

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
OCTOBER 17, 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 – August 15, 2022
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. UPDATE ON TOURIST DEVELOPMENT COUNCIL MEMBERSHIP
8. SPORTS TOURISM GRANT APPROVALS (**Action Required**)
 - American Junior Golf Association, Billy Horschel Junior Championship - \$7,500 Recommended – Public Comment
 - Florida Prime Soccer Cup - \$7,500 Recommended – Public Comment
 - Game On, Ponte Vedra Beach Triathlon - \$5,000 Recommended – Public Comment
 - Pickleball, FL/GA - \$8,000 Recommended – Public Comment
 - Perfect Game, U9-U14 Sunshine State Championships - \$7,500 Recommended – Public Comment
 - Perfect Game, U9-U18 FL Fall Premier Championships - \$7,500 Recommended – Public Comment
 - PXG Golf Women’s Pro Match Play – \$25,000 Recommended - Public Comment
 - Advanced Media Inc. Offshore Sport Fishing Championship – Public Comment
9. DISCUSSION OF POTENTIAL MODIFICATION TO THE ACH GRANT APPLICATION REVIEW PROCESS
 - Public Comment
10. MONTHLY REPORTS PROVIDED IN PACKETS
11. MEMBER COMMENTS
12. NEXT MEETING DATE – TBD January or February
13. ADJOURN

TDC Regular Meeting – October 17, 2022

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

- Regular Meeting – August 15, 2022
- Public Comment

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
AUGUST 15, 2022
1:30 P.M.**

Proceedings of a regular meeting of the Tourist Development Council 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
Paul Waldron, BCC Representative
Nancy Sikes-Kline, Vice Mayor, City of St. Augustine Representative
Don Samora, Vice Mayor, City of St. Augustine Beach Representative
Regina Phillips, District 2
Kathy Fleming, District 5
Troy Blevins, District 5
Artricia K. Allen, Deputy Clerk

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

Absent: Michael Gordon, Vice Chair and Michael Wicks, District 4

(08/15/22 - 1 - 1:35 p.m.)

1. CALL TO ORDER

Finnegan called the meeting to order.

(08/15/22 - 1 - 1:35 p.m.)

2. PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

(08/15/22 - 1 - 1:35 p.m.)

3. ROLL CALL

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

(08/15/22 - 2 - 1:36p.m.)

4. APPROVAL OF AGENDA

Motion by Waldron, seconded by Fleming, carried 7/0, with Gordon and Wicks absent, to approve the Agenda, as submitted.

(08/15/22 - 2 - 1:36 p.m.)

5. APPROVAL OF MINUTES

Motion by Waldron, seconded by Samora, carried 7/0, with Gordon and Wicks absent, to approve the minutes for the June 20, 2022, meeting, as submitted.

(08/15/22 - 2 - 1:37 p.m.)

6. PUBLIC COMMENT

There was none.

(08/15/22 - 2 - 1:38 p.m.)

7. ARTS, CULTURE AND HERITAGE (ACH) GRANT RECOMMENDATIONS

Christina Parrish Stone, Director, St. Johns Cultural Council, presented the details of the recommendations, via PowerPoint.

(1:40 p.m.) Discussion ensued on Arts, Culture and Heritage organizations, approved events and programs, and available grants.

(1:46 p.m.) Fleming questioned Ferguson on the need to recuse if they had organizations on the grant list.

(1:48 p.m.) **Motion by Sikes-Kline, seconded by Blevins, carried 5/0, with Fleming and Philips recused, and with Gordon and Wicks absent, to recommend the Board of County Commissioners to approve the ACH Grant Recommendations.**

(08/15/22 - 2 - 1:48 p.m.)

8. CONTRACTED TOURISM PROMOTION SERVICES DRAFT SCOPE REVIEW

- **SJC Tourism Bureau Services (St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB) Core Services) Draft Scope**
- **SJC Arts, Culture and Heritage Development and Management (Cultural Council Core Functions) Draft Scope**
- **SJC Destination Marketing Services Draft Scope**

Tera Meeks, Director, Tourism and Cultural Development, reviewed the draft scopes, via PowerPoint.

(1:57 p.m.) Discussion ensued on establishing a working group, the five-year comprehensive Growth and Development Plan, the draft scopes, the evaluation process, RFP parameters, social media marketing, and the Sunshine Law requirements.

(2:40 p.m.) Sike-Kline requested that staff present a flow chart of the RFP process at the next meeting.

(2:53 p.m.) Waldron questioned Ferguson on whether a company applying for RFP could comment on the scope of the work. Meeks also provided additional comments regarding public comment from potential applicants.

(2:54 p.m.) David Reese, President, Florida First Coast of Golf, 4300 Marsh Landing Boulevard Unit 102, Jacksonville, Florida, commented on a similar process by Duval County.

(2:56 p.m.) Jennifer Jenkins, Hyatt Place, 117 Vilano Road, read a letter from Michael Cunningham, Elite Hospitality LLC, *Exhibit A*, and spoke in opposition of changing the St. Johns County Destination Marketing Services Draft Scope due to 1.) the proven success of the VCB; 2.) asking Duval County how splitting these services worked for them; and 3.) VCB was a non-profit/non-political organization that reported to many stakeholders that held Goldman accountable, which could not be done with the County.

(08/15/22 - 3 - 3:00 p.m.)

9. MONTHLY REPORTS PROVIDED IN PACKETS

Richard Goldman, President and CEO of the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau, provided comments regarding the June vacation rental and year to date performance statistics. He stated that the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau would close the year significantly ahead. Waldron asked whether Goldman had noticed a decrease in the average daily rate.

(08/15/22 - 3 - 3:04 p.m.)

10. MEMBER COMMENTS

Sikes-Kline stated that she would meet with Parish-Stone to discuss multi-day events. Waldron suggested hosting a music festival at the fairgrounds, with additional comments provided by Blevins. Parrish-Stone provided additional comments on hosting multi-day festivals at the fairgrounds.

(3:07 p.m.) Blevins and Finnegan provided hotel data.

(08/15/22 - 4 - 3:09 p.m.)

11. NEXT MEETING DATE

The next meeting was scheduled for October 17, 2022.

(08/15/22 - 4 - 3:09 p.m.)

12. ADJOURN

(03:09 p.m.) **Motion by Blevins, seconded by Waldron, carried 7/0, with Gordon and Wicks absent, to adjourn the meeting.**

With there being no further business to come before the Council, Finnegan adjourned the meeting at 3:09 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

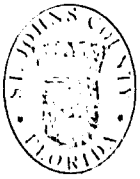
TDC Regular Meeting – October 17, 2022

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

American Junior Golf Association

Funding request from American Junior Golf Association for the Bill Horschel Junior Championship, scheduled October 7 – 10, 2022. The event is being held at the Palencia Club Golf Course. This is an annual event which features 78 children, ages 12 – 19 from all over the country and overseas.

The application was reviewed by the Recreation Advisory Board at their September 14th meeting and recommended for funding in the amount of \$7,500. Funding has been allocated in the FY23 Sports Marketing Budget. The request is being presented post-event, due to no September TDC meeting.



SPORTS EVENTS FUNDING

Category III Recreation and Leisure Sport Marketing Grant Application St. Johns County Parks & Recreation Department

St. Johns County implemented and imposed a Tourist Development Plan in 1986. The Tourist Development Council (TDC) oversees the proceeds of the tax on behalf of the St. Johns County Board of County Commissioners. Florida Statute 125.010-1 is the enabling legislation for the Tourist Development Tax.

The TDC's Category III Sports Funding program is permitted under state statutes as a means of advertising and promoting tourism to St. Johns County. Funding is to be used for presenting high quality amateur or professional athletic events that will attract overnight visitors, and to advertise and promote these activities.

Here is a list of priority considerations used to evaluate sports funding requests:

1. Economic Benefit. Focus on total number of out of county participants & spectators & length of their stay.
2. Dates of the Event(s). Priority consideration given to events held during lower occupancy.
3. Length of Event. Priority consideration given to those with more days or overnight stays within St. Johns County.
4. Potential for Future Events. Priority consideration given to event organizers with similar or related events that could be held in the county.
5. Sports Segments. Priority consideration given to activities that diversity the events held in the county.
6. Event Visibility. Priority consideration given to high profile events such as national, state, and regional Championships.

Eligible events consist of games, exhibitions, tournaments, and other sport-related events planned, presented, promoted, and played at planned intervals in St. Johns County.

The grant program objective is to attract high quality amateur and professional sporting events which, in turn, advance & promote tourism & enhance the quality of life in St. Johns County through sports.

Grants are awarded for reimbursement of approved expenses for qualified athletic events to event organizers with proven ability to present & promote quality sports opportunities in cooperation with the tourism industry. Reimbursement is made after completion of the event and submission of a final event report, which includes verification of actual room nights by local hotels. Grantees **may not** submit duplicate receipts to another government agency for reimbursement.

Grant applications must be completed & submitted with all required documentation for review 120 days prior to the event.

St. Johns County Sports Event Funding Grant Application

Date	OCTOBER 7-10, 2023
Event Name	BILLY HORSCHER JUNIOR CHAMPIONSHIP
Sport	GOLF
Legal Name of Host Organization	AMERICAN JUNIOR GOLF ASSOCIATION
Organization/Event Website	AJGA.ORG

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

Primary Contact Name	ADAM ROGERS	Cell Phone Number	770-825-1001
Email Address	AROGERS@AJGA.ORG		
Total Event Budget Amount	\$ 65,000	Grant Amount Requested	\$ 7,500

Are you requesting assistance from any other SJC Government Organization?

Yes No

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

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

THE PALENCIA CLUB - SIGNED CONTRACT

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

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel	50	50
Housing		3,000
Food		20,000
Sanction Fee		
Site Fees		10,000
Rights/Guarantees Fees		
Officials		5,000
Awards*		5,000
Equipment		
Rentals (clinic)		5,000
Insurance		
Security		
Labor		
Marketing/Promotions		
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
Gifts (Juniata & Players)		10,000
MISC		2,000
SUBTOTALS:	\$ 0	\$ 0 45,000
	TOTAL EXPENSE	\$ 0 45,000

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		
Contributions		25,000
Grants (Including TDC Funding here)		7,500
Sponsorships		45,000
Sales (Merchandise/Concessions+)		
Room rebates		
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 0.00
	TOTAL INCOME	\$ 0.00 77,500

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: gm

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

Staff (initial) received: gm

3. A comprehensive Sponsorship Packet

Staff (initial) received: gm

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: gm

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

Staff (initial) received: gm

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

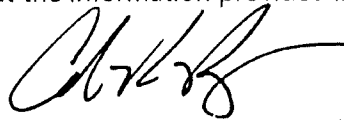
Staff (initial) received: gm

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

Staff (initial) received: gm

Applicant agrees that the information provided is accurate.

Applicant signature:



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

Initial gm

Comments:

SECTION 2

A. EVENT DETAIL

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

THE AJGA IS A 501(C)(3) NONPROFIT DEDICATED TO THE PHYSICAL GROWTH & DEVELOPMENT OF YOUTH MALE & FEMALE WHO DESIRE TO PLAY COLLEGE GOLF.

THE BILLY HORSFEL JUDGE CHAMPIONSHIP FEATURES 78 BOYS & GIRLS, AGES 12-19 WHO WILL PLAY 54 HOLES AT THE PALMACHA CUB. THE TOURNAMENT HAS SUPPORTED FEEDING NORTHEAST FLORIDA PER YEAR \$250,000 OVER THE PAST 4 YEARS.

SPORT/ACTIVITY

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

THE PALMACHA CUB - ST. AUGUSTINE

PARTICIPATION

Number of Teams	Ø	Number of Individual Competitors	78
Number of Coaches/Trainers	10	Number of Spectators	115

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

78 PLAYERS (BOYS & GIRLS) FROM ALL OVER THE COUNTRY AND INTERNATIONAL

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

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

Teddy Meyer Date 08/30/20

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

Marketing Plan

Junior PLAYERS & Billy Horschel Junior Championship

Tournament Promotion

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

Target Audience

Our target audience is the junior golfers but indirectly also their families who travel to the area with the players. These families will be directed to the tournament microsite for all things relating to the tournament. The microsite in 2019 featured close to 15,000 unique views while the AJGA website alone featured over 10 million unique views.

AJGA Deliverables to St. John’s TDC

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

NOTES ABOUT AJGA SOCIAL PLATFORMS

Twitter

- Followers up 12% in the past year (+2,400) – up 176% in five years
- Currently nearly 23,300 followers on @AJGAGolf plus seven other account contributors from the AJGA brand
- Over 7.5 million interactions on Twitter since November 2017
- Average interaction rate 12% (higher than all other tours per Crowd Tangle)
- 96% of followers audited to be real (twitteraudit.com) – higher than all major tours
- Impression ranges per Navigate Research:
 - Status: 5,000 median; 23,000 high

- Link: 4,234 median; 43,000 high
- Photo: 5,826 median; 200,000 high
- Video: 5,079 median; 223,000 high
- Philosophy: engage often with news and industry discussion, boost tournament coverage and leaders
- AJGA audience target: junior golfers, golf industry tastemakers, parents, college coaches – broadest spectrum
- AJGA audience averages: 75% male, 60% has a household income of +\$75,000, 84% prefer premium brands, 94% have a core interest in sports.
- Overall audience averages: 330 million monthly users, about ¼ of all internet users have a twitter account, 37% of users are ages 18-29

Facebook

- Followers 27K (+3% one-year growth) – five-year growth: +141%
- Impression ranges per Navigate Research:
 - Link: 4,000 median; 30,000 high
 - Photo: 4,200 median; 95,000 high
 - Video: 11,377 median; 56,000 high
- Interaction rate is 1.7% (higher than most other tours – PGA TOUR is closest at 1.5%)
- Philosophy: share as much of best photo and video from events as well as articles / news to boost AJGA website engagement, provide parents with the ability to amplify their kids’ brands, utilize Facebook Live when it makes sense as a broadcast medium
- AJGA target audience: sponsors, parents, committees, juniors who engage
- AJGA audience averages: 61% male, 31% of all men are aged 18-24 and 45-54 while 31% of women are ages 35-54, average income \$90K
- Overall audience averages: Largest of all social platforms, 2 billion+ active monthly users, 53% female users, 87 percent of online users 18-29 are on Facebook while 60 percent of ages 50+ are also online

Instagram

- Posts averaged 11K/per post impressions
- Current following: 50K (+45% in one year), up from 300 when account was established in 2013
- 500,000 interactions in the past year on all posts
- Interaction rate of 4% - higher than all tours (PGA TOUR is 1.6%)
- Currently best platform for Instagram stories – average 10K views, 82% completion rate, better link click-throughs than other platforms
- Philosophy: Best quality photos / high-quality video that tells a story, engages lots of members, amplifies events and are “Instagram-worthy” moments
- AJGA target audience: Millennial (junior golfers) but taste-making for all golf fans
- AJGA audience averages: 74% male, 50% are ages 18-34, average income \$82K

- Overall audience averages: 800 million+ active monthly users, 68% overall users are female, 60% of internet users between 18-29 use Instagram

Snapchat

- Average views on content remains around 2K in 2018, conversion around 80% from first to last post
- Offers custom geofilters to track specific campaigns
- Estimated following: 5.5K
- Popular with professional players - nearly 1M views on Justin Thomas content
- AJGA use philosophy: in-the-moment content, "behind the scenes", takeover options from juniors or influencers on-site, emphasis on fun content
- With the growth of Instagram stories, we've moved more away from Snapchat in the latter part of 2018
- AJGA target audience: Millennial (interns, junior golfers)
- AJGA audience: unclear as platform offers fewest analytics tools, estimated to skew the youngest of all platforms
- Overall audience: 300 million+ monthly active users, 71% overall users are age 34 or younger, 70% are female

Website statistics

- Nearly 750,000 annual unique users
- Average session on AJGA.org 6 minutes, 12 seconds
- 75% returning users
- 89 percent users from the United States
- 62% mobile users

Event History

1. 2021 – TPC Sawgrass – Dyes Valley Course – Ponte Vedra Beach, Florida - 78 players
2. 2020 – Eagle Harbor Golf Course – Fleming Island, Florida - 78 players
3. 2019 – Eagle Harbor Golf Course – Fleming Island, Florida – 78 players
4. 2018 – Eagle Harbor Golf Course – Fleming Island, Florida – 78 players
5. 2017 – Eagle Harbor Golf Course – Fleming Island, Florida – 78 players

Event Attendance Monitoring Plan

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



St. Johns County Board of County Commissioners

Parks & Recreation Department

RECREATION ADVISORY BOARD September 14, 2022 Meeting Minutes

The meeting was called to order at 1:30 p.m. by Casey Van Rysdam, Chair.

Attendees

Recreation Advisory Board (RAB) Members present: Casey Van Rysdam, Chair; Brad Long, Vice Chair; Bill Bowen; Deb Chapin; Marty McEachean

Absent: Harold Dockins; Lauren Watkins

Also present: Commission Paul Waldron; Assistant County Administrator Sarah Taylor; Ryan Kane, Director; Jamie Bacarri, Assistant Director; Teddy Meyer, Recreation Facilities Manager; Diane Gorski, Project Specialist

Long moved to approve the August meeting minutes, seconded by Chapin. Approved 5/0.

There were no Public Comments

Reports

Casey Van Rysdam, Chair mentioned that he and staff had spent time working on the 3-5 year strategic plan and would continued to do so. He brought up the Bert Watson Memorial plaque and stated that he and Jamie Baccari had come up with some language for the sign that included the dates he served on the Recreation Advisory Board and Northwest Communications Tower Citizens Advisory Board. Baccari read the language aloud. She said that it had been provided to the Creeks Athletic Association Board and that they were going to add the dates Watson served on the Creeks Athletic Association Board and that the sign would include a etching of Watson's face and be hung on the Concession Stand at Mills Field. Chair requested that a member from the Growth Management Division provide a presentation explaining the policies and procedures of the Land Development Code. He said that the RAB needs to understand how developers can add 1,000s of homes to an existing development without having to add recreation space. He declared that the ~~the~~ housing boom was adversely affecting citizens access to parks and recreation spaces. Kane stated that he would contact Growth Management and arrange this presentation at a later RAB meeting.

Commissioner Paul Waldron reminded everyone of the final Budget Hearing on September 20, 2022.

New Business

Teddy Meyer, Recreation Facilities Manager introduced Sheldon York from the Police Athletic League (PAL). A youth athletic organization that partners with St. Johns County; who provided an overview of the organization that reaches over 3,000 youth and the future 40 acre athletic facility with baseball and multipurpose fields to be built on Alan Nease Road in Elkton. He mentioned that PAL was partnering with Flagler College to provide a track at the new facility.

Meyer gave an overview of each of the FY 23 TDT CAT III Sports Event Grant Applicants before they presented. Grant awards are contingent upon approval of the FY 2023 budget. Chair reminded the grant applicants that they would each have 5 minutes to present and that questions from the RAB would follow.

Brian Huether and Willie Savoie of Game On Triathlon provided a presentation that included the history of the organization. They requested \$10,000 for the Game On Triathlon scheduled for October 9, 2022 at Micklers Landing. Huether and Savoie fielded questions from the RAB. Chapin made a motion to fund a the \$10,000; opened discussion motion did not pass. The footprint of the event and the small impact on the local economy was discussed. Long motioned to award \$5,000 to the event with a second by McEachean. Approved 5/0 contingent upon FY23 budget approval.

Meyer reviewed the American Junior Golf Association (AJGA) grant request for \$7,500 for the October 7 – 10, 2022, Billy Horschel Junior Championship event being held at the Palencia Club Golf Course. He explained that this was an annual event and that this year features 78 boys & girls aged 12-19 from all over the country and overseas. Discussion relating to the event followed. Long motioned to grant AJGA \$7,500 for the event and Bowen seconded the motion. Approved 5/0 contingent upon FY23 budget approval.

Angel Natal of Perfect Game Tournaments provided details about the October 21-23, 2022 & November 4-6, 2022 tournaments. He reviewed previous tournaments and expressed the organization's appreciation of being able to hold tournaments in St. Johns County. Perfect Game requested \$7,500 for each tournament and explained that the grant money would be applied to the county field and maintenance fees charged. The value of the tournaments, impact on tourism, hotel stays, and attendance was discussed.

- Motion by Long to grant \$7,500 to the October Perfect Game Tournament grant request, seconded by McEachean. Approved 5/0 contingent upon FY23 budget approval.
- Motion by Long to grant \$7,500 to the November Perfect Game Tournament grant request, seconded by Bowen. Approved 5/0 contingent upon FY23 budget approval.

Mark Berman representing PXG Women's Match Play Championship provided information about the organization. He shared a video advertisement for social media, and a presentation for the November 1-6, 2022 tournament. Discussion relating to the tournament ensued. The Chair stated that the RAB had not had enough time to review the request and that the grant request would be placed on the October 12, 2022 RAB agenda. The RAB requested that Mr. Berman provide additional financial and economic impact data at the next meeting. If a grant is awarded, the RAB recommendation will be added to the Tourist Development Council on October 17, 2022 for final approval.

Tony Cutright representing the Florida Georgia Pickleball Classic at Treaty Park on October 26-31, 2022 gave a presentation and provided background and details about the organization. He explained the sport, its steady growth and continued interest in pickleball for all age groups. The RAB discussed the sport, the tournament and its impact on the tourism industry. Motion by Chapin to allocate \$8,000 to the October tournament, seconded by Long. Approved 5/0 contingent upon FY23 budget approval.

Felipe Muñoz, representing PRIME Soccer Club provided information about the Prime Soccer Cup tournament scheduled for October 8-9, 2022. He expressed gratitude for being added as a youth sports partner with St. Johns County Parks and Recreation. He explained how quickly the club was growing and the need for field space. Discussion relating to the economic impact to St. Johns County was had by all. The Chair expressed concern over the hotel stays being in Duval County. RAB discussed the need for hotels in the NW part of the county. Commissioner Waldron mentioned the importance of organizations providing a positive economic impact for St. Johns County. Opportunities and options relating to the hotel stays and possible solutions were discussed. It was advised that Muñoz work with Meyer to obtain local hotel discounts for the tournament goers. The Chair stated that he was not opposed to supporting a partner group and that this was an opportunity to help them grow. Motion by Long to allocate \$7,500 to

the Prime Soccer Club tournament in October, seconded by MeEacheon. Approved 5/0 contingent upon FY23 budget approval.

Old Business

Meyer provided an update on TDC CAT III Sports Event Grant Application Portal Options. He stated that staff is waiting for budget approval 10/1 to connect with the Culture Council to connect on their new portal project called FOUNDANT.

Staff Reports

Director Ryan Kane:

- Reviewed the results of the public input from the Cornerstone Park Public Meeting.
- Provided an update on the Shore Drive Trail and mentioned that there would be a meeting with the residents in October.
- Explained that the Treaty Park improvements were still under discussion and that the residents suggestions were being considered.
- Announced that the golf course was slated for opening in Mid November and that the club house was waiting for doors to ship and be installed so that the Certificate of Occupancy can be obtained.
- Invited the RAB to the ribbon-cutting at Flagler Estates Community Center on Friday, September 16, 2022 at 9 a.m.

Board Member Reports

Brad Long, Vice Chair gave an update of the Park Foundation and stated that they would soon be actively seeking an Executive Director.

Meeting was adjourned at 3:35 p.m.

TDC Regular Meeting – October 17, 2022

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

Florida Prime Sports Foundation, Inc.

Funding request from Florida Prime Sports Foundation, Inc. for the Prime Soccer Cup tournament, scheduled for October 7 – 9, 2022. The event will utilize county parks and fields throughout northwest St. Johns County. Over 160 teams throughout Florida and southeast Georgia participate in the tournament.

The application was reviewed by the Recreation Advisory Board at their September 14th meeting and recommended for funding in the amount of \$7,500. Funding has been allocated in the FY23 Sports Marketing Budget. The request is being presented post-event, due to no September TDC meeting.



FL Prime

SPORTS EVENTS FUNDING

Category III Recreation and Leisure Sport Marketing Grant Application

St. Johns County Parks & Recreation Department

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3. Length of Event. Priority consideration given to those with more days or overnight stays within St. Johns County.
4. Potential for Future Events. Priority consideration given to event organizers with similar or related events that could be held in the county.
5. Sports Segments. Priority consideration given to activities that diversity the events held in the county.
6. Event Visibility. Priority consideration given to high profile events such as national, state, and regional Championships.

Eligible events consist of games, exhibitions, tournaments, and other sport-related events planned, presented, promoted, and played at planned intervals in St. Johns County.

The grant program objective is to attract high quality amateur and professional sporting events which, in turn, advance & promote tourism & enhance the quality of life in St. Johns County through sports.

Grants are awarded for reimbursement of approved expenses for qualified athletic events to event organizers with proven ability to present & promote quality sports opportunities in cooperation with the tourism industry. Reimbursement is made after completion of the event and submission of a final event report, which includes verification of actual room nights by local hotels. Grantees **may not** submit duplicate receipts to another government agency for reimbursement.

Grant applications must be completed & submitted with all required documentation for review 120 days prior to the event.

St. Johns County Sports Event Funding Grant Application

Date	10/7/22-10/9/22
Event Name	Prime Soccer Cup
Sport	Soccer
Legal Name of Host Organization	Florida Prime Sports Foundation Inc.
Organization/Event Website	floridaprimesoccercup.net

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

Primary Contact Name	Felipe Munoz	Cell Phone Number	904-887-6856
Email Address	Felipe@floridaprime.net		
Total Event Budget Amount	\$78,000	Grant Amount Requested	\$15,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

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

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

Permit has granted for the following:

- Rivertown Fields II
- Mills Field
- Plantation
- Durbin
- Aberdeen

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

Bartram Trail High School, Benjamin Windle, 904-547-8338

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) 1305 X (B) 2 days X (C) \$160.45 = \$ \$418,774.50

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

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) _____ X (B) _____ X (C) _____ = \$ _____

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

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

\$EXPENSE	PURPOSE
\$25,000	Officials
\$2,000	Food
\$3,000	Maintenance
\$5,000	Field Rental
\$2,500	Bathrooms
\$2,500	Police Officers
\$2,000	Tents
\$1,000	Parking Attendants
\$4,000	Athletic Trainers
\$5,000	Staff

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		
Housing		
Food		\$2,000
Sanction Fee		\$1,000
Site Fees		\$5,000
Rights/Guarantees Fees		
Officials		\$25,000
Awards*		\$6,600
Equipment		\$10,000
Rentals		\$5,000
Insurance		\$1,000
Security		\$2,500
Labor		\$6,000
Marketing/Promotions		\$14,000
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
SUBTOTALS:	\$ 0	\$ 0
	TOTAL EXPENSE	\$ 77,100

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		\$105,000
Contributions		0
Grants (Including TDC Funding here)		\$15,000
Sponsorships		\$8,000
Sales (Merchandise/Concessions+)		\$3,000
Room rebates		\$15,000
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0	\$ 0
TOTAL INCOME		\$ 146,000

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: gm

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

Staff (initial) received: gm

3. A comprehensive Sponsorship Packet

Staff (initial) received: gm

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: gm

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

Staff (initial) received: gm

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

Staff (initial) received: gm

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

Staff (initial) received: gm

Applicant agrees that the information provided is accurate.

Applicant signature: *Felipe Munoz*

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

Initial gm

Comments:

SECTION 2

A. EVENT DETAIL

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

Prime Soccer Cup is a soccer tournament hosted in St. Johns County by Florida Prime Sports. The purpose of the event is to provide high-level competition within our county allowing our families to stay home while bringing in outside of the area groups to the county in order to generate economical impact in our county. Events like this help fund our year around events for the foundation. The funds collected give back to the programs we offer to Youth in St. Johns County such as Prime W, Dudes of Prime, Field of Dreams, Pink Network, Buddy Walk, and other community events throughout the year.

SPORT/ACTIVITY

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

Rivertown Fields II, Durbin, Plantation, Aberdeen, and Mills Fields

PARTICIPATION

Number of Teams	160	Number of Individual Competitors	2400
Number of Coaches/Trainers	100	Number of Spectators	6000

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

Prime St Johns, FL - JFC Jacksonville Beach, FL - Clay Fleming Island, FL
Coastal Kicks Jacksonville, FL - Ancient City St Augustine - Garra Jacksonville, FL
CH4 Kingsland, GA - Inter united Palm Coast, FL - GSA Gainesville, FL

FL Premier Tampa, FL - Orlando City Lake Nona Orlando, FL - ASG Tallahassee, FL
Albion Miami, FL - Amelia Island Amelia Island, FL - Juventus Miami, FL

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

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

J. Meyer

Date 09-07-22

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent



ST. JOHNS COUNTY TOURISM DEVELOPMENT COUNCIL

T D C



ST. AUGUSTINE
PONTE VEDRA

Florida's Historic Coast

ST. JOHNS COUNTY RECREATION & LEISURE SPORT MARKETING GRANT APPLICATION

#THEFUTUREISPRIME

THE CONNECTION TO YOUTH SPORTS IN NORTHEAST FLORIDA.

WHO WE ARE

The Florida Prime Sports Foundation exists to broaden opportunities and create resources for athletes, families, local businesses and members of our community.



We are a full service sports organization in Northeast Florida, and proud **Preferred Partners of St. Johns County.**





The Florida Prime Sports mission is to broaden opportunities and connect athletes with the best coaches and create comprehensive programs that allow each player to meet his or her potential without leaving the area in search of new programs



The Prime Sports Camps mission is to provide sports camps, clinics and programs for various ages, sports and athletic levels, featuring the highest achieving and professional coaching staff across their respective sports.



The Pink Network enables Florida Prime Sports families to make impactful connections and share their small businesses and community involvement. We host various engaging events that simultaneously support members of our club and community.



The PrimeW mission is to inspire, educate and equip girls and women with the tools to grow and thrive in sports and life. PrimeW uses sports as a vessel to create a unified network for female athletes of all ages.



The Dudes of Prime mission is to lead youth male athletes to give back to the community while learning and growing as individuals and brothers in sport.

1



PRIME SOCCER CUP EVENT MARKETING PLAN

The weekly and daily Event Marketing Plan for all marketing efforts pertaining to the Prime Soccer Cup is outlined below. This includes a comprehensive Advertising and Media Plan, which can also be found on the following page.

WEEK OF Septmeber 12 - WEEK OF October 3

Social media: Weekly update of "Confirmed Clubs"

Email: Weekly update of "Confirmed Clubs"

Web: Local hotel & lodging partners listed with clickable links

Web: Partners listed on tournament landing page

Outreach: Invitations sent to non-local clubs

Outreach: Partnership opportunities presented to local organizations

October 7 - TOURNAMENT DAY 1

Social media: Good luck to all teams attending

Social media: Thank you partners!

Social media: Video streams of highlights from Day 1

Email: Digital tournament program sent to attending individuals, encouraging traffic to local businesses

Print: Parking tickets with partner logos & coupons

October 8 - TOURNAMENT DAY 2

Social media: Tournament content & updates

Social media: Video streams of highlights from Day 2

Email: Weekly update of "Confirmed Clubs"

Print: Parking tickets with partner logos & coupons

October 9 - TOURNAMENT DAY 3

Social media: Tournament content & updates

Social media: Video streams of highlights from Day 3

Email: Weekly update of "Confirmed Clubs"

Print: Parking tickets with partner logos & coupons

October 10 - POST-TOURNAMENT DAY 1

Social media: Thank you teams!

Social media: Thank you partners!

Social media: Prime team successful results update

Social media: Video streams of highlights from the tournament

*All media content (digital, print, video) include the St. Johns County and the Tourist Development Council logos.



2



PRIME SOCCER CUP ADVERTISING & MEDIA PLAN

***All media content (digital, print, video) include the St. Johns County and the Tourist Development Council logos.**

MEDIA TIMELINE OUTLINE

Social media: Weekly updates, video streams of tournament highlights

Email: Weekly update of "Confirmed Clubs," partnership updates, post-tournament thank you newsletter

Web: Local hotel & lodging partners listed with clickable links, Partners listed on tournament landing page

Outreach: Invitations sent to non-local clubs, Partnership opportunities presented to local organizations

FRONT



BACK



KASSANDRA ORLOFF
DIRECTOR OF SPORT OPERATIONS
FLORIDA PRIME SPORTS

✉ kassandra@floridaprime.net

☎ 513.405.4427

🌐 www.floridaprime.net



PROUD
PARTNERS
OF:



Logo placement on all staff signatures; 16.5K+ Email Contacts & growing!

3



PRIME SOCCER CUP SPONSORSHIP PACKET

We will host around 150 teams from the surrounding area during our local tournament October 7-9, 2022. We have the resources to assist local organizations with generating increased business awareness and revenue in the St. Johns & Jacksonville community, and we can team up to do so while creating opportunities for our youth to have access to sports.

~~Tournament Naming Rights~~



\$5000

Logo on Tournament T-Shirts (Back)

\$2000

Special Edition tournament t-shirts will be available for purchase to over 2000 athletes and their families.

Logo on Tournament T-Shirts (Sleeve)

\$1500

Special Edition tournament t-shirts will be available for purchase to over 2000 athletes and their families.

Award Ceremony Banner

\$1000

Logo placement on the banner display for the award ceremony and photo opportunities.

Field Naming Rights & Social Media Exposure

\$500

Naming rights to one (1) soccer field, which includes branded field signs and exposure on social media (@flprimesports)



Referee Tent

\$500

Logo placement on the referee tent

Social Media Exposure



\$250

One (1) promotional Instagram and Facebook post and one (1) story on the @flprimesports page during the tournament weekend.

Tournament Program Ad/Coupon (Digital)



\$250

Ad/Coupon placement in the digital tournament program that is sent to all teams and families.



*All partnerships include the opportunity to put marketing materials, coupons, etc. in our swag bags.





PRIME SOCCER CUP EVENT ATTENDANCE MONITORING PLAN



	LOCATION	# OF TEAMS	Average families
Prime	St Johns, FL	19	285
JFC	Jacksonville Beach, FL	20	300
Clay	Fleming Island, FL	20	300
Coastal Kicks	Jacksonville, FL	8	120
Ancient City	St Augustine, FL	12	180
Garra	Jacksonville, FL	3	45
CH4	Kingsland, GA	2	30
Inter united	Palm Coast, FL	3	45
GSA	Gainesville, FL	12	180
FL Premier	Tampa, FL	20	300
Orlando City Lake Nona	Orlando, FL	14	210
ASG	Tallahasse, FL	5	75
Albion	Miami, FL	5	75
Amelia Island	Amelia Island, FL	6	90
Juventus	Miami, FL	5	75
Tentative Clubs	Florida	10	150
		Total Teams	Total Families
		164	2460

5



2021 PRIME SOCCER CUP EVENT HISTORY

Club Name	Teams Registered
Amelia Island YSO	4
Ancient City SC	3
Brevard SA	2
Clay County SC United Soccer Alliance	10
First Coast Futsal Academy	1
Florida Prime Sports	14
Gainesville Soccer Alliance	9
Jacksonville Football Club	14
Nona Soccer Academy	13
Orlando City Youth Soccer	1

2021 Florida Prime Soccer Cup	8-Oct	Room nights
Aloft		7
Courtyard Flagler Center		43
Embassy Suites Baymeadows		27
Fairfield Inn JTB		14
Four Points		5
Hampton Inn JTB		18
Hampton Inn Deerwood		2
Holiday Inn Express Bartram Park		21
Tru Town Center		11
		148

Have an exceptional day,

Patti

PATRICIA A O'BRIEN
 Managing Director
 Avanti Travel Group
 division of Avanti Travel Advisors, Inc
 800.560.9946
 904.859.0507 cell
 613.834.5639 fax

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PRIME SOCCER CUP

LIST OF OTHER EVENTS



The PrimeW mission is to inspire, educate and equip girls and women with the tools to grow and thrive in sports and life. PrimeW uses sports as a vessel to create a unified network for female athletes of all ages. We have facilitated three events in St. Johns County and Jacksonville, with over 300 participants engaged.



The Dudes of Prime mission is to lead youth male athletes to give back to the community while learning and growing as individuals and brothers in sport. We have facilitated three events with over 200 participants engaged.





PRIME SOCCER CUP

LIST OF OTHER EVENTS



EVENT NAME

LOCATION

DATES

Cornhole Tournament Benefiting Field of Dreams
Raised over \$7500 to purchase picnic tables for the park.

St. Johns, FL

7/2021



Best Buddies Friendship Walk
Tent & Support at the Best Buddies Annual Friendship Walk.

Jacksonville, FL

6/2022



The Pink Network
Networking for the Prime community.

St Johns, FL

6/2022



Field of Dreams Opening Day
Assisted and provided volunteers

St. Johns, FL

5/2022

Soccer Signing Day
Special celebration to recognize our athletes.

St. Johns, FL

5/2022



Baseball Signing Day
Special celebration to recognize our athletes.

St. Johns, FL

5/2022



Florida Prime Baseball Invitational
Hosted baseball tournament

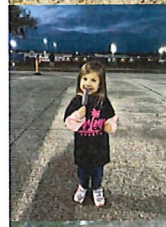
St. Johns, FL

5/2022

Family Movie Nights
Family events for Prime families.

St. Johns, FL

10/2021



Recreational Soccer Festival
Celebrated our soccer teams with games and fun activities.

St. Johns, FL

10/2021



SuperGirl Pro
Facilitated beach soccer tournament during the world's largest female professional surf competition.

Jacksonville, FL

11/2021

7



PRIME SOCCER CUP

PROOF OF INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
9/8/2022

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

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

PRODUCER Blackadar Insurance Agency, Inc. 1436 N Ronald Reagan Blvd Longwood FL 32750		CONTACT NAME: Diana Francis PHONE (AG, Ho, Ext): 407-831-3832 FAX (AG, Ho): 407-830-4681 E-MAIL ADDRESS: Diana@blackadar.com	
		INSURER(S) AFFORDING COVERAGE INSURER A : PHILADELPHIA IND INS CO	NAIC # 18058
INSURED Prime Sports Management LLC 5712 Crosswinds Circle Saint Augustine FL 32092		PRIMSPO-01 INSURER B : INSURER C : INSURER D : INSURER E : INSURER F :	

COVERAGES **CERTIFICATE NUMBER:** 1799153952 **REVISION NUMBER:**

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

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WYD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		PHPK2457211	8/31/2022	8/31/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea. occurrence) \$ 100,000 MED EXP (Any one person) \$ 0 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 3,000,000 PRODUCTS - COMP/OP AGG \$ 3,000,000 \$
A	<input type="checkbox"/> AUTOMOBILE LIABILITY ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY		PHPK2457211	8/31/2022	8/31/2023	COMBINED SINGLE LIMIT (Ea. accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A			<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	Participant Accident PI		PHPA115914	8/31/2022	8/31/2023	Maximum Benefit 25,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

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

Parks & Recreation Department

RECREATION ADVISORY BOARD September 14, 2022 Meeting Minutes

The meeting was called to order at 1:30 p.m. by Casey Van Rysdam, Chair.

Attendees

Recreation Advisory Board (RAB) Members present: Casey Van Rysdam, Chair; Brad Long, Vice Chair; Bill Bowen; Deb Chapin; Marty McEachean

Absent: Harold Dockins; Lauren Watkins

Also present: Commission Paul Waldron; Assistant County Administrator Sarah Taylor; Ryan Kane, Director; Jamie Bacarri, Assistant Director; Teddy Meyer, Recreation Facilities Manager; Diane Gorski, Project Specialist

Long moved to approve the August meeting minutes, seconded by Chapin. Approved 5/0.

There were no Public Comments

Reports

Casey Van Rysdam, Chair mentioned that he and staff had spent time working on the 3-5 year strategic plan and would continued to do so. He brought up the Bert Watson Memorial plaque and stated that he and Jamie Baccari had come up with some language for the sign that included the dates he served on the Recreation Advisory Board and Northwest Communications Tower Citizens Advisory Board. Baccari read the language aloud. She said that it had been provided to the Creeks Athletic Association Board and that they were going to add the dates Watson served on the Creeks Athletic Association Board and that the sign would include a etching of Watson's face and be hung on the Concession Stand at Mills Field. Chair requested that a member from the Growth Management Division provide a presentation explaining the policies and procedures of the Land Development Code. He said that the RAB needs to understand how developers can add 1,000s of homes to an existing development without having to add recreation space. He declared that the ~~the~~ housing boom was adversely affecting citizens access to parks and recreation spaces. Kane stated that he would contact Growth Management and arrange this presentation at a later RAB meeting.

Commissioner Paul Waldron reminded everyone of the final Budget Hearing on September 20, 2022.

New Business

Teddy Meyer, Recreation Facilities Manager introduced Sheldon York from the Police Athletic League (PAL). A youth athletic organization that partners with St. Johns County; who provided an overview of the organization that reaches over 3,000 youth and the future 40 acre athletic facility with baseball and multipurpose fields to be built on Alan Nease Road in Elkton. He mentioned that PAL was partnering with Flagler College to provide a track at the new facility.

Meyer gave an overview of each of the FY 23 TDT CAT III Sports Event Grant Applicants before they presented. Grant awards are contingent upon approval of the FY 2023 budget. Chair reminded the grant applicants that they would each have 5 minutes to present and that questions from the RAB would follow.

Brian Huether and Willie Savoie of Game On Triathlon provided a presentation that included the history of the organization. They requested \$10,000 for the Game On Triathlon scheduled for October 9, 2022 at Micklers Landing. Huether and Savoie fielded questions from the RAB. Chapin made a motion to fund a the \$10,000; opened discussion motion did not pass. The footprint of the event and the small impact on the local economy was discussed. Long motioned to award \$5,000 to the event with a second by McEachean. Approved 5/0 contingent upon FY23 budget approval.

Meyer reviewed the American Junior Golf Association (AJGA) grant request for \$7,500 for the October 7 – 10, 2022, Billy Horschel Junior Championship event being held at the Palencia Club Golf Course. He explained that this was an annual event and that this year features 78 boys & girls aged 12-19 from all over the country and overseas. Discussion relating to the event followed. Long motioned to grant AJGA \$7,500 for the event and Bowen seconded the motion. Approved 5/0 contingent upon FY23 budget approval.

Angel Natal of Perfect Game Tournaments provided details about the October 21-23, 2022 & November 4-6, 2022 tournaments. He reviewed previous tournaments and expressed the organization's appreciation of being able to hold tournaments in St. Johns County. Perfect Game requested \$7,500 for each tournament and explained that the grant money would be applied to the county field and maintenance fees charged. The value of the tournaments, impact on tourism, hotel stays, and attendance was discussed.

- Motion by Long to grant \$7,500 to the October Perfect Game Tournament grant request, seconded by McEachean. Approved 5/0 contingent upon FY23 budget approval.
- Motion by Long to grant \$7,500 to the November Perfect Game Tournament grant request, seconded by Bowen. Approved 5/0 contingent upon FY23 budget approval.

Mark Berman representing PXG Women's Match Play Championship provided information about the organization. He shared a video advertisement for social media, and a presentation for the November 1-6, 2022 tournament. Discussion relating to the tournament ensued. The Chair stated that the RAB had not had enough time to review the request and that the grant request would be placed on the October 12, 2022 RAB agenda. The RAB requested that Mr. Berman provide additional financial and economic impact data at the next meeting. If a grant is awarded, the RAB recommendation will be added to the Tourist Development Council on October 17, 2022 for final approval.

Tony Cutright representing the Florida Georgia Pickleball Classic at Treaty Park on October 26-31, 2022 gave a presentation and provided background and details about the organization. He explained the sport, its steady growth and continued interest in pickleball for all age groups. The RAB discussed the sport, the tournament and its impact on the tourism industry. Motion by Chapin to allocate \$8,000 to the October tournament, seconded by Long. Approved 5/0 contingent upon FY23 budget approval.

Felipe Muñoz, representing PRIME Soccer Club provided information about the Prime Soccer Cup tournament scheduled for October 8-9, 2022. He expressed gratitude for being added as a youth sports partner with St. Johns County Parks and Recreation. He explained how quickly the club was growing and the need for field space. Discussion relating to the economic impact to St. Johns County was had by all. The Chair expressed concern over the hotel stays being in Duval County. RAB discussed the need for hotels in the NW part of the county. Commissioner Waldron mentioned the importance of organizations providing a positive economic impact for St. Johns County. Opportunities and options relating to the hotel stays and possible solutions were discussed. It was advised that Muñoz work with Meyer to obtain local hotel discounts for the tournament goers. The Chair stated that he was not opposed to supporting a partner group and that this was an opportunity to help them grow. Motion by Long to allocate \$7,500 to

the Prime Soccer Club tournament in October, seconded by MeEacheon. Approved 5/0 contingent upon FY23 budget approval.

Old Business

Meyer provided an update on TDC CAT III Sports Event Grant Application Portal Options. He stated that staff is waiting for budget approval 10/1 to connect with the Culture Council to connect on their new portal project called FOUNDANT.

Staff Reports

Director Ryan Kane:

- Reviewed the results of the public input from the Cornerstone Park Public Meeting.
- Provided an update on the Shore Drive Trail and mentioned that there would be a meeting with the residents in October.
- Explained that the Treaty Park improvements were still under discussion and that the residents suggestions were being considered.
- Announced that the golf course was slated for opening in Mid November and that the club house was waiting for doors to ship and be installed so that the Certificate of Occupancy can be obtained.
- Invited the RAB to the ribbon-cutting at Flagler Estates Community Center on Friday, September 16, 2022 at 9 a.m.

Board Member Reports

Brad Long, Vice Chair gave an update of the Park Foundation and stated that they would soon be actively seeking an Executive Director.

Meeting was adjourned at 3:35 p.m.

TDC Regular Meeting – October 17, 2022

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

Game on Race Events

Funding request from Game on Race Events for the Ponte Vedra Beach Triathlon, scheduled for October 9, 2022. The event will take place in Ponte Vedra at Mickler's Landing. The event is expected to attract over 400 participants, including local athletes, as well as athletes from throughout Florida and over ten (10) other states.

The application was reviewed by the Recreation Advisory Board at their September 14th meeting and recommended for funding in the amount of \$5,000. Funding has been allocated in the FY23 Sports Marketing Budget. The request is being presented post-event, due to no September TDC meeting.

St. Johns County Sports Event Funding Grant Application

Date	Sunday, October 9, 2022
Event Name	Ponte Vedra Beach Triathlon
Sport	Triathlon
Legal Name of Host Organization	W B Events, LLC d/b/a/ Game On Race Events
Organization/Event Website	www.GameOnRaceEvents.com

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

Primary Contact Name	Brian Huether	Cell Phone Number	954.647.1383
Email Address	Brian@GameOnRaceEvents.com		
Total Event Budget Amount	\$53,000	Grant Amount Requested	\$10,000

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

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

N/A

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

Mickler's Landing
 County Road 203
 Ponte Vedra Beach, FL 32082

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

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) 175 X (B) 1 X (C) 160.00 = \$ 28,000

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) 15 X (B) 2 X (C) 160.00 = \$ 4,800

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) 82 X (B) 1 X (C) 160.00 = \$ 13,120

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

Hilton Garden Inn Sawgrass - 45 Tournament Players Club Blvd, Ponte Vedra Beach, FL 32082 (904) 280-1661, Bob Arndt (General Manager)

Sawgrass Marriott Golf Resort & Spa - 1000 Tournament Players Club Blvd, Ponte Vedra Beach, FL 32082 (904) 285-7777, Todd Hickey (General Manager)

Hampton Inn Ponte Vedra Beach - 1220 Marsh Landing Pkwy, Jacksonville Beach, FL 32250 (904) 280-9101

The Lodge & Club - 607 Ponte Vedra Blvd, Ponte Vedra Beach, FL 32082 (904) 273-9500

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

\$EXPENSE	PURPOSE
1,500	St. John's County Sheriff's Office
1,800	Saint Augustine Lifesaving Association
1,200	Century Ambulance
4,500	Hilton Garden Inn / Hampton Inn (staff rooms)
1,100	ACME Barricades
750	Floaters Portable Sanitation
450	Sun Belt Rentals
318	St. Johns County Beach Services
1,500	St. John's County local restaurants (staff food)
1,000	St. John's County local charity donation

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		40,000.00
Contributions		0.00
Grants (Including TDC Funding here)		10,000.00
Sponsorships		3,500.00
Sales (Merchandise/Concessions+)		0.00
Room rebates		0.00
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 53,500.00
	TOTAL INCOME	\$ 53,500.00

SECTION 2

A. EVENT DETAIL

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

The Ponte Vedra Beach Triathlon will include an Olympic Triathlon (.9 mile swim, 24.8 mile bike, 6.2 mile run) and a Sprint Triathlon (.25 mile swim, 12 mile bike, 3.1 mile run). The event will take place at Mickler's Landing on Sunday morning, October 9, 2022 and is expected to attract over 400 triathletes. The event will attract both local triathletes and out of town triathletes from several different states. The athletes will stay in the hotels, eat at the restaurants and shop at the various businesses. On average, the Ponte Vedra Beach triathlon attracts athletes from over 15 states. Previous triathlons in St. John's County, produced by Game On Race Events, has benefited BFAS (Beaches Fine Arts Series), and Main Street at Vilano Beach.

SPORT/ACTIVITY

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

Mickler's Landing
County Road 203
Ponte Vedra Beach, FL 32082

PARTICIPATION

Number of Teams		Number of Individual Competitors	400
Number of Coaches/Trainers		Number of Spectators	200

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

Participants will include local athletes, as well as athletes from throughout Florida and outside of Florida. Current registrations include athletes from: Georgia, North Carolina, Illinois Virginia, Alabama, California, Louisiana, New Jersey, New Mexico, New York, South Carolina and Florida.

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: GM

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

Staff (initial) received: GM

3. A comprehensive Sponsorship Packet

Staff (initial) received: GM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: GM

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

Staff (initial) received: GM

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

Staff (initial) received: GM

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

Staff (initial) received: GM

Applicant agrees that the information provided is accurate.

Applicant signature: B. H. [Signature] - Game On!
Race Events

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

Initial GM

Comments:

Ponte Vedra Beach Marketing Plan

OVERVIEW

Date: Sunday, October 9, 2022

Time: 7:15am

Location: Ponte Vedra Beach, Florida

Venue: Mickler's Landing – County Road 203, Ponte Vedra Beach, FL 32082

After successful triathlon events in 2019, 2020, and 2021 at Mickler's Landing in Ponte Vedra Beach, Game On Race Events was forced to switch venues for our triathlon this past May 15th, due to the dune restoration project taking place at Mickler's Landing. Vilano Beach Oceanfront Park proved to be a nice venue. Many out of town athletes had never been to Vilano Beach and it's quaint neighborhoods. After a successful and safe race, we received numerous requests from athletes to return to Vilano Beach in the near future. Perhaps have a spring triathlon in Ponte Vedra Beach and a fall triathlon in Vilano Beach?! Hmmm. Regardless, we are thrilled to be back at Mickler's Landing, one of our favorite venues on the triathlon calendar, and are looking forward to a great event!!

OBJECTIVES

The Ponte Vedra Beach Triathlon was created to accomplish the following objectives:

1. Establish an annual signature triathlon event in Ponte Vedra Beach, Florida.
2. Provide an event for local and out of town athletes to compete in a safe, well-organized setting.
3. Showcase the Ponte Vedra Beach Triathlon as a destination event, where athletes bring the entire family for the weekend of fun. Make it a "race-cation"!
4. Promote a healthy, active lifestyle for all ages, genders, shapes and sizes.
5. Apply for the USA Triathlon "State Championship" designation in 2023.

TARGET AUDIENCE

The Ponte Vedra Beach Triathlon target audience is pretty simple, triathletes and those who want to become triathletes. We will focus our marketing efforts on triathletes who have competed in the past, both locally and throughout the state of Florida. In addition, we will market this event to the triathletes up and down the east coast, from Florida to Maine. While the Ponte Vedra Beach Triathlon will include seasoned athletes with \$10,000-\$15,000 bikes, we also want to be inclusive of the first-time athlete who lost 50 pounds and is now ready to compete in a triathlon or that beginner athlete who beat cancer and is ready for his/her next challenge!

DEMOGRAPHICS

The triathlete demographic is an interesting one. According to the most recent survey by USA Triathlon, our sanctioning body, over 80% of survey participants have a 4-year college degree or higher. Nearly one-third also have a master's degree. Just over 5% of respondents have their doctorate. Half of survey respondents said their household income is over \$100,000 a year. Nearly 14% of participants work in the medical field, with business and finance being the second most popular profession at 10%. Less than 1% are unemployed. Over two-thirds of survey participants are married with 40% having more than one minor in their household.

ACTION PLAN

Website:

The Ponte Vedra Beach Triathlon website will be the main registration platform to sign up.

All marketing materials will direct the target audience to the event website.

The event website is currently live and functional accepting registrations.

Social Media:

Facebook will be the main social networking tool.

Targeted advertisements will be placed on Facebook to those who are interested in triathlon, swim, bike, run, running, cycling, active lifestyle, etc.

A Facebook event will be created and shared to our followers.

All team members will invite their friends to like and follow the Ponte Vedra Beach Triathlon.

Database:

Specific e-mails will be sent to our list of over 30,000 athletes featuring the Ponte Vedra Beach Triathlon and the reasons why this is a "can't miss" event.

Clubs:

Local triathlon and running clubs will be given a discount code to share with their club members.

Local triathlon clubs will be encouraged to attend the event and support team members participating.

Local Stores & Businesses:

Post cards will be placed at local bike shops, gyms and fitness businesses to promote the upcoming event.

SWOT ANALYSIS

Strengths – 1) Game On Race Events has a reputation for producing safe, well-organized events. 2) Game on Race Events produces events statewide, from Key Largo to Jacksonville. 3) Game On Race Events has a loyal following that travels to each one of our events throughout the state of Florida.

Weaknesses – 1) Very expensive to travel and produce an event over 5 hours away from your home office. Hotels rooms for our staff alone will cost over \$4,000 2) Limited local resources for staffing and volunteers.

Opportunities – 1) St. John's County does not have any other triathlons being produced. 2) Local athletes are begging for more local triathlon events. They are tired of having to travel out of town to participate. 3) The Ponte Vedra Beach Triathlon is growing in popularity each year.

Threats – 1) Costs for EVERYTHING are rising year after year making it extremely hard to put on a quality event. 2) Supply chain issues are ridiculous. We do not know when or if we will receive our shipments of t-shirts, medals, etc. 3) The weather! Being an outside event, you cannot control the weather. We already had a to cancel a triathlon in June, the first week of Hurricane season, due to the threat of a storm impacting Florida. We rescheduled the event to mid-August.



Game On! Race Events Sponsorship Proposal

October 9, 2022 (Ponte Vedra Beach, FL)

As a \$10,000 platinum sponsor of the Ponte Vedra Beach Triathlon, Game On! Race Events would offer the following benefits to the St. John's County Tourist Development Council:

- Name/Logo on event finisher medal
- Name/Logo on participant bib numbers
- Name/Logo on participant t-shirts
- Name/Logo on sponsor signage at the event
- Name/Logo on post event video
- Electronic and Social Media
 - Facebook and Instagram posts about St. John's County
 - Pre-race Email (sent to all registered participants)
 - Will include TDC advertisement promoting St. John's County as a destination (TDC to provide)
 - St. John's County TDC logo on www.GameOnRaceEvents.com website
 - E-mail to Game On! database announcing partnership (30,000+ athletes)
- Print media
 - Flyers or brochures stuffed in all race packets (TDC to provide)
 - Press release to media outlets announcing partnership with St. John's County TDC
- PA Announcements during event promoting St. John's County TDC
- 10 comp registrations to be used for Ponte Vedra Triathlon event

Game On Race Events

Event Monitoring Plan – October 9, 2022

Game On Race Events uses the RunSignUp registration platform for all our events. The RunSignUp registration platform allow us to gather a variety of information on our participants. In addition to the normal information such as name, address, phone number, e-mail address, age, gender, etc., the platform allows us to ask specific questions to the participants when registering such as:

Are you staying in a hotel?

What hotel are you staying in?

How many rooms?

How many nights?

How many people in your traveling party?

These are REQUIRED questions they must provide an answer. If they do not know yet, they can respond “Don’t know yet”.

Once we have this information, we verify their answers when they pick up their race packet. For example, “Are you staying at the Hilton Garden Inn, using 2 rooms for 2 nights?” or “When registering, you didn’t know if you were staying in a hotel or not, are you staying in a hotel?”.

This information is also helpful to find out where our racers are coming from. For example, if we see a large amount of racers are coming from a specific area, inside or outside Florida, we can allocate additional marketing dollars to that specific region. On the reverse side, if we spent a large amount of money on marketing for a certain area, and there is not a noticeable response, we did not get a good ROI. For the next race, we would shift those marketing dollars to a different area.

Ponte Vedra Beach Triathlon Attendance History

October 13, 2019 – Micklers Landing

213 participants

Athletes from 10 states represented (FL, GA, AL, IL, MD, MN, MS, NC, NJ, TX)

68.08% Male, 31.92% Female

18 & Under	3.29%
Ages 18-29	8.92%
Ages 30-39	26.76%
Ages 40-49	28.17%
Ages 50-64	29.58%
65 & Over	3.29%

October 11, 2020 - Micklers Landing

296 participants

Athletes from 10 states represented (FL, GA, NY, NC, CA, CO, NJ, DC, IL, VA)

65% Male, 35% Female

18 & Under	2.7%
Ages 19-29	13.85%
Ages 30-39	19.59%
Ages 40-49	23.65%
Ages 50-64	35.14%
65 & Over	5.07%

April 11, 2021 – Micklers Landing

366 participants

Athletes from 20 states represented (FL, GA, SC, NC, VA, TN, OH, AL, MO, DC, UT, NY, MD, AZ, IN, IL, ID, IA, CO, VI)

70% Male, 30% Female

18 & Under	3.01%
Ages 19-29	21.04%
Ages 30-39	20.49%
Ages 40-49	22.40%
Ages 50-64	26.78%
65 & Over	6.28%

October 10, 2021 – Micklers Landing

465 participants

Athletes from 15 states represented (FL, GA, SC, NC, TN, IL, NJ, PA, AL, MA, MD, MN, MO, VA, VI)

66% Male, 34% Female

18 & Under	1.72%
Ages 19-29	22.37%
Ages 30-39	24.95%
Ages 40-49	26.02%
Ages 50-64	19.78%
65 & Over	5.16%

May 15, 2022 – Vilano Beach

314 participants

Athletes from 14 states represented (FL, GA, SC, MD, NC, CA, DC, NJ, NY, PA, MN, MA, VA and WA)

65.29% Male, 34.71% Female

18 & Under 1.59%

Ages 19-29 20.7%

Ages 30-39 19.11%

Ages 40-49 24.20%

Ages 50-64 26.11%

65 & Over 8.28%

GAME ON RACE EVENTS 2022 SCHEDULE

- 01/08 SURVIVE FIRST RUN FOR RESPONDERS 5K - COCOA, FL**
- 03/06 MARATHON OF THE TREASURE COAST - STUART, FL**
- 03/20 PALM BEACHES TRIATHLON (SPRINT) - SINGER ISLAND, FL**
- 04/16 RUN SINGER ISLAND HALF AND 10K - SINGER ISLAND, FL**
- 04/23 WOUNDED VETERAN'S RELIEF FUND 5K - JUPITER, FL**
- 05/01 KEY LARGO TRIATHLON (OLY & SPRINT) - KEY LARGO, FL**
- 05/07 MLK 5K AND 10K - RIVIERA BEACH, FL**
- 05/15 ST. AUGUSTINE TRIATHLON (OLY & SPRINT) - VILANO BEACH, FL**
- 05/21 SUNCOAST TRIATHLON (OLY & SPRINT) - TIERRA VERDE, FL**
- 06/25 TURTLEMAN TRIATHLON - JUPITER, FL**
- 07/04 BILL BONE 5K - WEST PALM BEACH**
- 07/10 ESCAPE TO HUTCHINSON ISLAND TRIATHLON (INT & SPRINT) - STUART, FL**
- 08/07 SOUTH FLORIDA TRIATHLON - PEMBROKE PINES, FL**
- 08/14 TREASURE COAST TRIATHLON (OLY & SPRINT) - FORT PIERCE, FL**
- 08/21 KEY LARGO TRIATHLON II (OLY & SPRINT) - KEY LARGO, FL**
- 09/11 PALM BEACHES TRIATHLON - SINGER ISLAND, FL**
- 10/01 MIND YOUR HEALTH 5K - MIAMI, FL**
- 10/09 PONTE VEDRA BEACH TRIATHLON (OLY & SPRINT) - PONTE VEDRA BEACH, FL**
- 10/16 RUN HUTCHINSON ISLAND HALF & 10K - HUTCHINSON ISLAND, FL**
- 10/23 BILL BONE TROPICAL TRIATHLON - LAKE WORTH BEACH, FL**
- 11/06 RIVERFRONT TRIATHLON @ COCOA (INT & SPRINT) - COCOA, FL**
- 11/20 TREASURE COAST HALF & INTERNATIONAL TRIATHLON - FORT PIERCE, FL**
- 12/04 TREASURE COAST TRIATHLON - JETTY PARK - FORT PIERCE, FL**
- 12/11 PALM BEACHES MARATHON - WEST PALM BEACH, FL**



St. Johns County Board of County Commissioners

Parks & Recreation Department

RECREATION ADVISORY BOARD September 14, 2022 Meeting Minutes

The meeting was called to order at 1:30 p.m. by Casey Van Rysdam, Chair.

Attendees

Recreation Advisory Board (RAB) Members present: Casey Van Rysdam, Chair; Brad Long, Vice Chair; Bill Bowen; Deb Chapin; Marty McEachean

Absent: Harold Dockins; Lauren Watkins

Also present: Commission Paul Waldron; Assistant County Administrator Sarah Taylor; Ryan Kane, Director; Jamie Bacarri, Assistant Director; Teddy Meyer, Recreation Facilities Manager; Diane Gorski, Project Specialist

Long moved to approve the August meeting minutes, seconded by Chapin. Approved 5/0.

There were no Public Comments

Reports

Casey Van Rysdam, Chair mentioned that he and staff had spent time working on the 3-5 year strategic plan and would continued to do so. He brought up the Bert Watson Memorial plaque and stated that he and Jamie Baccari had come up with some language for the sign that included the dates he served on the Recreation Advisory Board and Northwest Communications Tower Citizens Advisory Board. Baccari read the language aloud. She said that it had been provided to the Creeks Athletic Association Board and that they were going to add the dates Watson served on the Creeks Athletic Association Board and that the sign would include a etching of Watson's face and be hung on the Concession Stand at Mills Field. Chair requested that a member from the Growth Management Division provide a presentation explaining the policies and procedures of the Land Development Code. He said that the RAB needs to understand how developers can add 1,000s of homes to an existing development without having to add recreation space. He declared that the ~~the~~ housing boom was adversely affecting citizens access to parks and recreation spaces. Kane stated that he would contact Growth Management and arrange this presentation at a later RAB meeting.

Commissioner Paul Waldron reminded everyone of the final Budget Hearing on September 20, 2022.

New Business

Teddy Meyer, Recreation Facilities Manager introduced Sheldon York from the Police Athletic League (PAL). A youth athletic organization that partners with St. Johns County; who provided an overview of the organization that reaches over 3,000 youth and the future 40 acre athletic facility with baseball and multipurpose fields to be built on Alan Nease Road in Elkton. He mentioned that PAL was partnering with Flagler College to provide a track at the new facility.

Meyer gave an overview of each of the FY 23 TDT CAT III Sports Event Grant Applicants before they presented. Grant awards are contingent upon approval of the FY 2023 budget. Chair reminded the grant applicants that they would each have 5 minutes to present and that questions from the RAB would follow.

Brian Huether and Willie Savoie of Game On Triathlon provided a presentation that included the history of the organization. They requested \$10,000 for the Game On Triathlon scheduled for October 9, 2022 at Micklers Landing. Huether and Savoie fielded questions from the RAB. Chapin made a motion to fund a the \$10,000; opened discussion motion did not pass. The footprint of the event and the small impact on the local economy was discussed. Long motioned to award \$5,000 to the event with a second by McEachean. Approved 5/0 contingent upon FY23 budget approval.

Meyer reviewed the American Junior Golf Association (AJGA) grant request for \$7,500 for the October 7 – 10, 2022, Billy Horschel Junior Championship event being held at the Palencia Club Golf Course. He explained that this was an annual event and that this year features 78 boys & girls aged 12-19 from all over the country and overseas. Discussion relating to the event followed. Long motioned to grant AJGA \$7,500 for the event and Bowen seconded the motion. Approved 5/0 contingent upon FY23 budget approval.

Angel Natal of Perfect Game Tournaments provided details about the October 21-23, 2022 & November 4-6, 2022 tournaments. He reviewed previous tournaments and expressed the organization's appreciation of being able to hold tournaments in St. Johns County. Perfect Game requested \$7,500 for each tournament and explained that the grant money would be applied to the county field and maintenance fees charged. The value of the tournaments, impact on tourism, hotel stays, and attendance was discussed.

- Motion by Long to grant \$7,500 to the October Perfect Game Tournament grant request, seconded by McEachean. Approved 5/0 contingent upon FY23 budget approval.
- Motion by Long to grant \$7,500 to the November Perfect Game Tournament grant request, seconded by Bowen. Approved 5/0 contingent upon FY23 budget approval.

Mark Berman representing PXG Women's Match Play Championship provided information about the organization. He shared a video advertisement for social media, and a presentation for the November 1-6, 2022 tournament. Discussion relating to the tournament ensued. The Chair stated that the RAB had not had enough time to review the request and that the grant request would be placed on the October 12, 2022 RAB agenda. The RAB requested that Mr. Berman provide additional financial and economic impact data at the next meeting. If a grant is awarded, the RAB recommendation will be added to the Tourist Development Council on October 17, 2022 for final approval.

Tony Cutright representing the Florida Georgia Pickleball Classic at Treaty Park on October 26-31, 2022 gave a presentation and provided background and details about the organization. He explained the sport, its steady growth and continued interest in pickleball for all age groups. The RAB discussed the sport, the tournament and its impact on the tourism industry. Motion by Chapin to allocate \$8,000 to the October tournament, seconded by Long. Approved 5/0 contingent upon FY23 budget approval.

Felipe Muñoz, representing PRIME Soccer Club provided information about the Prime Soccer Cup tournament scheduled for October 8-9, 2022. He expressed gratitude for being added as a youth sports partner with St. Johns County Parks and Recreation. He explained how quickly the club was growing and the need for field space. Discussion relating to the economic impact to St. Johns County was had by all. The Chair expressed concern over the hotel stays being in Duval County. RAB discussed the need for hotels in the NW part of the county. Commissioner Waldron mentioned the importance of organizations providing a positive economic impact for St. Johns County. Opportunities and options relating to the hotel stays and possible solutions were discussed. It was advised that Muñoz work with Meyer to obtain local hotel discounts for the tournament goers. The Chair stated that he was not opposed to supporting a partner group and that this was an opportunity to help them grow. Motion by Long to allocate \$7,500 to

the Prime Soccer Club tournament in October, seconded by MeEacheon. Approved 5/0 contingent upon FY23 budget approval.

Old Business

Meyer provided an update on TDC CAT III Sports Event Grant Application Portal Options. He stated that staff is waiting for budget approval 10/1 to connect with the Culture Council to connect on their new portal project called FOUNDANT.

Staff Reports

Director Ryan Kane:

- Reviewed the results of the public input from the Cornerstone Park Public Meeting.
- Provided an update on the Shore Drive Trail and mentioned that there would be a meeting with the residents in October.
- Explained that the Treaty Park improvements were still under discussion and that the residents suggestions were being considered.
- Announced that the golf course was slated for opening in Mid November and that the club house was waiting for doors to ship and be installed so that the Certificate of Occupancy can be obtained.
- Invited the RAB to the ribbon-cutting at Flagler Estates Community Center on Friday, September 16, 2022 at 9 a.m.

Board Member Reports

Brad Long, Vice Chair gave an update of the Park Foundation and stated that they would soon be actively seeking an Executive Director.

Meeting was adjourned at 3:35 p.m.

TDC Regular Meeting – October 17, 2022

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

Knights of Columbus

Funding request from Knights of Columbus, for the Florida Georgia Pickleball Classic, scheduled for October 26 – 31, 2022. The event will be held at Treaty Park. The tournament is in its 4th year and features over 450 players from all over the Country, ranging in age from 11 – 90 years and older.

The application was reviewed by the Recreation Advisory Board at their September 14th meeting and recommended for funding in the amount of \$8,000. Funding has been allocated in the FY23 Sports Marketing Budget.



SPORTS EVENTS FUNDING

Category III Recreation and Leisure Sport Marketing Grant Application

St. Johns County Parks & Recreation Department

St. Johns County implemented and imposed a Tourist Development Plan in 1986. The Tourist Development Council (TDC) oversees the proceeds of the tax on behalf of the St. Johns County Board of County Commissioners. Florida Statute 125.0104 is the enabling legislation for the Tourist Development Tax.

The TDC's Category III Sports Funding program is permitted under state statutes as a means of advertising and promoting tourism to St. Johns County. Funding is to be used for presenting high quality amateur or professional athletic events that will attract overnight visitors, and to advertise and promote these activities.

Here is a list of priority considerations used to evaluate sports funding requests:

1. Economic Benefit. Focus on total number of out of county participants & spectators & length of their stay.
2. Dates of the Event(s). Priority consideration given to events held during lower occupancy.
3. Length of Event. Priority consideration given to those with more days or overnight stays within St. Johns County.
4. Potential for Future Events. Priority consideration given to event organizers with similar or related events that could be held in the county.
5. Sports Segments. Priority consideration given to activities that diversity the events held in the county.
6. Event Visibility. Priority consideration given to high profile events such as national, state, and regional Championships.

Eligible events consist of games, exhibitions, tournaments, and other sport-related events planned, presented, promoted, and played at planned intervals in St. Johns County.

The grant program objective is to attract high quality amateur and professional sporting events which, in turn, advance & promote tourism & enhance the quality of life in St. Johns County through sports.

Grants are awarded for reimbursement of approved expenses for qualified athletic events to event organizers with proven ability to present & promote quality sports opportunities in cooperation with the tourism industry. Reimbursement is made after completion of the event and submission of a final event report, which includes verification of actual room nights by local hotels. Grantees **may not** submit duplicate receipts to another government agency for reimbursement.

Grant applications must be completed & submitted with all required documentation for review 120 days prior to the event.

St. Johns County Sports Event Funding Grant Application

Date	07/22/2022
Event Name	Florida Georgia Pickleball Classic
Sport	Pickleball
Legal Name of Host Organization	Knights of Columbus
Organization/Event Website	http://www.nocateeknights.com/

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

Primary Contact Name	Anthony Cutright	Cell Phone Number	904.718.5445
Email Address	anthonycutright@bellsouth.net		
Total Event Budget Amount	\$27,108	Grant Amount Requested	\$15,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

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

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

Treaty Park, all Tennis and Pickleball Courts, Pavillion 2

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

Treaty Park, Contact name Teddy Meyers, 904.209.0382

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		1549
Housing		
Food		2477
Sanction Fee		4990
Site Fees		
Rights/Guarantees Fees		
Officials		
Awards*		
Equipment		1400
Rentals		
Insurance		812
Security		1500
Labor		2500
Marketing/Promotions		8500
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
Pickleball Balls		880
Water, Energy Drinks, Snacks for Players		2500.00
SUBTOTALS:	\$ 0	\$ 0
	TOTAL EXPENSE	\$ 0

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		22,500.00
Contributions		
Grants (Including TDC Funding here)		15,000.00
Sponsorships		
Sales (Merchandise/Concessions+)		
Room rebates		
OTHER INCOME Please itemize below:		
Pickleball Rocks Merchandice that we sell.		300.00
Pickleball Vendors donate raffle gifts that are given away during play for free.		
SUBTOTALS:	\$ 0.00	\$ 37,800.00
	TOTAL INCOME	\$ 37,800.00

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: QJM

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

Staff (initial) received: QJM

3. A comprehensive Sponsorship Packet

Staff (initial) received: QJM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: QJM

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

Staff (initial) received: QJM

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

Staff (initial) received: QJM

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

Staff (initial) received: QJM

Applicant agrees that the information provided is accurate.

Applicant signature:

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

Initial QJM

Comments:

- | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 Included under separate cover.
2. Advertising plan includes 200,000 eyeball that include TDC LOGO at Pickleballtournaments.com. Additionally over 20 local Pickleball Web sites will have same TDC logo and advertisement for Tournament.
3.included under separate cover
4. Included in our automated sign up and pay web site
5. Year 1 350 people, year 2 400 people, year 3 450 people
6. We also run Pickleball Veritas which has had 400 people year 1, 450 people year 2, & 550 people year 3
7. We will provide upon request Insurance liability form including St. Johns County listed upon request. We have provide form for the last 7 times requested.</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

SECTION 2

A. EVENT DETAIL

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

450 players from all over the US play in a Pickleball Tournament called Florida Georgia Pickleball Classic. Teams consist of players of the same ranking and same age group that compete against each other. Ratings start at 2.0 and go to 5.0, ages range from 11 years old to 90 years old and in some cases younger and older. The current world champion female player is 15 years old, she won the title at the age of 14 years old. The Tournament is a 3 day tournament that includes 3 additional days for those who desire to partake in professional training. We bring to St Johns County over 400 nights of hotel/motel useage, players and guests who leverage our tourist attractions, restaurants, and watering holes. The event is sponsored by the Knights of Columbus 16492 and our main contributor to the tournament is Capital Financial Strategies claiming over \$10,000 for each participant they gain as a customer. We also work closely with local merchants Fast Signs, Wallmart, Home Depot to support each of our tournament requirements.

The Knights are dedicated volunteers with charity at the center of everything we do. We have no overhead and take no money for ourselves so that 100% of our fundraising proceeds are given to those who count on us for support. The Knights of Columbus St John Paul II Council fundraising in the past year was more than \$61,000, with in kind donations to help those who need it most in St Johns County. Including the Wheelchair Program, Coats for Kids, Citizens with Disabilities, Special Olympics, Habitat for Humanity, Port in the Storm, Catholic Charities, and so many more. We also bought an ultrasound machine for a local pregnancy center. In addition to that our Knights volunteered more than 3000 hours to help at the two Pickleball Tournaments, and throughout St Johns County communities to help people with special needs.

SPORT/ACTIVITY

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

Treaty Park, All Tennis Courts, All Pickleball Courts, Pavillion.

PARTICIPATION

Number of Teams	600	Number of Individual Competitors	450
Number of Coaches/Trainers		Number of Spectators	175

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

450 Players total players, 200 women teams, 200 men teams, 200 mixed women and men teams from Pickleball Clubs mainly from neighboring states, and the State of Florida. In addition, approximately 75 players come from approximately 13 different states. Examples are, South East States, North East States, Souther States, and some examples of different states include GA, MI, NY, NC, SC, Texas, AL, FL, TN, Also, approximately 75 players come from within Florida driving over 100 miles to play in the Florida Georgia Pickleball Classic. There will be 3 days of professional training from Engage Pickleball that some players will use as a tune up for Tournament.

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

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

T. Meyer

Date 08-30-22

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

EVENT MARKETING PLAN: Florida/Georgia Pickleball Classic

PART 1: PRODUCT DEFINITION

Our product is a pickleball tournament called Florida Georgia Pickleball Classic. This is our fourth tournament in St. Johns County. Each Tournament has increased our number of players. Our last tournament, Pickleball Veritas in the Ancient City held February 2022 had 440 players. We stopped taking registration in December 2021 because we were limiting our players to under 500. For the Florida Georgia Pickleball Classic we have figured out a way to grow to 450 by increasing our first day traffic to equal our 2nd and 3rd day traffic

Following the general strategy guidelines of the St. Johns County – Recreation Advisory Board (RAB) and Tourist Development Council (TDC) and Pickleball Veritas in the Ancient City being our 2nd Tournament we are implementing additional strategies that closely align with TDC Objectives.

Section 1:

- a. We are improving our “Heads In Beds” Revenue Objectives by using a strategy that combines a Pictona, in Holly Hills starting the weekend before our tournament, convincing the players to stay in St. Augustine and play in Pictona, but stay in St. Augustine. In addition, we are providing a 3-day Pickleball Clinic by Top Ten Professionals on tour on October 25-27 to provide tone up player skills of while staying in St. Augustine.
- b. This enables all visitors’ the potential of 13 days and 12 nights to take advantage of access for special priced St. Augustine Tourist Venue increasing ancillary business revenue for fuel, food, beverage, attractions, retail, etc.
- c. We also picked a slow time during the calendar year, October 26-31 for our event package keeping our promise for our Pickleball to be an annual event which coincides with the Florida Georgia Football Game in Jacksonville, FL. Fans who are also Pickleball Players can enjoy the area excitement of hosting the Gator Bowl..

Section 2:

- a. Pickleball is the fastest growing sport in the US. St. Augustine Florida is in a unique position to utilize Treaty Park as a Sports Destination Revenue Stream for two tournaments per year, the Florida Georgia Pickleball Classic and Pickleball Veritas in the Ancient City. Not only do these tournaments serve the St. Johns County request for diversity in overall events, each event can be measured on its own contribution to economic impact.
- b. We, The Knights of Columbus Council 16492, are a non-profit entity, we are also local and as a result of Tournaments, have donated \$61,000 in revenue to charitable organizations St Johns County in 2021.
- c. Because we are local, Community Benefit is already happening. We have taught 30 St. Johns County Middle School PE Instructors Pickleball Methods and they are beginning to add It to their curriculum. We have put on special programs for Hasting’s Florida Pickleball Programs, we have given Hastings 100 Pickleballs for play, and we are scheduling have worked with St. John’s Academy to provide Pickleballs for their youth Pickleball recreation program.. We have worked with

St Augustine Diocese providing 7th & 8th Grade Pickleball Lessons and some of the schools have added it to their curriculum and we are starting Pickleball Leagues. We also have plans to add Pickleball to local Special Olympic programs and are participating on Nov 23 in St. Augustine's Special Olympics at St. Augustine High School and are working with the local middle school 6th grade to bring pickleball to their middle school program.

Section 3:

- a. Impact on county facilities is very low. This will be our 4th Florida Georgia Pickleball Classic Tournament and there will be minimal impact on Treaty Park facilities, Parking, or Pavilion use.
- b. Low impact our tourist areas excepting that pickleball participants and their families will pay and use them.
- c. Return visits to St. Johns County will be enhanced by tournament and will provide additional Pickleball Players looking for a place to vacation the opportunity for a place to play, but also, opportunities for places to stay, partake of the Tourist Attractions, and dine at our restaurants.
- d. Not only do we not conflict with other events, we enhance them, there are many wine events and Tourist Attractions during October 2022 that players will be interested in sampling..

Each participant will get a Marketing gift bag consisting of hats, pins, bag tags, paddle covers for health, and jig saw supplements designed to eliminate cramping. Perhaps the best problem we have solved is how to automate tournament registration, automation of reservations for local hotel/motels, tourist attractions, training, and special events.

PART 2: MARKET DEFINITION (copy newsletter)

The Florida Georgia Pickleball Tournament will be held at Treaty Park (1595 Wildwood Dr, St. Augustine, FL) a beautiful 47 acres shaded, guarded by a small lake with pavilions tailor-made for a picnic, and provision for 20 Pickleball Courts perfect for running a pickleball tournament. Treaty Park also has a dog park, a children's play park, open space for Frisbee and other games, and a wood built trail that surrounds a lake where one can fish, catch, and release. What Treaty Park really delivers for the pickleball player are 20 pickleball courts so that although participant playing times are spot-on, the waiting time between games is minimal. Our Pickleball Veritas in the Ancient Tournament is new visitor access to tourist attraction amenities of St. Augustine, the intercoastal of St. Johns County, and the beaches of pleasurable sun. No pickleball widows, or children who wonder where their parents are -- bring them all.

PART 3: COMPETITOR ANALYSIS

Why Treaty Park, St. Johns County stands alone as an excellent purveyor of pickleball in our area with our access to 20 pickleball courts. No one else within 100 miles has 20 readily available pickleball courts. In addition, no one has our beaches, our attractions, or our central location to multiple States from which we will draw the desired cadre of pickleball players. Imagine, minutes from Georgia, a couple of hours from South Carolina, quick access from Alabama, and not that far from Kentucky, Tennessee, North Carolina, Texas, Mississippi, and Virginia. When you combine location with our available hotels/motels, restaurants, and retail establishments to serve them, we deliver a first-class end-to-end packaged Tournament that fixes problems encountered at other Tournaments. For example, other tournaments have missed a dedicated place for medal winners to take their picture, have not had enough photographers, have made players wait too long, wait in the sun, had faulty start times, stressful wait times, and never-ending end times. Oh, and we end the boring facility that has a stark appearance at the entrance, a poorly designed vendor layout, ice and water where you can't find it, log jams at registration, restrooms that are a mile-a-way, and a tournament director without years of experience because we have Pickleball Tournaments running our Veritas Tournament which currently run the two largest Pickleball Tournaments in the world.

PART 4: TARGET AUDIENCE DEFINITION

PICKLEBALL VERITAS TOURNAMENT IN THE ANCIENT CITY

Wherever it is cold, now, is the time to --Escape the Winter -- Play Pickleball in October, plan on playing in February. Come to St. Augustine, Florida and leave your winter clothes in the car for the trip home.

Imagine this? Professional pickleball training to hone your skills; a follow up tournament in Treaty Park, St. Augustine, FL with 20 pickleball courts (recently resurfaced); a St. Augustine, FL vacation with special tourist attraction and hotel/motel pricing; preceded by another pickleball tournament in Daytona, FL before you go home.

This is an opportunity to participate in an 12-day, four-part Pickleball Vacation Destination in beautiful St. Augustine, Florida. And, you get to pick the parts you want to play in. Picklers won't want to miss out on this one!

1. Professional Pickleball Training
2. Florida Georgia Pickleball Classic Tournament
3. Enjoy St. Augustine Tourist Attractions and Beaches
4. Pickleball Tournament preceding ours, in Daytona FL (a short 36 miles away)

Come Stay with us, Come Play with Us!

Sign up by going to www.Pickleballtournaments.com, Shortly, we will have Training by Engage on a hyper-link, plus your special hotel/motel, and St. Augustine Tourist

Attraction pricing. Also, go to www.Pickleballtournaments.com, to sign up for the Daytona/Pictona Fall Pickleball Tournament.

Our target audience is two-fold. One is our local community of pickleball players. There were over 650 players in our local clubs and over 240 players in the Hammock Tournament at Palm Coast. We are expecting 300+ players and 120 local visitors with 100 players coming from over a 100 miles away, and 80 visitors from out of state. What they might expect is another average pickleball tournament, but what they will be getting is a unique travel experience that ends the days of leaving the non-playing spouse and the kids at home. When they are at Treaty Park, adults and kids will have plenty to do. They can travel to the Ancient City, visit the tourist attractions, restaurants, museums, forts, and retail stores. We are not only targeting the pickleball player, but we are also targeting the whole family to come to St. Augustine for a sports destination vacation, no more pickleball widows. The location and setup of this tournament provides reasons for the whole family to come and to stay for 8 or more days.

PART 5: BRAND DEFINITION

What does our pickleball event promise to people? *First*, we promise a fair price, \$35.00 to sign up, *Second*, we promise marketing swag bag unique to Pickleball Tournaments. *Third*, we make it easy to register online not only for the tournament, but also for hotels/motels, restaurants, and tourist package reservations. And we make the whole trip the reason they want to come back next year. We look at the pickleball experience as not being just about pickleball, but also encompassing the entire Sports Destination experience. Our guests will find so much to see and do in St. Augustine and will have such a seamless pickleball tournament that they will want to come back year-after-year to this "sports vacation".

PART 6: PRICING STRATEGY

Our pricing for the Florida Georgia Pickleball Tournament is \$35.00 and \$10.00 for each additional event. All registering will be done online with Pay Pal. This pricing is less than other similar tournaments and includes a 4Ocean bracelet which is \$20.00 value with each signup plus the removal of 1lb of garbage from our oceans for each participant. Also included will be a raffle tickets per day for \$150.00 pickleball paddle and other gifts. At the tournament, marketing vendors will be offering additional raffles for valuable pickleball items, and works of art. Retail items will also be able to be purchased separately.

PART 7: SALES STRATEGY

All tickets will be purchased online. There will be no refunds because this is a charity tournament. We will use Pay Pal in conjunction with credit cards online for purchase. Standard, at all pickleball tournaments, every effort will be made to complete tournament events and there are no refunds should inclement weather prevent tournament play. Early registration ends on October 15th, 2022. An additional \$10.00

late registration will be added after September 30th 2022 and participants will not get a gift bag who register after January 31st, 2020

PART 8: MARKETING STRATEGY

We are advertising online in www.pickleballbrackets.com, a pickleball tournament website. Pickleballtournaments.com will also be our registering site. In addition, we will be using most pickleball forums on Facebook to advertise our tournament to the following states: Georgia, Alabama, South Carolina, Florida, North Carolina, Texas, Mississippi, Tennessee, as well as NBC other snowbird states that will be included. We are working with NBC to tape a National TV pickleball segment at for kids to showcase the fastest growing sport in the US, pickleball, and it's competitiveness to be shown before the Florida Georgia football game. The local CBS station previously ran a segment on pickleball and the Florida Georgia Pickleball Classic on May 13th, 2019. We have created school programs for teachers to teach pickleball in PE programs that currently are being taught in Public Schools and Catholic Schools. We have worked with Sydney Lindblad with the TDC and Jaya Dillard from the VCB to provide Publicity from Augustine magazines, other local publications, *St. Augustine Record*, and radio. Most importantly, all net profit revenue is earmarked for charity – Programs for Wheel Chairs and other like programs. Other than our Tournament Director who gets per participant and software usage payment, no one else draws any payment.

PART 9: BUDGET

As important, we want the Florida Georgia Pickleball Tournament to be pleasurable experience tied to St. Johns County TDC's objective of an end-to-end delightful experience. We are charging \$35.00 per player and \$10.00 per additional event. Current charges for Pickleball Tournaments are approaching \$90.00. We are expecting \$2500.00 in revenue for sponsorships. Additional product received from sponsors will be used as raffle incentives for our Gold Sponsors to bring customers to their tents. \$4,200 goes directly to our tournament director

The purpose of this plan is to meet the requirements that the guest pickleball player has the best ever St. Johns County pickleball experience and the Wounded Warriors who gave the most get the most. I have also included an Economic Impact Model analysis for St. Johns County that includes a one year, two-year, and 5-year view of Pickleball as a "Sports Destination" strategy that drives annual sustainable economic revenues.

ECONOMIC IMPACT:

Economic impact for the proposed and future pickleball tournaments is as follows:

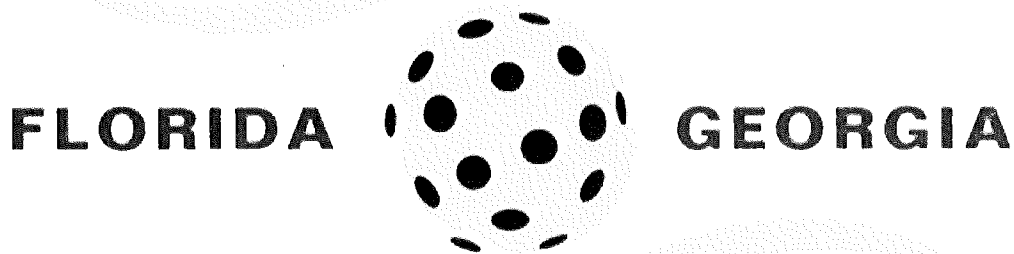
- The planned 300 registrant tournament: \$173,502
- Build out to a 600 registrant tournament: \$368,028
- A premier 2,000 registrant tournament: \$1,256,894

The attached spread sheets include additional estimates for indirect economic impact and room & sales tax.

In addition to the quantitative economic impacts associated with hosting competitive youth/amateur sports events, there are also several qualitative benefits that can occur at the local and state level including, but not limited to:

- Enhancing St. John's appeal as a sports destination
- Receiving regional & national media attention as the event grows
- Providing a first class sporting event experience for residents and visitors
- Enhancing St John's overall "quality of life"
- Generating additional economic activity in terms of spending, jobs and earnings
- Producing additional fiscal revenue for local and State governments

Sponsorship Package



PICKLEBALL CLASSIC

October 28 – 30, 2022

Treaty Park
1595 Wildwood Dr.
St Augustine, Fla. 32086



FLORIDA GEORGIA PICKLEBALL CLASSIC (FGPC) – ST. AUGUSTINE, FLA.

We are excited about the Third Annual Florida Georgia Pickleball Classic to be held at Treaty Park in St. Augustine Florida. Our goal is 400+ participants, plus family members, friends, the public and local news coverage. As the fastest growing racket sport in America, Pickleball is very popular not only among baby boomers but also with people of all ages. About 75% of core participants are age 55 and older. This group represents economic clout and is a major source of discretionary spending. The increasing growth and popularity of this sport creates a unique opportunity to showcase your company and to support a demographic that is gracefully aging, living active lives and outspending the average consumer in every category.

FGPC TOURNAMENT HIGHLIGHTS

- Three full days of pickleball matches; singles, doubles and mixed-doubles
- Participants of all ages
- State of the art pickleball tournament management system
- 20 renovated pickleball courts

HOW WE WILL MARKET AND INCREASE YOUR VISIBILITY

FGPC is positioned to increase your company's visibility in St. Johns, Clay, Putnam and Flagler Counties in Florida through extensive marketing and promotions including execution of a comprehensive social media campaign; outreach through local media; visibility at the point of purchase in sports equipment stores, local businesses; outreach to Departments of Parks and Recreation; local pickleball clubs; and individual pickleball players.

2021 FGPC SPONSORSHIP OPPORTUNITIES

As a tournament sponsor, your company's name, products and/or services will be linked to the nation's fastest growing racket sport with a high participation rate among Baby Boomers!

\$5,000 Presenting Sponsor (only one available). Your company name will appear as "(insert your name/logo) 2022, Florida Georgia Pickleball Classic Presenting Sponsor" On event materials, press releases, social media communication to participants and on a branded special item in the participants welcome bag plus all the Platinum Sponsor benefits listed below.

Sponsorship Levels	Platinum \$4,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Promo announcements throughout tournament recognizing your company	X			
Sponsor recognition on FGPC result board	X			
Identified as a sponsor on flyers	X			
Name on newsletters	X			
Business logo on signage at event	X	X		
Setup Promotional Table/Tent display/sell	X	X		
Name recognition on social media	X	X	X	
Business Name & Link on webpage	X	X	X	
Company Banner displayed at venue	X	X	X	
Recognition during Opening Ceremony	X	X	X	X
Verbal "Thank You" at the event	X	X	X	X
Name posted on pickleballtournaments.com	X	X	X	X



IN-KIND WAYS TO SUPPORT THE FGPC

- Ball Sponsor: TBD
- Medals Sponsor: Provide 1st, 2nd, and 3rd place medals for all events
- Raffle Prizes: Donate products from your company
- Refreshments Sponsor: Provide healthy refreshments for participants (i.e. bananas, apples, oranges, bagels, energy bars, bottled water)

Your Company Name will be listed on the website, shared on social media and announced Over the PA throughout the event

HOW YOUR SPONSORSHIP SUPPORT WILL HELP US

Your support will help ensure we provide a quality tournament that will leave a lasting positive experience for players, increase the awareness of pickleball and expose attendees to your company. Proceeds will be used to support Knights of Columbus

ADDITIONAL WAYS TO BE INVOLVED

- Promote FGPC at your business, at events or on your community bulletin board
- Please contact us to display the official FGPC event flyer or share FGPC tournament information in your publications, on your website or social media page

NEXT STEPS

Contact either anthonycutright@bellsouth.net or jimwright11@aol.com) and let us know how you want to support the tournament . Please include your name, company name, website, phone number, direct email and intended level of sponsorship, so we can reply and send a Sponsorship Contract and Terms. For maximum exposure contact us by September 1, 2022. We hope you will support our efforts to showcase Pickleball in St. Johns County Florida. Please feel free to contact us if you have any questions.

ANTHONY CUTRIGHT - FGPC TOURNAMENT DIRECTOR 904-834-2323 | 904-718-5445



St. Johns County Board of County Commissioners

Parks & Recreation Department

RECREATION ADVISORY BOARD September 14, 2022 Meeting Minutes

The meeting was called to order at 1:30 p.m. by Casey Van Rysdam, Chair.

Attendees

Recreation Advisory Board (RAB) Members present: Casey Van Rysdam, Chair; Brad Long, Vice Chair; Bill Bowen; Deb Chapin; Marty McEachan

Absent: Harold Dockins; Lauren Watkins

Also present: Commission Paul Waldron; Assistant County Administrator Sarah Taylor; Ryan Kane, Director; Jamie Bacarri, Assistant Director; Teddy Meyer, Recreation Facilities Manager; Diane Gorski, Project Specialist

Long moved to approve the August meeting minutes, seconded by Chapin. Approved 5/0.

There were no Public Comments

Reports

Casey Van Rysdam, Chair mentioned that he and staff had spent time working on the 3-5 year strategic plan and would continued to do so. He brought up the Bert Watson Memorial plaque and stated that he and Jamie Baccari had come up with some language for the sign that included the dates he served on the Recreation Advisory Board and Northwest Communications Tower Citizens Advisory Board. Baccari read the language aloud. She said that it had been provided to the Creeks Athletic Association Board and that they were going to add the dates Watson served on the Creeks Athletic Association Board and that the sign would include a etching of Watson's face and be hung on the Concession Stand at Mills Field. Chair requested that a member from the Growth Management Division provide a presentation explaining the policies and procedures of the Land Development Code. He said that the RAB needs to understand how developers can add 1,000s of homes to an existing development without having to add recreation space. He declared that the ~~the~~ housing boom was adversely affecting citizens access to parks and recreation spaces. Kane stated that he would contact Growth Management and arrange this presentation at a later RAB meeting.

Commissioner Paul Waldron reminded everyone of the final Budget Hearing on September 20, 2022.

New Business

Teddy Meyer, Recreation Facilities Manager introduced Sheldon York from the Police Athletic League (PAL). A youth athletic organization that partners with St. Johns County; who provided an overview of the organization that reaches over 3,000 youth and the future 40 acre athletic facility with baseball and multipurpose fields to be built on Alan Nease Road in Elkton. He mentioned that PAL was partnering with Flagler College to provide a track at the new facility.

Meyer gave an overview of each of the FY 23 TDT CAT III Sports Event Grant Applicants before they presented. Grant awards are contingent upon approval of the FY 2023 budget. Chair reminded the grant applicants that they would each have 5 minutes to present and that questions from the RAB would follow.

Brian Huether and Willie Savoie of Game On Triathlon provided a presentation that included the history of the organization. They requested \$10,000 for the Game On Triathlon scheduled for October 9, 2022 at Micklers Landing. Huether and Savoie fielded questions from the RAB. Chapin made a motion to fund a the \$10,000; opened discussion motion did not pass. The footprint of the event and the small impact on the local economy was discussed. Long motioned to award \$5,000 to the event with a second by McEachean. Approved 5/0 contingent upon FY23 budget approval.

Meyer reviewed the American Junior Golf Association (AJGA) grant request for \$7,500 for the October 7 – 10, 2022, Billy Horschel Junior Championship event being held at the Palencia Club Golf Course. He explained that this was an annual event and that this year features 78 boys & girls aged 12-19 from all over the country and overseas. Discussion relating to the event followed. Long motioned to grant AJGA \$7,500 for the event and Bowen seconded the motion. Approved 5/0 contingent upon FY23 budget approval.

Angel Natal of Perfect Game Tournaments provided details about the October 21-23, 2022 & November 4-6, 2022 tournaments. He reviewed previous tournaments and expressed the organization's appreciation of being able to hold tournaments in St. Johns County. Perfect Game requested \$7,500 for each tournament and explained that the grant money would be applied to the county field and maintenance fees charged. The value of the tournaments, impact on tourism, hotel stays, and attendance was discussed.

- Motion by Long to grant \$7,500 to the October Perfect Game Tournament grant request, seconded by McEachean. Approved 5/0 contingent upon FY23 budget approval.
- Motion by Long to grant \$7,500 to the November Perfect Game Tournament grant request, seconded by Bowen. Approved 5/0 contingent upon FY23 budget approval.

Mark Berman representing PXG Women's Match Play Championship provided information about the organization. He shared a video advertisement for social media, and a presentation for the November 1-6, 2022 tournament. Discussion relating to the tournament ensued. The Chair stated that the RAB had not had enough time to review the request and that the grant request would be placed on the October 12, 2022 RAB agenda. The RAB requested that Mr. Berman provide additional financial and economic impact data at the next meeting. If a grant is awarded, the RAB recommendation will be added to the Tourist Development Council on October 17, 2022 for final approval.

Tony Cutright representing the Florida Georgia Pickleball Classic at Treaty Park on October 26-31, 2022 gave a presentation and provided background and details about the organization. He explained the sport, its steady growth and continued interest in pickleball for all age groups. The RAB discussed the sport, the tournament and its impact on the tourism industry. Motion by Chapin to allocate \$8,000 to the October tournament, seconded by Long. Approved 5/0 contingent upon FY23 budget approval.

Felipe Muñoz, representing PRIME Soccer Club provided information about the Prime Soccer Cup tournament scheduled for October 8-9, 2022. He expressed gratitude for being added as a youth sports partner with St. Johns County Parks and Recreation. He explained how quickly the club was growing and the need for field space. Discussion relating to the economic impact to St. Johns County was had by all. The Chair expressed concern over the hotel stays being in Duval County. RAB discussed the need for hotels in the NW part of the county. Commissioner Waldron mentioned the importance of organizations providing a positive economic impact for St. Johns County. Opportunities and options relating to the hotel stays and possible solutions were discussed. It was advised that Muñoz work with Meyer to obtain local hotel discounts for the tournament goers. The Chair stated that he was not opposed to supporting a partner group and that this was an opportunity to help them grow. Motion by Long to allocate \$7,500 to

the Prime Soccer Club tournament in October, seconded by MeEacheon. Approved 5/0 contingent upon FY23 budget approval.

Old Business

Meyer provided an update on TDC CAT III Sports Event Grant Application Portal Options. He stated that staff is waiting for budget approval 10/1 to connect with the Culture Council to connect on their new portal project called FOUNDANT.

Staff Reports

Director Ryan Kane:

- Reviewed the results of the public input from the Cornerstone Park Public Meeting.
- Provided an update on the Shore Drive Trail and mentioned that there would be a meeting with the residents in October.
- Explained that the Treaty Park improvements were still under discussion and that the residents suggestions were being considered.
- Announced that the golf course was slated for opening in Mid November and that the club house was waiting for doors to ship and be installed so that the Certificate of Occupancy can be obtained.
- Invited the RAB to the ribbon-cutting at Flagler Estates Community Center on Friday, September 16, 2022 at 9 a.m.

Board Member Reports

Brad Long, Vice Chair gave an update of the Park Foundation and stated that they would soon be actively seeking an Executive Director.

Meeting was adjourned at 3:35 p.m.

TDC Regular Meeting – October 17, 2022

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

Perfect Game, Inc.

Funding requests from Perfect Game, Inc. two youth baseball events. The 2022 PG 9U-18U Florida Fall Sunshine State Championships, scheduled for October 21 – 23, 2022 and the 2022 PG 9U-18U Florida Fall Premier Championships, scheduled for November 4 – 6, 2022. Both events will utilize baseball fields throughout St. Johns County as well as various high school fields. The grant money will be applied to the County field and maintenance fees charges.

The applications were reviewed by the Recreation Advisory Board at their September 14th meeting and recommended for funding in the amount of \$7,500 for each tournament. Funding has been allocated in the FY23 Sports Marketing Budget.



SPORTS EVENTS FUNDING

Category III Recreation and Leisure Sport Marketing Grant Application St. Johns County Parks & Recreation Department

St. Johns County implemented and imposed a Tourist Development Plan in 1986. The Tourist Development Council (TDC) oversees the proceeds of the tax on behalf of the St. Johns County Board of County Commissioners. Florida Statute 125.0104 is the enabling legislation for the Tourist Development Tax.

The TDC's Category III Sports Funding program is permitted under state statutes as a means of advertising and promoting tourism to St. Johns County. Funding is to be used for presenting high quality amateur or professional athletic events that will attract overnight visitors, and to advertise and promote these activities.

Here is a list of priority considerations used to evaluate sports funding requests:

1. Economic Benefit. Focus on total number of out of county participants & spectators & length of their stay.
2. Dates of the Event(s). Priority consideration given to events held during lower occupancy.
3. Length of Event. Priority consideration given to those with more days or overnight stays within St. Johns County.
4. Potential for Future Events. Priority consideration given to event organizers with similar or related events that could be held in the county.
5. Sports Segments. Priority consideration given to activities that diversity the events held in the county.
6. Event Visibility. Priority consideration given to high profile events such as national, state, and regional Championships.

Eligible events consist of games, exhibitions, tournaments, and other sport-related events planned, presented, promoted, and played at planned intervals in St. Johns County.

The grant program objective is to attract high quality amateur and professional sporting events which, in turn, advance & promote tourism & enhance the quality of life in St. Johns County through sports.

Grants are awarded for reimbursement of approved expenses for qualified athletic events to event organizers with proven ability to present & promote quality sports opportunities in cooperation with the tourism industry. Reimbursement is made after completion of the event and submission of a final event report, which includes verification of actual room nights by local hotels. Grantees **may not** submit duplicate receipts to another government agency for reimbursement.

Grant applications must be completed & submitted with all required documentation for review 120 days prior to the event.

St. Johns County Sports Event Funding Grant Application

Date	October 21-23, 2022
Event Name	2022 Perfect Game 9U-18U Sunshine State Championships
Sport	Baseball
Legal Name of Host Organization	Perfect Game Inc.
Organization/Event Website	www.PerfectGame.org

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

Primary Contact Name	Angel Natal	Cell Phone Number	(239)405-4760
Email Address	ANatal@PerfectGame.org		
Total Event Budget Amount	\$48,500.00	Grant Amount Requested	\$7,500.00

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

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

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

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

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

Atlantic Coast High School, Bishop Snyder High School, San Souci Complex: Tony VonDolteren (904)982-5296

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) ³⁶⁰ _____ X (B) ² _____ X (C) \$145.00 = \$ 104,400.00

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) ³⁰ _____ X (B) ² _____ X (C) \$145.00 = \$ 8,700.00

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) ⁷²⁰ _____ X (B) ² _____ X (C) \$145.00 = \$ 208,800.00

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

Sawgrass Marriott Golf Resort & Spa
 Ponte Vedra Beach
 32082
 Hilton Garden Inn Jacksonville Ponte Vedra Sawgras
 Ponte Vedra Beach
 32082
 [REDACTED]
 [REDACTED]
 [REDACTED]
 The Lion Inn Saint Augustine
 St Augustine
 32080
 Hilton Garden Inn St. Augustine Beach
 St. Augustine
 32080

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

\$EXPENSE	PURPOSE
6,000.00	Travel
2,500.00	Housing
2,000.00	Food and beverage
7,500.00	Facility costs
20,000.00	Officials' fees
1,800.00	Awards
6,500.00	Staff costs
1,000.00	Marketing and promotions

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		\$48,000.00
Contributions		
Grants (Including TDC Funding here)		\$7,500.00
Sponsorships		
Sales (Merchandise/Concessions+)		\$3,000.00
Room rebates		
OTHER INCOME Please itemize below:		\$2,500.00
SUBTOTALS:	\$ 0.00	\$ 61,000.00
	TOTAL INCOME	\$ 61,000.00

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: ^{aln}

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

Staff (initial) received: ^{aln}

3. A comprehensive Sponsorship Packet

Staff (initial) received: ^{aln}

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: ^{aln}

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

Staff (initial) received: ^{aln}

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

Staff (initial) received: ^{aln}

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

Staff (initial) received: ^{aln}

Applicant agrees that the information provided is accurate.

Applicant signature:

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

Initial ^{aln}

Comments:

SECTION 2

A. EVENT DETAIL

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

- (A) EVENT MARKETING PLAN –
 - Annually the Perfect Game website gets more than 12 million hits
 - Our team has a track record of running great events
 - Our network of youth baseball teams throughout the country allows us to highlight this event in St. Johns County
 - The St. Johns County area is a place within the State of Florida that families want to visit
 - Adding this youth baseball tournament makes for a partnership to drive more teams to the destination
- (B) EVENT ATTENDANCE MONITORING PLAN –
 - In 2019, we had a total of 82 teams that participate in this event
 - In 2020, we had a total of 96 teams that participated in this event
 - In 2021, we had a total of 83 teams that participate in this event
- (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES –
 - In 2019, 2020 and 2021 more than 80 confirmed teams with the tourism statistics were as follows:
 - More than 500 room nights to St. Johns County, FL
 - More than 3,000 visitors and citizens

SPORT/ACTIVITY

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

Davis Park, Cornerstone Park, Mills Field, Nease High School, St. Augustine Little League Complex, various other ballparks.

PARTICIPATION

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

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

youth baseball teams and their families ranging in age from 8U-18U from throughout the State of Florida and Southeast Region of the United States.

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

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

T. Meyer Date 08-31-22

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent



SPORTS EVENTS FUNDING

Category III Recreation and Leisure Sport Marketing Grant Application

St. Johns County Parks & Recreation Department

St. Johns County implemented and imposed a Tourist Development Plan in 1986. The Tourist Development Council (TDC) oversees the proceeds of the tax on behalf of the St. Johns County Board of County Commissioners. Florida Statute 125.0104 is the enabling legislation for the Tourist Development Tax.

The TDC's Category III Sports Funding program is permitted under state statutes as a means of advertising and promoting tourism to St. Johns County. Funding is to be used for presenting high quality amateur or professional athletic events that will attract overnight visitors, and to advertise and promote these activities.

Here is a list of priority considerations used to evaluate sports funding requests:

1. Economic Benefit. Focus on total number of out of county participants & spectators & length of their stay.
2. Dates of the Event(s). Priority consideration given to events held during lower occupancy.
3. Length of Event. Priority consideration given to those with more days or overnight stays within St. Johns County.
4. Potential for Future Events. Priority consideration given to event organizers with similar or related events that could be held in the county.
5. Sports Segments. Priority consideration given to activities that diversity the events held in the county.
6. Event Visibility. Priority consideration given to high profile events such as national, state, and regional Championships.

Eligible events consist of games, exhibitions, tournaments, and other sport-related events planned, presented, promoted, and played at planned intervals in St. Johns County.

The grant program objective is to attract high quality amateur and professional sporting events which, in turn, advance & promote tourism & enhance the quality of life in St. Johns County through sports.

Grants are awarded for reimbursement of approved expenses for qualified athletic events to event organizers with proven ability to present & promote quality sports opportunities in cooperation with the tourism industry. Reimbursement is made after completion of the event and submission of a final event report, which includes verification of actual room nights by local hotels. Grantees **may not** submit duplicate receipts to another government agency for reimbursement.

Grant applications must be completed & submitted with all required documentation for review 120 days prior to the event.

St. Johns County Sports Event Funding Grant Application

Date	November 4-6, 2022
Event Name	2022 Perfect Game 9U-18U Fall Florida Premier Championships
Sport	Baseball
Legal Name of Host Organization	Perfect Game Inc.
Organization/Event Website	www.PerfectGame.org

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

Primary Contact Name	Angel Natal	Cell Phone Number	(239)405-4760
Email Address	ANatal@PerfectGame.org		
Total Event Budget Amount	\$48,500.00	Grant Amount Requested	\$7,500.00

Are you requesting assistance from any other SJC Government Organization?

Yes No

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

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

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

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

Atlantic Coast High School, Bishop Snyder High School, San Souci Complex: Tony VonDolteren (904)982-5296

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) $\frac{360}{1}$ X (B) $\frac{2}{1}$ X (C) $\frac{\$145.00}{1}$ = \$ 104,400.00
2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) $\frac{30}{1}$ X (B) $\frac{2}{1}$ X (C) $\frac{\$145.00}{1}$ = \$ 8,700.00
3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) $\frac{720}{1}$ X (B) $\frac{2}{1}$ X (C) $\frac{\$145.00}{1}$ = \$ 208,800.00

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

Sawgrass Marriott Golf Resort & Spa
 Ponte Vedra Beach
 32082
 Hilton Garden Inn Jacksonville Ponte Vedra Sawgras
 Ponte Vedra Beach
 32082
 The Lion Inn Saint Augustine
 St Augustine
 32080
 Hilton Garden Inn St. Augustine Beach
 St. Augustine
 32080
 Sebastian Hotel a Member of Radisson Individuals
 St. Augustine
 32084

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

\$EXPENSE	PURPOSE
6,000.00	Travel
2,500.00	Housing
2,000.00	Food and beverage
7,500.00	Facility costs
20,000.00	Officials' fees
1,800.00	Awards
6,500.00	Staff costs
1,000.00	Marketing and promotions

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		\$6,000.00
Housing		\$2,500.00
Food		\$2,000.00
Sanction Fee		
Site Fees		\$7,500.00
Rights/Guarantees Fees		
Officials		\$20,000.00
Awards*		\$1,800.00
Equipment		
Rentals		
Insurance		
Security		
Labor		\$6,500.00
Marketing/Promotions		\$1,000.00
*Administrative Costs		
OTHER EXPENSES Please itemize below:		
SUBTOTALS:	\$ 48,500.00	\$ 48,500.00
	TOTAL EXPENSE	\$ 48,500.00

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		\$48,000.00
Contributions		
Grants (Including TDC Funding here)		\$7,500.00
Sponsorships		
Sales (Merchandise/Concessions+)		\$3,000.00
Room rebates		
OTHER INCOME Please itemize below:		\$2,500.00
SUBTOTALS:	\$ 0.00	\$ 61,000.00
	TOTAL INCOME	\$ 61,000.00

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Staff (initial) received: ^{aln}

3. A comprehensive Sponsorship Packet

Staff (initial) received: ^{aln}

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: ^{aln}

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

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

Staff (initial) received: ^{aln}

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

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Applicant agrees that the information provided is accurate.

Applicant signature:

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

Initial ^{aln}

Comments:

SECTION 2

A. EVENT DETAIL

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

- (A) EVENT MARKETING PLAN –
- Annually the Perfect Game website gets more than 12 million hits
 - Our team has a track record of running great events
 - Our network of youth baseball teams throughout the country allows us to highlight this event in St. Johns County
 - The St. Johns County area is a place within the State of Florida that families want to visit
 - Adding this youth baseball tournament makes for a partnership to drive more teams to the destination
- (B) EVENT ATTENDANCE MONITORING PLAN –
- In 2019, we had a total of 22 teams that participate in this event
 - In 2020, we had a total of 68 teams that participated in this event
 - In 2021, we had a total of 51 teams that participate in this event
- (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES –
- In 2020 and 2021 more than 50 confirmed teams with the tourism statistics were as follows:
 - More than 500 room nights to St. Johns County, FL
 - More than 1,800 visitors and citizens

SPORT/ACTIVITY

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

Davis Park, Cornerstone Park, Mills Field, Nease High School, St. Augustine Little League Complex, various other ballparks.

PARTICIPATION

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

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

youth baseball teams and their families ranging in age from 8U-18U from throughout the State of Florida and Southeast Region of the United States.

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

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

T. Meyer Date 08.31.22

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent



St. Johns County Board of County Commissioners

Parks & Recreation Department

RECREATION ADVISORY BOARD September 14, 2022 Meeting Minutes

The meeting was called to order at 1:30 p.m. by Casey Van Rysdam, Chair.

Attendees

Recreation Advisory Board (RAB) Members present: Casey Van Rysdam, Chair; Brad Long, Vice Chair; Bill Bowen; Deb Chapin; Marty McEachean

Absent: Harold Dockins; Lauren Watkins

Also present: Commission Paul Waldron; Assistant County Administrator Sarah Taylor; Ryan Kane, Director; Jamie Bacarri, Assistant Director; Teddy Meyer, Recreation Facilities Manager; Diane Gorski, Project Specialist

Long moved to approve the August meeting minutes, seconded by Chapin. Approved 5/0.

There were no Public Comments

Reports

Casey Van Rysdam, Chair mentioned that he and staff had spent time working on the 3-5 year strategic plan and would continued to do so. He brought up the Bert Watson Memorial plaque and stated that he and Jamie Baccari had come up with some language for the sign that included the dates he served on the Recreation Advisory Board and Northwest Communications Tower Citizens Advisory Board. Baccari read the language aloud. She said that it had been provided to the Creeks Athletic Association Board and that they were going to add the dates Watson served on the Creeks Athletic Association Board and that the sign would include a etching of Watson's face and be hung on the Concession Stand at Mills Field. Chair requested that a member from the Growth Management Division provide a presentation explaining the policies and procedures of the Land Development Code. He said that the RAB needs to understand how developers can add 1,000s of homes to an existing development without having to add recreation space. He declared that the ~~the~~ housing boom was adversely affecting citizens access to parks and recreation spaces. Kane stated that he would contact Growth Management and arrange this presentation at a later RAB meeting.

Commissioner Paul Waldron reminded everyone of the final Budget Hearing on September 20, 2022.

New Business

Teddy Meyer, Recreation Facilities Manager introduced Sheldon York from the Police Athletic League (PAL). A youth athletic organization that partners with St. Johns County; who provided an overview of the organization that reaches over 3,000 youth and the future 40 acre athletic facility with baseball and multipurpose fields to be built on Alan Nease Road in Elkton. He mentioned that PAL was partnering with Flagler College to provide a track at the new facility.

Meyer gave an overview of each of the FY 23 TDT CAT III Sports Event Grant Applicants before they presented. Grant awards are contingent upon approval of the FY 2023 budget. Chair reminded the grant applicants that they would each have 5 minutes to present and that questions from the RAB would follow.

Brian Huether and Willie Savoie of Game On Triathlon provided a presentation that included the history of the organization. They requested \$10,000 for the Game On Triathlon scheduled for October 9, 2022 at Micklers Landing. Huether and Savoie fielded questions from the RAB. Chapin made a motion to fund a the \$10,000; opened discussion motion did not pass. The footprint of the event and the small impact on the local economy was discussed. Long motioned to award \$5,000 to the event with a second by McEachean. Approved 5/0 contingent upon FY23 budget approval.

Meyer reviewed the American Junior Golf Association (AJGA) grant request for \$7,500 for the October 7 – 10, 2022, Billy Horschel Junior Championship event being held at the Palencia Club Golf Course. He explained that this was an annual event and that this year features 78 boys & girls aged 12-19 from all over the country and overseas. Discussion relating to the event followed. Long motioned to grant AJGA \$7,500 for the event and Bowen seconded the motion. Approved 5/0 contingent upon FY23 budget approval.

Angel Natal of Perfect Game Tournaments provided details about the October 21-23, 2022 & November 4-6, 2022 tournaments. He reviewed previous tournaments and expressed the organization's appreciation of being able to hold tournaments in St. Johns County. Perfect Game requested \$7,500 for each tournament and explained that the grant money would be applied to the county field and maintenance fees charged. The value of the tournaments, impact on tourism, hotel stays, and attendance was discussed.

- Motion by Long to grant \$7,500 to the October Perfect Game Tournament grant request, seconded by McEachean. Approved 5/0 contingent upon FY23 budget approval.
- Motion by Long to grant \$7,500 to the November Perfect Game Tournament grant request, seconded by Bowen. Approved 5/0 contingent upon FY23 budget approval.

Mark Berman representing PXG Women's Match Play Championship provided information about the organization. He shared a video advertisement for social media, and a presentation for the November 1-6, 2022 tournament. Discussion relating to the tournament ensued. The Chair stated that the RAB had not had enough time to review the request and that the grant request would be placed on the October 12, 2022 RAB agenda. The RAB requested that Mr. Berman provide additional financial and economic impact data at the next meeting. If a grant is awarded, the RAB recommendation will be added to the Tourist Development Council on October 17, 2022 for final approval.

Tony Cutright representing the Florida Georgia Pickleball Classic at Treaty Park on October 26-31, 2022 gave a presentation and provided background and details about the organization. He explained the sport, its steady growth and continued interest in pickleball for all age groups. The RAB discussed the sport, the tournament and its impact on the tourism industry. Motion by Chapin to allocate \$8,000 to the October tournament, seconded by Long. Approved 5/0 contingent upon FY23 budget approval.

Felipe Muñoz, representing PRIME Soccer Club provided information about the Prime Soccer Cup tournament scheduled for October 8-9, 2022. He expressed gratitude for being added as a youth sports partner with St. Johns County Parks and Recreation. He explained how quickly the club was growing and the need for field space. Discussion relating to the economic impact to St. Johns County was had by all. The Chair expressed concern over the hotel stays being in Duval County. RAB discussed the need for hotels in the NW part of the county. Commissioner Waldron mentioned the importance of organizations providing a positive economic impact for St. Johns County. Opportunities and options relating to the hotel stays and possible solutions were discussed. It was advised that Muñoz work with Meyer to obtain local hotel discounts for the tournament goers. The Chair stated that he was not opposed to supporting a partner group and that this was an opportunity to help them grow. Motion by Long to allocate \$7,500 to

the Prime Soccer Club tournament in October, seconded by MeEacheon. Approved 5/0 contingent upon FY23 budget approval.

Old Business

Meyer provided an update on TDC CAT III Sports Event Grant Application Portal Options. He stated that staff is waiting for budget approval 10/1 to connect with the Culture Council to connect on their new portal project called FOUNDANT.

Staff Reports

Director Ryan Kane:

- Reviewed the results of the public input from the Cornerstone Park Public Meeting.
- Provided an update on the Shore Drive Trail and mentioned that there would be a meeting with the residents in October.
- Explained that the Treaty Park improvements were still under discussion and that the residents suggestions were being considered.
- Announced that the golf course was slated for opening in Mid November and that the club house was waiting for doors to ship and be installed so that the Certificate of Occupancy can be obtained.
- Invited the RAB to the ribbon-cutting at Flagler Estates Community Center on Friday, September 16, 2022 at 9 a.m.

Board Member Reports

Brad Long, Vice Chair gave an update of the Park Foundation and stated that they would soon be actively seeking an Executive Director.

Meeting was adjourned at 3:35 p.m.

TDC Regular Meeting – October 17, 2022

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

Funding request from Media Share Consulting Group, Inc. for the PXG Golf Women's Pro Match Play Golf Championship, scheduled November 1, 2022 through November 6, 2022. The tournament will take place at the World Golf Village courses. Participants come from throughout the United States, as well as over 19 other countries. In addition to the players, their coaches, agents, and family members even attend.

The application was reviewed by the Recreation Advisory Board at their October 12th meeting and recommended for funding in the amount of \$25,000. Funding has been allocated in the FY23 Sports Marketing Budget.



SPORTS EVENTS FUNDING

Category III Recreation and Leisure Sport Marketing Grant Application

St. Johns County Parks & Recreation Department

St. Johns County implemented and imposed a Tourist Development Plan in 1986. The Tourist Development Council (TDC) oversees the proceeds of the tax on behalf of the St. Johns County Board of County Commissioners. Florida Statute 125.0104 is the enabling legislation for the Tourist Development Tax.

The TDC's Category III Sports Funding program is permitted under state statutes as a means of advertising and promoting tourism to St. Johns County. Funding is to be used for presenting high quality amateur or professional athletic events that will attract overnight visitors, and to advertise and promote these activities.

Here is a list of priority considerations used to evaluate sports funding requests:

1. Economic Benefit. Focus on total number of out of county participants & spectators & length of their stay.
2. Dates of the Event(s). Priority consideration given to events held during lower occupancy.
3. Length of Event. Priority consideration given to those with more days or overnight stays within St. Johns County.
4. Potential for Future Events. Priority consideration given to event organizers with similar or related events that could be held in the county.
5. Sports Segments. Priority consideration given to activities that diversity the events held in the county.
6. Event Visibility. Priority consideration given to high profile events such as national, state, and regional Championships.

Eligible events consist of games, exhibitions, tournaments, and other sport-related events planned, presented, promoted, and played at planned intervals in St. Johns County.

The grant program objective is to attract high quality amateur and professional sporting events which, in turn, advance & promote tourism & enhance the quality of life in St. Johns County through sports.

Grants are awarded for reimbursement of approved expenses for qualified athletic events to event organizers with proven ability to present & promote quality sports opportunities in cooperation with the tourism industry. Reimbursement is made after completion of the event and submission of a final event report, which includes verification of actual room nights by local hotels. Grantees **may not** submit duplicate receipts to another government agency for reimbursement.

Grant applications must be completed & submitted with all required documentation for review 120 days prior to the event.

St. Johns County Sports Event Funding Grant Application

Date	November 1 - 6, 2022
Event Name	PXG Women's Match Play Championship
Sport	Professional Women's Golf
Legal Name of Host Organization	MediaShare Consulting Group, Inc
Organization/Event Website	www.pxgwmpc.com

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

Primary Contact Name	Mark D. Berman	Cell Phone Number	904.838.4962
Email Address	mberman@mediashareconsulting.com		
Total Event Budget Amount	\$350,000	Grant Amount Requested	\$50,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

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

In kind promotional support from St. Johns County TDC

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

St. Johns Country Convention Center
 November 3
 Generation W Links to Leadership Summit presented by Circle K and Baptist Health

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

We are using non-County owned facilities, including the Slammer & Squire Golf Course and the WGV Resort Hotel.

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) ⁸⁶_____ X (B) ¹⁰_____ X (C) ¹⁴⁹_____ = \$ 128,000

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) ²⁰_____ X (B) ¹⁰_____ X (C) ¹⁴⁹_____ = \$ 29,800

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) ²⁰⁰_____ X (B) ⁴_____ X (C) ¹⁴⁹_____ = \$ 119,000

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

World Golf Village Resort Hotel
 Morgan Lewis
 32092
 904.940.8000

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

\$EXPENSE	PURPOSE
90,000	Golf course usage
14,900	Staff hotel room usage
14,900	Sponsor hotel room usage
10,000	Caddy Shack Restaurant, host site of INK! Charity Pro Am
3,500	Hotel conference room usage
2,500	St Johns County Conference Center for Generation W conference
2,000	World Golf Hall of Fame visitation
5000	Trophies (bought from a St Johns County business, Ocean Sole

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		2000
Housing		14,900
Food		25,000
Sanction Fee		20,000
Site Fees		70,000
Rights/Guarantees Fees		
Officials		10,000
Awards*		60,000
Equipment		2,500
Rentals		3,000
Insurance		3,000
Security		2,000
Labor		10,000
Marketing/Promotions		50,000
*Administrative Costs		10,000
OTHER EXPENSES Please itemize below:		
Graphic design		10,000
website		2,000
Party Shack rental		5,000
Volunteer uniforms		3,000
Junior clinic expenses		1,000
Pro Am expenses		5,000
legal fees		2,000
Pro am gifting		2,000
	SUBTOTALS: \$ 0	\$ 302,000
	TOTAL EXPENSE	\$ 0

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		5,000
Contributions		0
Grants (Including TDC Funding here)		30,000
Sponsorships		250,000
Sales (Merchandise/Concessions+)		0
Room rebates		0
OTHER INCOME Please itemize below:		
Player entry fees		57,000
Media in kind		
SUBTOTALS:	\$ 0.00	\$ 342,000
	TOTAL INCOME	\$ 3,420,000.00

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: TM

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

Staff (initial) received: TM

3. A comprehensive Sponsorship Packet

Staff (initial) received: TM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: TM

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

Staff (initial) received: TM

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

Staff (initial) received: TM

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

Staff (initial) received: TM

Applicant agrees that the information provided is accurate.

Applicant signature:

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

Initial TM

Comments:

SECTION 2

A. EVENT DETAIL

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

Women's golf is the fastest growing segment of the \$84 billion golf industry. 65% of new golfers from 2020-22 are women. Women are now traveling like men, but with a higher regard for quality venues, restaurants, shopping, attractions and off course activities like spas. The 2021 PXX Women's Match Play Championship was the first professional women's golf tournament in the market since 1976. It's purpose for the community is threefold:

1. Draw attention to St Johns County as a women-welcoming golf market. In addition to more than \$100,000 of advertising and unmeasurable global publicity value for the county, our players bring with them more than 2 Million social media followers. We generated more than 20 million social media impressions across platforms including Instagram, Facebook, Twitter and Tiktok. In addition, the tournament produced a YouTube documentary focused on the plight rising star professional women golfers, which turned into an exciting play-by-play of the entire tournament.
2. We raised more than \$50,000 for St Johns County's Investing in Kids. We expect to raise more this year. 60% of the players in the fundraiser came from outside the market, including all 32 professional players who participated.
3. We collaborated with international women's empowerment organization, Generation W to produce the Generation W Links to Leadership Summit. The Summit panelists included top C-Suite female executives from around the country, all promoting the event and their participation. We also hosted as attendees 150 professional female athletes as well as student athletes from the golf teams at Flagler, JU and UNF.

SPORT/ACTIVITY

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

World Golf Village Slammer & Squire Golf Course
World Golf Village Resort Hotel
St Johns County Convention Center

PARTICIPATION

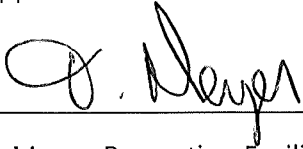
Number of Teams		Number of Individual Competitors	84
Number of Coaches/Trainers	160	Number of Spectators	2000

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

Our players come from 19 countries and 26 states. All but two are from outside the First Coast market. Countries represented include: Mexico, Latvia, Sweden, Norway, Spain, Columbia, Paraguay, New Zealand, Australia, Germany, Canada, Russia, Hungary, France, Czech Republic, Finland, Phillipines, Korea, Japan, China and Malaysia. As professional athletes, most players bring their entourages, including swing and mental coaches, agents, sponsors, home country media and family.

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

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

 Date Sep 7, 2022

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent



**Executive
Committee**

Mark D. Berman
*MediaShare
Consulting Group*

Leela Brennan
Brian Huddleston
PXG

Donna Orender
Generation W

Tim Iley
On the Green, LLC

Lon Grundy
*Honours Golf, a
Division of Troon*

Donna Lueders
*Investing in Kids
Official Charity
Partner*

Joan Blecha
Volunteer Chair



November 1 – 6
2022
World Golf Village
Slammer & Squire GC

September 7, 2022

TDC Sports Marketing Program
St. Johns County Parks & Recreation Department
2175 Mizell Road
St. Augustine, FL 32080

To whom it may concern:

On behalf of all of us at the PXG Women's Match Play Championship, I want to thank you for reviewing our grant request. It remains an honor to be hosting and producing what was last year the first-ever professional women's golf tournament in St. John's County and the first in the Jacksonville market in 45 years. We are excited about what we accomplished last year and look forward to sharing new stories after this year's event.

We officially launched this year's event with a press announcement in June that was immediately amplified on all major golf media outlets. We are again aligning with Generation W to handle the women's initiatives programming, which continues to earn us credibility in that space, as well.

With this application, I am inviting you to again take a leadership role in the tournament as a marketing partner. We will continue to create a unique experience for the community and for the women professionals playing - helping them to feel recognized and valued. As we proved last year and is articulated in the accompanying presentation, this a true showcase for our sponsors and the County.

Event Marketing Plan

- Most of the promotional dollars will be spent regionally to bring spectators to the tournament from outside the market
- Within the market we will work with golf courses, pro shops and country clubs to promote the event to their customers
- We have secured Official Media Sponsorship relationships with both Action News stations, Jacksonville Business Journal, Jacksonville Magazine and the Ponte Vedra Recorder, as well as Florida Golf Magazine, serving the entire state.
- We are also working with the PGA TOUR and The Golf Channel for similar initiatives on a more global level
- We are excited about having 84 professional athlete Influencers playing in the event with an estimated audience of more than 2,00,000 followers – all of whom will share and amplify the messages about the tournament and the County
- We will employ a robust paid digital marketing plan to promote the event on social media including Instagram and Facebook
- Because the event is an official event of the East Coast Women's Pro Golf Tour, the event will be covered by several global golf organizations, including the LPGA, Epson Tour, and Ladies European Tour
- Earned media will also be robust, as our core business is public relations. As I mentioned above, the launch coverage alone had more than 3.5 million views.
- The event logo features the iconic World Golf Hall of Fame Tower and prominently articulates World Golf Village. Copies of the posters and print ads are attached with this presentation as examples of how the County is portrayed.
- St Johns County Logo is featured prominently on all materials including advertising, emails and social media.

(more)

Event Attendance Monitoring Plan

We have changed our ticketing strategy from “free” to paid admission at \$10 per round. We will promote tickets sales via Unation’s What to Do in Jax platform and via Jacksonville Magazine’s 904 Tickets. Upon arrival, fans will exchange their tickets for a wristband so we can track daily redemption. In addition, there will be VIP sponsor hospitality in place, providing a very trackable audience. For out of town guests utilizing our lodging options, we will provide a code on our website to “unlock” a discount at any of our host hotels.

Three Year History of Event

The attached Sponsorship Articulation report highlights our first-year success. In addition, with that success we have launched an entire tour, the East Coast Women’ Pro Golf Tour. We have run 13 events in 2022, hosting nearly 280 players and distributing more than \$250,000 in earnings. Seven of our players qualified for the US Women’s Open and 67 of them have graduated to the Second Stage of LPGA Q School. These are significant bellwether numbers for a new tour and points to the acumen we bring as event producers.

Historical Events Produced

Please see above. The ECWPGT can found at www.ecwpgt.com.

On the women’s programming side, we are partnering with non-profit Generation W, a locally-headquartered leader in producing events designed to inspire women and girls. We are delighted to offer this unique programming layer to our tournament participants and guests across the community. A complete description of Generation W can be found on their website at www.GenWnow.org,

Insurance coverage

We have secured a \$1,000,000 umbrella policy to cover liability, event cancellation, etc.

Again, thank you for considering The PXG Women’s Match Play Championship for a TDC grant. Our goal is showcase St Johns County not only as a golf-rich destination, but as a market welcoming to women’s initiatives in business, in the community and on the field.

Kind regards,

Mark Berman

Mark D. Berman
Managing Partner
MediaShare Consulting Group, Inc.



FOUNDING PARTNERS



MEDIA & HOSPITALITY PARTNERS



OFFICIAL CHARITY



YOU ARE *cordially invited* **TO PLAY IN**
THE MAJOR OF WOMEN'S PROFESSIONAL DEVELOPMENTAL GOLF



\$50,000 Minimum Purse
PAID CHARITY PRO AM
 GENERATION *W*
 links to leadership
 summit



A WOMEN'S INITIATIVES COLLABORATION
 WITH GENERATION *W*

NOVEMBER 1-6
WORLD GOLF VILLAGE



CLAIM YOUR SPOT AND REGISTER ONLINE TODAY
 @ [PXGWMP.com](https://www.pxgwmpc.com)

FOUNDING PARTNERS



MEDIA & HOSPITALITY PARTNERS



OFFICIAL CHARITY



📷 📺 📱 @PXGWMP • @ECWPGT • #AINTNOMINITOUR • #MAKEGOLFYOURTHING

Player Invitation

TIME TO TAKE IT TO THE
NEXT LEVEL



SCAN FOR
ADMISSION &
VOLUNTEERING

TICKETS ONLY \$10
PROCEEDS GO TO **INK!**



A WOMEN'S INITIATIVES COLLABORATION
WITH
GENERATION W

NOVEMBER 1-6
WORLD GOLF VILLAGE



AN OFFICIAL
ECWPGT EVENT

Professional Women's Golf Returns to Northeast Florida!
WITNESS THE NEXT LPGA STARS
Generation W Links to Leadership Summit | Charity Pro Am | Junior Clinic

FOUNDING PARTNERS



MEDIA & HOSPITALITY PARTNERS



OFFICIAL CHARITY



@PXGWMPG • @ECWPGT • #AINTNOMINITOUR • #MAKEGOLFYOURTHING
PURCHASE YOUR TICKETS @ PXGWMPG.COM

Sample Print ad and Event
Poster



THIS IS YOUR MAJOR!

\$50,000 MINIMUM PURSE



NOVEMBER 1-6 | WORLD GOLF VILLAGE

CLAIM YOUR SPOT! [CLICK HERE TO REGISTER](#)



NOVEMBER 1-6
\$50,000 Minimum Purse
PAID CHARITY PRO AM
GENERATION W
links to leadership summit
\$10 TICKET | PROCEEDS GO TO [INKI](#)



PXGWMPC RETURNS!
CLAIM YOUR TICKETS @ [PXGWMPC.COM](#)

See
WOMEN
A
EC

NOVEMBER 1-6

WITNESS THE NEXT LPGA STARS

TICKETS ONLY \$10 | PROCEEDS GO TO [INKI](#)
CLAIM YOUR TICKETS @ [PXGWMPC.COM](#)



Sample Social Media and
Digital Ads

You are *cordially invited* to the
VIP Reception & Official Kick Off

Thursday, September 22nd | 6:00 PM - 8:00 PM

Murgado Automotive Group | Bentley Jacksonville
7137 Bentley Road | Jacksonville, FL 32257

Join us for Bentley test drives and PXG club de
Food provided by Alhambra Theatre & Dining
Libations by Manifest Distilling & Maestro Dobel



A WOMEN'S INITIATIVES COLLABORATION
WITH GENERATION *W*

NOVEMBER 1-6 | WORLD GOLF VILLAGE | AN OFFICIAL ECWPGT EVENT

FOUNDING PARTNERS



MEDIA & HOSPITALITY PARTNERS



Please join us for the *Official Media Day*

Friday, September 23rd | 10:00 AM

Slammer & Squire Golf Course | World Golf Village

Join us for Critical Tournament Announcements & Interview Opportunities
Play the Course with PXG Ambassadors

Please RSVP by email to
RSVP@PXGWMP.com



A WOMEN'S INITIATIVES COLLABORATION
WITH GENERATION *W*

NOVEMBER 1-6 | WORLD GOLF VILLAGE | AN OFFICIAL ECWPGT EVENT

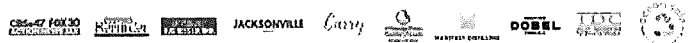
FOUNDING PARTNERS



OFFICIAL CHARITY



MEDIA & HOSPITALITY PARTNERS



●●● @PXGWMP • @ECWPGT • #AINTNOMINITOUR • #M

●●● @PXGWMP • @ECWPGT • #AINTNOMINITOUR • #MAKEGOLFYOURTHING

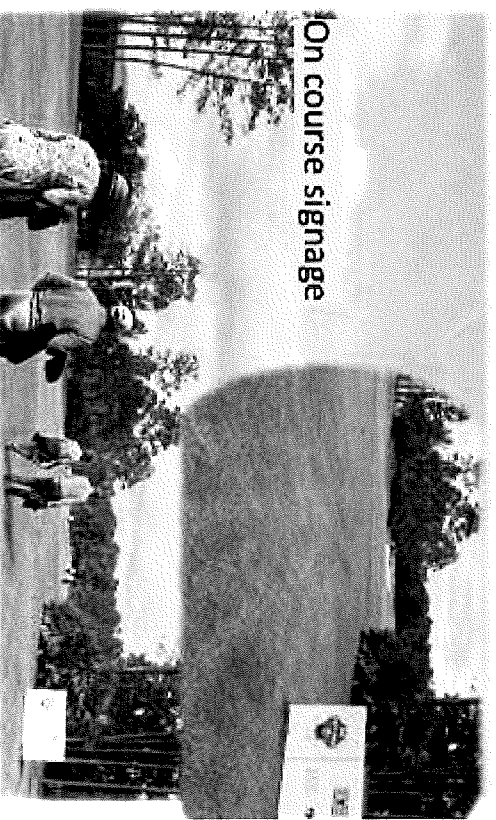
Invitation for VIP Kick Off and
Official Media Day



Sponsor Articulation Book for St Johns County Sports Marketing Grant

Agreed-to Sponsor Deliverables:

- Logo identity on the VIP concert page on website
- 10 social media posts
- Press release mentioning the concert and the CVB's sponsorship
- Logo on website as host partner
- Logo on tournament posters
- Prominent stage and venue signage
- Hole signage at both tournaments




On course signage



On Stage signage



VOLUNTEERS ARE INVITED FREE TO THE
VIP THEATRE AT THE TOURNAMENT
CONCERT CONCERT

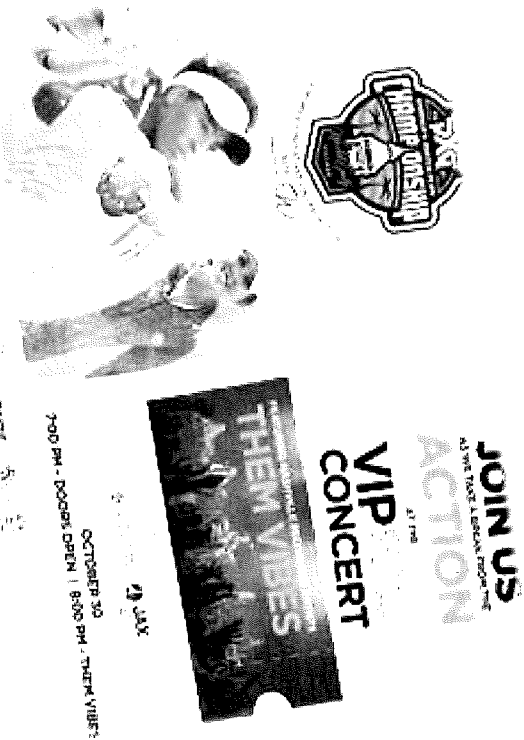
 ST. AUGUSTINE
PONTEVEDRA
FLORIDA GOLF & COUNTRY CLUB

Logo visibility on
tournament Website

Agreed to Sponsor Deliverables:

- Logo identity on the VIP concert page on website
- 10 social media posts
- Press release mentioning the concert and the CVB's sponsorship
- Logo on website as host partner
- Logo on tournament posters
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- Hole signage at both tournaments

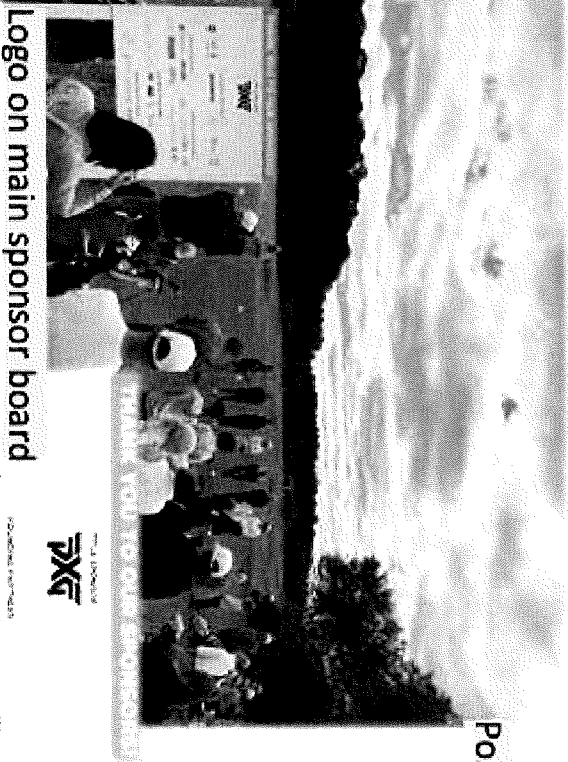
Concert invitation



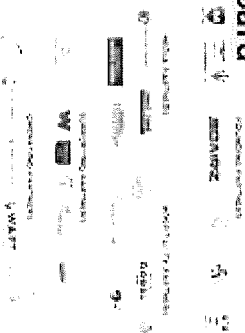
Poster & Print ad creative



Logo on Main Step and Repeat



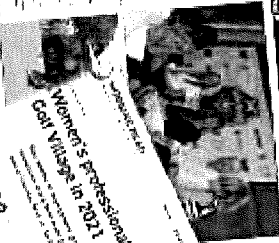
Logo on main sponsor board



(Very) Small Sampling of Local and National Press

Sportsweek

More than golf



Women's Professional Golf Tournament slated for World Golf Village in 2021

...the... ..

THE GOLF

One of the best... ..

PXG ANNOUNCES TITLE SPONSORSHIP FOR PROFESSIONAL CHAMPIONSHIP VILLAGE

Two weeks, two formats, two courses: PXG Women's Match Play under way at World Golf Hall of Fame

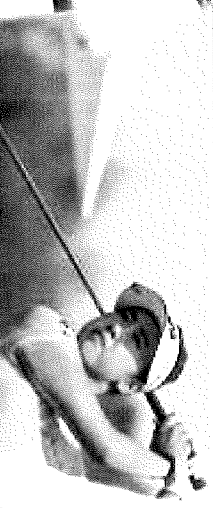


Golf History Made Today at the PXG Women's Match Play Championship with New "Point Play Podium" Format

By [Name]

Jacksonville businessman sweetens pot for PXG

Golfweek



Women's All-Pro Four to two-week, multi-format tournament at World Golf Village

World Golf Village continues hosts women's event

MK (Investing in Kids) selected as official charity partner of unique professional women's match-play golf tournament

Golfweek

Recorder

Murray Bros. Caddy Shack to host charity pro-am party of PXG Women's Match Play Championship

... ..

How one man made it his mission to shine a light on the darkest corner of women's professional golf



PXG will title sponsor a new two-week match-play event for up-coming pro women

golfweek.usa/tdp/pxg

SQUARE MILES FOUNDATION'S PARTNER AND OFFICIAL SPONSOR OF THE PXG PROFESSIONAL WOMEN'S EVENT



Recorder

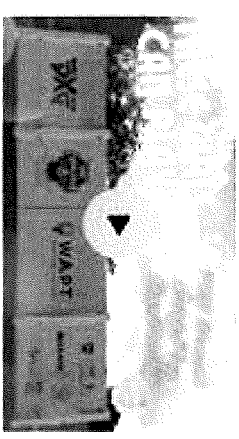
Baptist Health partners with PXG Women's Match Play Championship

Economic Impact Points...

- Players, sponsors, and entourages in the market for 10-12 Days
 - 280 room nights at WGV Resort Hotel
 - 150 AIBNB/VRBO room nights tracked
 - 50 room nights estimated off site
 - 900 rounds of golf played
 - 2,000 meals eaten
- Players represented 23 states and 19 countries
- Influencer reach exceeding 1 Million followers
- We can track more than 20 Million impressions globally with reach as far away as the Philippines
- We know many players shopped and visited historic St Augustine

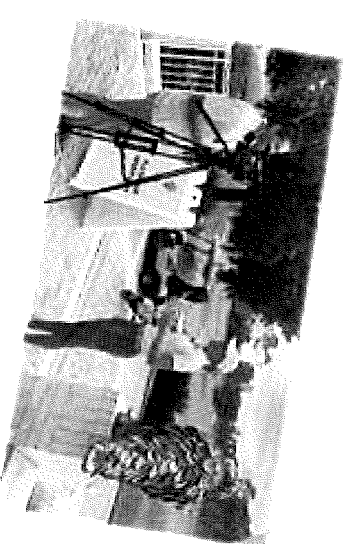
We witnessed these magical moments:

- 32 of the players in the field donated their time to play in the INKI Charity Pro-am, helping to raise more than \$50,000 for Investing in Kids, our Official Charity Partner
- At the INKI Pro-am Pairings Party, most of our players were in attendance, mingling with tournament guests, telling their stories, and cheering from each other as their friends' names were called in the pairings draw. Some drove up right after an exhausting second stage of LPGA Qualifying School.
- Then on Saturday, 12 of them did it again helping to raise another \$10k+ for Generation W in a second pro-am
- We hosted more than 70 kids at a free junior clinic. 15 professionals took time from their day to do exactly what the golf industry aims to do - grow the game at the youngest levels. So touched was one dad at the Junior Clinic, that he came back the next day and gave me \$300 to share among the players, in gratitude for his daughter's reaction to seeing "the big girls" succeeding and because he thought they should be paid for the time. Isn't that what this Women's Movement is all about? Seeing one's future self in the examples we set?
- During a four-hour rain delay, all players stayed in the clubhouse, laughing with each other, playing card games, mixing with fans and sponsors. *I looked around the room and not one of the players was on her phone.*
- A YouTube documentary producer offered to spend a day with us and do a short episode on his channel, primarily about life on the men's tours. He ended up staying for four days and ran two 20-minute episodes.
- We touched one local businessman who played in our Pro-Am so deeply, that he donated \$10,000 to the purse - a 20% increase. The players, when polled, didn't want to pay more to the usual 40% of the field who get a check, but chose to pay it deeper so more players can make even a little something...six more players made all of \$250 and they were elated. *Women taking care of women.*



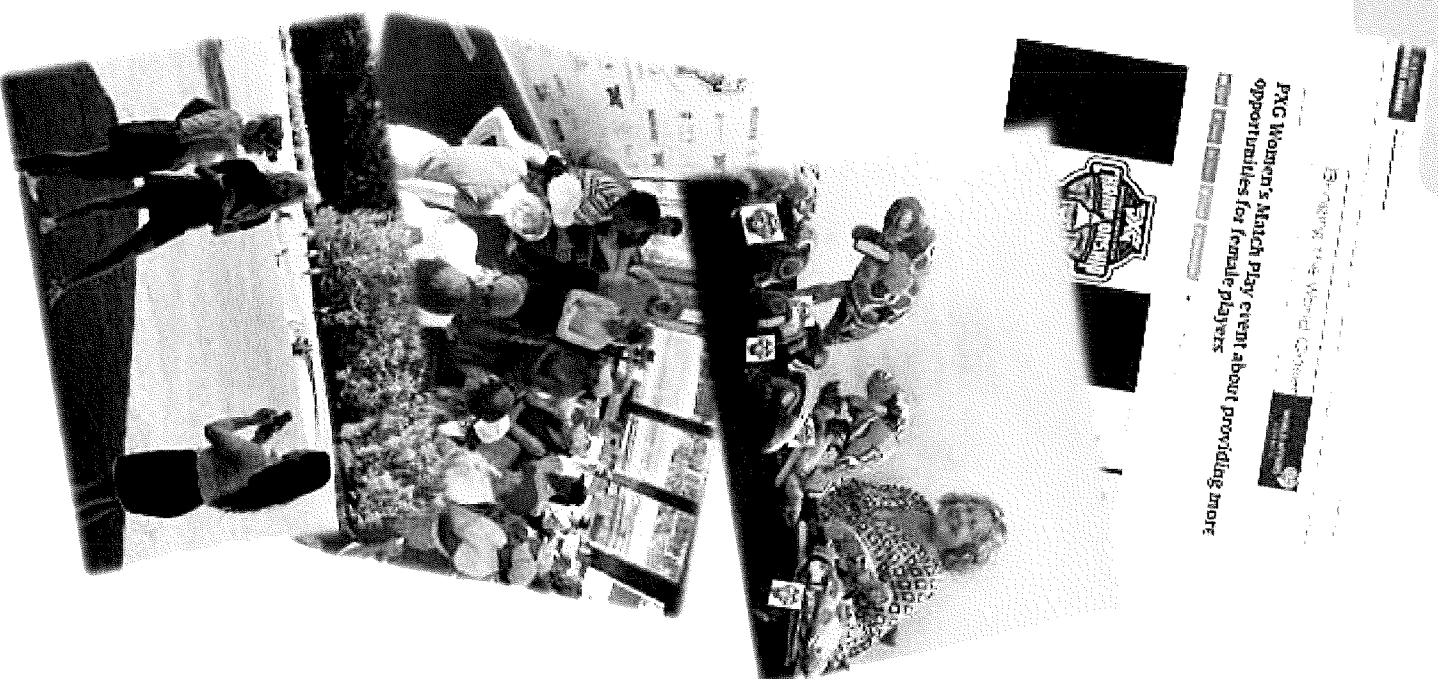
Women's MINI TOUR
GOLF Like Never Seen

Before!!
youtu.be



We witnessed these magical moments:

- We extended the seasons of 64 women, who typically don't have playing opportunities past mid-October. Not being able to go to work again until the spring, most have side hustles to pay for their actual careers as professional female athletes. One of the players works in an oil refinery. Another paints surfboards and hopes they sell on Pinterest. We created jobs, and (sadly) better paying ones than usual with a total purse of \$70,000.
- By the same token, by creating a unique trophy collection, we shared the spotlight with a local company, Ocean Sole Africa, who uses recycled flip flops harvested from the beaches of Kenya to create art and provide jobs to local artisans.
- We created more than 20 million social media impressions, telling the many, many stories of the PXGWMPC across the globe
- We had countless earned media stories run across international media as far away as the Philippines, giving headlines to the tournament, the players, and the sponsors
- Regionally, we ran more than \$200,000 of broadcast, digital and print advertising and garnered an equal amount of earned media, promoting the tournament, our sponsors, and the overall message of the PXGWMPC
- We seeded a three-page article in Golfweek about the real story of this level of women's professional golf and the trials and tribulations of these players since their earliest days
- We created an environment among an amazing family of sponsors and partners which fostered networking and a shared vision resulting in new relationships, future collaboration, and friendships.



Raised more than \$50,000 for INKI!

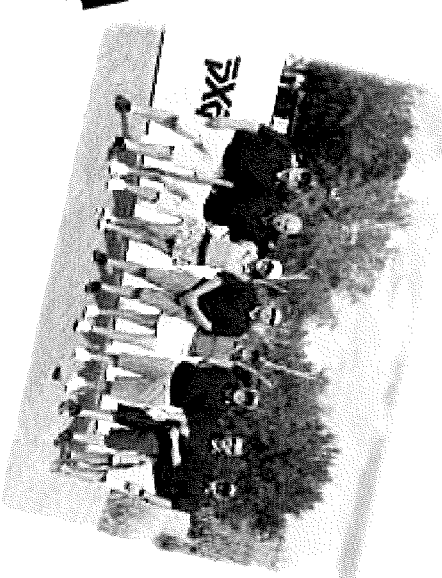
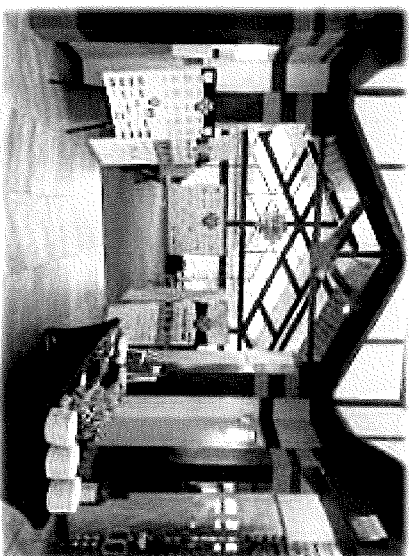
INKI: (Investing In Kids) selected as official charity partner of unique professional women's match-play golf tournament

Pro-am scheduled for October 25, 2021 on King & Bear at World Golf Village



Bear and Belton, FL) - Organized by the PGA, Charlotte's premier golf club, World Golf Village, is sponsoring a Special Charity Pro-Am. INKI will be the charity beneficiary of the fundraiser which is scheduled for October 25, 2021 on King & Bear at World Golf Village. The event will be a pro-am with professional golf tournament, with several...

INKI mission is to raise funds for public education in the Woodland Region, South Florida where the government's severe budget cuts are forcing professional women to volunteer from October 25 until November 5, 2021. INKI is a 501(c)(3) non-profit organization that is committed to raising the...



Quotables

"The PXGWMPC was a great experience. It allowed me to connect with other women golfers and mentors. To hear mentors' challenges and successes was inspiring...that we face similar challenges and that we are not alone?"

- *Janelle Johnson,*

"Thank you so much for having this dream and making it a reality. That is something truly special and us ladies are very grateful!!!"

- *Maddie Luitweiler, professional player*

"Thank you for making this event possible. The impact you are having on women's golf is amazing."

- *Yoonhee Kim*

"Thank you for putting together such a world class event. It means a lot to women's golf to have events like this."

- *Sofia Garcia, Symetra Tour Player and Final Stage Qualifier*

"I believe this is the best event I have been part of so far. Thank you!"

-*Payton Schanen, aspiring LPGA player*

"It feels so good to play in an event where everything is done with us in mind. Thank you."

- *Lexi Salberg, aspiring LPGA player*

"Thank you for creating this event to showcase the talent of these wonderful young ladies....after seeing the disparities between men and women's golf, I've decided to switch brands from Taylor Made to PXG and will only support brands that support women in golf and life."

-*Anthony Kam, spectator*

"The competitive opportunity you created for us here in Florida was absolutely fantastic and I couldn't imagine a better stretch of tournament golf. None of the effort and caring went unnoticed and I want to thank you on behalf of all of us players. From the smallest details...it was impeccable."

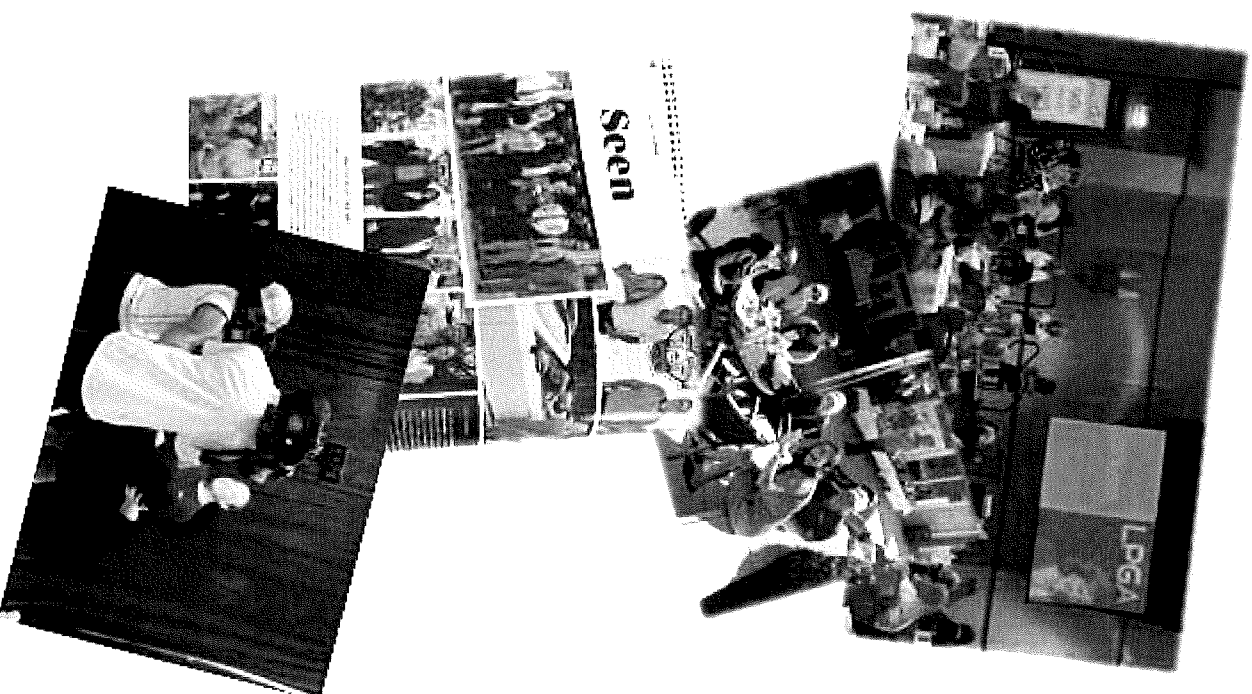
Jessica Dreesbeimdieke, player

"I've been following all your coverage from the PXGWMPC. I want you to know I am a big fan of what you are doing."

Jeff Babineau, veteran golf writer

PXGW/MPC Fun Facts

- 82 volunteers, 56 of them female, 32 from outside St Johns County,
- 63 players from 13 countries and 23 states
 - Oldest professional player 34, new mom Ashley Tate, from Baltimore, who brought her 16 month-old son, Charlie
 - Youngest player 14, amateur Milkayla Rianne, all the way from the Philippines
 - Average age is 25
- The INKI Charity Pro-am was sold out and hosted 98 amateurs and 32 professionals; most amateurs were from St Johns and Duval Counties. 40% were female. Most were executive level professionals who paid \$850 to participate. Zip code survey sent separately.
- The Generation W Pro-am was also sold out, with 48 players. 30 of them were executive level women.
- The Generation W Links to Leadership Summit saw nearly 150 women including 61 of our 63 players, three area college teams and many female area executives and leaders
- We hosted more than 70 kids at the Spooktacular Junior Clinic; 12 of our professional players were on hand to encourage, teach and tell stories.
- ActionNews (FOX and CBS) ran 365 television spots between June 1 and November 1, amounting to more than \$59,000 in value
- We also placed paid ads in the broadcasts of meaningful golf tournaments such as the US Women's, the Masters and Solheim Cup.
- We had \$25,000 of print ads in each of the Jacksonville Business Journal, the Ponte Vedra Recorder and digitally with Local IQ; all of which included the Baptist logos.



TDC Regular Meeting – October 17, 2022
March 21, 2022

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

Sport Fishing Championship, Advanced Media Inc

Funding request from Advanced Media Inc. for an offshore Sport Fishing Championship tournament, held May 11 - 14, 2022. Funding in the amount of \$20,000 was recommended by the Recreation Advisory Board.

This request was previously reviewed and is being brought back for funding consideration. During the March meeting the TDC asked that post event analytics/performance standards and zip code viewership be provided to determine a funding recommendation. The organization submitted the following information as part of the post report.

Sport Fishing Championship Advanced Media, Inc.

2003 East Highway 114, Suite 340, #200
Trophy Club, TX 76262 US
+1 9417131629
ann@sportfishingchampionship.com



INVOICE

BILL TO
Teddy Meyer
St. Augustine CVB (St. Johns County)

INVOICE 12351798
DATE 05/16/2022
TERMS Due on receipt
DUE DATE 05/16/2022

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Services	Sponsorship Agreement	1	20,000.00	20,000.00

BALANCE DUE

\$20,000.00

**THE
PASSION
IS REEL**



THE SPORT FISHING CHAMPIONSHIP

FINAL REPORT

Name of Event: NEFMA Bluewater Tournament

Event Location: St. Augustine, Florida

Marina: Camachee Cove

Dates of Event: 5/18/22-5/21/22

Estimated Overall Attendance: ~200

NEFMA Competitors: 30 boats





I. Commercial Spot

- a. Digital Broadcast on Sportfishingchampionship.com
 - a. Dates aired
 - i. CNSD de Santo Domingo White Marlin Tournament
 - 1. Thursday AM
 - 2. Thursday PM
 - 3. Friday AM
 - 4. Friday PM
 - 5. Saturday AM
 - 6. Saturday PM
 - ii. Gulf Coast Masters
 - 1. Thursday AM
 - 2. Thursday PM
 - 3. Friday AM
 - 4. Friday PM
 - 5. Saturday AM
 - 6. Saturday PM
 - b. CBS Sports Affidavit
 - a. Dates Aired
 - i. NEFMA Tournament
 - ii. Gulf Coast Masters
 - iii. Mississippi Gulf Coast Masters
 - b. See appendix for Affidavit (proof of run)

II. Feature

- a. Dates Aired
 - i. CNSD de Santo Domingo White Marlin Tournament
 - 1. Look Ahead with Smith Optics
 - ii. Recap Gulf Coast Masters

III. Billboard w/ Voice Over

- c. Dates Aired – CBS Sports Network,
 - a. NEFMA 5/21/22
 - b. Gulf Coast Masters 5/28/22
 - c. MGCBC 6/11/2022



IV. Social Media Inclusion



sportfishingchampionship
Saint Augustine, Florida

sportfishingchampionship Good morning St. Augustine! 🌞

We are excited to bring our new series to an old city, celebrating 50 years of the Annual @clubnefma Bluewater Tournament.

Head to SportFishingChampionship.com to find out what's at stake before kick off tomorrow.

@floridashistoricoast @st.johnscounty
#SportFishingChampionship #SFC
#ThePassionIsReel #FishChampionship
#StAugustine #StJohnsCounty
#VisitStAugustine #MalinFishing

Liked by kaaali and 106 others
MAY 18



sportfishingchampionship
St. Augustine Florida

sportfishingchampionship Day 1 of the 50th Annual @clubnefma Bluewater Tournament is underway. 🏆

🕒 5:30AM Boats depart
🕒 8:00AM - 3:30PM Lines in/Out
🕒 5:00PM Scales Open

Follow our social channels for SFC tournament updates!

@clubnefma @floridashistoricoast
@st.johnscounty #SportFishingChampionship
#SFC #ThePassionIsReel #StAugustine
#HistoricCoast #MarlinFishing #BlueMarlin
#Mahi #Wahoo #YellowfinTuna

3w
Liked by kaaali and 80 others
MAY 19



sportfishingchampionship
Saint Augustine, Florida

sportfishingchampionship Day 1 of the 50th Annual @clubnefma Bluewater Tournament is complete ✓.

Teams sitting at the top of the #SFC leaderboard:

1. Pez Vela 525 pts (1st Blue Marlin + 1 Sailfish)
2. Geddy Up (1 Blue Marlin)

Good luck to all the anglers fishing day two of the #NEFMA Tournament! 🏆

#SportFishingChampionship
#ThePassionIsReel #BlueMarlin #MarlinFishing
#OffshoreFishing #SaltwaterFishing
#Sailfishing



THE PASSION IS REEL



sportfishingchampionship
Saint Augustine, Florida

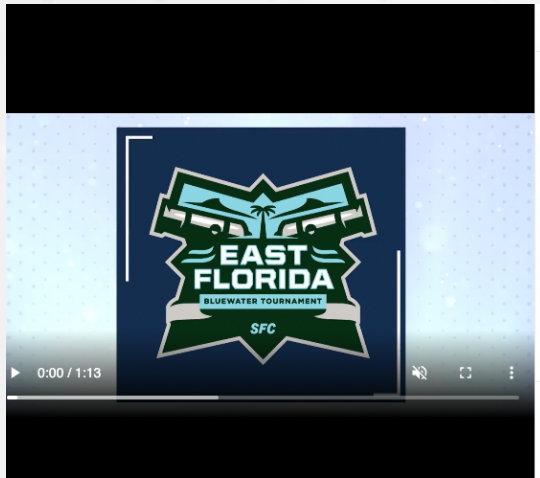
sportfishingchampionship Rigged and ready for day 2 of the @clubnefma Bluewater Tournament in St. Augustine, Florida 🍷. Good luck to all the anglers fishing today!

@floridashistoriccoast @st.johnscounty
#SportFishingChampionship
#ThePassionIsReel #SFC #BlueMarlin
#OffshoreFishing #SaltwaterFishing
#MarlinFishing

Edited · 3w

dcastle1 @alan_williams_custom_lures

3w 1 like Reply



sportfishingchampionship

sportfishingchampionship MAHI BITE IS 🔥🔥

Matt Klostermann is on site with @siteonesupply for day 2 morning @clubnefma tournament update 🍷.

#SportFishingChampionship
@st.johnscounty
@floridashistoriccoast

3w

318 views
MAY 20

https://www.instagram.com/tv/CdvmNpigRhy/?utm_source=ig_web_copy_link
https://www.instagram.com/tv/CdwEqmUAzyA/?utm_source=ig_web_copy_link





APPENDIX

- I. CBS Affidavits
 - a. Louisiana Gulf Coast Billfish Classic 4/30/2022

CBS SPORTS NETWORK CBS Sports Network														
:(Order 27300) Deal Pre and Post Log (Detail)														
Deal:	19856	Deal Revision:	8	Price Type:	Opportunistic									
Order:	27300	Agency:	Sport Fishing Championship Advanced Media, Inc.	Advertiser:	Sport Fishing Championship									
Quarter:	Q222	Acct. Exec.:	RFouse	Product:	St. Augustine, St. Johns County									
Line	Week of	Network	Unit Cost	Units	Len	M	T	W	T	F	S	S	Time: Start - End	Ordered As
Status	Remarks	Spot Type	ISCI Code	Air Date	Hit Time	Scheduled For						Scheduled Time		
4	042522	CBS Sports Network	\$0.00	0	:30						X		9:00 AM - 11:00 AM	SPORTS SPECTACULAR
Unresolved	NO TIME AVAIL	Commercial	AHAFAS2022H	4/30/22	5A	Outdoor Premiere						9:00:00AM - 11:00:00AM		
Unresolved	NO TIME AVAIL	Commercial	SFCPSA2022H	4/30/22	5A	Outdoor Premiere						9:00:00AM - 11:00:00AM		
Grand Totals:				Units	Cost									
				Total :	0	\$0.00								
				Preempted :	2	\$0.00								
				Credited :	0	\$0.00								

- i.
 - b. Club Nautico de Santo Domingo White Marlin Tournament (Dominican Republic) 5/7/2022

CBS SPORTS NETWORK CBS Sports Network														
:(Order 27300) Deal Pre and Post Log (Detail)														
Deal:	19856	Deal Revision:	8	Price Type:	Opportunistic									
Order:	27300	Agency:	Sport Fishing Championship Advanced Media, Inc.	Advertiser:	Sport Fishing Championship									
Quarter:	Q222	Acct. Exec.:	RFouse	Product:	St. Augustine, St. Johns County									
Line	Week of	Network	Unit Cost	Units	Len	M	T	W	T	F	S	S	Time: Start - End	Ordered As
Status	Remarks	Spot Type	ISCI Code	Air Date	Hit Time	Scheduled For						Scheduled Time		
4	050222	CBS Sports Network	\$0.00	2	:30						X		9:00 AM - 11:00 AM	SPORTS SPECTACULAR
Placed and Aired		Commercial	TN7RA2022	5/7/22	5A	9:38:54 AM Outdoor P7						9:00:00AM - 11:00:00AM		
Placed and Aired		Commercial	TN7RA2022	5/7/22	5A	10:19:42 AM Outdoor P7						9:00:00AM - 11:00:00AM		
Grand Totals:				Units	Cost									
				Total :	2	\$0.00								
				Preempted :	0	\$0.00								
				Credited :	0	\$0.00								

i.





c. NEFMA Bluewater Tournament 06/04/2022 *rescheduled

CBS SPORTS NETWORK CBS Sports Network															
(Order 27300) Deal Pre and Post Log (Detail)															
Deal:	19856	Deal Revision:	16	Price Type:	Opportunistic										
Order:	27300	Agency:	Sport Fishing Championship Advanced Media,	Advertiser:	Sport Fishing Championship										
Quarter:	0222	Acct. Exec.:	House	Product:	St. Augustine, St. Johns County										
Line	Week of	Network	Unit Cost	Units	Len	M	T	W	T	F	S	S	Time: Start - End	Ordered As	Scheduled Time
4	05/30/22	CBS Sports Network	\$0.00	2	:30						X		10:00 AM - 12:00 PM	SPORTS SPECTACULAR	
Placed and Aired		Commercial	TNTRA2022										10:00:00AM - 12:00:00PM		
Placed and Aired		Commercial	TNTRA2022										10:00:00AM - 12:00:00PM		
21	05/30/22	CBS Sports Network	\$0.00	2	:30						X		8:00 AM - 10:00 AM	SPORTS ENCORE	
Placed and Aired		Commercial	TNTRA2022										8:00:00AM - 10:00:00AM		
Placed and Aired		Commercial	TNTRA2022										8:00:00AM - 10:00:00AM		
Grand Totals:				Units		Cost									
				Total :	4	\$0.00									
				Preempted :	0	\$0.00									
				Credited :	0	\$0.00									

6/6/2022 2:27:27 PM Page: 1 of 1
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i.
d. Gulf Coast Masters 05/28/2022

CBS SPORTS NETWORK CBS Sports Network															
(Order 27300) Deal Pre and Post Log (Detail)															
Deal:	19856	Deal Revision:	17	Price Type:	Opportunistic										
Order:	27300	Agency:	Sport Fishing Championship Advanced Media,	Advertiser:	Sport Fishing Championship										
Quarter:	0222	Acct. Exec.:	House	Product:	St. Augustine, St. Johns County										
Line	Week of	Network	Unit Cost	Units	Len	M	T	W	T	F	S	S	Time: Start - End	Ordered As	Scheduled Time
4	05/23/22	CBS Sports Network	\$0.00	2	:30						X		9:00 AM - 10:00 AM	SPORTS SPECTACULAR	
Placed and Aired		Commercial	TNTRA2022										9:00:00AM - 10:00:00AM		
Placed and Aired		Commercial	TNTRA2022										9:00:00AM - 10:00:00AM		
Grand Totals:				Units		Cost									
				Total :	2	\$0.00									
				Preempted :	0	\$0.00									
				Credited :	0	\$0.00									

6/16/2022 10:24:20 AM Page: 1 of 1
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i.





e. MGCBC 06/11/2022

CBS SPORTS NETWORK CBS Sports Network															
: (Order 27300) Deal Pre and Post Log (Detail)															
Deal:	10656	Deal Revision:	17	Price Type:	Opportunistic										
Order:	27300	Agency:	Sport Fishing Championship Advanced Media,	Advertiser:	Sport Fishing Championship										
Quarter:	Q222	Acct. Exec.:	Roose	Product:	St. Augustine, St. Johns County										
Line	Week of	Network	Unit Cost	Units	Len	M	T	W	T	F	S	S	Time-Start - End	Ordered As	
Status	Remarks	Spot Type	ISCI Code	Air Date	Hit Time	Scheduled For	Scheduled Time								
4	050622	CBS Sports Network	\$0.00	1	:30						X		10:00 AM - 12:00 PM	SPORTS SPECTACULAR	
Placed and Aired		Commercial		TN76A2022		5/1/22	SA	10:41:10 AM	Outdoor Premise				10:00:00AM - 12:00:00PM		
Grand Totals:			Units	Cost											
			Total :	1	\$0.00										
			Preempted :	0	\$0.00										
			Credited :	0	\$0.00										

6/16/2022 10:59:42 AM Page: 1 of 1
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i.

II. Social Analytics

a. Website

Date	Users	Sessions	Hours Watched
5/2/22	2,400	3,400	130:29
5/9/22	1,000	1,500	32:36
5/16/22	987	1,500	35:11
5/23/22	2,000	3,700	157:38
5/30/22	1,000	1,700	50:09
6/6/22	3,000	5,500	255:58

b. Youtube

Date	Views	Hours Watched	New Subscribers
5/2/22	6,100	811.9	105
5/9/22	3,000	367.5	46
5/16/22	1,200	162.5	16
5/23/22	3,500	570	46
5/30/22	2,300	343.8	28
6/6/22	4,800	969.4	99





a. Facebook Live

Date	Reach	Engagement	Video Mins View
5/2/22	28.1k	7k	10k
5/9/22	43.1k	4.3k	7.5k
5/16/22	40.1k	4.7k	3.1k
5/23/22	47.4k	11.8k	24.2k
5/30/22	34.1k	7.2k	4.9k
6/6/22	75.3k	21.4k	4.9k



Media 2022	Louisiana Gulf Coast Billfish Classic
SFC MORNING SHOW - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY ONE	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY TWO	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	1 ran 0 contracted
SFC LIVE TV - 30 sec commercial spot	0 ran 1 contracted
SFC LIVE TV - In-Show Billboard	1 ran 0 contracted
SFC LIVE TV - In-Show Feature	

TOTAL: overdelivered by 69 assets for the 2022 Season overdelivered by 9

Media 2022	CNSD White Marlin Tournament- Dominican Republic
SFC MORNING SHOW - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY ONE	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY TWO	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	1 ran 0 contracted
SFC LIVE TV - 30 sec commercial spot	2 ran 1 contracted
SFC LIVE TV - In-Show Billboard	1 ran 0 contracted
SFC LIVE TV - In-Show Feature	

TOTAL: overdelivered by 69 assets for the 2022 Season

overdelivered by 11

Media 2022	NEFMA Bluewater Tournament-St. Augustine
SFC MORNING SHOW - 30 second commercial - DAY ONE	1 ran 1 contracted
SFC MORNING SHOW - 30 second commercial - DAY TWO	1 ran 1 contracted
SFC MORNING SHOW - 30 second commercial - FINAL DAY	1 ran 1 contracted
SFC DAILY RECAP - 30 second commercial - DAY ONE	1 ran 1 contracted
SFC DAILY RECAP - 30 second commercial - DAY TWO	1 ran 1 contracted
SFC DAILY RECAP - 30 second commercial - FINAL DAY	1 ran 1 contracted
SFC DAILY RECAP - In-Show Billboard - DAY ONE	1 ran 1 contracted
SFC DAILY RECAP - In-Show Billboard - DAY TWO	1 ran 1 contracted
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	1 ran 1 contracted
SFC LIVE TV - 30 sec commercial spot	2 ran 1 contracted
SFC LIVE TV - In-Show Billboard	1 ran 1 contracted
SFC LIVE TV - In-Show Feature	1 ran 1 contracted

TOTAL: overdelivered by 69 assets for the 2022 Season overdelivered by 1

Media 2022	Gulf Coast Masters-Orange Beach AL
SFC MORNING SHOW - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY ONE	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY TWO	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	0 ran 0 contracted
SFC LIVE TV - 30 sec commercial spot	2 ran 0 contracted
SFC LIVE TV - In-Show Billboard	1 ran 0 contracted
SFC LIVE TV - In-Show Feature	0 ran 0 contracted

TOTAL: overdelivered by 69 assets for the 2022 Season overdelivered by 9

Media 2022	Mississippi Gulf Coast Billfish Classic
SFC MORNING SHOW - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY ONE	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY TWO	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	0 ran 0 contracted
SFC LIVE TV - 30 sec commercial spot	1 ran 0 contracted
SFC LIVE TV - In-Show Billboard	1 ran 0 contracted
SFC LIVE TV - In-Show Feature	0 ran 0 contracted

TOTAL: overdelivered by 69 assets for the 2022 Season overdelivered by 8

Media 2022	Emerald Coast Blue Marlin Classic (ECBC)- Miramar Beach
SFC MORNING SHOW - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY ONE	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY TWO	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	0 ran 0 contracted
SFC LIVE TV - 30 sec commercial spot	1 ran 0 contracted
SFC LIVE TV - In-Show Billboard	1 ran 0 contracted
SFC LIVE TV - In-Show Feature	0 ran 0 contracted

TOTAL: overdelivered by 69 assets for the 2022 Season overdelivered by 8

Media 2022	SJYS Offshore Showdown Cape May NJ
SFC MORNING SHOW - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY ONE	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY TWO	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	0 ran 0 contracted
SFC LIVE TV - 30 sec commercial spot	1 ran 0 contracted
SFC LIVE TV - In-Show Billboard	1 ran 0 contracted
SFC LIVE TV - In-Show Feature	0 ran 0 contracted

TOTAL: overdelivered by 69 assets for the 2022 Season overdelivered by 8

Media 2022	Oak Bluffs Bluewater Classic (OBBC)-Martha's Vineyard
SFC MORNING SHOW - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY ONE	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY TWO	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	0 ran 0 contracted
SFC LIVE TV - 30 sec commercial spot	1 ran 0 contracted
SFC LIVE TV - In-Show Billboard	1 ran 0 contracted
SFC LIVE TV - In-Show Feature	0 ran 0 contracted

TOTAL: overdelivered by 69 assets for the 2022 Season overdelivered by 8

Media 2022	New York Offshore Open-Montauk
SFC MORNING SHOW - 30 second commercial - DAY ONE	canceled
SFC MORNING SHOW - 30 second commercial - DAY TWO	canceled
SFC MORNING SHOW - 30 second commercial - FINAL DAY	canceled
SFC DAILY RECAP - 30 second commercial - DAY ONE	canceled
SFC DAILY RECAP - 30 second commercial - DAY TWO	canceled
SFC DAILY RECAP - 30 second commercial - FINAL DAY	canceled
SFC DAILY RECAP - In-Show Billboard - DAY ONE	canceled
SFC DAILY RECAP - In-Show Billboard - DAY TWO	canceled
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	canceled
SFC LIVE TV - 30 sec commercial spot	canceled
SFC LIVE TV - In-Show Billboard	canceled
SFC LIVE TV - In-Show Feature	canceled

TOTAL: overdelivered by 69 assets for the 2022 Season

Media 2022	Texas International Fishing Tournament (TIFT)
SFC MORNING SHOW - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY ONE	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY TWO	1 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - FINAL DAY	1 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY ONE	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY TWO	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	0 ran 0 contracted
SFC LIVE TV - 30 sec commercial spot	1 ran 0 contracted
SFC LIVE TV - In-Show Billboard	0 ran 0 contracted
SFC LIVE TV - In-Show Feature	0 ran 0 contracted

TOTAL: overdelivered by 69 assets for the 2022 Season overdelivered by 7

Media 2022	San Juan Puerto Rico International Billfish Tournament (IBT)
SFC MORNING SHOW - 30 second commercial - DAY ONE	0 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - DAY TWO	0 ran 0 contracted
SFC MORNING SHOW - 30 second commercial - FINAL DAY	0 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY ONE	0 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - DAY TWO	0 ran 0 contracted
SFC DAILY RECAP - 30 second commercial - FINAL DAY	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY ONE	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - DAY TWO	0 ran 0 contracted
SFC DAILY RECAP - In-Show Billboard - FINAL DAY	0 ran 0 contracted
SFC LIVE TV - 30 sec commercial spot	0 ran 0 contracted
SFC LIVE TV - In-Show Billboard	0 ran 0 contracted
SFC LIVE TV - In-Show Feature	0 ran 0 contracted

TOTAL: overdelivered by 69 assets for the 2022 Season even

Dena Masters

From: Teddy Meyer <tmeyer@sjcfl.us>
Sent: Friday, October 7, 2022 10:48 AM
To: Dena Masters
Subject: FW: FW: URGENT - PAST DUE PARTNERSHIP INVOICE

Dena,

Below is the provided information from the NEFMA per the zip code request from the TDC.
I am not sure how this helps the TDC, but I will be at the meeting on Monday 10/17 if they have additional questions.

Thanks Dena

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

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From: Ann DeCapite <ann@sportfishingchampionship.com>
Sent: Friday, October 7, 2022 10:31 AM
To: Teddy Meyer <tmeyer@sjcfl.us>
Subject: Re: FW: URGENT - PAST DUE PARTNERSHIP INVOICE

Good morning, Teddy!

Here is the information I was able to secure from our production team:

This represents the top 10 cities that tuned in for the NEFMA show. (The list starts at #2 because #1 is "Undefined Location".) Also, not in the top 10, but we had views from Smyrna, St. Augustine Shores, and St. Augustine Beach - as cities.

62

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Additionally, we have kicked off our Quarter 4 tv schedule and NEFMA will run for two weeks back to back on CBS SPORTS NETWORK on the following dates:

October 13th at 7:30 pm EST.

October 20th at 7:00 pm EST.

I hope this helps and in addition to the analytics already provided, will be sufficient for the board. Moving forward, if we know specifically what is needed in advance, we can make sure we are able to provide more detailed information.

Thanks so much!

Respectfully,

Ann

On Fri, Oct 7, 2022 at 7:47 AM Teddy Meyer <tmeyer@sicfl.us> wrote:

Ann,

I am just following up from my Wednesday email. Please see below and reach out if you have clarification questions.

Thanks Ann

Teddy Meyer



**NEFBM Fishing Tournament
United States**

Room No. : 9000
 Arrival : 05-16-22
 Departure : 05-24-22
 Page No. : 8 of 8
 Folio No. : 11509
 Conf. No. : 70093608
 Cashier No. : 8389

INFORMATION INVOICE

Membership No. :
 A/R Number :
 Group Code : 0522NEFFFF
 Company Name : Hotel

07-20-22 04:08:52 PM EST

Date	Text		Charges	Credits
05-21-22	State Tax 6.5%	Room Routing Refresh chirtea Heather #410=	7.74	
05-21-22	Local Tax 5%	Room Routing Refresh chirtea Heather #410=	5.95	
05-21-22	Room	Smith Chad #411=>NEFBM Fishing Tournam	119.00	
05-21-22	State Tax 6.5%	Smith Chad #411=>NEFBM Fishing Tournam	7.74	
05-21-22	Local Tax 5%	Smith Chad #411=>NEFBM Fishing Tournam	5.95	
05-24-22	Visa			9,819.06
	XXXXXXXXXXXX9453 XX/XX			
Total			9,819.06	9,819.06
Balance				0.00

Radisson Rewards Americas: Members enjoy Member Only Rates, have access to exclusive benefits and earn points towards Award Night stays across any of our hotels in the Americas. Enroll and learn more at the front desk or at RadissonHotelsAmericas.com/Rewards.

Thank You For Staying With Us

I agree that my liability for this bill is not waived and agree to be held personally responsible in the event that the indicated person, company or association fails to pay for any portion or the full amount of these charges.

Guest Signature _____

333 S. Ponce de Leon Blvd.
 St Johns (County of)
 Saint Augustine
 FL
 32084



**NEFBM Fishing Tournament
United States**

Room No. : 9000
 Arrival : 05-16-22
 Departure : 05-24-22
 Page No. : 1 of 8
 Folio No. : 11509
 Conf. No. : 70093608
 Cashier No. : 8389

INFORMATION INVOICE

Membership No. :
 A/R Number :
 Group Code : 0522NEFFFF
 Company Name : Hotel

07-20-22 04:08:52 PM EST

Date	Text	Charges	Credits
05-16-22	Room	Room Routing Refresh Mellies Neil #218=>NE	119.00
05-16-22	State Tax 6.5%	Room Routing Refresh Mellies Neil #218=>NE	7.74
05-16-22	Local Tax 5%	Room Routing Refresh Mellies Neil #218=>NE	5.95
05-16-22	Room	Room Routing Refresh chirtea Heather #410=	119.00
05-16-22	State Tax 6.5%	Room Routing Refresh chirtea Heather #410=	7.74
05-16-22	Local Tax 5%	Room Routing Refresh chirtea Heather #410=	5.95
05-16-22	Room	Young Brad #402=>NEFBM Fishing Tournam	119.00
05-16-22	State Tax 6.5%	Young Brad #402=>NEFBM Fishing Tournam	7.74
05-16-22	Local Tax 5%	Young Brad #402=>NEFBM Fishing Tournam	5.95
05-16-22	Room	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	119.00
05-16-22	State Tax 6.5%	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	7.74
05-16-22	Local Tax 5%	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	5.95
05-16-22	Room	Yancar Steven #409=>NEFBM Fishing Tournam	119.00
05-16-22	State Tax 6.5%	Yancar Steven #409=>NEFBM Fishing Tournam	7.74
05-16-22	Local Tax 5%	Yancar Steven #409=>NEFBM Fishing Tournam	5.95
05-16-22	Room	Smith Chad #411=>NEFBM Fishing Tournam	119.00
05-16-22	State Tax 6.5%	Smith Chad #411=>NEFBM Fishing Tournam	7.74
05-16-22	Local Tax 5%	Smith Chad #411=>NEFBM Fishing Tournam	5.95
05-17-22	Room	Routed From Dunbar Carrie Of Room #207	119.00
05-17-22	State Tax 6.5%	Routed From Dunbar Carrie Of Room #207	7.74
05-17-22	Local Tax 5%	Routed From Dunbar Carrie Of Room #207	5.95
05-17-22	Room	Routed From Hueston Courtney Of Room #207	119.00
05-17-22	State Tax 6.5%	Routed From Hueston Courtney Of Room #207	7.74
05-17-22	Local Tax 5%	Routed From Hueston Courtney Of Room #207	5.95
05-17-22	Room	Room Routing Refresh Mellies Neil #218=>NE	119.00
05-17-22	State Tax 6.5%	Room Routing Refresh Mellies Neil #218=>NE	7.74
05-17-22	Local Tax 5%	Room Routing Refresh Mellies Neil #218=>NE	5.95
05-17-22	Room	Routed From Shattuck Jarred Of Room #224	119.00
05-17-22	State Tax 6.5%	Routed From Shattuck Jarred Of Room #224	7.74
05-17-22	Local Tax 5%	Routed From Shattuck Jarred Of Room #224	5.95
05-17-22	Room	Routed From guriach Lance Of Room #225	119.00

333 S. FORT MEADE BLVD.
 St Johns (County of)
 Saint Augustine
 FL
 32084



**NEFBM Fishing Tournament
United States**

Room No. : 9000
 Arrival : 05-16-22
 Departure : 05-24-22
 Page No. : 2 of 8
 Folio No. : 11509
 Conf. No. : 70093608
 Cashier No. : 8389

INFORMATION INVOICE

Membership No. :
 A/R Number :
 Group Code : 0522NEFFFF
 Company Name : Hotel

07-20-22 04:08:52 PM EST

Date	Text	Charges	Credits
05-17-22	State Tax 6.5%	Routed From guriach Lance Of Room #225	7.74
05-17-22	Local Tax 5%	Routed From guriach Lance Of Room #225	5.95
05-17-22	Room	Routed From williams Kali Of Room #325	119.00
05-17-22	State Tax 6.5%	Routed From williams Kali Of Room #325	7.74
05-17-22	Local Tax 5%	Routed From williams Kali Of Room #325	5.95
05-17-22	Room	Young Brad #402=>NEFBM Fishing Tournam	119.00
05-17-22	State Tax 6.5%	Young Brad #402=>NEFBM Fishing Tournam	7.74
05-17-22	Local Tax 5%	Young Brad #402=>NEFBM Fishing Tournam	5.95
05-17-22	Room	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	119.00
05-17-22	State Tax 6.5%	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	7.74
05-17-22	Local Tax 5%	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	5.95
05-17-22	Room	Routed From Dani Of Room #407	119.00
05-17-22	State Tax 6.5%	Routed From Dani Of Room #407	7.74
05-17-22	Local Tax 5%	Routed From Dani Of Room #407	5.95
05-17-22	Room	Yancar Steven #409=>NEFBM Fishing Tournam	119.00
05-17-22	State Tax 6.5%	Yancar Steven #409=>NEFBM Fishing Tournam	7.74
05-17-22	Local Tax 5%	Yancar Steven #409=>NEFBM Fishing Tournam	5.95
05-17-22	Room	Room Routing Refresh chirtea Heather #410=	119.00
05-17-22	State Tax 6.5%	Room Routing Refresh chirtea Heather #410=	7.74
05-17-22	Local Tax 5%	Room Routing Refresh chirtea Heather #410=	5.95
05-17-22	Room	Smith Chad #411=>NEFBM Fishing Tournam	119.00
05-17-22	State Tax 6.5%	Smith Chad #411=>NEFBM Fishing Tournam	7.74
05-17-22	Local Tax 5%	Smith Chad #411=>NEFBM Fishing Tournam	5.95
05-18-22	Room	Routed From Delatorre humberto Of Room #1.	119.00
05-18-22	State Tax 6.5%	Routed From Delatorre humberto Of Room #1.	7.74
05-18-22	Local Tax 5%	Routed From Delatorre humberto Of Room #1.	5.95
05-18-22	Room	Routed From Chestnut Brandon Of Room #20.	119.00
05-18-22	State Tax 6.5%	Routed From Chestnut Brandon Of Room #20.	7.74
05-18-22	Local Tax 5%	Routed From Chestnut Brandon Of Room #20.	5.95
05-18-22	Room	Routed From Dimattina Thomas Of Room #20	119.00
05-18-22	State Tax 6.5%	Routed From Dimattina Thomas Of Room #20	7.74

333 S. FRENCH AVE. SEASIDE

St Johns (County of)
 Saint Augustine
 FL
 32084



**NEFBM Fishing Tournament
United States**

Room No. : 9000
 Arrival : 05-16-22
 Departure : 05-24-22
 Page No. : 3 of 8
 Folio No. : 11509
 Conf. No. : 70093608
 Cashier No. : 8389

INFORMATION INVOICE

Membership No. :
 A/R Number :
 Group Code : 0522NEFFFF
 Company Name : Hotel

07-20-22 04:08:52 PM EST

Date	Text	Charges	Credits
05-18-22	Local Tax 5%	Routed From Dimattina Thomas Of Room #20	5.95
05-18-22	Room	Routed From Dunbar Carrie Of Room #207	119.00
05-18-22	State Tax 6.5%	Routed From Dunbar Carrie Of Room #207	7.74
05-18-22	Local Tax 5%	Routed From Dunbar Carrie Of Room #207	5.95
05-18-22	Room	Routed From Hueston Courtney Of Room #20	119.00
05-18-22	State Tax 6.5%	Routed From Hueston Courtney Of Room #20	7.74
05-18-22	Local Tax 5%	Routed From Hueston Courtney Of Room #20	5.95
05-18-22	Room	Room Routing Refresh Mellies Neil #218=>NE	119.00
05-18-22	State Tax 6.5%	Room Routing Refresh Mellies Neil #218=>NE	7.74
05-18-22	Local Tax 5%	Room Routing Refresh Mellies Neil #218=>NE	5.95
05-18-22	Room	Routed From guriach Lance Of Room #225	119.00
05-18-22	State Tax 6.5%	Routed From guriach Lance Of Room #225	7.74
05-18-22	Local Tax 5%	Routed From guriach Lance Of Room #225	5.95
05-18-22	Room	Routed From Healy David Of Room #309	119.00
05-18-22	State Tax 6.5%	Routed From Healy David Of Room #309	7.74
05-18-22	Local Tax 5%	Routed From Healy David Of Room #309	5.95
05-18-22	Room	Routed From williams Kali Of Room #325	119.00
05-18-22	State Tax 6.5%	Routed From williams Kali Of Room #325	7.74
05-18-22	Local Tax 5%	Routed From williams Kali Of Room #325	5.95
05-18-22	Room	Young Brad #402=>NEFBM Fishing Tournam	119.00
05-18-22	State Tax 6.5%	Young Brad #402=>NEFBM Fishing Tournam	7.74
05-18-22	Local Tax 5%	Young Brad #402=>NEFBM Fishing Tournam	5.95
05-18-22	Room	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	119.00
05-18-22	State Tax 6.5%	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	7.74
05-18-22	Local Tax 5%	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	5.95
05-18-22	Room	Routed From Dani Of Room #407	119.00
05-18-22	State Tax 6.5%	Routed From Dani Of Room #407	7.74
05-18-22	Local Tax 5%	Routed From Dani Of Room #407	5.95
05-18-22	Room	Yancar Steven #409=>NEFBM Fishing Tournam	119.00
05-18-22	State Tax 6.5%	Yancar Steven #409=>NEFBM Fishing Tournam	7.74
05-18-22	Local Tax 5%	Yancar Steven #409=>NEFBM Fishing Tournam	5.95

333 S. FRENCH AVE. DRG.
 St Johns (County of)
 Saint Augustine
 FL
 32084



**NEFBM Fishing Tournament
United States**

Room No. : 9000
 Arrival : 05-16-22
 Departure : 05-24-22
 Page No. : 4 of 8
 Folio No. : 11509
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 Cashier No. : 8389

INFORMATION INVOICE

Membership No. :
 A/R Number :
 Group Code : 0522NEFFFF
 Company Name : Hotel

07-20-22 04:08:52 PM EST

Date	Text	Charges	Credits
05-18-22	Room	Room Routing Refresh chirtea Heather #410=	119.00
05-18-22	State Tax 6.5%	Room Routing Refresh chirtea Heather #410=	7.74
05-18-22	Local Tax 5%	Room Routing Refresh chirtea Heather #410=	5.95
05-18-22	Room	Smith Chad #411=>NEFBM Fishing Tournam	119.00
05-18-22	State Tax 6.5%	Smith Chad #411=>NEFBM Fishing Tournam	7.74
05-18-22	Local Tax 5%	Smith Chad #411=>NEFBM Fishing Tournam	5.95
05-19-22	Room	Routed From Delatorre humberto Of Room #1.	119.00
05-19-22	State Tax 6.5%	Routed From Delatorre humberto Of Room #1.	7.74
05-19-22	Local Tax 5%	Routed From Delatorre humberto Of Room #1.	5.95
05-19-22	Room	Routed From Chestnut Brandon Of Room #20.	119.00
05-19-22	State Tax 6.5%	Routed From Chestnut Brandon Of Room #20.	7.74
05-19-22	Local Tax 5%	Routed From Chestnut Brandon Of Room #20.	5.95
05-19-22	Room	Routed From Dimattina Thomas Of Room #20	119.00
05-19-22	State Tax 6.5%	Routed From Dimattina Thomas Of Room #20	7.74
05-19-22	Local Tax 5%	Routed From Dimattina Thomas Of Room #20	5.95
05-19-22	Room	Routed From Dunbar Carrie Of Room #207	119.00
05-19-22	State Tax 6.5%	Routed From Dunbar Carrie Of Room #207	7.74
05-19-22	Local Tax 5%	Routed From Dunbar Carrie Of Room #207	5.95
05-19-22	Room	Routed From Hueston Courtney Of Room #209	119.00
05-19-22	State Tax 6.5%	Routed From Hueston Courtney Of Room #209	7.74
05-19-22	Local Tax 5%	Routed From Hueston Courtney Of Room #209	5.95
05-19-22	Room	Room Routing Refresh Mellies Neil #218=>NE	119.00
05-19-22	State Tax 6.5%	Room Routing Refresh Mellies Neil #218=>NE	7.74
05-19-22	Local Tax 5%	Room Routing Refresh Mellies Neil #218=>NE	5.95
05-19-22	Room	Routed From Healy David Of Room #309	119.00
05-19-22	State Tax 6.5%	Routed From Healy David Of Room #309	7.74
05-19-22	Local Tax 5%	Routed From Healy David Of Room #309	5.95
05-19-22	Room	Routed From williams Kali Of Room #325	119.00
05-19-22	State Tax 6.5%	Routed From williams Kali Of Room #325	7.74
05-19-22	Local Tax 5%	Routed From williams Kali Of Room #325	5.95
05-19-22	Room	Young Brad #402=>NEFBM Fishing Tournam	119.00

555 S. FORT GARDNER DR.
 St Johns (County of)
 Saint Augustine
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**NEFBM Fishing Tournament
United States**

Room No. : 9000
 Arrival : 05-16-22
 Departure : 05-24-22
 Page No. : 5 of 8
 Folio No. : 11509
 Conf. No. : 70093608
 Cashier No. : 8389

INFORMATION INVOICE

Membership No. :
 A/R Number :
 Group Code : 0522NEFFFF
 Company Name : Hotel

07-20-22 04:08:52 PM EST

Date	Text		Charges	Credits
05-19-22	State Tax 6.5%	Young Brad #402=>NEFBM Fishing Tournam	7.74	
05-19-22	Local Tax 5%	Young Brad #402=>NEFBM Fishing Tournam	5.95	
05-19-22	Room	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	119.00	
05-19-22	State Tax 6.5%	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	7.74	
05-19-22	Local Tax 5%	Yonizoldan Yoni #403=>NEFBM Fishing Tournam	5.95	
05-19-22	Room	Routed From Dani Of Room #407	119.00	
05-19-22	State Tax 6.5%	Routed From Dani Of Room #407	7.74	
05-19-22	Local Tax 5%	Routed From Dani Of Room #407	5.95	
05-19-22	Room	Yancar Steven #409=>NEFBM Fishing Tournam	119.00	
05-19-22	State Tax 6.5%	Yancar Steven #409=>NEFBM Fishing Tournam	7.74	
05-19-22	Local Tax 5%	Yancar Steven #409=>NEFBM Fishing Tournam	5.95	
05-19-22	Room	Room Routing Refresh chirtea Heather #410=	119.00	
05-19-22	State Tax 6.5%	Room Routing Refresh chirtea Heather #410=	7.74	
05-19-22	Local Tax 5%	Room Routing Refresh chirtea Heather #410=	5.95	
05-19-22	Room	Smith Chad #411=>NEFBM Fishing Tournam	119.00	
05-19-22	State Tax 6.5%	Smith Chad #411=>NEFBM Fishing Tournam	7.74	
05-19-22	Local Tax 5%	Smith Chad #411=>NEFBM Fishing Tournam	5.95	
05-20-22	Room	Routed From Delatorre humberto Of Room #1.	119.00	
05-20-22	State Tax 6.5%	Routed From Delatorre humberto Of Room #1.	7.74	
05-20-22	Local Tax 5%	Routed From Delatorre humberto Of Room #1.	5.95	
05-20-22	Room	Routed From Chestnut Brandon Of Room #20.	119.00	
05-20-22	State Tax 6.5%	Routed From Chestnut Brandon Of Room #20.	7.74	
05-20-22	Local Tax 5%	Routed From Chestnut Brandon Of Room #20.	5.95	
05-20-22	Room	Routed From Dimattina Thomas Of Room #20	119.00	
05-20-22	State Tax 6.5%	Routed From Dimattina Thomas Of Room #20	7.74	
05-20-22	Local Tax 5%	Routed From Dimattina Thomas Of Room #20	5.95	
05-20-22	Room	Routed From Dunbar Carrie Of Room #207	119.00	
05-20-22	State Tax 6.5%	Routed From Dunbar Carrie Of Room #207	7.74	
05-20-22	Local Tax 5%	Routed From Dunbar Carrie Of Room #207	5.95	
05-20-22	Room	Routed From Hueston Courtney Of Room #20.	119.00	
05-20-22	State Tax 6.5%	Routed From Hueston Courtney Of Room #20.	7.74	

333 S. FRENCH AVE. DR. W.
 St Johns (County of)
 Saint Augustine
 FL
 32084



**NEFBM Fishing Tournament
United States**

Room No. : 9000
 Arrival : 05-16-22
 Departure : 05-24-22
 Page No. : 6 of 8
 Folio No. : 11509
 Conf. No. : 70093608
 Cashier No. : 8389

INFORMATION INVOICE

Membership No. :
 A/R Number :
 Group Code : 0522NEFFFF
 Company Name : Hotel

07-20-22 04:08:52 PM EST

Date	Text		Charges	Credits
05-20-22	Local Tax 5%	Routed From Hueston Courtney Of Room #201	5.95	
05-20-22	Room	Room Routing Refresh Mellies Neil #218=>NE	119.00	
05-20-22	State Tax 6.5%	Room Routing Refresh Mellies Neil #218=>NE	7.74	
05-20-22	Local Tax 5%	Room Routing Refresh Mellies Neil #218=>NE	5.95	
05-20-22	Room	Routed From Healy David Of Room #309	119.00	
05-20-22	State Tax 6.5%	Routed From Healy David Of Room #309	7.74	
05-20-22	Local Tax 5%	Routed From Healy David Of Room #309	5.95	
05-20-22	Room	Routed From williams Kali Of Room #325	119.00	
05-20-22	State Tax 6.5%	Routed From williams Kali Of Room #325	7.74	
05-20-22	Local Tax 5%	Routed From williams Kali Of Room #325	5.95	
05-20-22	Room	Young Brad #402=>NEFBM Fishing Tournam	119.00	
05-20-22	State Tax 6.5%	Young Brad #402=>NEFBM Fishing Tournam	7.74	
05-20-22	Local Tax 5%	Young Brad #402=>NEFBM Fishing Tournam	5.95	
05-20-22	Room	Yonizoldan Yoni #403=>NEFBM Fishing Tour	119.00	
05-20-22	State Tax 6.5%	Yonizoldan Yoni #403=>NEFBM Fishing Tour	7.74	
05-20-22	Local Tax 5%	Yonizoldan Yoni #403=>NEFBM Fishing Tour	5.95	
05-20-22	Room	Routed From Dani Of Room #407	119.00	
05-20-22	State Tax 6.5%	Routed From Dani Of Room #407	7.74	
05-20-22	Local Tax 5%	Routed From Dani Of Room #407	5.95	
05-20-22	Room	Yancar Steven #409=>NEFBM Fishing Tournam	119.00	
05-20-22	State Tax 6.5%	Yancar Steven #409=>NEFBM Fishing Tournam	7.74	
05-20-22	Local Tax 5%	Yancar Steven #409=>NEFBM Fishing Tournam	5.95	
05-20-22	Room	Room Routing Refresh chirtea Heather #410=	119.00	
05-20-22	State Tax 6.5%	Room Routing Refresh chirtea Heather #410=	7.74	
05-20-22	Local Tax 5%	Room Routing Refresh chirtea Heather #410=	5.95	
05-20-22	Room	Smith Chad #411=>NEFBM Fishing Tournam	119.00	
05-20-22	State Tax 6.5%	Smith Chad #411=>NEFBM Fishing Tournam	7.74	
05-20-22	Local Tax 5%	Smith Chad #411=>NEFBM Fishing Tournam	5.95	
05-21-22	Room	Routed From Delatorre humberto Of Room #1.	119.00	
05-21-22	State Tax 6.5%	Routed From Delatorre humberto Of Room #1.	7.74	
05-21-22	Local Tax 5%	Routed From Delatorre humberto Of Room #1.	5.95	

333 S. FRENCH AVE. DR. W.
 St Johns (County of)
 Saint Augustine
 FL
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**NEFBM Fishing Tournament
United States**

Room No. : 9000
 Arrival : 05-16-22
 Departure : 05-24-22
 Page No. : 7 of 8
 Folio No. : 11509
 Conf. No. : 70093608
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INFORMATION INVOICE

Membership No. :
 A/R Number :
 Group Code : 0522NEFFFF
 Company Name : Hotel

07-20-22 04:08:52 PM EST

Date	Text	Charges	Credits
05-21-22	Room	Routed From Chestnut Brandon Of Room #20:	119.00
05-21-22	State Tax 6.5%	Routed From Chestnut Brandon Of Room #20:	7.74
05-21-22	Local Tax 5%	Routed From Chestnut Brandon Of Room #20:	5.95
05-21-22	Room	Routed From Dimattina Thomas Of Room #20	119.00
05-21-22	State Tax 6.5%	Routed From Dimattina Thomas Of Room #20	7.74
05-21-22	Local Tax 5%	Routed From Dimattina Thomas Of Room #20	5.95
05-21-22	Room	Routed From Hueston Courtney Of Room #20:	119.00
05-21-22	State Tax 6.5%	Routed From Hueston Courtney Of Room #20:	7.74
05-21-22	Local Tax 5%	Routed From Hueston Courtney Of Room #20:	5.95
05-21-22	Room	Room Routing Refresh Mellies Neil #218=>NE	119.00
05-21-22	State Tax 6.5%	Room Routing Refresh Mellies Neil #218=>NE	7.74
05-21-22	Local Tax 5%	Room Routing Refresh Mellies Neil #218=>NE	5.95
05-21-22	Room	Routed From Healy David Of Room #309	119.00
05-21-22	State Tax 6.5%	Routed From Healy David Of Room #309	7.74
05-21-22	Local Tax 5%	Routed From Healy David Of Room #309	5.95
05-21-22	Room	Routed From williams Kali Of Room #325	119.00
05-21-22	State Tax 6.5%	Routed From williams Kali Of Room #325	7.74
05-21-22	Local Tax 5%	Routed From williams Kali Of Room #325	5.95
05-21-22	Room	Young Brad #402=>NEFBM Fishing Tournam	119.00
05-21-22	State Tax 6.5%	Young Brad #402=>NEFBM Fishing Tournam	7.74
05-21-22	Local Tax 5%	Young Brad #402=>NEFBM Fishing Tournam	5.95
05-21-22	Room	Yonizoldan Yoni #403=>NEFBM Fishing Tour	119.00
05-21-22	State Tax 6.5%	Yonizoldan Yoni #403=>NEFBM Fishing Tour	7.74
05-21-22	Local Tax 5%	Yonizoldan Yoni #403=>NEFBM Fishing Tour	5.95
05-21-22	Room	Routed From Dani Of Room #407	119.00
05-21-22	State Tax 6.5%	Routed From Dani Of Room #407	7.74
05-21-22	Local Tax 5%	Routed From Dani Of Room #407	5.95
05-21-22	Room	Yancar Steven #409=>NEFBM Fishing Tourn	119.00
05-21-22	State Tax 6.5%	Yancar Steven #409=>NEFBM Fishing Tourn	7.74
05-21-22	Local Tax 5%	Yancar Steven #409=>NEFBM Fishing Tourn	5.95
05-21-22	Room	Room Routing Refresh chirtea Heather #410=	119.00

333 S. TOLSON BLVD.

St Johns (County of)
 Saint Augustine
 FL
 32084

95 VILANO ROAD
 SAINT AUGUSTINE, FL 32084
 TELEPHONE 904-827-9797 • FAX 904-824-1599

SFC Bluewater
 133 CONSORTIUM COURT
 LONDON ON N6E 2S8
 CANADA

SFC
 5/8/2022 12:00:00 AM
 5/16/2022 12:00:00 AM

Rate Plan:
 HH #
 AL:
 Car:

8/16/2022

5/9/2022	914205	GUEST ROOM [RTD FR RM 235 ZOLDAN, YONATAN:RCPT A] [RTD FR RM ZOLDAN YONATAN 235]	\$229.00
5/9/2022	914205	ROOM - STATE TAX [RTD FR RM ZOLDAN YONATAN 235]	\$14.89
5/9/2022	914205	ROOM - COUNTY TAX [RTD FR RM ZOLDAN YONATAN 235]	\$11.45
5/9/2022	914206	GUEST ROOM [RTD FR RM 236 MELLIE, NEIL SHELBY:RCPT A] [RTD FR RM MELLIE NEIL SHELBY 236]	\$229.00
5/9/2022	914206	ROOM - STATE TAX [RTD FR RM MELLIE NEIL SHELBY 236]	\$14.89
5/9/2022	914206	ROOM - COUNTY TAX [RTD FR RM MELLIE NEIL SHELBY 236]	\$11.45
5/9/2022	914214	GUEST ROOM [RTD FR RM 307 COURTNEY, TIMOTHY:RCPT A] [RTD FR RM COURTNEY TIMOTHY 307]	\$229.00
5/9/2022	914214	ROOM - STATE TAX [RTD FR RM COURTNEY TIMOTHY 307]	\$14.89
5/9/2022	914214	ROOM - COUNTY TAX [RTD FR RM COURTNEY TIMOTHY 307]	\$11.45
5/10/2022	914273	VS *1421	(\$766.02)
6/9/2022	920642	CANCELLATION CHARGE	\$25,281.00
6/9/2022	920643	VS *9453	(\$8,427.20)
7/1/2022	924983	VS *9446	(\$8,427.20)
8/15/2022	935586	VS *9453	(\$8,426.60)
		BALANCE	\$0.00

VS *1421

8/15/2022

293447 A

SFC Bluewater

014111

-8,426.60



St. Johns County Board of County Commissioners

Parks & Recreation Department

April 27, 2022

Kali Williams
Vice President, Client Services
Sports Fishing Championships
Kali@sportsfishingchampionships.com
M-954-425-2369

Dear Kali,

Please accept this letter of intent for the Sports Fishing Championships – Blue Marlin Tournament. The SFC- Blue Marlin Tournament has been conditionally awarded \$20,000 from the FY22 St. Johns County TDT Sports Tourism Grant Program.

Thank you for your application to the program and please let me know if you have additional questions on the conditional grant award.

All the best!

A handwritten signature in black ink, appearing to read "T. Meyer", is written in a cursive style.

Teddy Meyer
Facility Manager
SJC Parks & Recreation
tmeyer@sjcfl.us
M-904-347-7585

TDC Regular Meeting – October 17, 2022

Agenda Item 9 – Discussion on Potential Modification to the ACH Grant Application Review Process

TDC Regular Meeting – October 17, 2022

Agenda Item Monthly Reports (Information Only)

FY2022 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
August	\$ 2,517,580	13.8%
FYTD	\$ 20,863,509	55.2%
% OF BUDGET		91.7%
% OF FY		137.9%

BUDGETED \$ \$ 15,130,362

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2022

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$ 30,454,161.70	51.0%	\$ 29,892,062.94	54.1%	\$ 38,830,263.95	64.1%	\$ 28,381,796.14	42.0%	\$ 38,517,641.33	53.5%	\$ 54,110,658.69	38.9%
EXEMPT RECEIPTS	\$ (1,088,786.30)	104.5%	\$ (919,500.94)	72.2%	\$ (989,968.15)	75.6%	\$ (967,953.74)	54.8%	\$ (1,114,143.53)	62.2%	\$ (1,242,577.49)	20.9%
TAXABLE RECEIPTS	\$ 29,365,375	49.6%	\$ 28,972,562	53.6%	\$ 37,840,296	63.8%	\$ 27,413,842	41.5%	\$ 37,403,498	53.2%	\$ 52,868,081	39.3%
TOTAL TAX COLLECTED (*Increased to 5%)	\$ 1,468,269	87.0%	\$ 1,448,628	92.0%	\$ 1,892,015	104.8%	\$ 1,370,692	76.9%	\$ 1,870,175	91.5%	\$ 2,643,404	74.2%
ADJUSTMENTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -	
TOTAL TAX DUE	\$ 1,468,269	87.0%	\$ 1,448,628	92.0%	\$ 1,892,015	104.8%	\$ 1,370,692	76.9%	\$ 1,870,175	91.5%	\$ 2,643,404	74.2%
LESS COLLECTION ALLOWANCE	\$ (7,589.53)	29.0%	\$ (8,361.64)	40.8%	\$ (9,579.86)	51.4%	\$ (9,936.61)	65.2%	\$ (11,217.23)	54.4%	\$ (15,362)	77.5%
PLUS PENALTY	\$ 1,753.33		\$ 457.45		\$ 3,790.68		\$ 5,541.04		\$ 7,468.18		\$ 4,484	
PLUS INTEREST	\$ 66.12		\$ 11.43		\$ 138.26		\$ 194.48		\$ 203.86		\$ 155	
TOTAL AMOUNT REMITTED	\$ 1,462,499	87.6%	\$ 1,440,735	92.3%	\$ 1,886,364	105.3%	\$ 1,366,491	77.6%	\$ 1,866,630	92.4%	\$ 2,632,680	74.4%
LESS TAX COLLECTOR & CLERK	\$ (29,250)	87.6%	\$ (28,815)	92.3%	\$ (37,727)	105.3%	\$ (27,330)	77.6%	\$ (37,333)	92.4%	\$ (52,654)	74.4%
NET TO TDC	\$ 1,433,249	87.6%	\$ 1,411,921	92.3%	\$ 1,848,637	105.3%	\$ 1,339,161	77.6%	\$ 1,829,297	92.4%	\$ 2,580,026	74.4%

	APR	% PY	MAY	% PY	JUN	% PY	JUL	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$ 48,866,330.52	29.4%	\$ 39,213,482.61	3.8%	\$ 46,301,761.28	3.9%	\$ 53,041,238.06	3.7%	\$ 32,019,495.56	-8.6%			\$ 439,628,893
EXEMPT RECEIPTS	\$ (1,013,671.32)	11.3%	\$ (1,035,663.81)	-6.2%	\$ -1,485,613.88	61.3%	\$ (1,401,414.26)	37.2%	\$ (987,433.76)	15.1%			\$ (12,246,727)
TAXABLE RECEIPTS	\$ 47,852,659.20	29.9%	\$ 38,177,818.80	4.1%	\$ 44,816,147.40	2.7%	\$ 51,639,823.80	3.0%	\$ 31,032,061.80	-9.2%			\$ 427,382,166
TOTAL TAX COLLECTED	\$ 2,392,632.96	62.3%	\$ 1,908,890.94	30.1%	\$ 2,240,807.37	28.4%	\$ 2,581,991.19	28.8%	\$ 1,551,603.09	13.5%			\$ 21,369,108
ADJUSTMENTS	\$ -		\$ -		\$ -		\$ -		\$ -				\$ -
TOTAL TAX DUE	\$ 2,392,633	62.3%	\$ 1,908,890.94	30.1%	\$ 2,240,807.37	28.4%	\$ 2,581,991.19	28.8%	\$ 1,551,603.09	13.5%			\$ 21,369,108
LESS COLLECTION ALLOWANCE	\$ (14,424.12)	75.1%	\$ (12,256.29)	39.8%	\$ (15,648.52)	65.4%	\$ (18,039.27)	65.6%	\$ -11426.08	39.8%			\$ (133,841)
PLUS PENALTY	\$ 6,752.46		\$ 3,461.41		\$ 7,456.67		\$ 4,881.01		\$ 6237.28				\$ 52,283
PLUS INTEREST	\$ 164.98		\$ 74.13		\$ 383.14		\$ 126.22		\$ 227.49				\$ 1,745
TOTAL AMOUNT REMITTED	\$ 2,385,126.28	62.6%	\$ 1,900,170.19	30.2%	\$ 2,232,998.66	28.5%	\$ 2,568,959.15	28.8%	\$ 1,546,641.78	13.8%	\$ -		\$ 21,289,295
LESS TAX COLLECTOR & CLERK	\$ (47,702.53)	62.6%	\$ (38,003.40)	30.2%	\$ (44,659.97)	28.5%	\$ (51,379.18)	28.8%	\$ (30,932.84)	13.8%			\$ (425,786)
NET TO TDC	\$ 2,337,424	62.6%	\$ 1,862,167	30.2%	\$ 2,188,339	28.5%	\$ 2,517,580	28.8%	\$ 1,515,708.94	13.8%			\$ 20,863,509

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	\$ 1,449,693.19	60.8%	62.4%	\$ 421,844.46	17.7%	67.1%	\$ 351,859.54	14.8%	68.9%
May	\$ 1,188,821.47	62.6%	36.7%	\$ 308,457.56	16.2%	14.3%	\$ 283,652.31	14.9%	31.6%
June	\$ 1,174,922.14	52.6%	21.7%	\$ 503,466.18	22.5%	16.7%	\$ 431,855.24	19.3%	70.5%
July	\$ 1,253,485.04	48.8%	17.5%	\$ 705,605.56	27.5%	39.5%	\$ 496,980.66	19.3%	65.1%
August	\$ 918,622.96	59.4%	17.1%	\$ 256,060.96	16.6%	-10.7%	\$ 287,078.72	18.6%	34.3%
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	\$ 92,432.70	3.9%	71.2%	\$ 69,296.39	2.9%	16.1%	\$ 2,385,126.28
May	\$ 55,312.50	2.9%	26.5%	\$ 63,926.35	3.4%	5.8%	\$ 1,900,170.19
June	\$ 69,554.82	3.1%	78.7%	\$ 53,200.28	2.4%	11.0%	\$ 2,232,998.66
July	\$ 55,937.65	2.2%	-3.3%	\$ 56,950.24	2.2%	-10.3%	\$ 2,568,959.15
August	\$ 44,064.99	2.8%	21.7%	\$ 40,814.15	2.6%	7.8%	\$ 1,546,641.78
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	\$ 888,085	37.2%	65.8%	\$ 469,721	19.7%	62.5%	\$ 842,307	35.3%	60.8%	\$ 26,225	1.1%	56.2%
MAY	\$ 653,545	34.4%	17.2%	\$ 402,395	21.2%	49.1%	\$ 686,738	36.1%	29.6%	\$ 20,385	1.1%	-6.6%
JUN	\$ 1,018,305	45.6%	31.8%	\$ 384,319	17.2%	25.5%	\$ 687,202	30.8%	26.7%	\$ 21,315	1.0%	329.7%
JUL	\$ 1,203,016	46.8%	43.2%	\$ 444,446	17.3%	28.2%	\$ 774,251	30.1%	14.5%	\$ 24,879	1.0%	43.9%
AUG	\$ 576,141	37.3%	2.0%	\$ 294,858	19.1%	-2.9%	\$ 553,552	35.8%	34.7%	\$ 15,536	1.0%	2.7%
SEP												
FY YTD	\$ 7,811,260			\$ 3,940,147			\$ 7,860,529			\$ 252,279		

	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	\$ 126,747	5.3%	61.6%	\$ 22,540	0.9%	42.9%	6.3%	\$ 9,501	0.4%	24.2%	\$ 2,385,126.28
MAY	\$ 107,080	5.6%	43.9%	\$ 21,289	1.1%	2314.4%	6.8%	\$ 8,738	0.5%	84.3%	\$ 1,900,170.19
JUN	\$ 95,220	4.3%	24.6%	\$ 17,651	0.8%	-40.8%	-53.9%	\$ 8,986	0.4%	82.6%	\$ 2,232,998.66
JUL	\$ 94,396	3.7%	0.7%	\$ 16,837	0.7%	3.3%	-19.8%	\$ 11,134	0.4%	149.3%	\$ 2,568,959.15
AUG	\$ 86,595	5.6%	45.3%	\$ 10,360	0.7%	1695.5%	1477.6%	\$ 9,600	0.6%	130.4%	\$ 1,546,641.78
SEP											\$ -
FY YTD	\$ 1,130,485			\$ 203,914				\$ 90,680.35			\$ 21,289,294.71

VCB Report to the Tourist Development Council

October 17, 2022



Combined Lodging Metrics August 2022

Occupancy (%)	FY 2022			
	Jun	Jul	Aug	FYTD
This Year	63.4	65.2	48.3	60.2
Last Year	72.5	74.4	53.1	57.1
Percent Change	-12.6	-12.4	-9.2	5.5

ADR	FY 2022			
	Jun	Jul	Aug	FYTD
This Year	207.39	212.26	184.91	201.37
Last Year	190.50	199.02	184.09	174.25
Percent Change	8.9	6.6	0.4	15.6

RevPAR/L	FY 2022			
	Jun	Jul	Aug	FYTD
This Year	131.41	138.31	89.24	121.32
Last Year	138.08	148.05	97.84	99.48
Percent Change	-4.8	-6.6	-8.8	22.0

Supply	FY 2022			
	Jun	Jul	Aug	FYTD
This Year	293,254	298,978	332,014	3,297,522
Last Year	261,935	269,462	301,048	3,161,303
Percent Change	12.0	11.0	10.3	4.3

Demand	FY 2022			
	Jun	Jul	Aug	FYTD
This Year	185,809	194,818	160,236	1,986,619
Last Year	189,854	200,451	160,003	1,804,677
Percent Change	-2.1	-2.8	0.1	10.1

Gross Revenue	FY 2022			
	Jun	Jul	Aug	FYTD
This Year	38,535,211	41,351,114	29,629,202	400,043,712
Last Year	36,166,775	39,894,609	29,455,210	314,471,726
Percent Change	6.5	3.7	0.6	27.2

Combined STR Traditional Lodging and Vacation Rental Performance Metrics



Smith Travel Research

August 2022

Occupancy (%)	FY 2022		
	Jun	Jul	Aug
This Year	69.3	72.3	60.4
Last Year	76.1	78.0	56.3
Percent Change	-8.9	-7.3	7.2

Running 12 Months		
2020	2021	2022
50.9	60.8	67.6
66.5	50.9	60.8
-23.4	19.6	11.1

ADR	FY 2022		
	Jun	Jul	Aug
This Year	180.97	186.34	158.67
Last Year	176.61	188.56	158.43
Percent Change	2.5	-1.2	0.1

Running 12 Months		
2020	2021	2022
133.37	154.44	177.54
143.32	133.37	154.44
-6.9	15.8	15.0

RevPAR	FY 2022		
	Jun	Jul	Aug
This Year	125.40	134.81	95.83
Last Year	134.34	147.12	89.23
Percent Change	-6.7	-8.4	7.4

Running 12 Months		
2020	2021	2022
67.87	93.97	120.00
95.24	67.87	93.97
-28.7	38.5	27.7

Supply	FY 2022		
	Jun	Jul	Aug
This Year	198,450	205,065	205,065
Last Year	193,050	201,035	201,035
Percent Change	2.8	2.0	2.0

Running 12 Months		
2020	2021	2022
2,295,743	2,361,455	2,407,177
2,316,136	2,295,743	2,361,455
-0.9	2.9	1.9

Demand	FY 2022		
	Jun	Jul	Aug
This Year	137,508	148,353	123,849
Last Year	146,845	156,855	113,223
Percent Change	-6.4	-5.4	9.4

Running 12 Months		
2020	2021	2022
1,168,242	1,436,806	1,626,988
1,539,190	1,168,242	1,436,806
-24.1	23.0	13.2

Revenue	FY 2022		
	Jun	Jul	Aug
This Year	24,884,843	27,644,125	19,650,624
Last Year	25,934,520	29,576,977	17,938,482
Percent Change	-4.0	-6.5	9.5

Running 12 Months		
2020	2021	2022
155,804,370	221,904,922	288,849,440
220,593,891	155,804,370	221,904,922
-29.4	42.4	30.2

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



Smith Travel Research

August 2022

	Current Month August 2022 vs August 2021		Percent Change from August 2021			
	Occ %	ADR				
	2022	2022	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	67.0	62.3	7.6	11.2	19.7	19.7
Nassau County, FL	59.4	56.9	4.3	2.6	7.1	7.1
Pinellas County, FL	62.4	59.7	4.6	4.7	9.5	9.5
St. Johns County, FL	60.4	56.3	7.2	0.1	7.4	9.5
Charleston, SC	70.8	67.5	4.9	2.6	7.6	7.4
Jacksonville, FL	68.0	63.6	6.9	5.4	12.7	13.1
Myrtle Beach, SC	72.3	69.1	4.6	-6.6	-2.3	-4.7
Orlando, FL	66.9	52.5	27.4	8.1	37.7	47.9
Sarasota, FL	61.4	55.1	11.6	7.3	19.7	21.6
Savannah, GA	68.6	60.6	13.2	6.2	20.2	20.8
Fort Walton Beach, FL	64.3	70.4	-8.6	-9.7	-17.5	-16.5
Daytona Beach, FL	59.1	58.0	1.9	4.4	6.4	5.3
Zip Code 32084+	63.8	60.2	6.0	-1.0	5.0	8.5
Zip Code 32080+	61.7	61.1	0.9	0.3	1.2	4.0
Zip Code 32092+	59.7	54.1	10.3	9.1	20.3	20.1
Ponte Vedra+	56.4	46.9	20.2	-4.8	14.4	14.5

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



AllTheRooms.com Analytics

August 2022

Active Listings	FY 2022		
	Jun	Jul	Aug
This Year	5,362	5,774	5,919
Last Year	4,996	5,271	5,818
Percent Change	7.3	9.5	11.6

Supply	FY 2022		
	Jun	Jul	Aug
This Year	94,984	94,099	126,949
Last Year	69,065	68,613	100,013
Percent Change	37.5	37.1	26.9

Occupancy (%)	FY 2022		
	Jun	Jul	Aug
This Year	51.0	49.5	28.7
Last Year	62.5	63.8	46.8
Percent Change	-18.4	-22.4	-38.7

Demand	FY 2022		
	Jun	Jul	Aug
This Year	48,415	46,596	36,387
Last Year	43,155	43,757	46,780
Percent Change	12.2	6.5	-22.2

ADR	FY 2022		
	Jun	Jul	Aug
This Year	282.22	294.50	274.23
Last Year	237.52	236.28	246.19
Percent Change	18.8	24.6	11.4

Revenue	FY 2022		
	Jun	Jul	Aug
This Year	13,663,477	13,722,509	9,978,578
Last Year	10,250,218	10,339,038	11,516,728
Percent Change	33.3	32.7	-13.4

RevPAL	FY 2022		
	Jun	Jul	Aug
This Year	143.85	145.83	78.60
Last Year	148.41	150.69	115.15
Percent Change	-3.1	-3.2	-31.7



AllTheRooms.com Analytics

August 2022

Area Comparison	Occupancy	ADR	RevPAL	Supply	Demand
32080	27%	\$ 278.42	\$ 76.12	3,179	19,006
32082	27%	\$ 407.34	\$ 110.06	406	2,058
32084	29%	\$ 267.35	\$ 77.69	1,630	11,382
32092	46%	\$ 188.60	\$ 86.92	310	2,155



Glossary of Terms

- Room Night=> One room times one night, it is a basic component of calculations for occupancy, demand, supply, ADR and RevPAR/L;
- Occupancy=> Percent of available room nights that are occupied in a given period of time (Room nights sold divided by available room nights expressed as a percentage);
- ADR=> Average Daily Room Rate (Revenue from the sale of room nights divided by the number of room nights occupied);
- RevPAR/L=> Average revenue per available room night or listing night (Revenue from the sale of rooms in a specific period divided by all available room nights for the period);
- Demand=> Number of room nights sold in a given period of time;
- Supply=> Total number of room nights or listing nights available for sale in a given period (Smith Travel Research (STR) requires that a room be out of order for at least six months before it can be taken out of available room counts);
- Gross Revenue=> Revenue from the sale of rooms in a given period;
- FYTD=> Fiscal year to date



Bed Tax Collections

July 2022

July (Net Collections)	\$ 2,517,580	29%
YTD Net Collections July	\$ 19,347,800	60%

YTD Collections by Area	July	YTD
Anastasia Island and St. Augustine Beach (32080)	47%	37%
Ponte Vedra Beach (32082)	17%	18%
St. Augustine, Vilano and North Beach (32084)	30%	37%
St. Augustine Shores/South/207 (32086)	1%	1%
World Golf Village and west of I-95 (32092)	4%	5%
I-95&SR 16/Palencia (32095)	1%	1%
Other	0.4%	0.4%



Website Campaign Updates

August 2022

Top Level Performance

Visits to Website	170,612
Pageviews	271,676
Time on Site	1:22
Bounce Rate	57.21%
Scroll Depth	31.04%

Key Performance Indicators

Guides Ordered	829
eNewsletter Signups	163
Clicks on Partner Listings	15,639
BookDirect Clicks (lodging)	1,190

Organic Performance

Visits to Website	54,147
Pageviews	83,307
Time on Site	1:37
Bounce Rate	53.61%



VIC Visitation

August 2022

SJCC –PVBD Visitor & Information Center

	August 2022	August 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	31	23	0.07%	456	425	456

City of St. Augustine Downtown Visitors Center

	August 2022	August 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	40,943	24,037	94%	467,763	534,750	569,995

St. Augustine Beach Visitors Center

	August 2022	August 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	1,548	3,619	4%	24,392	34,174	37,492

Jacksonville Airport Visitor Information Center

	August 2022	August 2021	% of Total Visitors	FYTD 2022	FYTD 2021	Total FY 2021
Total Visitors	912	0	2% 0.00%	10,577	3,545	4,547

Total Inquiries at Visitors Centers

	August 2022	August 2021	FYTD 2022	FYTD 2021	Total FY 2021
	43,434	27,679	504,100	465,463	612,490



Departmental Reports



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Social Media September 2022

Social Media		YOY Change
Facebook		
Fans added In September	1,152	
Total Facebook Fans	525,480	1.6%
Facebook Impressions	2,461,984	
Engagement Rate	4.0%	
Reach	965,666	
Instagram		
Instagram Followers	43,941	8.6%
Instagram Impressions	309,031	
Reach	73,370	
Twitter		
Twitter Followers	14,124	5.1%
Twitter Impressions	28,832	
TikTok (launched 7/4/22)		
TikTok Followers	2,710	
TikTok Likes	11,902	
TikTok Total Video Views	143,904	
YouTube		
Views To Date	420,440	9%

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



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Communications Summary

August 2022

	August	FYTD	FYTD 21	
Total Impressions	2,683,544,337	85,603,663,821	61,876,541,412	38%
VCB Supported Stories <i>in publication or broadcasted</i>	154	3,295	3,223	2%



Sales Measurement Summary

August 2022

	August	Monthly % Actual vs Goal	YTD	YTD % Actual vs Goal
Solicitation Emails/Calls	152	-7%	2,041	91.4%
Total Leads Distributed	48	71%	284	95.3%
Lead Room Nights	11,956	25%	100,942	96.5%



Florida's First Coast of Golf

August 2022

	Aug-22	Aug-21	% Change
Rooms	3,298	4,026	-18%
	Aug-22	Aug-21	% Change
Rounds	12,683	15,486	-18%

Precipitation	2022	2021	Change
	4.55	5.82	-1.27

Temperature (Avg High)	2022	2021	Change
	81	82	(2°)

Digital Traffic

Aug-22	Aug-21	% Change
13,247	6,953	91%
2022 YTD	2021 YTD	% Change
133,836	97,147	38%



Promotions – June 2022

2022 PROMOTIONS

- Completed Cox Media Group Atlanta promotions with stations WSB-AM, WSRV, WALR, and WSB-FM for summer promotions with 3 day/2 night prize packages for each station, complete with lodging, attraction tickets and dining gift cards. These back-to-back promotions started on May 9, 2022 and ended on July 1, 2022.
- Completed iHeart Media Orlando promotions with stations WMGF, WTKS, WRUM, WXXL, & WJRR for summer promotions with 3 day/2 night prize packages complete with lodging, attraction tickets, and dining gift cards (two prizes per station, for a total of 10 prizes). These promotions launched in May 2022 and ended after the 4th of July holiday.
- Working with VISIT FLORIDA on a large Atlanta radio promotion that will include an in-market live broadcast in November 2022.
- Finalizing contract negotiations with Peter Greenberg Worldwide for an exclusive destination video segment on *The Travel Detective: Hidden Gems* as well as a live broadcast on the nationally syndicated CBS radio show, *Eye on Travel*. *Hidden Gems* will air 1Q2023 and the CBS radio show will air in October 2022.

DATABASE MARKETING

- Subscriber base is now at 201,452.



CEO's Comments

- August Combined Traditional and Vac Rental Lodging: Occupancy 48.3% (-9.2%), ADR \$184.91 (+0.4%), RevPAR/L \$89.24 (-8.8%), Demand +0.1%, Supply +10.3%, Revenue +0.6%
- August Traditional Lodging Stats: Occupancy 60.4% (+7.2%), ADR \$158.67 (+0.1%), RevPAR \$95.83 (+7.4%), Demand +9.4%, Supply +2.0%
- August Vacation Rental Stats: Occupancy 28.7% (-38.7%), ADR \$274.23 (+11.4%), RevPAL \$78.60 (-31.7%), Demand -22.2%, Gross Rev -13.4% and Supply +26.9%
- **June Attractions (n=18) report that attendance was down slightly -0.8% to 2021; FYTD was up +9.8% to 2021**
- **June B&B Lodging stats (n=8): Occ 70.8% (-22.2% below 2021), ADR \$275.62 (+12.5%), RevPAR \$195.22 (-12.4%), Demand -19.3%. FYTD Occ 82.0% (+5.4%), ADR \$284.92 (+12.3%), RevPAR \$233.69 (+18.4%), Demand +6.4%**
- August Publicity: Supported stories FYTD 3,295, +2% to FYTD 2021.
- August Sales team lead distribution was +95.3% YTD goal, with solicitations at 91.4% of goal.
- **Completed Cox Media Group Atlanta promotions with stations WSB-AM, WSRV, WALR, and WSB-FM and iHeart Media Orlando promotions with stations WMGF, WTKS, WRUM, WXXL, & WJRR. Conducted State of the Tourism Industry presentations to industry leaders and the public. Working with VISIT FLORIDA on a large Atlanta radio promotion for NOL and finalizing contract negotiations with Peter Greenberg Worldwide for an exclusive destination video segment on The Travel Detective: Hidden Gems.**
- Attended Destinations International Annual Conference at which VCB was awarded Destination Marketing Accreditation Program renewal for practicing the highest standards of professional operation.
- Developed with Board and provided creative brief to Peter Mayer Advertising and VCB staff for use developing new campaign, web design and other marketing messaging.
- Completed 2021 Tourism Economic Impact study in SJC and provided the TDC with summary of mutual collaboration activities between VCB and SJCC.

Tourist Development Council Funding for Arts, Culture & Heritage Programs and Events: FY 2022



ST. JOHNS
CULTURAL COUNCIL

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

Artists & Cultural Organizations are a critical component of St. Johns County Tourist Development

The St. Johns County Tourist Development Council provides much needed support for organizations that present events and programming which attract visitors to St. Johns County, and funds marketing and product development for Cultural Visitors.

Here's a look back at TDC funded events and programming for the Fiscal Year ended September 30, 2022, along with a preview of events planned for the first quarter of FY2023.



Fall 2021



St. Augustine Songwriters Festival

5th ANNUAL SING OUT LOUD FESTIVAL

SEPTEMBER 10 - SEPTEMBER 26 MULTIPLE VENUES IN ST. AUGUSTINE, FL

TLC'S CELEBRATION OF CRAZY SEXY COOL WITH
BONE THUGS-N-HARMONY
MAYDAY PARADE YOLA
PARQUET COURTS DEHD
FLIPTURN DAN TYMINSKI BEARS AND LIONS
INSPECTION 12 FLAG ON FIRE AND MANY MORE!

CO-PRESENTED BY
ST. AUGUSTINE DISTILLERY &
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

ST. AUGUSTINE DISTILLERY IPA INTUITION THE EDWARDS CULTURAL COUNCIL FLYING SAUCER DISTILLERY

WWW.SINGOUTLOUDFESTIVAL.COM

Sing Out Loud

Winter 2021-2022



Ponte Vedra Auto Show



Regatta of Lights

Winter 2021-2022



National Opera Conference



St. Augustine Film Festival

Winter 2021-2022



DISCOVER FORT MOSE **FEB. 18-26, 2022**
FORT MOSE HISTORIC STATE PARK
15 FORT MOSE TRAIL - ST. AUGUSTINE, FL 32084
WWW.DISCOVERFORTMOSE.COM

JAZZ AND BLUES SERIES

FEB. 18 THE LEGENDARY COUNT BASIE ORCHESTRA DIRECTED BY SCOTTY BARNHART	FEB. 19 AMYTHYST KIAH
FEB. 24 GREGORY PORTER	FEB. 25 TANK AND THE BANGAS
FEB. 26 TROMBONE SHORTY & ORLEANS AVENUE	

Discover Fort Mose

Winter 2021-2022



Celtic Music & Heritage Festival

Winter 2021-2022



National Scenic Byways Conference:
Dedication of AIA "All American Road"

Spring 2022



St. Augustine Fashion Week



St. Augustine Food + Wine Festival



Spring 2022



Unidos en la Musica



"As If" The 90s Festival

Spring 2022



Romanza Festivale



St. Augustine History Festival:
Drake's Raid

Summer 2021



Battle of Bloody Mose

St. Augustine Music Festival

Music and Art by the Sea

Year Round Programming 2021- 2022



The Lightner Museum



Lincolnton Museum &
Cultural Center:
Jazz at the Excelsior



St. Augustine Art Association

Year Round Programming 2021- 2022



Limelight Theatre



Fort Mose Historical Society



Lighthouse & Maritime Museum

Year Round Programming 2021- 2022



ACCORD Museum & Freedom Trail



First Coast Opera

Year Round Programming 2021- 2022



Historic Florida Militia

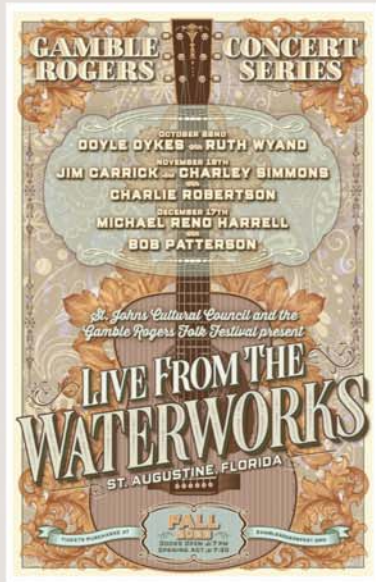


St. Augustine Ballet



EMMA Concert Association

Coming Soon.....



ST. JOHNS
CULTURAL COUNCIL

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Learn more:

HistoricCoastCulture.com

StJohnsCulture.com