events being funded through TDC CAT III? *RAB member may review the TDC CAT III Tracking Schedule for guidance.*

| Low (1) Means: | High (10) Means: | Score: |
|---|---|--------|
| <i>Event does NOT increase the diversity of events because similar events are already funded.</i> | <i>Event is unique, therefor increasing the diversity of events being funded.</i> | |

B: Enhancing Visibility of the Community: How much does the event’s marketing plan likely to enhance the visibility of St. Johns County?

| Low (1) Means: | High (10) Means: | Score: |
|--|--|--------|
| <i>Applicant did not submit a marketing plan OR the marketing plan is not likely to increase the visibility of St. Johns County.</i> | <i>Applicant has proposed a marketing plan that is likely to increase the visibility of St. Johns County at a state, national, or international level.</i> | |

C: Giving Back to the Community: How much does the event or organization hosting the event give back to the community or have a positive impact on the community?

| Low (1) Means: | High (10) Means: | Score: |
|---|--|--------|
| <i>Applicant did not submit a plan to give back to the community and/or has not described the positive impacts their event or organization will have on St. Johns County.</i> | <i>Applicant has proposed a plan to give back to the community in some way and/or is able to describe how their event will have a positive impact on St. Johns County.</i> | |

Section 3: Event Impact Scoring

A: Facilities Impact: How much will the event impact county facilities?

| Low (1) Means: | High (10) Means: | Score: |
|---|---|--------|
| <i>Event uses little to no facilities and/or infrastructure (Ex: a race event using only roads would be low to moderate).</i> | <i>Event uses many facilities and/or infrastructure (Ex: a countywide baseball tournament would be moderate to high).</i> | |
| Has a county representative vetted the application for negative impacts on infrastructure? Yes or No | | |

B: Event Date, Timing, and Location: Is the event scheduled a time or place that would conflict with other events or peak tourism seasons? Click [here](#) for county calendar or [here](#) for VCB.

| Low (1) Means: | High (10) Means: | Score: |
|--|--|--------|
| <i>Event will NOT have a negative impact on tourism and has the potential to provide off-season revenue.</i> | <i>Event could have a negative impact on tourism because is it scheduled during peak tourist season and/or at a location that would conflict with tourism.</i> | |

C: Conflict with Other Events: How much will the event conflict with other St. Johns County Events?

| Low (1) Means: | High (10) Means: | Score: |
|---|---|--------|
| <i>Event will NOT conflict with other events.</i> | <i>Event conflicts with multiple other events or a large important event.</i> | |

Calculate Final Event Score:

| | | | | | | |
|----------------------------|---------------|----------------------------|----------------|----------------------------|---|------------------------------|
| Section 1 Total | + | Section 2 Total | - | Section 3 Total | = | Final Event Score |
| | <i>(plus)</i> | | <i>(minus)</i> | | | |

Application & Organization Score:

| How would you rank the overall quality of the application on a 1 - 10? | How would you rank the organization on a scale of 1-10? |
|--|---|
| <i>1: poor quality (such as budget errors, missing information) 10: high quality (all information complete and error-free)</i> | <i>1: organization is not well-established, not qualified to receive support, and/or does not give back to the communities in which they operate 10: organization well-established, highly qualified to receive support, and/or gives back to the communities in which they operate</i> |
| | |

RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____



SJC RECREATION ADVISORY BOARD MEETING
WEDNESDAY MAY 11, 2022



WHO WE ARE

Youth Soccer Club with **90+ Competitive Teams**

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

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

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

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

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

TOURNAMENTS & ECONOMIC IMPACT



JFC Labor Day Shootout

Longest running youth soccer tournament in Duval County, Clay County, and St. Johns County. **30th Annual in 2022.**

Tremendous increase in participating teams over the past 3 years:

- **164 Teams** in 2019
- **198 Teams** in 2020
- **267 Teams** in 2021

Every Davis Park field is used during our Labor Day Shootouts with a total of **89 games played at Davis Park** over the two-day period.

JFC is expecting over **300+ teams** for **2022.**

A total of **142 visiting teams (37 girls & 105 boys)** visited our local areas with **1,700+ total hotel rooms booked.**

Looking to add additional St. Johns County fields for this year's event as well as utilizing more St. Johns County hotels and local businesses.





PLAYER DRIVEN



Agenda Item 8 - TDC Board Member Recommendation 2022 TDC APPLICANTS

| TDC ACCOMODATION APPLICANTS | | | |
|-----------------------------|----------------|----------------|-----------------------------|
| NAME | ACCOMODATION | POSITION | AFFILIATIONS |
| Irving Kass | St. George Inn | Owner/Operator | Lighthouse, Chamber, Rotary |

| TDC NON-ACCOMODATION APPLICANTS | | | |
|---------------------------------|---|------------------------------|--|
| NAME | ORGANIZATION/EMPLOYMENT | POSITION | AFFILIATIONS |
| Ann Breslauer | Historian | N/A | Volunteer Lincolnville Museum |
| Jan Marle Chesterton | Retired from NYS Hospitality and Tourism | Executive Director | St. Augustine Art Association, St. Johns Golf Club Amateur Tournament |
| Holly Donohoe | University of Northern Iowa | Professor of Tourism/Tourism | Travel and Tourism Research Association, World Leisure Organization, Nonprofit Leadership Alliance |
| Kevin Geddings | WSOS FM 103.9 | owner | BNI Moneymakers, Leadership St. Johns Class 2021 |
| Kimberly Keen | Flagler County Schools | Educator | Flagler County Educators Association MHS Gay Straight Alliance Sponsor National Educator's Association Women's March Alliance of North Florida |
| Mary Kelly | Homeschooling Mom | | Mandarine Christian Homeschoolers |
| Marty McEachean | Palmetto Support Services | CEO and Owner | Creeks Athletic Association, SJC Parks and Rec Advisory Board, First Coast Basketball Officials Association, PRIDE - Urban Youth Revitalization and Mentoring |
| Regina Phillips | Lincolnville Museum and Cultural Center | Executive Director | Friends of Lincolnville, St. Augustine Historical Society, St. Augustine Lighthouse |
| Natalia Plyam | Florida Homes Realty & Mortgage | Real Estate Agent | Jewish Federation, NFAR, Alliance of Therapy Dogs, RVHS PTO |
| Albert Syeles | Romanza - St. Augustine Epicenter Alliance, Inc | President | Visit Florida Culture Heritage Committee |
| Thomas Walsh | Retired - City of Chicago Police | Sargent | St. Josephs Academy |
| Sarina Wiechens | Visit Jacksonville | Chief Operating Officer | Florida Restaurant & Lodging Association Florida Elite Soccer Academy Bartram Trail HS Athletic Booster/PO/Band Duval County Tourist Dev Council; Visit Florida |

TIME RECEIVED
March 17, 2022 at 11:59:10 AM EDT

REMOTE CSID

DURATION
72

PAGES
2

STATUS
Received

Sent to JS
on 4.19.22

Mar 17 2022 3:58pm

Rec 4.19.22 1
6mth 10.19.22
1 year 4.19.23

TDC



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

4.19.2022

DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Irving J Kass District #: Two

Address: 887 Garrison Drive

City: St. Augustine State: Fl Zip: 32092

Phone #: 904 540-0390 E-mail Address: lkass@stgeorge-inn.com

How long have you been a legal resident of St. Johns County? 21 years

Most recent occupation/employer: St. George Inn

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

List all active professional licenses and certifications: _____

Educational background: B.S. Florida State University

Past work experience: VP KSL Recreation, GM Adams Mark Jacksonville, GM Doral Hotels, Resident Manger Bonaventure Resort, Ten years in management Hyatt Hotels

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

- 1. Lighthouse 2. Rotary
- 3. Chamber 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
887 Garrison Drive (Home)

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest

(i.e., proprietary, partnership, stock holdings, etc.) _____
Off The Dime, Inc. dba St. George Inn & Bin 39

(Over)

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

- 1. TDC _____
- 2. _____
- 3. _____
- 4. _____

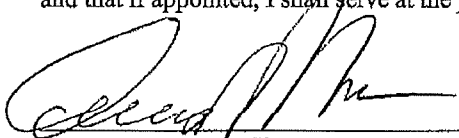
List three (3) personal or professional references:

- 1. Charles Cox _____
- 2. Phillip McDaniel _____
- 3. John Fraser _____

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
Served on TDC prior. Involved in Tourism Industry since 1977

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

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


Signature

3/17/2022
Date

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

Thank you for your interest!

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

rec'd - 8-27-21
Lemon 2-27-21
1400-8-27-22



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

8-27-21 UAT
DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Ann Breslauer District #: 5

Address: 215 7th Street

City: St Augustine State: FL Zip: 32080

Phone #: 617-233-2211 E-mail Address: akennonbreslauer@yahoo.com

How long have you been a legal resident of St. Johns County? 6 years

Most recent occupation/employer: n/a

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

List all active professional licenses and certifications: _____

Educational background: BA in social work; MA in Statistics (emphasis on sociological data).

Past work experience: Started the 1st PTSD yoga therapy at the V.A. Hospital in Boston, MA. (certified);

Genealogical researcher; Social worker for senior services.

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

- | | |
|--------------------------------|-----------------------------------|
| 1. <u>Lincolnvillle Museum</u> | 2. <u>St Augustine Lighthouse</u> |
| 3. <u>St Francis House</u> | 4. _____ |

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
Residential property on 7th street in St Augustine Beach. We are not in a homeowners association. Parcel ID :
1695850060. Acerage 0.120

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

(Over)

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

- | | |
|---|--|
| 1. <u>Mid - Anastasia Design Review Board</u> | 2. <u>Cultural Resource Review Board</u> |
| 3. <u>LAMP Conservation Board</u> | 4. <u>Tourist Development Council</u> |

List three (3) personal or professional references:

1. Gayle Phillips, Executive Director of The Lincolville Museum and Cultural Center
2. William McNaught. Anastasia State Park Ranger
3. Commissioner Trish Becker (SJC Mosquito control)

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
I am an historian. I have researched at the National Archives in DC for The Anastasia Park Service.

I regularly research St Augustine history and answer tourist questions at the museum where I volunteer as well as other local womens groups.

I am involved with 2 local resident groups in planning recreational, historical, and social service assisting events and projects.

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

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



Signature

August 24, 2021

Date

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

Thank you for your interest!

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

TDC

Rec. 4.5.22
lenh. 10.5.22
1 year 4.5.23



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

4.5.2022

DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Jan Marie Chesterton District #: _____

Address: 65 Anastasia Lakes Drive

City: St. Augustine State: FL Zip: 32080

Phone #: 518-423-0249 E-mail Address: jchester@nycap.rr.com

How long have you been a legal resident of St. Johns County? 6 years

Most recent occupation/employer: president nonprofit NYS Hospitality & Tourism Assoc.

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

List all active professional licenses and certifications: resume attached

Educational background: University of Delaware - Graduate Institute of Organization Management,

Skidmore College- Bachelor of Arts in Psychology and Sociology, Graduate Leadership Saratoga

Past work experience: resume attached

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

1. St Augustine Art Association - volunteer/docent 2. St Johns Golf Club Amateur Tournament-volunteer

3. _____ 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:

65 Anastasia Lk Dr - 0.26 Acres 7950 A1a South Condo unit #222 - 1166 Sq ft

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest

(i.e., proprietary, partnership, stock holdings, etc.) _____

N/A

(Over)

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

- | | |
|---------------------------------------|----------|
| 1. <u>Tourist Development Council</u> | 2. _____ |
| 3. _____ | 4. _____ |

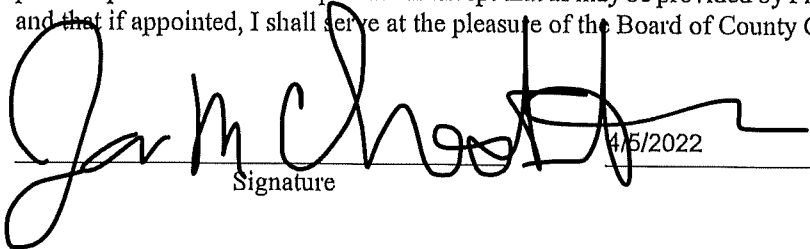
List three (3) personal or professional references:

1. Jason Neely, Broker Associate, Landmark Realty 904-471-6600
2. Jennifer Flynt, Administrator, St Augustine Art Association 904-824-2310
3. Anna Pras, CAM, Owner?operator, Latitude30 Vacation 904-599-1596

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
see attached resume

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

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

 _____
 Signature Date 4/5/2022

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

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____

JAN MARIE CHESTERTON

jchester@nycap.rr.com

518-423-0249

Two decades of executive-level experience in the development, growth and leadership of member-driven, not-for-profit organizations, plus 9 years operating and management experience in private industry. Consistently successful in increasing revenues and funding, expanding membership, enhancing member services and developing governance infrastructures focused on current and future trends.

EXPERIENCE

New York State Hospitality and Tourism Association, Albany, NY

President 2010-2016

Hired as President and Chief Executive Officer of statewide hospitality trade association in 2010 to succeed retiring president. As a contracted Officer of the Association, paid to perform such services for the Association as provided in the Association's By-Laws, and directed of all Association activities prescribed by the Board of Directors or the Chairman of the Board of the Association. Accountable for a \$2.0 million + budget and financial affairs, a direct reporting staff of 10, responsible for association policy, member development and retention, member services, public relations and communications. Directed the activities of the governmental affairs lobbyists who monitors legislative matters in the New York State legislature and big 5 municipalities in the association's jurisdiction. Served as Association's primary registered New York State Lobbyist. Oversaw growth and development of Association's Education Foundation (501 (c) 3) in fundraising, scholarship programs, and financial growth. Maintained key role in the development and promotion of Tourism Industry Coalition's lobbying efforts as it affects the I♥NY annual marketing budget.

New York State Hospitality and Tourism Association, Albany, NY

Vice President 1996-2010

Promoted to Vice President in 1999, from Director of Member Services. Worked with the President as part of the management team providing full operational and P&L responsibility for this not-for-profit tourism related, trade association.

SKILLS

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

EDUCATION

University of Delaware - Graduate Institute of Organization Management, IOM

Graduate Leadership Saratoga

Skidmore College- Bachelor of Arts in Psychology and Sociology

Culinary Institute of America - Continuing Education

PARTICIPATION

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

AWARDS

International Society of Hospitality Association Executives Achievement award,
2007 Governmental Affairs - 2003 Educational Development
Awarded the American Hotel and Lodging Association's Most Valuable Membership award, National
Membership Program
American Hotel and Lodging Association's Chairman's Cup, 2006, 2005, 2004, 1998
Membership Growth and Retention

REFERENCES AS REQUESTED

TDC

Rec 4.20.22
Lenth 10.20.22
1 yr 4.00.23



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

FOR TDC ARTS/CULTURAL/HERITAGE FUNDING PANEL

4.20.2022

DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Holly Donohoe District #: ~~5~~ 4 3

Address: 279 Puebla Road

City: St. Augustine State: FL Zip: 32080

Phone #: 904676-9006 E-mail Address: ~~32080~~ hmdonohoe@gmail.com

How long have you been a legal resident of St. Johns County? 4 months

Most recent occupation/employer: Professor of Tourism/Tourism Consultant

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

List all active professional licenses and certifications: Certified Nonprofit Professional - CNP

Educational background: Phd - Tourism Geography; Masters Geography and Environmental Studies w/concentration is sustainable tourism; BA - Environmental Studies

Past work experience: Tourism Professor -Flagler College (fall 2022); Tourism Professor -UF, Marketing/Events Director -World Leisure Organization;

International Tourism and Leisure Consultancy President; Founding consultant Culture and leisure domain - Canadian Index of Wellbeing.

Please list any civic clubs, professional organizations, or public interest groups of which you are a member or in which you have been active: (attach additional sheet, if necessary)

1. Travel and Tourism Research Association
2. Nonprofit Leadership Alliance
3. World Leisure Organization
4. _____

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

1. St. Johns Tourism Development Council (TDC)
2. _____
3. TDC Arts/Cultural/Heritage Funding Panel
4. _____

List three (3) personal or professional references:

1. Dr. Lori-Pennington-Gray

2. Dr. Kelly Semrad

3. Dr. Kathy Scholl

Are you currently serving (or have served in the past five years) as an officer or on the Board of Directors of any not-for-profit organizations including civic clubs, professional organizations, community support organizations, visitor attractions, cultural institutions or similar organizations? If so please list below and indicate the dates of your service.

no

Please describe any experience, knowledge or skill set in the following areas that you may have:

1. **Tourism Marketing:**

Operated tourism marketing consultancy for 18 years; taught university-level tourism marketing courses; published multiple tourism marketing articles; worked with

UF/City of St Augustine and St. Johns County TDC to develop destination marketing plan and TDC funding program management plan

2. **Tourism Business Operations (including not-for-profit businesses):**

As Director at World Leisure Organization, provided consultant support for destination development, oversight of international resort/hotel development and management, and

large scale event planning; taught tourism management at college level

3. **Performing or Visual Arts presentations:**

I owned a large, award-winning art studio in Jacksonville Florida. I am an artist and have had multiple

solo shows and regularly participate in juried exhibitions.

4. **Special Event organization and promotions:**

Planned and managed small to large scale (18 million) events all over the world for the World Leisure Organization and other clients.

Taught college level course in event management. Organized community-based events, cultural festivals, and markets.

5. Historic interpretations or presentations:

Was a member of the UF/St. Augustine Partnership and spoke many times about history of St. Augustine. Most recent Presentation: Interpretive History of

La Venture Grove - historic estate turned wedding venue.

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you attach your resume.)

I am an expert in tourism management and marketing, nonprofit management, and participant and supporter of the arts. I have


worked with and for the tourism industry as a consultant, executive manager, and professor. I have recently moved to St. Augustine and will be teaching at Flagler College.

I previously taught at UF and worked with St. Augustine and the County to market/promote tourism in the area. Would

greatly enjoy contributing to the work of the TDC to develop and promote tourism in the area (again). My resume is attached.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance. This application will be kept on file for one (1) year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

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Signature

4/12/2022
Date

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

Thank you for your interest!

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Confirmed interest to extend 6 months:
1. _____
2. _____
3. _____

Revised 03/24/15

CURRICULUM VITAE

EDUCATION

UNIVERSITY OF FLORIDA
Graduate Certificate in One Health
 Department of Environmental and Global Health
 Gainesville, Florida
 December, 2013

UNIVERSITY OF OTTAWA
Ph.D. Major: Geography
 Area: Tourism Management
 Ottawa, Canada
 April, 2009

CARLETON UNIVERSITY
M.A. Major: Geography and Environmental Studies
 Area: Sustainable Development and Tourism Management
 Ottawa, Canada
 July, 2004

CARLETON UNIVERSITY
B.A. Major: Environmental Studies
 Minor: Resource and Environmental Management
 Ottawa, Canada
 April, 2002

ACADEMIC APPOINTMENTS

2021-present

R.J. McElroy Professor of Nonprofit Management and Youth Leadership; Director of the Nonprofit Leadership Association, Department of Health, Recreation, and Community Services; University of Northern Iowa, Cedar Falls, Iowa

Reporting to the Department Head and College of Education Dean, established a research program, a teaching portfolio, and a record of service congruent with the R.J. McElroy Foundation's values and priorities, the Department's strategic priority areas.

- Serve as Director of the Nonprofit Leadership Alliance (NLA) at the University of Northern Iowa overseeing the NLA's Certified Nonprofit Professional certificate program and supporting UNI students in their pursuit of certification.
- Develop a new teaching portfolio for undergraduate and graduate students that includes courses on nonprofit management, philanthropy, financial resource management, social psychology of leisure, tourism, outdoor recreation, and nonprofit leadership.
- Develop a community-based research portfolio that fosters interdisciplinary team science community-based research, and student service-learning experiences related to nonprofit management.
- Serve on departmental, college, and university committees as well as prioritize community engagement and service.

- Work within and across disciplines to develop and redevelop curricula, degree programs, new certificate programs, and courses.
- Supervise and mentor doctoral students, advise and mentor masters/undergraduate students
- Work within and across disciplines to develop and redevelop curricula, degree programs, new certificate programs, and courses.

2018-2021

Adjunct Professor, Department of Economics and Geography, Coggin College of Business, University of North Florida, Jacksonville, Florida

Reporting to the Dean and Chair, provide strategic advice on curriculum development, develop new courses that are congruent with the College, University, and State of Florida's educational priorities; analyze a large amount of information, organize and simplify complex ideas, design discussions on sensitive issues, and convey information in a lecture style setting that is accessible and inclusive of an undergraduate audience (in-class and online settings). Motivate and mentor students – future leaders, to complete course requirements, to pursue their professional goals, and think bigger about their contributions to the world around them. Achieved excellence in teaching Cultural Geography and Natural Resource Conservation.

2013-2016

Associate Director, Tourism Crisis Management Institute, University of Florida

Reporting to and working with the Director, conceptualized new strategic priorities; developed grant proposals and creative funding opportunities to support research priorities developed new clients and relationships with a wide range of stakeholders across priority areas at local-to-global contexts; worked directly with governments and their representatives on crisis related matters often in sensitive and complex contexts; developed normative standards and operational instruments for crisis management. Submitted over \$5,000,000 dollars in grant proposals in a three-year period to the National Institutes of Health (NIH), the National Science Foundation (NSF), State of Florida governmental agencies (e.g., Environmental Protection Agency; Florida State Parks), as well as local-to-global non-for profits (e.g., Travel and Tourism Research Association; Riverside Arts Market, St Johns Cultural Council). Successfully secured over \$50,000 in grants for crisis management research and won multiple awards for research Examples include the **Journal Paper of the Year Award** (2013) from the International Federation of IT and Travel and Tourism for a paper titled "*Using social media in times of crisis*" and the **Best Paper Award** (2015) from the Journal of Park and Recreation Administration/American Academy for Park and Recreation Administration for a paper titled "*Efficacy of the Theory of Planned Behavior in predicting the intention to engage in tick-borne disease personal protective behavior amongst visitors to an outdoor recreation center*".

2012-2013

Director – Tick-Borne Disease Symposium and Think Tank, Emerging Pathogens Institute, University of Florida

Reporting to the Director, conceptualized and acquired \$10,000 in funding to organize the first Tick-Borne Disease Symposium and Think Tank in the United States (and North America) with a goal to contribute to the Institute's priority to "preserve our health and economy and prevent new and emerging diseases".

- Strategically engaged identified and invited the 'best-fit' representatives from the US Centers for Disease Control, the Florida Department of Health, as well as leading scientists, medical professionals, and national policymakers to speak at the Symposium.
- Worked with educational nonprofit organizations to offer continuing education credits to medical professional in attendance.
- Organized a scientific poster session to engage students, faculty, and scientists outside UF to share knowledge. Working with a local nonprofit organization, we used creative funding strategies to raise additional capital to support this session.
- Organized the Symposium program and managed the administration of event fundraising, budget, timeline, human resources, and other operational needs.
- Developed the conceptual framework and the consensus building methodology for the Think Tank – a separate one day event; led a transdisciplinary group of scientists in the development of a research agenda with strategic priorities (including social science, tourism and recreation); led the development of transdisciplinary research teams, the development/submission of millions of dollars of successful research grant proposals and manuscripts for publication, and was the catalyst for tick-borne disease research at UF.
- Prepared event press releases, marketing, and represented Institute to the media.

2010-2016

Assistant Professor, Department of Tourism, Recreation, and Sport Management, College of Health and Human Performance, University of Florida

Reporting to the Dean and Chair, established a research program, a teaching portfolio, and a record of service congruent with the Department's strategic priority areas and the College, University, and State of Florida's educational priorities.

- Developed an award-winning externally funded research program that fostered interdisciplinary and transdisciplinary team science across the arts, humanities, and sciences, to contribute to tourism and leisure knowledge at local-to-global scales.
- Secured research grants totally over \$75,000 – including funding specifically to support graduate student recruitment; published dozens of scientific articles, published several edited tourism books and textbooks, and represented the University when delivering research presentations at home and abroad.
- Developed an award-winning teaching portfolio for undergraduate and graduate students that included courses on leisure and society, tourism planning, destination development, event management, parks and protected areas, resort management, tourism, recreation and leisure theory, and research methods; worked with the UF Nantucket Historic Preservation Institute to deliver immersive course on historic preservation and heritage tourism in Nantucket.
- Developed a diverse mentorship program that included: served on graduate committees across disciplines (art, architecture, anthropology, museum studies, communications, business, geography, sustainable development); served as internship coordinator for hundreds of students; mentored undergraduate students as capstone project supervisor; mentored graduate students as masters and doctoral supervisor and committee member, served as faculty advisor for student organizations; mentored all students – future leaders, to

complete course work, pursue professional goals, and think bigger about their contributions to the world around them.

- Directed the UF-Brock University Canada-Walt Disney World Resort Internship Program – a youth leadership initiative; developed/delivered curricula for coursework; designed and led an immersive “Floridian” leadership “bootcamp” taking students to tour facilities and meet key leaders in resort management across the state over a two-week period; provided support and mentorship for their 6-month Disney World Internship. Provided mentorship and developed professional relationships with these students that have lasted long after their program ended.
- Provided professional service to various committees and boards including but not limited to: The Harn Museum of Fine Arts Board of Directors; Creative Campus Committee Board of Directors; **University of Florida/St. Augustine Cultural Tourism Asset Management Portfolio Board Member**; Master of Sustainable Practice Program Board of Advisors; School of Natural Resources and Environment Affiliate Faculty Board; Department of Geography Affiliate Faculty Board; Interdisciplinary Concentration and Certification in Historic Preservation Governing Board Member.
- Provided strategic advice to Chair on curriculum development; completed curricula reviews, developed new curricula – programs and courses, that are congruent with the Department’s strategic priorities and the College, University, and State of Florida’s educational priorities.
- Contributed to the governance of the Department, College, and its programs through participation in regular faculty, committee and academic planning meetings, attendance at special events, and other collegial affairs.
- Represented the College, the Department, and its programs to stakeholders in civil society, the public and private sectors, and the media.
- Maintained institutional commitment through scholarship, teaching, mentoring, and professional service to providing an environment that welcomes diversity of ability, class, ethnicity/race, gender identity and expression.
- **Online Education Excellence Award** Nominee (2015), The Office of the Associate Provost for Teaching and Technology, University of Florida.
- *Recognized as one of “**Gainesville’s 25 Most Interesting People**,” INsite Magazine (2012)
- *Awarded **International Educator of the Year** (2011), College of Health and Human Performance, University of Florida

2010-2016

Associate Director, Eric Friedheim Tourism Institute, University of Florida

Reporting directly to the Director and Board of Directors, conceptualized sustainable strategic priorities; developed funding proposals to support priorities; developed new clients and relationships with a wide range of stakeholders across priority areas at local-to-global contexts; worked directly with governments and their representatives on sustainable tourism related matters often in complex contexts; developed normative standards and operational instruments for sustainable tourism management.

2005-2010**Part-Time Professor, School of Human Kinetics, Faculty of Health Sciences, University of Ottawa, Ottawa, Canada**

Reporting to Department Chair, develop new courses that are congruent with the Faculty's, University, and Canada's educational priorities; analyze complex information and convey it in formats suitable to an undergraduate audience. Motivate and mentor students – future leaders, to complete coursework, to pursue their professional goals, and think bigger about their contributions to the world around them. Taught courses in open space systems planning, recreation and political processes (nonprofits, grant writing, advocacy, fundraising, strategic planning, law, governance), tourism management, cultural tourism, development of touristic resources (budgeting, financial capital sourcing/fundraising, human resource management, contract negotiation), tourism marketing (branding/brand management, market research, budgeting, public relations, strategic planning, digital marketing, campaign management).

***National Capital Educator's Award** Nominee (2010), Ottawa Centre for Research & Innovation, Ottawa, Canada

***Part-time Professor Award for Excellence** Nominee (2009), University of Ottawa

2005-2010**Part-Time Professor, Department of Geography, Faculty of Arts, University of Ottawa, Ottawa, Canada**

Reporting to Department Chair, develop new courses that are congruent with the Faculty's, University, and Canada's educational priorities; analyze complex information and convey it in formats suitable to an undergraduate audience. Motivate students – future leaders, to complete coursework, to pursue their professional goals, and think bigger about their contributions to the world around them; nominated for National Capital Educator's Award and University of Ottawa's Part-Time Professor Award.

***Part-time Professor of the Year Award**, University of Ottawa, Nominee (2009)

2005-2007**Instructor, Department of Geography and Environmental Studies, Faculty of Arts and Social Sciences, Carleton University, Ottawa, Canada**

Reporting to the Department Chair, develop and teach courses that are congruent with the department's programmatic focus on interdisciplinary learning and impact-driven outcomes. Mentor undergraduate research and motivate students – future leaders, to complete coursework, to pursue their professional goals, and think bigger about their contributions to the world around them.

SELECT PROFESSIONAL APPOINTMENTS

2003-Present**Founder & Executive Director, CLEER Consulting International, Ottawa, ON, Canada; Jacksonville, FL, USA**

An international consulting firm offering local-to-global client services including strategic planning, planning and policy writing, public relations, project management, business management, consensus building, event management, research and writing, marketing, branding, international relations and diplomacy, public consultation, education and training,

and leadership for non-governmental/nonprofit organizations, governments and their agencies, and the private sector. Specialization in tourism destination development/management, resort management, large-scale events, leisure destination planning, tourism marketing; international tourism.

- Public Relations: Lead the company as spokesperson, perform public relations, create strong alliances and interpersonal relationships with clients, prospective clients, employees, contractors, and a network of colleagues and organizations at home and abroad, motivate employees and clients to achieve their organizational and personal goals.
- Project Management: Identify leads/RFPs, lead funding proposal preparation/submission, secure project partners, negotiate contracts, oversee project budgets, meet project deadlines, communicate key findings/outcomes and strategic recommendations/advice, deliver high quality reports/products, and manage multiple projects, priorities and timelines simultaneously.
- Business Management: Lead day-to-day administration and provide business management consultancy in all areas including but not limited to start-ups, branding and brand management, marketing, strategic planning, re-visioning, human resources, financial management, creative fundraising (specifically for small businesses and not-for-profits), grant writing, staff training.
- Coordinate multidisciplinary teams, strategic planning processes, think tanks, and develop/co-develop innovative and inclusive methodologies (e.g., Indigenist methods, Delphi Technique) for achieving consensus on complex problems and sensitive issues.
- Created a *Marketing and Communications Platform* that is adaptable to client needs in a variety of cultural contexts as well as a training module designed to empower clients to manage the platform long term.
- Clients include but are not limited to: City of Hangzhou, China; Conseil Québécois du Loisir; National Capital Commission; Tourism Industry Association of Canada; Ville du Québec; City of Ottawa; St. Johns Cultural Counsel, Florida; City of St. Augustine, Florida; UNESCO; Florida Fish and Wildlife Conservation Commission, Government of Florida; Beijing Olympic Games 2008, China; Riverside Arts Market, Jacksonville, Florida; Mandarin Art Festival, Jacksonville, Florida.
- Awarded, **Best in [Home] Business Award** (2021) Jacksonville Magazine, Community Leadership Award, Jacksonville, FL, USA.
- Awarded **Women Empowered Award** (2018), Jacksonville Magazine Community Leadership Award, Jacksonville, FL, USA.
- Awarded **Best New Local Business Award** (2017), Jacksonville Magazine Community Votes Award, Jacksonville, FL, USA.

2008-Present

Canadian Advisor – Leisure and Culture Domain, Canadian Index of Wellbeing

Reporting to the Founders and Director of this national non-governmental organization; contributed to the development of a composite index, composed of eight interconnected domains that measures stability and change in the wellbeing of Canadians over time.

- Collaborated with a team of Canadian experts in '*leisure, arts and culture*' to gather and analyze a significantly large amount of information to develop domain definitions and strategic direction.
- Identified key indicators and sources of relevant data, opportunities and risks, and their links between the Leisure and Culture Domain and the Canadian Index of Wellbeing.
- Prepared and delivered the Leisure and Culture Domain Report and delivered presentations about the Canadian Index of Wellbeing to stakeholder audiences in Canada and abroad.
- On an ongoing basis, provide strategic advice to the Canadian Index of Wellbeing on issues related to Leisure and Culture.
- Represent the Canadian Index of Wellbeing and the Leisure and Culture Domain to civil society (non-governmental/nonprofit organizations) as well as the public and private sectors in Canada and abroad.

2004-2012

Director, International Marketing, Communications, and Events, World Leisure Organization, Canada; Cedar Falls, Iowa

Reporting to and working closely with the Secretary General, Chair, and Board of Directors of this worldwide, non-governmental association and official United Nations affiliate dedicated to discovering and fostering those conditions best permitting leisure to serve as a force for human growth, development, and well-being, assumed a critical leadership role to ensure that all of the organization's communications, events, and activities are relevant to its strategic priorities and its commitment to the UN and its sustainable development goals.

- Actively and strategically developed and managed relationships with a wide range of stakeholders including the UN, UNESCO, national, regional, and local governments and their agencies, institutions of higher learning, scholars and researchers, non-governmental and not-for-profit organizations, and the public and private sectors around the World.
- Strategically managed international diplomacy activities and the Organization's relationships and handling of high-ranking government officials, members of royal families, representatives from the UN/UNESCO, and stars from the arts and entertainment industry.
- Developed and operationalized event management plans for 3 international congresses in China, South Korea, and Canada; provided support for high-level fundraising and financing activities, procured congress sponsors and negotiated sponsorship contracts; worked closely with Board of Director's to develop, secure, and manage relationships with high-level congress keynote speakers and VIP delegates; served as Program Manager to design daily programs including scientific presentations, breakout sessions, special events, entertainment, social calendar, and awards ceremony; managed congress program on site in each country – supervising 50+ staff and volunteers (scheduling, training, etc.) and working in multiple cultural contexts and languages; managed registrations and programs for over 7500 attendees, 750 presenters, 300 VIP delegates, and Organization's Board of Directors and staff over an 8 year period.
- Develop and operationalize event plan for the World Leisure Expo in Hangzhou, China. Solicit exhibitors and negotiate financial contracts, book performers, coordinate with on-site resort and hotel development team, train staff of 100+, work with local team to secure financial

support from government and local sponsors, work with Board of Directors to secure financial and in-kind support from foreign stakeholders, coordinate resources (IT, space, etc.), work with board of directors to ensure organizational priorities and brand are being upheld and prioritized for this six month long event (18 million attendees).

- Developed and operationalized international marketing plans for 3 World Leisure Congresses in China, South Korea, and Canada and 2 high-profile international events – The World Leisure Expo in Hangzhou, China and the World Leisure Games in Chuncheon, South Korea; prepared press releases, electronic communications, and written collateral; provided strategic advice and training to local officials on branding and local marketing initiatives; secured media presence at events and interviews with VIP attendees/top athletes/high-profile attendees and officials; trained local partners and officials in branding and marketing methods and organizational priorities; acted as point for all matters concerning public relations, marketing, and communications, negotiated contracts with government officials and local investors.
- Acted as liaison and relationship manager (and translator) between the Organization and the Conseil Québécois du Loisir and other Canadian stakeholders in preparation for the World Leisure Congress in Québec City in 2008.
- Advised Secretary General on all matters related to public relations; provided briefings, key talking points, and speech writing services; represented the Secretary General and the Organization to the media, at negotiations with local officials and vendors, and delivered keynote addresses on their/its behalf at home and abroad.
- Worked directly with the Secretary General and the Board of Directors, to complete on-site evaluations for event proponents as well as World Leisure Center of Excellence (universities and colleges) proponents; evaluated opportunities and risks, provided strategic advice and recommendations; negotiated contracts and agreements.
- Provided strategic advice to the Secretary General and Board of Directors regarding organizational mission and strategic priorities and supported the Organization's overall work.
- Provided strategic advice and recommendations for engaging, developing, and maintaining relationships with marginalized communities at local-to-global scales including but not limited to youth, LBGTQ communities, Indigenous peoples, racialized communities, and the disadvantaged; initiated and fostered the relationships necessary to bring the Organization into Africa and Africa in the Organization.
- Performed at highest ethical standards, used diplomacy, professionalism, judgement, and tact when working with the Organization and its representatives/staff, and when representing the Organization to its varied stakeholders across civil society, public and private sectors around the World.
- Demonstrated excellence, diplomacy, professionalism, and tact in all communications – written/oral, when acting on behalf of the Organization in formal and informal settings and in multiple languages.
- Developed and managed electronic stakeholder database; managed member communications on day-to-day basis.
- Provided quantitative reports to the Secretary General, the Board of the Directors, and the Organization's members about marketing, communications, and event outcomes as well as

stakeholder relations, international engagements (presentations and press coverage), and any other activities as needed.

- Acted as a champion (expert and advocate) for Leisure, in all of its manifestations (arts and culture, sports and recreation, tourism and travel) at local-to-global scales, as a significant contributor to human development and well-being.

2006-2008

Director of National Initiatives, Canadian Parks and Recreation Association, Ottawa, Canada

Responsible for providing strategic and professional advice, analysis and recommendations to the CEO on all matters related to engaging with civil society (non-governmental/nonprofits organizations), developing partnerships, for seeking and securing financial support for programming (fundraising, grant writing, sponsorships), formulating and implementing policy directive, planning national and international events, stakeholder management and engagement, and leading a suite of research initiatives to strengthen the organization's ability to leverage recreation as essential to the quality of life of Canadians and by extension, promote the organization's leadership capacity.

- Led a national strategic planning process that included consensus building, public consultation, and collaboration across the academic, public, and private sectors across Canada, and developed the first Canadian Research Agenda with relevancy to businesses and not-for-profits in the parks and recreation sector.
- Developed a partnership with the Conseil Quebécois du Loisir to co-host a national congress; represented the organization at meetings and events, actively contributed to preparations for the congress, and led the development of a bilingual congress program designed to catalyze thinking on a range of priority issues shared between organizations and their respective stakeholders.
- Created and hosted the first National Research Symposium with 50+ participants from municipalities, universities, and not-for-profit organizations across Canada.

COMMUNITY AWARDS

Best in [Home] Business Award (2021) Jacksonville Magazine, Community Leadership Award, Jacksonville, FL, USA.

Women Empowered Leadership Award (2018), Jacksonville Magazine, Community Leadership Award, Jacksonville, FL, USA.

Best New Local Business Award (2017), Jacksonville Magazine, Community Votes Award, Jacksonville, FL, USA.

25 Most Interesting People Award (2012) Insite Magazine, Gainesville's 25 Most Interesting People, Gainesville, Florida.



BOARD OF COUNTY COMMISSIONERS
BOARD / COMMITTEE APPLICATION

FOR TDC ARTS/CULTURAL/HERITAGE FUNDING PANEL

MAR 30 2022

3.30.2022

DATE RECEIVED BY ST. JOHNS COUNTY

Rec 3.30.22
6mth 9.30.22
1yr 3.30.23

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

Name: Kevin L. Geddings District #: 5

Address: c/o WSOS FM 103.9 Radio, 257 Zygmont Court

City: Saint Augustine State: FL Zip: 32084

Phone #: 9044951370 E-mail Address: kevin@StaugustineRadio.com

How long have you been a legal resident of St. Johns County? 15 yrs

Most recent occupation/employer: WSOS 103.9 FM Radio

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

List all active professional licenses and certifications: FCC Class 3

Educational background: BA Wofford College, MPA The George Washington Univ

Past work experience: Owner, WSOS FM St Augustine (2012-present), Owner WFOY & WAOC (2006-2010)

Please list any civic clubs, professional organizations, or public interest groups of which you are a member or in which you have been active: (attach additional sheet, if necessary)

- 1. BNI Moneymakers 2. SBE
3. Leadership St Johns Class 2021 4.

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

- 1. TDC 2.
3. 4.

List three (3) personal or professional references:

1. Gina Mangus, VP, Flagler Hospital, 904-819-4431
2. Eddie Creamer, SJC Property Appraiser, 904-823-3918
3. Sheriff Rob Hardwick, SJC Sheriff, 904-626-0655

Are you currently serving (or have served in the past five years) as an officer or on the Board of Directors of any not-for-profit organizations including civic clubs, professional organizations, community support organizations, visitor attractions, cultural institutions or similar organizations? If so please list below and indicate the dates of your service.

None.

Please describe any experience, knowledge or skill set in the following areas that you may have:

1. **Tourism Marketing:**

I work daily helping St Johns County-based tourism-oriented business market effectively.

My clients include The Red Boat Water Tour, Black Raven Pirate Ship, The Beach Art Studio, etc

2. **Tourism Business Operations (including not-for-profit businesses):**

WSOS 103.9 is listened to by thousands of tourists each year.

Many tourists continue to listen to us when they return home via our stream at StAugustineRadio.com

3. **Performing or Visual Arts presentations:**

4. **Special Event organization and promotions:**

Regular Remote Radio broadcasts at various events that hope to attract tourists

5. Historic interpretations or presentations:

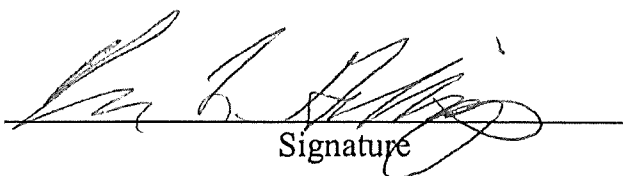
You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you attach your resume.)

I've served as a U.S. congressional aid, gubernatorial chief of staff, Washington, DC-based advertising agency owner, etc.

My past experiences along with my years of experience as a St Johns County business owner would be of value to the TDC.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance. This application will be kept on file for one (1) year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

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


Signature

March 30, 2022
Date

Please return completed application to:

St. Johns County Board of County Commissioners

500 San Sebastian View, St. Augustine, FL 32084

Phone: (904) 209-0300 Fax: (904) 209-0538

Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____

Confirmed Interest to extend 6 months:

1. _____
2. _____
3. _____

Revised 03/24/15

Received 5.21.21
6 months 11.21.21
1 year 5.21.22



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

05/21/2021 LAT
DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Kimberly Keen District #: 3

Address: 7020 Charles Street

City: Saint Augustine State: FL Zip: 32080

Phone #: 678-576-8011 E-mail Address: mrskimberlykeen@gmail.com

How long have you been a legal resident of St. Johns County? 8 years

Most recent occupation/employer: Educator / Flagler County Schools

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

List all active professional licenses and certifications: Exceptional Student Education

Educational background: B.S. Ed. - Special Education, M.Ed. - Special Education

Past work experience: Fulton County Schools (Special Education Teacher) 2001 - 2012, Flagler County Schools (ESE Teacher / MTSS Coordinator) 2013-present

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

1. Flagler County Educators Association
2. National Educator's Association
3. MHS Gay Straight Alliance Sponsor
4. Women's March Alliance of North Florida

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
n/a

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
n/a

(Over)

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

1. Tourist Development Council
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Dr. Phyllis Pearson - 386-627-3677
2. Dr. Zachary Friis - 404-660-0448
3. Ken Seybold - 386-569-5910

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
As an advocate for youth with disabilities and artist, I seek to provide creative opportunities that will benefit the economy and the heart of my community. I seek to bring the world to Saint Augustine to broaden educational opportunities for all learners through culture, science and innovation, and the arts. I seek to make Saint Augustine even more welcoming for individuals with disabilities. As a mother, educator, and member of this community, I have unique knowledge of how to showcase Saint Augustine for the whole family.

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

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


Signature

5/21/21
Date

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

Thank you for your interest!

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



BOARD OF COUNTY COMMISSIONERS
BOARD / COMMITTEE APPLICATION

April 14, 2022

DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Mary E. Kelly District #: 1

Address: 1202 Hideaway Dr. N

City: St. Johns State: FL Zip: 32259

Phone #: 904-662-5985 E-mail Address: mkelly4@bellsouth.net

How long have you been a legal resident of St. Johns County? 3 yrs

Most recent occupation/employer: Homeschooling mom

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

List all active professional licenses and certifications: N/A

Educational background: BA in Communications and English from Charleston Southern University

Past work experience: Prior to having children I worked at Home Federal Bank of TN for 6 yrs in the manager

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

- 1. Mandarin Christian Homeschoolers - 16 yrs 2. _____
- 3. _____ 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
1202 Hideaway Dr. N 32259

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
N/A

(Over)

Rec 4-21-22
6mth 10-21-22
1 year 4-21-23



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

April 21, 2022
DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Marty Desmond McEachean District #: 1

Address: 113 Tanglewood Trace

City: St. Johns State: FL Zip: 32259

Phone #: 904.449.3367 E-mail Address: marty.mceachean@yahoo.com

How long have you been a legal resident of St. Johns County? 9 yrs

Most recent occupation/employer: CEO & Owner of Palmetto Support Services

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

List all active professional licenses and certifications: _____

Educational background: BA - Lenoir Rhyne College/University
H.S. Diploma High Point Central H.S.

Past work experience: Jacksonville City Childrens Commission Communities in Schools (Ass.istant Director) High School Teacher, Personal Trainer

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

- President Crocks Athletic Association
- Parks & Recreation Advisory Board
- VP-First Coast Basketball Officials Ass
- PRIDE-Urban Youth Revitalization & Mentoring

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:

113 Tanglewood Trace, St. Johns, FL 32259 (my home)

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) McEachean Enterprises

(Over)

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

- 1. NW Tower Committee
- 2. TDC
- 3. Creeks Athletic Association
- 4. Vesta Properties

List three (3) personal or professional references:

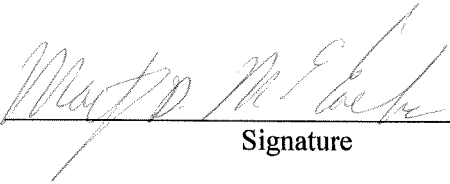
- 1. Christian Whitehurst
- 2. Rob Hardwick
- 3. Pastor Reverend Sam Wright

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

- * Bring Events To Our County For A Greater Economic Impact From outside the County overnight visitors.
- * Ability To Raise Funds, Create Jobs & Increase Revenue by getting Companies To move &/or Invest in our County. Bring Innovative Technology here

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

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


Signature

4.21.2022
Date

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

Thank you for your interest!

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

TDC

Rec 4.1.22
lenh 10.1.22
1yr. 4.1.23



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

4.1.2022

DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Regina Gayle Phillips District #: 2

Address: 259 Pintero Drive

City: St. Augustine State: FL Zip: 32095

Phone #: 205 836-0609 E-mail Address: Rgphillips@lincolnvillemuseum.org

How long have you been a legal resident of St. Johns County? 12 years

Most recent occupation/employer: _____

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

List all active professional licenses and certifications: Culinary Certificate First Coast Technical Institute

Educational background: University of Florida, BA Journalism

Past work experience: Executive Director Lincolnville Museum and Cultural Center, 2018 to present

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

1. Friends of Lincolnville, Inc.
2. Saint Augustine Lighthouse and Meritime Museum
3. St. Augustine Historical Society
4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
259 Pintero Drive (home)

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest

(i.e., proprietary, partnership, stock holdings, etc.)
St. Augustine Distillery (stockholder)

(Over)

Regina Gayle Phillips

205 826-0609

gayphill@gmail.com

259 Pintoresco Drive, St. Augustine, FL 32085

Lincolnvillemuseum.org

Objectives

To provide leadership and administrative operations for an African American Museum

Education

University of Florida

1980 | BA in Journalism

First Coast Technical Institute Culinary Program 2004

Florida Junior College at Jacksonville 1977

• **Writer, Editor, Business Owner**

Experience

Executive Director of Lincolnville Museum and Cultural Center (LMCC) 2018 to present. Responsible for all museum operations such as exhibits, tours, programming, community relations, fundraising and overall management.

Served as a volunteer Event Coordinator and Board Member at the LMCC June 2015 to 2018. Duties included Board Secretary, grant writer, organized office and volunteer protocols, organized exhibits, initiated catalog and archiving process for photos and artifacts, coordinated fundraisers, live Jazz programs, lectures, live theater performances, produced flyers, press releases and event programs, prepared marketing materials, set up museum operations, represented museum at training meetings and community events.

Owner/Operator of Gayle's Gourmet Catering 2004 -2009 Established and operated food service business serving corporate, institutional, community based organizations and individual clients at events up to 500 people. Coordinated menus and food prep, managed staff, setup displays for events, prepared promotional materials and direct contact with clients which included The University of Alabama, Stillman College, sororities, fraternities, corporate clients and pharmaceutical sales reps.

Anheuser Busch Brewery 1984-1986 Purchasing and accounting; processed receivables, coordinated parts inventory for brewery line operations.

Journalist/ Editor The Daytona Times Newspaper 1980 -1984 Wrote articles and edited content for a weekly Black Publication.

Staff writer for the Independent Florida Alligator at the University of Florida.

Skills

Writing, event planning & coordination, program development, consulting, grant-writing and awards management, strategic planning; communications, inventory control, accounting, executive presentations.

Travel experience includes: Canada, Zimbabwe, South Africa, Namibia, Ghana, Singapore, Hong Kong, Italy, Spain, Greece, Portugal, United Kingdom, Czech Republic, Mexico, Panama Canal Zone and Central America, Mexico, Caribbean, Honduras, Australia and New Zealand.

COMMUNITY SERVICE

Board Member, St. Augustine Lighthouse & Maritime Museum 2016- present.

Board Member Saint Augustine Historical Society

Coordinator for St. Johns Community Remembrance Project in conjunction with Equal Justice Initiative to bring a lynching marker to the City of St. Augustine.

Member of the Confederate Memorial Conceptualization Advisory Committee for City of St. Augustine

2019 Recipient of ROWITA, (Recognition of in the Arts) Award

2019 Honoree of Enterprising Women Leadership Institute

Former member St. Johns Housing and Finance Committee and St. Johns Housing Partnership

Presenter:

University of Florida Samuel Proctor Oral History Program : From Segregation to Black Lives Matter," for dedication of the Joel Buchanan Archive of African American Oral History, March 2019

Florida African American Historic Preservation Network on "Collaboration for Success," February 2020
Gullah Geechee Historic Preservation Corridor Florida Regional workshop September 2019
Numerous panel discussion on African American History and Culture in St. Augustine 2016- present
Presented on African American history for St. Johns County 200th Anniversary, July 2021

RECEIVED
MAR 22 2022

Rec. 3.22.22
Lenth 9.22.22
1yr. 3.22.23

BY:



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

3.22.2022

DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Natalia Plyam District #: _____

Address: 216 Settlers Row N

City: Ponte Vedra Beach State: FL Zip: 32082

Phone #: 3109021496 E-mail Address: nplyam@gmail.com

How long have you been a legal resident of St. Johns County? 4 years

Most recent occupation/employer: Glorlda Homes Realty&Mortgage

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

List all active professional licenses and certifications: Real Estate Sales License

Educational background: Juris Doctor from Thurgood Marshall School of Law Class of 2000

Bachelor of Science University of Houston Class of 1997.

Past work experience: Real Estate Agent 2021-current

Real Estate Broker CA 2005-2018, Commodity Broker 2000-2008.

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

- 1. Jewish Fedreation
- 2. Alliance of Threapy Dogs
- 3. NFAR
- 4. PVHS PTO

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
216 Settlers Row N, Ponte Vedra Beach FL 32082, 19,005 sq. feet lot.

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
St. Maarten LLC

(Over)

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

- | | |
|-------------------|-----------------------------|
| 1. <u>Tourism</u> | 2. <u>Land Preservation</u> |
| 3. _____ | 4. _____ |

List three (3) personal or professional references:

1. Natalia Novak
2. Veronica Gromada
3. Shiree Magee

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
I am an experienced and enthusiastic real estate professional. My law degree helps me develop skills such as understanding statutes, rules and regulation and it's implementation as well as contract negotiations.

I am also fluent in Ukrainian & Russian Lang.

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

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

N. P. H.
Signature

03/21/2022
Date

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

Thank you for your interest!

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

received - 5-10-21
Lemon - 11-10-21
1 year - 5-10-22



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

5/10/21 LAT
DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Albert Syeles District #: 5

Address: 83 Bridge Street

City: Saint Augustine State: FL Zip: 32084

Phone #: 904-501-4336 E-mail Address: asyeles@gmail.com

How long have you been a legal resident of St. Johns County? 16 years

Most recent occupation/employer: Romanza - St. Augustine

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

List all active professional licenses and certifications: _____

Certified Management Accountant (CMA retired)

Educational background: Duquesne University - BA

Past work experience: _____

Executive Director SBC Communications (AT&T) Washington, DC; Corporate Accounting Policy Director (SBC I

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

1. 1. Visit Florida CHRN Committee (Culture, Heritage, 2. _____

3. 2. 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:

83 Bridge Street small single-family residence (Lincolville)

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) _____

Romanza -St. Augustine, Inc, President

EpiCentre Alliance, Inc., President

(Over)

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

- | | |
|--|----------|
| 1. <u>Tourist Development Council</u> | 2. _____ |
| 3. <u>Cultural Resource Review Board</u> | 4. _____ |

List three (3) personal or professional references:


1. Nancy Sikes-Kline, City of St. Augustine
2. Undine George, City of St. Augustine Beach
3. Joe Finnegan, St. Francis Inn, TDC

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

12 years experience creating, planning, organizing, leading and controlling major events in St. Johns County, that attract tens of thousands of high-value visitors annually.
Grassroots leader in the County's cultural community. Currently leading a trans-formative Arts Center project.
Retired major corporation

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

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

Albert Syeles  Digitally signed by Albert Syeles
Date: 2021.05.10 13:20:59 -04'00'
Signature

5/10/2021
Date

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

Thank you for your interest!

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

RECEIVED
MAR 20 2022

TDC

Rec. 3.30.22
Lmth 9.30.22
1 year 3.30.22

BY:



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

3.30.2022

DATE RECEIVED BY ST. JOHNS COUNTY

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

Name: Sarina Wiechens District #: 1

Address: 853 Grove Bluff Circle North

City: St. Johns State: FL Zip: 32259

Phone #: 904-315-9320 E-mail Address: sarina.wiechens@gmail.com

How long have you been a legal resident of St. Johns County? 22 years

Most recent occupation/employer: COO, Visit Jacksonville

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

List all active professional licenses and certifications: Certified Public Accountant, Florida; Master of Business Administration, Accounting

Educational background: UNF, Bachelor of Business Administration, Accounting (1998); UNF, Master of Business Administration, Accounting (2000)

Past work experience: Visit Jacksonville, Chief Operating Officer (2018-current) Duval County Tax Collector, Chief of Compliance (2005-2018); Council Auditor's Office, Auditor (1998-2003)

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

1. Florida Restaurant & Lodging Association
2. Florida First Coast of Golf
3. Visit Florida
4. Mandarin Presbyterian Church

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
Personal residence: 853 Grove Bluff Cir N, 32259; 0.55 acre

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

(Over)

Sarina Wiechens, CPA, MBA

853 Grove Bluff Circle North ■ St. Johns, FL 32259 ■ 904.315.9320 ■ sarina.wiechens@gmail.com

Significant Accomplishments

- 2021 Jacksonville Business Journal Ultimate Finance Executive
- Primary individual responsible for successful management of the budgetary constraints of COVID-19 on the tourism industry to retain all full-time staff for Visit Jacksonville.
- Successful management of 5 contracts for Visit Jacksonville with the City of Jacksonville for tourism services achieving annual scores on over 400 specific deliverables of A+.
- Lobby and successful execution of legislation pertaining to contractual issues and organizational constraints.
- Successful implementation of employee training for 200+ Tax Collector staff in ethics and policies and procedures through in-service and new employee training sessions.
- Development of a Code of Ethics for the Duval County Tax Collector's Office to include strategizing and developing a new mission and vision for the organization.

Experience

VISIT JACKSONVILLE — JACKSONVILLE, FL

Chief Operating Officer, 2018-current

- Second in command with direct responsibility for the strategic objectives, mission and vision of the organization to maximize the tourism impacts for the City of Jacksonville.
- Direct management and supervision of staff handling marketing, convention sales, sports tourism efforts, tourism services and financial and administrative processes.
- Full development and management of \$5-\$7 million annual budget funded by the Tourist Development Council and bed tax in Duval County.
- Primary liaison and presenter of information to the Tourist Development Council and Visit Jacksonville Board of Directors; responsible for reporting all organizational financial standings to the Board of Directors Finance Committee.
- Established all organizational policies, procedures, and forms to ensure successful audits, both internal as well as external.
- Fully responsible for all human resource functions to include hiring, employee benefits, payroll, discipline, and terminations.
- Management of grant processes to include economic impact determinations, award amounts, tracking and fulfillment.
- Data Analysis management to include review of all STR data and distributions to database, management of economic impact calculations for individuals and management of geodata tracking platform.
- Experienced in contract review, procurement processes, capital transactions, and all other aspects of managing a small non-profit organization.
- Primary contact and decision maker on all financial and administrative processes to include banking, credit card/loans, all insurances, employee benefit plans.
- Experienced on public meetings and public records requirements. Organization management and fulfillment of public records requests.

DUVAL COUNTY TAX COLLECTOR — JACKSONVILLE, FL

Chief of Compliance, 2012-2018

- Strategize with Tax Collector and Deputy Tax Collector on management best practices, organizational structure and resolution of political and media issues.
- Supervision on tourist development tax audits, processes and primary liaison to the Executive Director of the Tourist Development Council for tax collection inquiries.
- Develop and perform all ethics training for 200+ Tax Collector employees.
- Review all work performed by the Audit Coordinator to ensure accuracy and communicate with external auditors.
- Satisfy public records requests, review secondary employment applications by employees and publish procedures pertaining to both.
- Research any fraudulent claims made by customers or employees through video surveillance system and email communications.

Internal Auditor, (part-time; 20 hours per week) 2006-2012

- Performed internal audits on all Tax Collector functions including examination of internal controls and determination of process improvement techniques.

- Recovered \$70,000 in an overpayment of a refund in taxes and \$66,000 in under remittal of public service taxes and generated over \$2 million in recurring revenue.
- Developed and implemented a procedure for garnishment of delinquent accounts for tangible personal property taxes. Initial implementation resulted in additional revenues of approximately \$50,000 in the first year.

SMILEY AND SMILEY, PA — JACKSONVILLE, FL

Auditor (part-time; 15-20 hours per week), 2004-2006

- Performed Medicaid Audits of Skilled Nursing Facilities for the State of Florida.
- Performed quality control review and analysis on audit work papers prepared by others for release by Smiley and Smiley, PA.

COUNCIL AUDITOR'S OFFICE — JACKSONVILLE, FL

Public Accounts Auditor II, 1998-2003

- Successfully trained and supervised new auditors on governmental auditing standards.
- Planned, performed and reported on internal examinations of City of Jacksonville divisions and departments. One such audit uncovered embezzlement of \$60,000 with the Jacksonville Sherriff's Office.
- Collaborated on the preparation and approval of the annual budgets for various departments within the City of Jacksonville, including presentation of research to City Council members.

Education and Professional Certifications

Certified Public Accountant, State of Florida, 2000

UNIVERSITY OF NORTH FLORIDA

Master of Business Administration, Accounting, 2000

Bachelor of Business Administration/ Accounting, 1998

Professional and Community Involvement

Current Active Member Organizations (Visit Jacksonville): Florida Restaurant & Lodging Association; Visit Florida; Jacksonville Chamber of Commerce; Florida First Coast of Golf

Member of Statewide Revenue Audit Committee as Specialist on Public Service Tax Audits, 2014-2018

2018 Vice President Grove Bluff Homeowner's Association

Florida Elite Soccer Academy: Team Manager 2016-2017; Team Treasurer 2016-2018;

Mandarin Presbyterian Church: Group Leader; Team Member on Northeast Florida Great Banquet, Middle School Girls Leader 2006-present

St. Johns County Public School Volunteer, 2008-present



PO Box 9001
ST. AUGUSTINE, FLORIDA 32085
P. 904 209 2250
F. 904 209 2283
WWW.SJCTAX.US

March 28, 2022

Tara Hamm
Director-Public Notices
The St. Augustine Record
P.O. Box 1630
Saint Augustine, FL 32085-1030

Re: Advertising 2021 Delinquent Real Estate and Tangible Personal Property List

In compliance with Florida Statute 197.402 and Florida Department of Revenue Rules and Regulations Chapter 12D-13.036, we have not been notified by the Board of County Commissioners selection of the publisher to advertise the properties with delinquent taxes.

We have selected The St. Augustine Record as the publisher of the 2021 delinquent tax list. The confirmed cost of advertisement for the Real Estate publication will be \$354.75 per page for three publications and the Tangible Personal Property taxes will be \$483.75 per page for two publications.

The Real Estate advertising dates for this year will be May 11th, 18th and 25th with the 2022 Tax Certificate Sale scheduled to commence May 31st. Advertising for Tangible Personal Property will be May 8th and 15th. We will also require a link for our web site to the Delinquent Tax List.

Thank you for assisting us with this responsibility.

If we can be of any further assistance, do not hesitate to contact us.

Sincerely,

Dennis W. Hollingsworth, C.F.C.
St. Johns County Tax Collector

CC: Board of County Commissioners

INNOVATION

INTEGRITY

EXPERTISE

ST. AUGUSTINE – MAIN
4030 LEWIS SPEEDWAY
ST. AUGUSTINE, FL 32084

DUPONT CENTER
6658 US 1 SOUTH
ST. AUGUSTINE, FL 32086

JULINGTON CREEK
725 FLORA BRANCH BLVD
SAINT JOHNS, FL 32259

PONTE VEDRA
151 SAWGRASS CORNERS DR, STE 100
PONTE VEDRA BEACH, FL 32082

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

- | | |
|-------------------------------------|--|
| 1. <u>Health and Human Services</u> | 2. <u>Cultural Resource Review Board</u> |
| 3. <u>Tourist Development Board</u> | 4. _____ |

List three (3) personal or professional references:

1. Pastor Jason Cullum - 904-887-1598
2. Major Brian McDowell - 904-814-7660
3. Dr. Rick Salko - 904-382-5161

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
With a background in all aspects of banking I am finance oriented. Discovering organizations spinning their wheels duplicating services just bewilders me. I walked away from my career to raise a family in hopes that our children would grow up to be good, upstanding citizens of this wonderful country. When our oldest became school age my husband and I decided to homeschool. I am now in the middle of my 16th yr. Critical thinking, logic and searching for solutions in all scenarios are my strong skills and I am wanting to share my strengths.

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

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


 Signature

4/14/2022
 Date

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

Thank you for your interest!

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

TDC Regular Meeting – May 16, 2022

Agenda Item Monthly Reports (Information Only)

FY2022 MONTHLY LOTDT DASHBOARD

| Occupancy Month | Net to TDC | +/- PY |
|------------------------|-------------------|---------------|
| March | \$ 2,580,026 | 74.4% |
| FYTD | \$ 10,442,291 | 87.0% |
| % OF BUDGET | | 50.0% |
| % OF FY | | 69.0% |

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 | \$ 1,052,000.62 | 56.4% | 107.9% | \$ 384,659.28 | 20.6% | 100.6% | \$ 287,716.29 | 15.4% | 52.5% |
| March | \$ 1,644,508.44 | 62.5% | 79.7% | \$ 427,962.34 | 16.3% | 54.6% | \$ 407,668.56 | 15.5% | 106.7% |
| 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 | \$ 71,379.28 | 3.8% | 53.8% | \$ 70,874.23 | 3.8% | 89.6% | \$ 1,866,629.70 |
| March | \$ 68,857.05 | 2.6% | 15.1% | \$ 83,683.63 | 3.2% | 38.6% | \$ 2,632,680.02 |
| 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 \$ | 699,776 | 37.5% | 95.6% | \$ 302,582 | 16.2% | 93.8% | \$ 702,391 | 37.6% | 96.5% | \$ 25,682 | 1.4% | 67.9% |
| MAR \$ | 939,296 | 35.7% | 66.2% | \$ 545,555 | 20.7% | 74.6% | \$ 927,663 | 35.2% | 80.5% | \$ 32,799 | 1.2% | 71.6% |
| APR | | | | | | | | | | | | |
| MAY | | | | | | | | | | | | |
| JUN | | | | | | | | | | | | |
| JUL | | | | | | | | | | | | |
| AUG | | | | | | | | | | | | |
| SEP | | | | | | | | | | | | |
| FY YTD | \$ 3,472,167 | | | \$ 1,944,409 | | | \$ 4,316,479 | | | \$ 143,938 | | |

| | 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 \$ | 111,393 | 6.0% | 77.7% | \$ 18,307 | 1.0% | 8.0% | 6.9% | \$ 6,498 | 0.3% | 70.8% | \$ 1,866,629.70 |
| MAR \$ | 144,042 | 5.5% | 81.2% | \$ 32,112 | 1.2% | 126.8% | 6.7% | \$ 11,213 | 0.4% | 119.1% | \$ 2,632,680.02 |
| APR | | | | | | | | | | | \$ - |
| MAY | | | | | | | | | | | \$ - |
| JUN | | | | | | | | | | | \$ - |
| JUL | | | | | | | | | | | \$ - |
| AUG | | | | | | | | | | | \$ - |
| SEP | | | | | | | | | | | \$ - |
| FY YTD | \$ 620,447 | | | \$ 115,237 | | | | \$ 42,722 | | | \$ 10,655,398.65 |

VCB Report to the Tourism Development Council

May 16, 2022



Combined Lodging Metrics March 2022

| Occupancy (%) | FY 2022 | | | |
|----------------|---------|------|------|------|
| | Jan | Feb | Mar | FYTD |
| This Year | 50.5 | 63.4 | 71.7 | 58.8 |
| Last Year | 42.2 | 50.7 | 69.5 | 49.8 |
| Percent Change | 19.7 | 25.2 | 3.1 | 18.1 |

| ADR | FY 2022 | | | |
|----------------|---------|--------|--------|--------|
| | Jan | Feb | Mar | FYTD |
| This Year | 178.34 | 194.7 | 233.67 | 196.48 |
| Last Year | 143.87 | 147.87 | 179.15 | 157.13 |
| Percent Change | 24.0 | 31.7 | 30.4 | 25.0 |

| RevPAR/L | FY 2022 | | | |
|----------------|---------|--------|--------|-------|
| | Jan | Feb | Mar | FYTD |
| This Year | 90.12 | 123.46 | 167.48 | 115.5 |
| Last Year | 60.75 | 74.91 | 124.58 | 78.2 |
| Percent Change | 48.3 | 64.8 | 34.4 | 47.7 |

| Supply | FY 2022 | | | |
|----------------|---------|---------|---------|-----------|
| | Jan | Feb | Mar | FYTD |
| This Year | 312,436 | 272,410 | 299,629 | 1,802,540 |
| Last Year | 297,060 | 261,656 | 274,403 | 1,758,189 |
| Percent Change | 5.2 | 4.1 | 9.2 | 2.5 |

| Demand | FY 2022 | | | |
|----------------|---------|---------|---------|-----------|
| | Jan | Feb | Mar | FYTD |
| This Year | 157,876 | 172,741 | 214,755 | 1,059,645 |
| Last Year | 125,437 | 132,542 | 190,820 | 874,981 |
| Percent Change | 25.9 | 30.3 | 12.5 | 21.1 |

| Gross Revenue | FY 2022 | | | |
|----------------|------------|------------|------------|-------------|
| | Jan | Feb | Mar | FYTD |
| This Year | 28,156,162 | 33,632,505 | 50,181,469 | 208,198,800 |
| Last Year | 18,046,744 | 19,599,547 | 34,185,903 | 137,484,018 |
| Percent Change | 56.0 | 71.6 | 46.8 | 51.4 |

Combined STR Traditional Lodging and Vacation Rental Performance Metrics



Smith Travel Research

March 2022

| Occupancy (%) | FY 2022 | | |
|----------------|---------|------|------|
| | Jan | Feb | Mar |
| This Year | 58.2 | 72.1 | 80.3 |
| Last Year | 47.1 | 54.2 | 73.2 |
| Percent Change | 23.6 | 33.2 | 9.7 |

| Running 12 Months | | |
|-------------------|-------|------|
| 2020 | 2021 | 2022 |
| 62.7 | 48.2 | 68.0 |
| 65.9 | 62.7 | 48.2 |
| -4.8 | -23.2 | 41.1 |

| ADR | FY 2022 | | |
|----------------|---------|--------|--------|
| | Jan | Feb | Mar |
| This Year | 150.37 | 170.57 | 215.90 |
| Last Year | 125.55 | 128.73 | 163.84 |
| Percent Change | 19.8 | 32.5 | 31.8 |

| Running 12 Months | | |
|-------------------|--------|--------|
| 2020 | 2021 | 2022 |
| 141.72 | 131.00 | 172.95 |
| 142.48 | 141.72 | 131.00 |
| -0.5 | -7.6 | 32.0 |

| RevPAR | FY 2022 | | |
|----------------|---------|--------|--------|
| | Jan | Feb | Mar |
| This Year | 87.48 | 123.03 | 173.28 |
| Last Year | 59.12 | 69.71 | 119.87 |
| Percent Change | 48.0 | 76.5 | 44.6 |

| Running 12 Months | | |
|-------------------|-------|--------|
| 2020 | 2021 | 2022 |
| 88.91 | 63.13 | 117.62 |
| 93.90 | 88.91 | 63.13 |
| -5.3 | -29.0 | 86.3 |

| Supply | FY 2022 | | |
|----------------|---------|---------|---------|
| | Jan | Feb | Mar |
| This Year | 203,515 | 184,884 | 204,693 |
| Last Year | 195,734 | 180,040 | 199,330 |
| Percent Change | 4.0 | 2.7 | 2.7 |

| Running 12 Months | | |
|-------------------|-----------|-----------|
| 2020 | 2021 | 2022 |
| 2,338,768 | 2,308,374 | 2,380,912 |
| 2,286,848 | 2,338,768 | 2,308,374 |
| 2.3 | -1.3 | 3.1 |

| Demand | FY 2022 | | |
|----------------|---------|---------|---------|
| | Jan | Feb | Mar |
| This Year | 118,397 | 133,353 | 164,289 |
| Last Year | 92,164 | 97,499 | 145,832 |
| Percent Change | 28.5 | 36.8 | 12.7 |

| Running 12 Months | | |
|-------------------|-----------|-----------|
| 2020 | 2021 | 2022 |
| 1,467,296 | 1,112,431 | 1,619,241 |
| 1,507,120 | 1,467,296 | 1,112,431 |
| -2.6 | -24.2 | 45.6 |

| Revenue | FY 2022 | | |
|----------------|------------|------------|------------|
| | Jan | Feb | Mar |
| This Year | 17,802,906 | 22,745,872 | 35,469,549 |
| Last Year | 11,571,402 | 12,551,055 | 23,893,355 |
| Percent Change | 53.9 | 81.2 | 48.4 |

| Running 12 Months | | |
|-------------------|-------------|-------------|
| 2020 | 2021 | 2022 |
| 207,950,733 | 145,728,649 | 280,044,187 |
| 214,732,003 | 207,950,733 | 145,728,649 |
| -3.2 | -29.9 | 92.2 |

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



Smith Travel Research

March 2022

| | Current Month March 2022 vs March 2021 | | | | | | | |
|-------------------------|--|--------|------|------|--------------------------------|-------|--------|----------|
| | Occ % | | ADR | | Percent Change from March 2021 | | | |
| | 2022 | 2022 | 2022 | 2022 | Occ | ADR | RevPAR | Room Rev |
| Hillsborough County, FL | 85.7 | 176.36 | 21.4 | 57.6 | 91.3 | 91.0 | | |
| Nassau County, FL | 79.0 | 307.61 | 18.5 | 30.0 | 54.1 | 69.4 | | |
| Pinellas County, FL | 84.2 | 268.77 | 1.6 | 37.4 | 39.6 | 43.5 | | |
| St. Johns County, FL | 80.3 | 215.90 | 9.7 | 31.8 | 44.6 | 48.4 | | |
| Charleston, SC | 76.0 | 177.10 | 20.3 | 45.7 | 75.3 | 77.9 | | |
| Jacksonville, FL | 82.2 | 160.60 | 8.2 | 37.3 | 48.6 | 51.2 | | |
| Myrtle Beach, SC | 57.9 | 129.72 | 21.6 | 15.6 | 40.5 | 40.2 | | |
| Orlando, FL | 82.5 | 173.32 | 43.1 | 57.8 | 125.8 | 158.6 | | |
| Sarasota-Bradenton, FL | 86.7 | 277.87 | 5.5 | 37.9 | 45.5 | 49.4 | | |
| Savannah, GA | 77.9 | 162.43 | 15.4 | 41.5 | 63.3 | 68.0 | | |
| Fort Walton Beach, FL | 63.9 | 187.89 | -8.4 | 14.4 | 4.8 | 7.1 | | |
| Daytona Beach, FL | 75.5 | 191.49 | -5.0 | 29.6 | 23.1 | 26.9 | | |
| Zip Code 32084+ | 84.8 | 190.86 | 9.8 | 32.0 | 45.0 | 52.3 | | |
| Zip Code 32080+ | 80.9 | 218.23 | 3.6 | 34.8 | 39.6 | 43.4 | | |
| Zip Code 32092+ | 78.2 | 130.14 | 20.1 | 32.9 | 59.5 | 59.2 | | |

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



AllTheRooms.com Analytics

March 2022

| Active Listings | FY 2022 | | |
|-----------------|---------|-------|-------|
| | Jan | Feb | Mar |
| This Year | 5,435 | 5,472 | 5,590 |
| Last Year | 5,148 | 5,217 | 4,757 |
| Percent Change | 5.6 | 4.9 | 17.5 |

| Supply | FY 2022 | | |
|----------------|---------|--------|--------|
| | Jan | Feb | Mar |
| This Year | 109,200 | 87,778 | 94,936 |
| Last Year | 101,605 | 81,868 | 75,073 |
| Percent Change | 7.5 | 7.2 | 26.5 |

| Occupancy (%) | FY 2022 | | |
|----------------|---------|------|-------|
| | Jan | Feb | Mar |
| This Year | 36.4 | 45.7 | 53.2 |
| Last Year | 32.0 | 43.0 | 59.9 |
| Percent Change | 13.7 | 6.5 | -11.3 |

| Demand | FY 2022 | | |
|----------------|---------|--------|--------|
| | Jan | Feb | Mar |
| This Year | 39,698 | 40,147 | 50,466 |
| Last Year | 32,482 | 35,165 | 44,988 |
| Percent Change | 22.2 | 14.2 | 12.2 |

| ADR | FY 2022 | | |
|----------------|---------|--------|--------|
| | Jan | Feb | Mar |
| This Year | 261.53 | 274.94 | 291.52 |
| Last Year | 199.66 | 200.72 | 229.78 |
| Percent Change | 31.0 | 37.0 | 27.4 |

| Revenue | FY 2022 | | |
|----------------|------------|------------|------------|
| | Jan | Feb | Mar |
| This Year | 10,382,371 | 11,037,900 | 14,711,920 |
| Last Year | 6,485,346 | 7,058,428 | 10,292,548 |
| Percent Change | 60.1 | 56.4 | 42.9 |

| RevPAL | FY 2022 | | |
|----------------|---------|--------|--------|
| | Jan | Feb | Mar |
| This Year | 95.08 | 125.75 | 154.97 |
| Last Year | 63.83 | 86.22 | 137.10 |
| Percent Change | 49.0 | 45.9 | 13.0 |



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

AllTheRooms.com Analytics

March 2022

| Area Comparison | Occupancy | ADR | RevPAL | Supply | Demand |
|-----------------|-----------|-----------|-----------|--------|--------|
| 32080 | 47% | \$ 282.41 | \$ 131.98 | 3,078 | 23,064 |
| 32082 | 43% | \$ 463.96 | \$ 198.21 | 420 | 2,808 |
| 32084 | 65% | \$ 282.51 | \$ 182.69 | 1,519 | 19,149 |
| 32092 | 53% | \$ 223.02 | \$ 118.66 | 307 | 2,794 |



ST. AUGUSTINE
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FLORIDA'S HISTORIC COAST™

Bed Tax Collections

March 2022

| | | |
|---------------------------|---------------|-----|
| March (Net Collections) | \$ 2,580,026 | 74% |
| YTD Net Collections March | \$ 10,442,291 | 87% |

| YTD Collections by Area | March | YTD |
|--|-------|------|
| Anastasia Island and St. Augustine Beach (32080) | 36% | 33% |
| Ponte Vedra Beach (32082) | 21% | 18% |
| St. Augustine, Vilano and North Beach (32084) | 35% | 41% |
| St. Augustine Shores/South/207 (32086) | 1% | 1% |
| World Golf Village and west of I-95 (32092) | 6% | 6% |
| I-95&SR 16/Palencia (32095) | 1% | 1% |
| Other | 0.4% | 0.4% |



Website Campaign Updates

March 2022

Top Level Performance

| | |
|-------------------|---------|
| Visits to Website | 160,249 |
| Pageviews | 251,984 |
| Time on Site | 1:25 |
| Bounce Rate | 56.35% |
| Scroll Depth | 31.01% |

Organic Search

| | |
|-------------------|---------|
| Visits to Website | 66,802 |
| Pageviews | 100,913 |
| Time on Site | 1:35 |
| Bounce Rate | 52.28% |

Key Performance Indicators

| | |
|-----------------------------|--------|
| Guides Ordered | 755 |
| eNewsletter Signups | 143 |
| Clicks on Partner Listings | 18,462 |
| BookDirect Clicks (lodging) | 1,057 |



VIC Visitation

April 2022

| SJCC –PVBD Visitor & Information Center | | | | | | |
|---|------------|------------|------------------------|------------|------------|---------------|
| | April 2022 | April 2021 | % of Total Visitors | FYTD 2022 | FYTD 2021 | Total FY 2021 |
| Total Visitors | 65 | 59 | 0.10% | 309 | 217 | 456 |

| City of St. Augustine Downtown Visitors Center | | | | | | |
|--|---------------|---------------|------------------------|----------------|----------------|----------------|
| | April 2022 | April 2021 | % of Total Visitors | FYTD 2022 | FYTD 2021 | Total FY 2021 |
| Jessica | | | | | | |
| Total Visitors | 60,239 | 49,394 | 94% | 263,552 | 213,103 | 569,995 |

| St. Augustine Beach Visitors Center | | | | | | |
|-------------------------------------|--------------|------------|------------------------|---------------|---------------|---------------|
| | April 2022 | April 2021 | % of Total Visitors | FYTD 2022 | FYTD 2021 | Total FY 2021 |
| Total Visitors | 2,305 | 38 | 4% | 17,341 | 14,808 | 37,492 |

| Jacksonville Airport Visitor Information Center | | | | | | |
|---|--------------|------------|------------------------|--------------|--------------|---------------|
| | April 2022 | April 2021 | % of Total Visitors | FYTD 2022 | FYTD 2021 | Total FY 2021 |
| Total Visitors | 1,313 | 601 | 2% | 6,883 | 8,139 | 4,547 |

| Total Inquiries at Visitors Centers | | | | | | |
|-------------------------------------|---------------|---------------|--|----------------|----------------|----------------|
| | April 2022 | April 2021 | | FYTD 2022 | FYTD 2021 | Total FY 2021 |
| | 63,922 | 50,092 | | 288,085 | 236,267 | 612,490 |



Departmental Reports



Social Media

April 2022

| Social Media | | | YOY Change |
|-----------------------|-----------|--|------------|
| Facebook | | | |
| Fans added In April | 289 | | |
| Total Facebook Fans | 519,506 | | 0.7% |
| Facebook Impressions | 4,362,094 | | |
| Engagement Rate | 1.9% | | |
| Reach | 1,623,865 | | |
| Instagram | | | |
| Instagram Followers | 42,891 | | 10% |
| Instagram Impressions | 387,361 | | |
| Twitter | | | |
| Twitter Followers | 13,915 | | 3.7% |
| Twitter Impressions | 26,863 | | |
| YouTube | | | |
| Views To Date | 412,469 | | 10% |

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



Communications Summary

March 2022

| | March | FYTD | FYTD 21 | |
|---|----------------|----------------|----------------|-----|
| Total Impressions | 30,717,436,735 | 59,673,616,789 | 41,306,126,174 | 44% |
| VCB Supported Stories <i>in publication or broadcasted</i> | 356 | 1,874 | 1,428 | 31% |



Sales Measurement Summary

March 2022

| | March | Monthly % Actual vs Goal | YTD | YTD % Actual vs Goal |
|---------------------------|-------|-----------------------------|--------|-------------------------|
| Solicitation Emails/Calls | 180 | 2% | 1,066 | 7% |
| Total Leads Distributed | 39 | 34% | 129 | -1% |
| Lead Room Nights | 9,674 | -11% | 49,832 | 24% |



Florida's First Coast of Golf

March 2022

| | Mar-22 | Mar-22 | % Change |
|--------------|--------|--------|----------|
| Rooms | 6,996 | 6,390 | 9% |

| | Mar-22 | Mar-22 | % Change |
|---------------|--------|--------|----------|
| Rounds | 26,909 | 24,575 | 9% |

| Precipitation | 2022 | 2021 | Change |
|---------------|------|------|--------|
| | 9.89 | 1.69 | 8.2 |

| Temperature (Avg High) | 2022 | 2021 | Change |
|------------------------|------|------|--------|
| | 65 | 65 | 0 |

Digital Traffic

| Mar-22 | Mar-22 | % Change |
|----------|----------|----------|
| 19,627 | 23,652 | -17% |
| 2022 YTD | 2021 YTD | % Change |
| 58,776 | 58,054 | 1% |



Promotions – March 2022

2022 PROMOTIONS

- Started 12 of 48 iHeart corporate sweepstakes promotions for Atlanta, Chicago, Orlando, Baltimore, New York City, Philadelphia, Tampa, and southern Florida. These promotions will continue throughout Spring/Summer 2022 with a highlight on travel options for couples and families planning to visit Florida's Historic Coast.
- Finalized a spring/summer promotion with Cox Media Group in Orlando (WMMO-FM) to run April 16-30, 2022, with a grand prize of a 3 day/2 night stay complete with lodging, dining gift cards and attraction tickets.
- Finalized a summer promotion with Central Florida Media Group in Gainesville to run on radio stations WOGK-FM and WYND-FM in May 2022, with two grand prizes of a 3 day/2 night stay complete with lodging, dining gift cards and attraction tickets.
- Finalized a spring promotion followed by a summer promotion with Beasley Radio Group in Tampa to run on radio station WRBQ-FM in May and July 2022. Grand prize on each will be a 3 day 2 night stay complete with lodging, dining gift cards and attraction tickets.
- Finalized a promotional sweepstakes program with Norsan Media (Hispanic media company with media outlets Hola, Raza and Latina – broadcast, newspaper, and social media) targeting Hispanic listeners for travel to Florida's Historic Coast during Spring and Summer 2022. Promotion runs May 11-June 1, 2022 with one grand prize of a 3 day 2 night stay complete with lodging, dining gift cards, and attraction tickets.
- Finalized a promotional sweepstakes with iHeart Media Atlanta (WWPW-FM) targeting late Spring/Summer 2022 romance travel. Promotion runs from April 11-May 2, 2022 with a 3 day/2 night prize package for two complete with lodging, attraction tickets, and dining gift cards.
- Completed negotiations with WSB-TV Atlanta for a TV/website/social media culinary promotion with a 4 day/3 night luxury prize package which includes lodging, attraction tickets, dining gift cards, and VIP tickets to a variety of events at the St. Augustine Food + Wine Festival May 5-8, 2022 (winner can choose to use the prize package anytime within the year if unable to attend this event). Promotion runs April 14-30, 2022.
- Hosted Misty Wells (Fox Sports Sun's "Take it Outside with Misty Wells") for Season 3 filming to include various outdoor activities and venues including a bioluminescent tour; pickleball, tennis and golf at The Yards, the GTM Preserve reptile room plus GTM bike trails/highlight A1A Scenic and Historic Coastal Byway; and, inshore fishing. The episode dedicated to Florida's Historic Coast will air 3Q2022 on various networks including Fox Sports Sun, and with subsequent re-airings.

DATABASE MARKETING

- Subscriber base is now at 196,728.



CEO's Comments

- March Combined Traditional and Vac Rental Lodging: Occupancy 58.8% (+18.1%), ADR \$233.67 (+25.0%), RevPAR/L \$167.48 (+47.7%), Demand +21.1%, Supply +2.5%, Revenue +51.4%
- March Traditional Lodging Stats: Occupancy 80.3% (+9.7%), ADR \$215.90 (+31.8%), RevPAR \$173.28 (+44.6%), Demand +12.7%, Supply +2.7%
- April Vacation Rental Stats: Occupancy 50.2% (-11.3%) late Easter and big supply growth, ADR \$281.44 (+20.4%), RevPAL \$141.30 (+6.7%), Demand -3.7%, Gross Rev +15.9% and Supply +8.6%
- March Attractions REVISED (n=23) report that attendance was up +4.1% to 2021; FYTD, however, was up +17.0% to 2021
- March B&B Lodging stats (n=9): Occ 90.3% (+5.5% over 2021), ADR \$294.04 (+19.1%), RevPAR \$265.57 (+25.6% over), Demand +5.5%. FYTD Occ +84.0% (+15.0%), ADR \$286.90 (+10.7%), RevPAR \$241.04 (+27.3%), Demand +14.9%
- March Publicity: Supported stories FYTD 1,874, +31% to FYTD 2021.
- March Sales team lead room night production was +24% YTD goal, with solicitations +7% ahead of goal.
- In March, finalized spring and summer promotions for ORL, Gainesville, Atlanta and Tampa. Finalized promotional sweepstakes targeting Hispanic listeners for Spring/Summer 2022. Completed negotiations with WSB-TV Atlanta for a TV/Website/Social media culinary promotion. Hosted Misty Wells (Fox Sports Sun's "Take it Outside with Misty Wells") for Season 3 filming
- Supporting Elite Airways' additional non-stop flight between NFRA and Newark-NYC and its new flight to Portland, ME
- Participated in the successful solicitation of Breeze Airways adding seven markets served out of Jacksonville Int'l Airport (an 8th market was announced in April)
- Initiated productive discussions with SJCC executive director and board chair relating to contract scopes and furthered collaboration on COE and Website content.





ST. JOHNS
CULTURAL COUNCIL

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

Destination Marketing &
Arts, Culture and Heritage Grants
Update
May 16, 2022

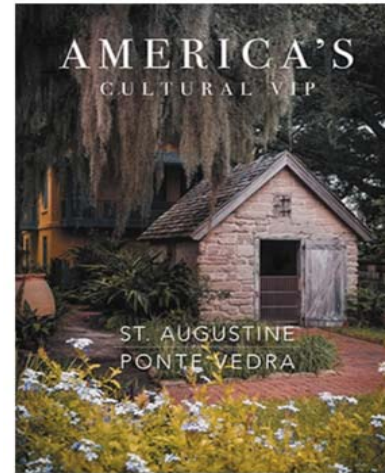


Samantha Brown's
Places to Love



Print and Digital Advertising

Atlanta Magazine
 Garden and Gun
 Group Travel Leader / Civil Rights Trail
 Preservation
 Southern Living
 Texas Monthly
 USA Today



Continue Distribution of Cultural Guide to St. Johns County

- Available online as a flipbook and downloadable pdf
- Distributed at all Visit Florida Welcome Centers
- Distributed at St. Augustine Visitor Information Center
- Available for Lodging Partners – currently in rooms at The Collector, Casa Monica Resort & Spa, St. Francis Inn, St. George Inn, and all members of St. Augustine Historic Inns
- 50,000 copies delivered to subscribers of Preservation Magazine located in metropolitan areas with direct flights to Jacksonville and St. Augustine
- Responding to individual requests through Southern Living, with more than 5,000 direct mailed to date.

Continue National Trust for Historic Preservation Marketing Partnership

Digital, print and website package including interactive online guide to Florida's Historic Coast with links to ten historic sites / museums



Guide

Explore St. Augustine, Ponte Vedra, and Florida's Historic Coast

In 1513 explorer Ponce de Leon landed near St. Augustine and claimed La Florida for the King of Spain. Five hundred years later, St. Augustine remains the single most important place to experience America's cultural beginnings. Home to two national monuments, the nation's oldest port, and the first free African American settlement in North America, St. Augustine boasts five centuries of stunning architecture, ranging from Spanish Colonial homes to Gilded Age palaces featuring the world's largest collection of Tiffany stained glass. Today, you can enjoy a vibrant arts and culinary scene surrounded by these beautifully preserved buildings and gorgeous cultural landscapes.



Photo: St. Johns Cultural Council

2 St. Augustine Lighthouse and Maritime Museum

The St. Augustine Lighthouse & Maritime Museum is a private, nonprofit museum dedicated to its mission "to discover, preserve, present and keep alive the stories of the Nation's Oldest Port..." The Lighthouse, constructed in 1874, stands 165 feet above sea level, overlooking the Matanzas Bay and the Atlantic Ocean from Anastasia Island. Visitors can climb its 219 steps for a spectacular view of the city and ocean.



Photo: St. Johns Cultural Council

1 Castillo de San Marcos National Monument America begins here. Built by the Spanish in St. Augustine to defend Florida and the Atlantic trade route, Castillo de San Marcos National Monument preserves the oldest masonry fortification in the continental United States and interprets more than 450 years of cultural intersections.

<https://savingplaces.org/guides/explore-floridas-historic-coast>

Cultural Video Series: "This is a Very Important Place"

15, 30 and 60 second videos highlighting the cultural assets of St. Johns County



[African American Heritage](#)



[Cultural Landscapes](#)



[Gilded Age Architecture](#)

**Completed ACH Grant &
Visitor Experience Programming:
January 1 to May 15, 2021**

- St. Augustine Film Festival
- First Coast Opera – National Opera Conference
- Romanza Festivale
- St. Augustine Celtic Festival
- Friends of A1A Scenic Byway – National Byways Conference
- Unidas en la Musica
- St. Augustine Food + Wine Festival
- St. Augustine Fashion Week
- St. Augustine Ballet – Peter and the Wolf
- Limelight Theatre Productions
- Flight to Freedom at Fort Mose
- Monthly “Saunters” by Historic Florida Militia
- EMMA Concert Series –Jersey Boys at Lewis Auditorium
- Lightner Museum Exhibitions
- St. Augustine Lighthouse Exhibits and Events
- Lincolnville Museum Exhibits and Events
- St. Augustine Art Association / Art Galleries of St. Augustine Exhibits and Events
- Discover Fort Mose Jazz and Blues Series
- ACCORD Museum Tours with Historian David Nolan
- A Classic Theatre production at The Waterworks
- Film and Lecture Series at The Waterworks
- Florida Stormwater Conference at The Waterworks

Jazz at the Excelsior
(Lincolnville Museum)



Peter and the Wolf
St. Augustine Ballet



Visual Arts Exhibit
Lightner Museum





St. Augustine Art Association
Plein Air Paint Out



Little Women
The Limelight Theatre



Dance Performance
Unidas en la Musica



WWII Exhibit
St. Augustine
Lighthouse



Chef Cat Cora
St. Augustine Food +
Wine



St. Augustine Fashion
Week - Main Event at
the Lightner Museum

**Upcoming ACH Grant &
Visitor Experience
Programming:
May 16 to Sept 30, 2022**

- Fort Mose – Battle of Bloody Mose
- St. Augustine Music Festival at the Cathedral Basilica
- St. Augustine Music Festival Juneteenth Celebration
- Lincolnvillle Museum Programming and Exhibits
- Monthly “Saunters” by Historic Florida Militia
- Lightner Museum Exhibitions
- Limelight Theatre productions
- St. Augustine Lighthouse Exhibits and Events
- St. Augustine Art Association / Art Galleries of St. Augustine Exhibits and Events
- “As If” the 90s Festival

**Product Development:
Gullah Geechee Heritage Festival**



Armstrong Park, December 3, 2022

**Product Development:
Vilano & South Ponte Vedra Culinary Event
with Ecotourism Component**



November 3 – 6, 2022

**Product Development:
Civil Rights Trail**

Received \$500,000 AACH grant from State of Florida for restoration of St. Augustine Beach Hotel.



Received \$25,000 National Trust grant for interpretive signage at the St. Augustine Beach Hotel.



**Product Development:
Public Art / Visual Art Exhibitions**

THE ST JOHNS CULTURAL COUNCIL PRESENTS

Fine Art Photographer

LENNY FOSTER



John Lewis' Giant Steps

WHERE WE STAND

February 15 to April 22, 2022

Rotunda Gallery
St. Johns County Administration Building
500 San Sebastian View
St. Augustine, Florida



**Completed and Upcoming
Contract Events for 2021/2022:**

ACH Grant and Tourism Stakeholder Workshops
(jointly presented with VCB): February 8th and 9th

ACH Grant Applications Opened: April 1st

ACH Grant Workshops: April 5, 7, & 13

State of the Tourism Industry: May 25

ACH Grant Applications Close: May 31

Grant Panel Meetings: July Date TBD

Grant Recommendations to TDC: August 15

Questions?

Please contact us by email to
info@historiccoastculture.com



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