

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
SEPTEMBER 18, 2023 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Michael Gordon, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – August 21, 2023
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. TAG! CHILDREN’S MUSEUM PRESENTATION (**Action Required**)
Public comment
8. ST. JOHNS CHAMBER OF COMMERCE PRESENTATION (**Action Required**)
Public Comment
9. SPORTS MARKETING FUNDING REQUESTS (**Action Required**)
 - Florida State CFDA Championship – February 9-11, 2024 Recommended \$2,500
 - Santa Suits On The Loose 5K -December 9, 2023 Recommended \$5,000
 - PRIME Soccer Cup – October 6-8, 2023 Recommended \$10,000
 - Ponte Vedra Beach Triathlon – October 15, 2023 – Recommended \$6,500
 - FL GA Pickleball Classic – October 27-29, 2023 Recommended \$10,000
 - Pickleball Veritas in the Ancient City – February 23-25, 2024 Recommended \$10,000
 - St. Augustine Amateur Golf – December 1-3, 2023 Recommended \$15,000
 - Jacksonville Classic Basketball – November 18-20, 2023 Recommended \$20,000
 - Perfect Game Fall Sunshine State Championships Oct. 20-22, 2023 Recommended \$8,500
 - Perfect Game Fall Florida Premier Championships Nov 3-5, 2023 Recommended \$8,500
 - Jacksonville Football Club Soccer Tournaments – January & February 2024 Recommended \$7,500
10. TOURISM DESTINATION MARKETING DISCUSSION (**Action Required**)
11. MONTHLY REPORTS PROVIDED IN PACKETS
12. MEMBER COMMENTS
13. NEXT MEETING DATE – October 16th
14. ADJOURN

TDC Regular Meeting – September 18, 2023

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

- Regular Meeting – August 21, 2023
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
August 21, 2023 - 1:30 p.m.
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084

CALL TO ORDER

Gordon called the meeting to order at 1:30 p.m.

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

Absent: Irving Kass, District 2

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

PLEDGE OF ALLEGIANCE

Gordon led the Pledge of Allegiance.

ROLL CALL

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

APPROVAL OF AGENDA

Motion by Phillips, seconded by Blevins, carried 7/0, to approve the Agenda, as submitted.

Yea: Phillips, Gordon, Blevins, Arnold, Sikes-Kline, Wicks, Samora

Nay: None

APPROVAL OF MINUTES

Motion by Blevins, seconded by Samora, carried 7/0, to approve the minutes for the June 19, 2023, meetings, as submitted.

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

Motion by Sikes-Kline, seconded by Samora, carried 7/0, to approve the minutes for the July 17, 2023, meetings, as submitted.

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

PUBLIC COMMENT

Virginia Whetstone provided public comment.

TOURIST DEVELOPMENT COUNCIL BOARD RECOMMENDATIONS

Meeks provided the details of the recommendations, via PowerPoint. She also suggested that the applicants provide introductions and provided information on the voting process.

Doctor Arthur Field provided a summary of his qualifications.

Heather Harley-Davidson provided a summary of her qualifications.

Bonnie Hayflick provided a summary of her qualifications.

Jeanetta Cebollero provided a summary of her qualifications.

Charles Cox provided a summary of his qualifications.

Benjamin Brandao provided a summary of his qualifications.

Matthew Ohlson provided a summary of his qualifications.

Beth Strautz provided a summary of her qualifications.

Garrett Colton provided a summary of his qualifications.

Discussion ensued on moving forward with filling the vacant seat and on the applicants introducing themselves.

Sikes-Kline nominated Jeanetta Cebollero for the vacant seat, which was seconded by Phillips.

Wicks nominated Charles Cox for the vacant seat, which was seconded by Arnold.

Meeks read a letter of support for Charles Cox that was provided by Kass.

Motion by Sikes-Kline, seconded by Phillips, carried 2/5, via roll call vote, to recommend the Board of County Commissioners to approve Jeanetta Cebollero for the vacant Tourist Development Council seat.

Yea: Phillips, Sikes-Kline

Nay: Blevins, Arnold, Gordon, Wicks, Samora

Motion by Wicks, seconded by Arnold, carried 7/0, via roll call vote, to recommend the Board of County Commissioners to approve Charles Cox for the vacant Tourist Development Council seat.

Yea: Phillips, Gordon, Blevins, Arnold, Sikes-Kline, Wicks, Samora

Nay: None

TAG! CHILDREN'S MUSEUM PRESENTATION

Andrew Murfin, Board of Directors Vice Chair, and Kim MacEwan, Board of Directors Executive Director, provided the details of the museum, via PowerPoint.

The Council Members voiced their support for the museum.

ART, CULTURE AND HERITAGE GRANT ALLOCATIONS

Meeks provided the details of the request, via PowerPoint.

Discussion ensued on the scoring matrix, budget process, and eligibility process, with additional comments provided by Brenda Swann, Associate Director of St. Johns Cultural Council, on the new programs and scoring matrix.

Public comment: There was none.

Motion by Sikes-Kline, seconded by Wicks, carried 7/0, to recommend the Board of County Commissioners to recommend funding of the list as presented and look into the possibility of the full funding of \$661,220 for the grants.

Yea: Phillips, Gordon, Blevins, Arnold, Sikes-Kline, Wicks, Samora

Nay: None

TOURISM DESTINATION MARKETING DISCUSSION

Meeks provided the details of the tourism servicing contracts and establishing a Tourism Destination Marketing Request for Proposal (RFP) working group consisting of five people, via PowerPoint. She also provided further information for the council members to present names of recommendations.

Discussion ensued on the Tourism Destination Marketing RFP working group eligibility requirements, the conflict of the Visitors and Convention Board (VCB) and staff, moving the process along, having a liaison participate from the Tourist Development Council (TDC), and having an individual from the restaurant community. Additional comments were provided from Joanne Spencer, Senior Assistant to the Board of County Commissioners (BCC), on adding the appointment for Charles Cox to the next BCC meeting agenda to allow him to participate in the voting process.

Sikes-Kline recommended the following candidates for the Tourism Destination Marketing RFP working group, Christina Parrish Stone, St. Johns Cultural Council; Kathy Flemming; Melissa Wissel, City of St. Augustine; and Roxanne Horvath, Vice Mayor of the City of St. Augustine.

Blevins recommended the following candidates for the Tourism Destination Marketing RFP working group, Gabe Pellicer, St. Augustine Amphitheater; Dylan Rumrell, Vice Mayor of St. Augustine Beach; Dave Chatterton, Old Town Trolleys; Cyndi Stavely, Colonial Quarter; Todd Hickney, Sawgrass Marriott; Bo and Letty Bozard, Bozard Ford Family; and Charles Cos, San Sebastian Winery.

Arnold recommended the following candidates for the Tourism Destination Marketing RFP working group, Gabe Pellicer, St. Augustine Amphitheater; Phil McDaniel, St. Augustine Distillery; and Irving Kass, St. George Inn and TDC Member.

Samora recommended the following candidates for the Tourism Destination Marketing RFP working group, Dylan Rumrell, Vice Mayor of St. Augustine Beach, and Phil McDaniel.

MONTHLY REPORTS PROVIDED IN PACKETS

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

Susan Phillips, St. Johns County Visitors and Convention Bureau (VCB), provided the VCB reports, via PowerPoint.

MEMBER COMMENTS

Sikes-Kline announced that the visitors' numbers were up compared to last year and provided details on the St. Augustine Rider (STAR) services.

NEXT MEETING DATE

Gordon stated that the next meeting was scheduled for September 18, 2023.

ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 3:08 p.m.

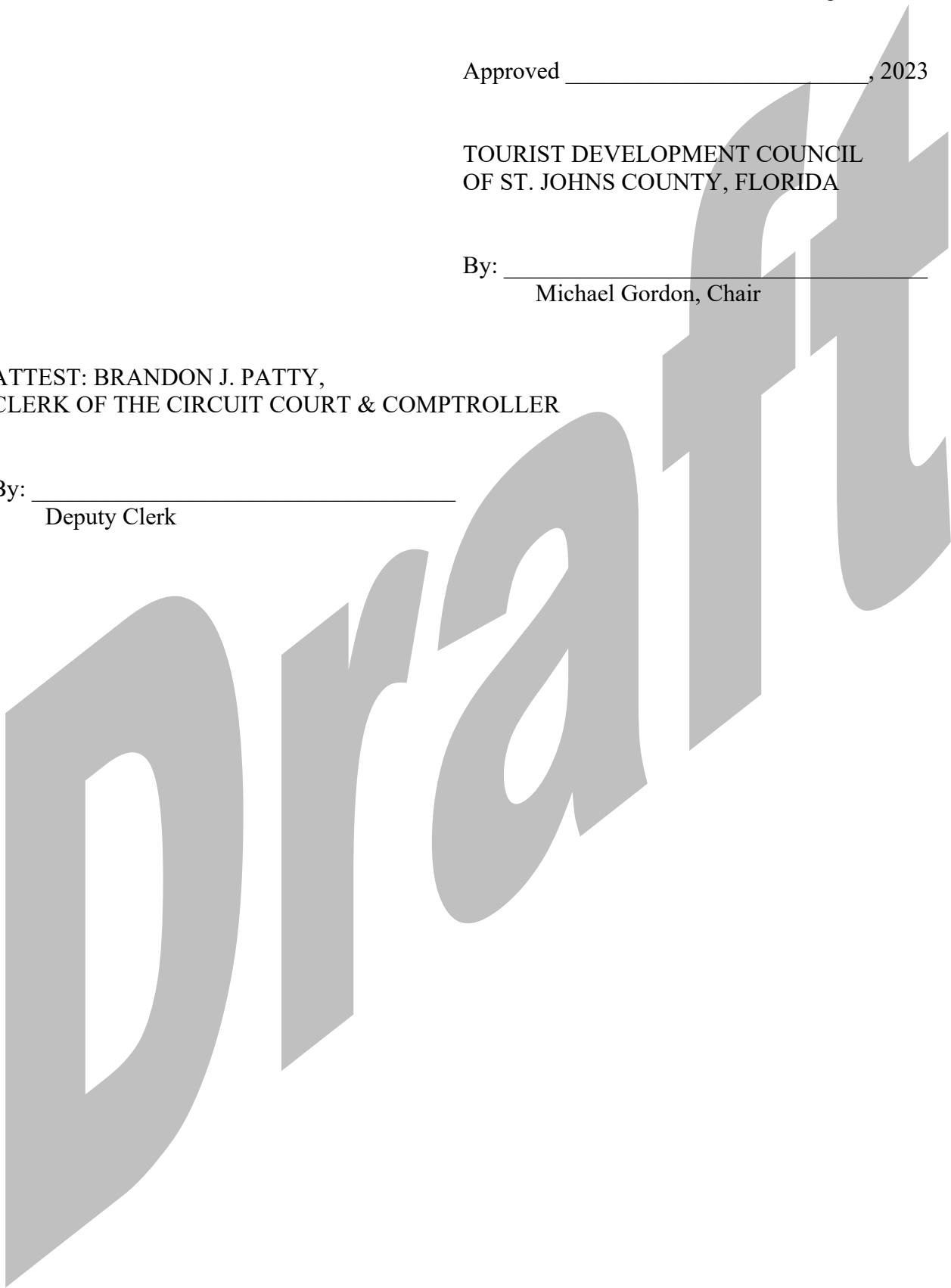
Approved _____, 2023

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Michael Gordon, Chair

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

By: _____
Deputy Clerk



TDC Regular Meeting – September 18, 2023

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

Jeffrey Alan Scott Marshall – Cowboy Fast Draw

Funding request for the Florida State CFDA Shooting championship, scheduled for February 9 – 11, 2024. The event will take place at the St. Johns County Fairgrounds.

Cowboy Fast Draw shooting is a way for people, who enjoy the old west genre, to get together and experience the "Old West".

The application was reviewed by the Recreation Advisory Board at their August 9th meeting and recommended for funding in the amount of \$2,500. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	February 9-11, 2024
Event Name	FL State CFDA Championship
Sport	Cowboy Fast Draw
Legal Name of Host Organization	Jeffrey Alan Scott Marshall
Organization/Event Website	Cowboyfastdraw.com

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

Primary Contact Name	Jeffrey Alan Scott	Cell Phone Number	904-422-7395
Email Address	jeffreyscott1957@gmail.com		
Total Event Budget Amount	\$11,250.00	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.

St. Johns County Fairgrounds

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.

PROJECTED EXPENSE

1) FOOD BANQUET	\$2000.00
2) SANCTION FEE	\$1200.00
3) SITE FEES	\$ 1250.00
4) AWARDS	\$ 5000.00
5) INSURANCE	\$ 100.00
6) MARKETING / PROMOTION	\$ 400.00
7) AMMO	\$ 1300.00
	<hr/>
TOTAL	\$ 11250.00

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		11,470.00
Contributions		
Grants (Including TDC Funding here)		7,500.00
Sponsorships		
Sales (Merchandise/Concessions+)		
Room rebates		
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 18,970.00
	TOTAL INCOME	\$ 18,970.00

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: SM

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: SM

3. A comprehensive Sponsorship Packet

Staff (initial) received: SM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: SM

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

Staff (initial) received: SM

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

Staff (initial) received: SM

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: SM

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 SM

Comments:

SECTION 2

A. EVENT DETAIL

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

SPORT/ACTIVITY

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

St. Johns County Fairgrounds

PARTICIPATION

Number of Teams		Number of Individual Competitors	85
Number of Coaches/Trainers		Number of Spectators	

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

Cowboy Fast Draw Association (CFDA) Members

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 7/27/23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

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

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

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

Section 1: Overall Economic Benefit Scoring

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

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

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

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

Section 2: Additional Event Considerations Scoring

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

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

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

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

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

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

Section 3: Event Impact Scoring

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

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

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

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

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

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

Calculate Final Event Score:

Section 1 Total	+	Section 2 Total	-	Section 3 Total	=	Final Event Score
	(plus)		(minus)			

Application & Organization Score:

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

RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____

Who's Coming

CFDA 2023 Florida State and Eastern U.S. Territorial Championships

Updated 3/11/2023

	Name	Alias	Category	State
1	Martin Brabham	Smokin' Gun	M Senior	FL
2	Andey Mendolia	Mendy	M Super Senior	FL
3	Pete Youn	Smokey Bear	M Super Senior	FL
4	Lin Glore	Belle Ringer	L Super Senior	FL
5	Butch Butcher	Dueces Wild	Elder Statesman	FL
6	Kenneth Wooley	Blaster	Elder Statesman	FL
7	Eve Ann Magoulas	Gypsy Girl	L Super Senior	FL
8	Costa Magoulas	Chuckwagon	Elder Statesman	FL
9	Mark Stevenson	Sprayin Lead Ned	M Super Senior	FL
10	Frank Sockman	S-MAN	Old Timer	FL
11	Relina Sockman	S-LADY	L 49'R	FL
12	Darrall Stang	Alberta Kid	M Senior	Can
13	Shely Stang	FireStick	L Senior	Can
14	Romeo Nicolo	Gunsmoke	M Super Senior	FL
15	Charles Boudreau	2 Buck Chuck	None	FL
16	Nick Nance	Waynedango Unchained	M 49'R	FL
17	Jeff Hobson	Coppersnake	Old Timer	FL
18	Pamela Hobson	Gray Wrangler	L Senior	FL
19	Bob Morin	Bar Stool Bob	Old Timer	FL
20	Bill Cutlip	Hoot Gibson	Golden Guns	SC
21	Thomas Winslett	Alabama	M Super Senior	AL
22	Kim Winslett	Cherokee Sparrow	L Super Senior	AL
23	Kyle Rodbourn	Krazy K	M Traditional	FL
24	Jeff Scott	Sourmash Kid	M Senior	FL
25	Skip Lester	Yusta B Fast	Golden Guns	FL
26	Marion Maddox	Skagway Sam	Old Timer	TX
27	Marty Tobin	Adirondack Kid	None	FL
28	Elisabeth Tobin	Scrappy	Grand Dame	FL
29	Greg Hill	Wild Bill Hill	M Senior	FL
30	Clelia Hill	Diamond Lil	L Super Senior	FL
31	Clay Janes	Tin Bender	M 49'R	ID
32	Shellie Janes	Madam Clerk	L 49'R	ID
33	Robert Potter	Blazin Bob	M Super Senior	FL
34	George Allen	Stevie Thunder	Golden Guns	SC
35	Chuck Testa	Six Spinner	None	FL
36	Dan Halstead	Yosemite Law	M Super Senior	FL
37	Jim Holloway	Bayou Jim	M 49'R	FL
38	Scott Bursmith	Pale Rider	M Super Senior	GA
39	Shirley Bursmith	Brown Eyed Girl	Grand Dame	GA
40	Cal Eilrich	Quick Cal	None	NV
41	Shawn Syx	Syxbiller	M 49'R	GA

Who's Coming

CFDA 2023 Florida State and Eastern U.S. Territorial Championships

	Name	Alias	Category	State
42	Dave Nicoletta	Diamond Back Dave	M Super Senior	NC
43	John Palacios	Bandito	M Traditional	FL
44	Karen Gould	Karma K	L Senior	FL
45	Curtis Book	Blackbook	M 49'R	FL
46	John Sulser	Jackalope Jack	Elder Statesman	FL
47	Dave Pittelkow	Dusty Dave Pony Express	M Senior	FL
48	William Beacham Jr.	Marshal Rock Quigley	M Super Senior	CT
49	William Walkup	Willie B Fast	Old Timer	SC
50	Greg Thomas	Saltwater Cowboy	M 49'R	FL
51	Joseph Ogburn	Corinda	M Super Senior	SC
52	Kathryn Roberts	Carbine Kate	L Senior	GA
53	William Sylvanowicz	Pecos Bill	None	FL
54	David Gruber	Crack Shot	M Super Senior	FL
55	Cindy Gruber	Do-Si-Do	L Senior	FL
56	Ronald Hall	Florida	None	FL
57	Jim Hall	Concho Jim	Elder Statesman	SC
58	Glen Brown	Snake Eye Brown	Golden Guns	AL
59	Everett Chodos	Speedy James	M Traditional	AL
60	Tom Schnurman	Charles City Kid	M Super Senior	VA
61	Joanne Schnurman	Maggie Jo	L Super Senior	VA
62	James Chastain	Apalachee	M 49'R	FL
63	Jeff Duncan	Ringo	M Super Senior	VA
64	Brenda Brazauskas	Slow Poke	L 49'R	UT
65	Anthony Brazauskas	BA	M Traditional	UT
66	Sheryl LaFever	Catskill Jean	L 49'R	FL
67	Clark Vandevander	I.B. Nobody	M 49'R	FL
68	Diatmon Kirby	Outlaw Ike	Golden Guns	FL
69	Erica Fluhart	Sierra	None	FL
70	Benjamin Pineau	Mumbles	None	FL
71	Samson Pineau	Big Bobby	None	FL
72	Billy Bolling	Devil Anse	None	FL
73	Paul Johns	Red Eye	M Traditional	FL
74	Andrea Johnson	Bushwhack Barbie	L Traditional	FL
75	Danny Deal	Pony	M Traditional	FL
76	Steve Vince	Slow	M Traditional	FL
77	Antonio Magoulas	The Smoke Wagon Kid	M Traditional	FL
78	Joseph Nero	Buffalo Joe	M Super Senior	PA
79	Austin Smith	Big Lightning	None	FL
80	Joe Bacon	Kidd Bacon	M 49'R	FL
81	Jean Bacon	Lady Bacon	L 49'R	FL
82	Diane McLaughlin	Mustang Diane	L Senior	FL
83	Scott Anderson	Easy Money	M 49'R	FL
84	Jill Dempsey	Blue Hawk	L 49'R	FL
85				
86				

Cracker Cowboys

2023 Florida State CFDA Championship

Match Standings Mens

Elimination Factor 4 Round #: 19 Shoot date: 3/17/2023

Place	Alias	State	Category	SV	# X's / Round Out	Round Out Fastest Time
1	Quick Cal	NV	Men		3	0.411
2	2 Buck Chuck	FL	Men		3	0.420
3	IB Nobody	FL	Men		17	0.385
4	Pale Rider	GA	Men		14	0.440
5	Dusty Dave Pony Expr	FL	Men		13	0.532
6	The Smoke Wagon Ki	FL	Men		13	0.623
7	BA	UT	Men		13	0.497
8	Alabama	AL	Men		12	0.528
9	Syxbiller	GA	Men		12	0.392
10	Smokin' Gun	FL	Men		12	0.461
11	Sprayin Lead Ned	FL	Men		12	0.480
12	Mendy	FL	Men		11	22.000
13	Yosemite Law	FL	Men		11	0.537
14	Bayou Jim	FL	Men		10	0.454
15	Jackalope Jack	FL	Men		10	0.707
16	BlackBook	FL	Men		9	0.381
17	Slow	FL	Men		9	0.469
18	Easy Money	FL	Men		9	0.479
19	Charles City Kid	VA	Men		9	0.600
20	Smokey Bear	FL	Men		9	0.664
21	Speedy James	AL	Junior Boy		9	22.000
22	Tin Bender	ID	Men		8	0.456
23	Devil Anse	FL	Men		8	0.510
24	Big Lightning	FL	Men		8	0.531
25	Sourmash Kid	FL	Men		8	0.531
26	Concho Jim	SC	Men		8	0.556
27	Skagway Sam	TX	Men		8	0.556
28	Chuckwagon	FL	Men		8	0.604
29	Blazin Bob	FL	Men		8	0.665
30	Outlaw Ike	FL	Men		8	22.000
31	Saltwater Cowboy	FL	Men		7	0.375

Cracker Cowboys

2023 Florida State CFDA Championship

Match Standings Mens

Elimination Factor 4 Round #: 19 Shoot date: 3/17/2023

Place	Alias	State	Category	SV	# X's / Round Out	Round Out Fastest Time
32	Red Eye	FL	Men		7	0.419
33	Ringo	VA	Men		7	0.464
34	Krazyk	FL	Men		7	0.496
35	Gunsmoke	FL	Men		7	0.503
36	Yusta B Fast	FL	Men		7	0.521
37	Buffalo Joe	PA	Men		7	0.600
38	Willie B Fast	SC	Men		7	0.664
39	Waynedango Unchain	FL	Men		7	0.666
40	Lefty Long Colt	SC	Men		7	22.000
41	H8FULL	VA	Men		6	0.493
42	Wild Bill Hill	FL	Men		6	0.526
43	Bar Stool Bob	FL	Men		6	0.642
44	Diamond Back Dave	NC	Men		6	0.664
45	Marshal Rock Quigley	CT	Men		6	0.687
46	Deuces Wild	FL	Men		6	0.818
47	Snake Eye Brown	AL	Men	88	6	88.000
48	Pony	FL	Men		5	0.383
49	Kidd Bacon	FL	Men		5	0.467
50	Big Bobby	FL	Junior Boy		5	0.547
51	S-MAN	FL	Men		5	0.577
52	Stevie Thunder	SC	Men		5	0.582
53	Hoot Gibson	SC	Men		5	0.613
54	Bandito	FL	Men		5	0.667
55	Florida	FL	Men		5	0.861
56	Apalachee	FL	Men		4	0.593
57	Mumbles	FL	Men		4	0.609
58	Corinda	SC	Men		4	0.669
59	Alberta Kid	FL	Men		4	0.710
60	Blaster	FL	Men		4	0.744
61	Crack Shot	FL	Men		4	0.755
62	Von Zipper	FL	Men		4	22.000

Cracker Cowboys

2023 Florida State CFDA Championship

Match Standings Ladies

Elimination Factor 4 Round #: 13 Shoot date: 3/17/2023

Place	Alias	State	Category	SV	# X's / Round Out	Round Out Fastest Time
1	Catskill Jean	FL	Ladies			0.692
2	Belle Ringer	FL	Ladies		13	0.960
3	Bushwhack Barbie	FL	Ladies		12	0.631
4	Blue Hawk	FL	Ladies		12	0.897
5	Short Spur	VA	Ladies		11	0.694
6	Slow Poke	UT	Ladies		9	0.591
7	Lady Bacon	FL	Ladies		9	22.000
8	Madam Clerk	ID	Ladies		8	0.799
9	Gypsy Girl	FL	Ladies		8	0.708
10	Troubleshootin	VA	Ladies		8	0.748
11	Mustang Diane	FL	Ladies		8	22.000
12	Cherokee Sparrow	AL	Ladies		7	0.791
13	S-LADY	FL	Ladies		7	0.822
14	Maggie Jo	VA	Ladies		7	0.855
15	Diamond Lil	FL	Ladies		7	0.933
16	Do-Si-Do	FL	Ladies		7	0.984
17	Brown Eyed Girl	GA	Ladies		6	0.675
18	Firestick	CD	Ladies		6	0.857
19	Sierra	FL	Ladies		5	0.791
20	Karma K	FL	Ladies		5	1.031
21	Scrappy	FL	Ladies		4	0.880
22	Carbine Kate	GA	Ladies		4	22.000

Cracker Cowboys

Florida State Championship 2022

Match Standings Mens

Elimination Factor 4 Round #: 13 Shoot date: 4/9/2022

Place	Alias	State	Category	SV	# X's / Round Out	Round Out Fastest Time
1	Sprayin Lead Ned	FL	Men		1	0.453
2	SyxKiller	GA	Men		3	0.369
3	Joe B Wales	LA	Men		2	0.350
4	Saltwater Cowboy	FL	Men		13	0.564
5	Gentleman George	TX	Men		2	0.491
6	2 Buck Chuck	FL	Men		3	0.419
7	Pale Rider	GA	Men		13	0.516
8	Yusta B Fast	FL	Men		13	0.490
9	Overhail	FL	Men		12	0.435
10	Chuckwagon	FL	Men		12	0.530
11	Kidd Bacon	FL	Men		11	0.429
12	Hafta B Fast	FL	Men		11	0.452
13	Gunsmoke	FL	Men		10	0.507
14	IB Nobody	FL	Men		10	0.547
15	Sourmash Kid	FL	Men		9	0.573
16	Buffalo Joe	PA	Men		9	0.635
17	Easy Money	FL	Men		9	0.446
18	Smokey Bear	FL	Men		9	0.595
19	Big Ugly	VA	Men		9	0.328
20	Adirondack Kid	FL	Men		9	22.000
21	Bar Stool Bob	FL	Men		9	0.578
22	Chance Ramsay	FL	Men		9	0.690
23	BlackBook	FL	Men		8	0.392
24	Yosemite Law	FL	Men		8	0.618
25	Blazin Bob	FL	Men		8	0.642
26	Blaster	FL	Men		8	0.683
27	Apalachee	FL	Men		8	0.726
28	Stainless Steel	SD	Men		8	0.802
29	Snake Plissken	FL	Men		8	0.875
30	Derby George	ME	Men		7	0.581
31	Alabama	AL	Men		7	0.592

Cracker Cowboys

Florida State Championship 2022

Match Standings Mens

Elimination Factor 4 Round #: 13 Shoot date: 4/9/2022

Place	Alias	State	Category	SV	# X's / Round Out	Round Out Fastest Time
32	Doc Lee	FL	Men		7	0.601
33	Bayou Jim	FL	Men		7	0.775
34	The Greek	FL	Men		7	0.918
35	Flat Rock	NC	Men		7	22.000
36	Wild Bill Hill	FL	Men		6	0.445
37	Smokin' Gun	FL	Men		6	0.467
38	Mendy	FL	Men		6	0.479
39	Dusty Dave Pony Expr	FL	Men		6	0.576
40	Coppersnake	FL	Men		6	0.638
41	S-MAN	FL	Men		6	0.664
42	Shanghai Deadeye	FL	Men		6	0.712
43	Jackalope Jack	FL	Men		6	0.722
44	Coyote Cody	FL	Men		6	0.731
45	Alberta Kid	FL	Men		6	0.795
46	Pony	FL	Men		5	0.397
47	Deerslayer	FL	Men		5	0.420
48	Speedy James	AL	Junior Boy		5	0.488
49	Krazyk	FL	Men		5	0.547
50	Long Ranger	VA	Men		5	0.558
51	Outlaw Ike	FL	Men		5	0.575
52	Slow	FL	Men		5	0.593
53	Right Eye Lefty	GA	Men		5	0.617
54	Pecos Bill	FL	Men		5	0.622
55	The Smoke Wagon Ki	FL	Men		5	0.710
56	Colonel Crook	FL	Men		5	0.922
57	Red Eye	FL	Men		5	22.000
57	Spanky	VA	Men		5	22.000
59	Deuces Wild	FL	Men		5	99.000
60	Six Spinner	FL	Men		4	0.763
61	Florida	FL	Men		4	22.000
61	Vic Torious	AR	Men		4	22.000

Cracker Cowboys

Florida State Championship 2022

Match Standings Ladies

Elimination Factor 4 Round #: 8 Shoot date: 4/9/2022

Place	Alias	State	Category	SV	# X's / Round Out	Round Out Fastest Time
1	Sassafrass	FL	Ladies		1	0.612
2	Connecticut Cat	FL	Ladies		1	0.580
3	Catskill Jean	FL	Ladies		3	0.709
4	Brown Eyed Girl	GA	Ladies		2	0.719
5	Texas Rose	TX	Ladies		1	0.621
6	Lady Bacon	FL	Ladies		3	0.620
7	Gypsy Girl	FL	Ladies		3	0.719
8	Little Money	FL	Ladies		8	0.799
9	Diamond Lil	FL	Ladies		8	1.022
10	Billie Sioux	VA	Ladies		7	0.521
11	Gray Wrangler	FL	Ladies		7	22.000
12	Dead Eye Di	SD	Ladies		7	0.712
13	S-LADY	FL	Ladies		6	0.997
14	Blue Hawk	FL	Ladies		6	1.065
15	Cherokee Sparrow	AL	Ladies		5	0.706
16	Trouble Shootin	VA	Ladies		5	0.823
17	Karma K	FL	Ladies		5	1.107
18	Sierra	FL	Ladies		5	22.000
19	Mustang Diane	FL	Ladies	77	5	77.000
20	Belle Ringer	FL	Ladies		4	0.889

TDC Regular Meeting – September 18, 2023

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

St. Augustine Youth Services (SAYS)

Funding request for the Santa Suits on the Loose 5K, scheduled for December 9, 2023. The run begins at the St. Augustine Pier Parking area, winds through the beaches neighborhood and finishes back at the pier. "Santa Suits on the Loose 5k" is one of St. Johns County's top 3 running events in terms of number of participants.

The application was reviewed by the Recreation Advisory Board at their August 9th meeting and recommended for funding in the amount of \$5,000. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

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

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

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

Are you requesting assistance from any other SJC Government Organization?

Yes No

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

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

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

SECTION 1 continued

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

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: _____

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: _____

3. A comprehensive Sponsorship Packet

Staff (initial) received: _____

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: _____

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

Staff (initial) received: _____

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

Staff (initial) received: _____

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: _____

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 _____

Comments:

SECTION 2

A. EVENT DETAIL

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

SPORT/ACTIVITY

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

PARTICIPATION

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

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

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

Teddy Meyer Digitally signed by Teddy Meyer
Date: 2023.07.31 12:59:49
-04'00' Date **Jul 31, 2023**

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

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

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

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

Section 1: Overall Economic Benefit Scoring

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

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

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

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

Section 2: Additional Event Considerations Scoring

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

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

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

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

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

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

Section 3: Event Impact Scoring

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

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

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

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

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

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

Calculate Final Event Score:

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

Application & Organization Score:

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

RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____



201 Simone Way
St. Augustine, FL 32086
(904) 829-1770 Fax (904) 825-0604
e-mail: info@sayskids.org

Event Marketing/Advertising and Media Plan: Advertising, Social Media, and Sponsor Liaison

I. Advertising

To effectively promote the event, the following advertising strategies will be implemented:

1. Press Release, PSA, and Flyer Distribution:

- SAYS will provide well crafted press releases, public service announcements (PSAs), and flyers.
- Distribution channels will include local publications such as magazines, newspapers, neighborhood/charitable/real estate publications.
- Outreach to local radio stations and local TV channels will be conducted for wider exposure.

2. Online Advertising:

- Utilize online platforms like blogs, Facebook groups, and local social media accounts to reach the target audience.
- Promote the event through online calendars and business email blasts to maximize visibility.

3. Print Flyers:

- Committee members will actively distribute flyers to local businesses.
- All members are encouraged to carry flyers and request businesses they visit to display them.
- A dedicated committee position will focus on coordinating this effort.
- Maintain a spreadsheet to track outreach for future reference.





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II. Social Media

To engage with the online community and build awareness, the following social media strategies will be employed:

1. Social Media Updates:

- Regular updates and posts will be shared on Instagram and Facebook.
- These updates will highlight event details, participant stories, and other relevant content.

2. Branding Consistency:

- Utilize Canva to ensure the social media content aligns with the overall branding of the race.
- Share the brand kit on Canva to maintain a cohesive and professional appearance.

3. Sponsor Recognition:

- Collaborate with Sponsor Liaisons to ensure sponsor expectations are met.
- Feature sponsors in social media posts to showcase their involvement and support.

III. Sponsor Liaison

The Sponsor Liaison role is crucial for maintaining strong relationships with sponsors. The following responsibilities will be undertaken:

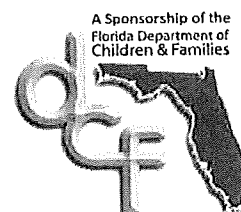
1. Fulfilling Sponsor Commitments:

- Ensure all promises made to sponsors are delivered on time and as agreed upon.

2. Collaboration with Social Media Committee member:

- Coordinate with the Social Media committee member to align sponsor posts with overall content strategy.

3. Sponsor Benefits:





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- Create and distribute free registration codes for sponsors as a gesture of appreciation.
- Obtain sponsor logos for use on promotional materials, including shirts and social media.

4. Sponsor Visibility:

- Deliver "Proud Sponsor" signs and take pictures at sponsor business locations.
- Explore creative opportunities such as organizing photo shoots with Santa Suits or elf costumes.
- Aim to place signs at sponsor locations approximately 30 days before the race.
- *Include TDC and SJC logos if funds awarded.*

5. Expressing Gratitude:

- Write personalized thank-you notes to sponsors to demonstrate appreciation for their support.

By implementing these advertising, social media, and sponsor liaison strategies, we aim to maximize event awareness, engage with the target audience, and maintain strong relationships with sponsors. This comprehensive marketing plan will contribute to the overall success of the event and establish a solid foundation for future years.





1 IN 4 YOUTH ARE EXPOSED TO AN EVENT THAT COULD CAUSE TRAUMA.

ANNUALLY, THERE ARE 3.3 MILLION REPORTS OF VIOLENCE AGAINST CHILDREN, RESULTING IN OVER 250,000 FOSTER CARE PLACEMENTS.

Dear SAYS Supporter,

St. Augustine Youth Services (SAYS) shapes the future of Florida's at-risk youth by providing coaching, counseling and care in family style therapeutic group homes and outpatient community services. SAYS has had a focus and specialization in youth mental health for over 30 years.

SAYS fundraisers directly impact our youth and the communities we serve. For our residential youth you help us to provide summer camps, birthday gifts, school supplies, recreational activities, and other normal life experiences. For our community families you provide food and gas assistance, basic necessities, and additional normal life experiences like birthday gifts and school supplies.

This year our Santa Suits on the Loose 5k returns on **DECEMBER 9TH**, and we would be very grateful to count on your support as a sponsor. Last year our race was attended by 1,100 participants, making it the third largest run in St. Johns County!

All donations are tax deductible and greatly appreciated!

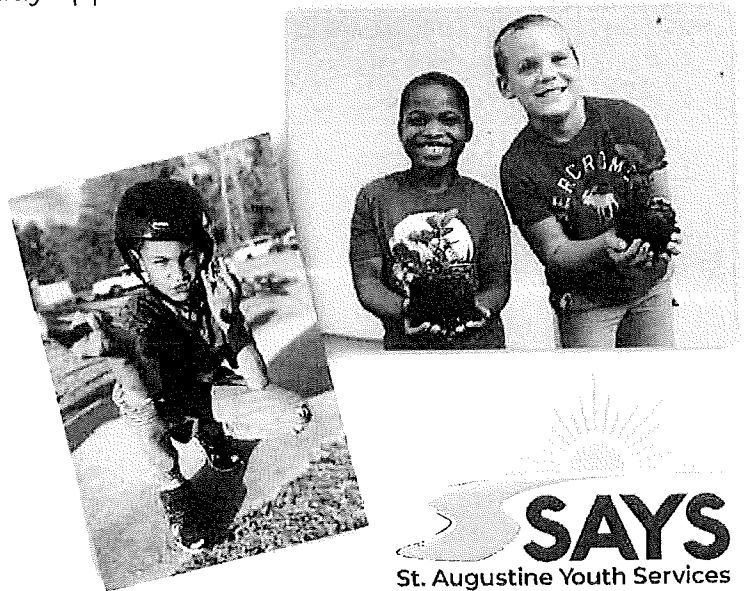
FUNDRAISING PROVIDES:

- Summer Camps
- After School Activities
- Equine Therapy
- Food Assistance
- School Supplies

Thank you in advance for your support!

Lauren

Lauren Peterson
Director of Donor Relations
LaurenP@sayskids.org
(904) 829-1770



SANTA SUITS



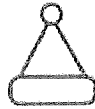
ON THE LOOSE 5K

SPONSORSHIP OPPORTUNITIES



MRS. CLAUS | \$4,000

- Company logo, 1st tier, on t-shirts
- "Proud Sponsor" yard sign
- Social Media recognition
- Company logo on event website
- May set up table/additional promo at race
- 10 race registrations



HEAD ELF | \$2,500

- Company logo, 2nd tier, on t-shirts
- "Proud Sponsor" yard sign
- Social Media recognition
- May set up table/additional promo at race
- 8 race registrations



GINGERBREAD MAN | \$1,200

- Company logo, 3rd tier, on t-shirts
- "Proud Sponsor" yard sign
- Social Media recognition
- 6 race registrations



RUDOLPH | \$500

- Company logo, 4th tier, on t-shirts
- "Proud Sponsor" yard sign
- Social Media recognition
- 4 race registrations

For more information please e-mail
santasuitsontheloose@gmail.com
 or call us at 904-829-7770



SANTA HELPER | IN-KIND

- Company name on event t-shirts
- Company name on social media

Sponsorships must be committed by November 18th to be eligible for t-shirt recognition.

Yes, I would like to be a _____ sponsor = \$ _____

Business Name: _____ Phone: _____

Contact Name: _____ Email: _____

Website: _____

Please return this form & check payable to SAYS (Memo: Santa Run), to:
 201 Simone Way
 St. Augustine, FL 32086

OR

You can pay online at:
sayskids.org/donate
 Please add in the memo "Sant Run"
 and your preferred contact info





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Objective:

The objective of this event attendance monitoring plan is to accurately track and manage participant registrations for the Santa Suits on the Loose 5K Fun Run organized by ST. Augustine Youth Services and RaceSmith. The plan covers both online registrations prior to the event and on-site registrations on the day of the event.

I. Pre-Event Online Registration:

Registration System:

- Utilize "RaceSmith" to handle participant sign-ups and payments.
- The registration system has robust reporting capabilities to track and manage registrations effectively.

Online Registration Process:

- Utilize RaceSmith's user-friendly registration form to capture essential participant details, including name, age, gender, contact information, emergency contact, lodging data, number of spectators in party.
- Include an option for participants to provide any additional information or special requests.

Confirmation and Communication:

- Send automatic confirmation emails to participants upon successful registration, including all relevant event details such as race date, time, location, and participant guidelines.
- Provide participants with a unique registration code or confirmation number for identification purposes during check-in.





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Registration Monitoring:

- Regularly monitor the online registration system to track the number of registrations received, check for any errors or duplicates, and ensure accurate data entry.
- Generate real-time reports from the registration system to monitor registration trends, participant demographics, and payment status.

II. Day-of-Event Registration:

Registration Desk Setup:

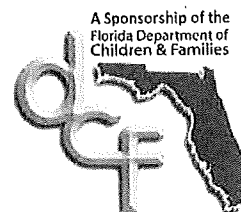
- Set up a dedicated registration desk or area at the event venue.
- Ensure there are sufficient registration forms, pens, and other necessary supplies.

On-site Registration Process:

- Design a streamlined and efficient process for on-site registration.
- Assign trained staff or volunteers to assist participants with registration and answer any questions they may have.
- Capture the same participant details as in the online registration process, ensuring accuracy and completeness.

Payment Handling:

- Establish and maintain a secure method for collecting on-site registration fees, such as cash, credit card payment, or mobile payment platforms.
- Implement and maintain a robust cash-handling procedure to ensure the security of collected funds.





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Data Integration:

- Integrate the day-of-event registrations with the online registration system, if possible, to maintain a centralized and comprehensive participant database.
- Regularly synchronize the data between the on-site registrations and the online system to avoid any discrepancies.

III. Attendance Monitoring and Reporting:

Check-In Process:

- Set up a check-in system to efficiently manage participant arrivals on the event day.
- Assign staff or volunteers to oversee the check-in process and address any issues or concerns.

Real-Time Attendance Tracking:

- Monitor participant arrivals and maintain an accurate count throughout the event.

Attendance Reports:

- Generate attendance reports after the event to assess the number of participants who registered versus the number who checked in and identify any potential issues or discrepancies.
- Monitor attendance trends, participant demographics, and any relevant data to evaluate the success of the event.
- Complete After-Action Report.

Troubleshooting and Support:

- Establish a dedicated point of contact or help desk to address any registration or attendance-related queries or concerns from participants.
- Ensure staff or volunteers are available to provide support and assistance throughout the event.

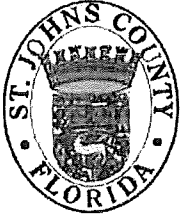




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By implementing this event attendance monitoring plan, St. Augustine Youth Services and RaceSmith can effectively track and manage participant registrations for the Santa Suits on the Loose 5K Fun Run, both online and on the day of the event. Accurate attendance monitoring will help ensure a smooth check-in process, provide valuable data for analysis and reporting, and contribute to the overall success of the event.





St. Johns County Board of County Commissioners

Parks & Recreation Department

BEACHSIDE PAVILION SPECIAL EVENT PERMIT APPLICATION PUBLIC EVENT

1. Name of Event: Santa Suits on the Loose 5k
Date of Event: 12/09/2023 Event Hours: 8am-11am
Pavilion Requested: Promenade at the Pier Park
Description Of Event: Charity Run benefitting St. Augustine Youth Services (SAYS)
Set up beginning date: 12/09/2023 Time 5 am/pm
Dismantled by date: 12/09/2023 Time 11 am/pm

*Please note if set up and break down occur on a date other than the event date, additional charges will incur.

2. Contact Information:
Name(s): Lauren Peterson / Amanda Sims
Address: 201 Simone Way
City, State, Zip Code: St. Augustine, FL 32086
Phone: 904-829-1770 Email: lauren@sayskids.org / santasultsontheloose@gmail.com

3. Are you a Not-for Profit Organization? Yes [checked] No []
*A copy of your DR-14 form must be turned in with the application to be exempt from Florida Sales Tax.

4. Anticipated number of participants 1200 spectators 50

5. Availability of food, beverages, and/or entertainment:
Will you have amplified sound Yes [checked] No [] Type DJ announcing race
Will there be vendors Yes [checked] No []

Indicate by category the approximate number planned for each vendor:

Food Beverages Inflatables
Exhibitors 5 Amusements Other:

Alcoholic Beverages to be served Yes [] No [checked]

If yes, describe what system will be used to ensure that alcohol beverages will be consumed only by those persons 21 years and older:

If yes, describe how, where, and by whom the alcoholic beverages will be served:

If you intend to cook food in the event area, describe your area layout, including fuel or electric source to be used:

6. **Location Map-** Check off the items below that apply to your event. Applications **MUST** include a site map, including the location of each checked off item.

- A. If a route is involved, the beginning area, the route, and the finish area.
- B. If a route is involved, the places where buses, trolleys or trains need to be considered.
- C. If a route is involved, it will expedite approval of your event if you attach separate maps giving two or three alternate routes.
- D. If a relay is involved, indicate hand-off points.
- E. Entertainment or stage locations (grandstand operators should provide you with a to-scale drawing).*
- F. Alcoholic beverage concession area.*
- G. Non-alcoholic concession areas.
- H. Food concession areas.*
- I. General merchandise concession area.
- J. Portable toilet facilities (indicate number).
- K. First aid facilities.
- L. Event participant and/or spectator parking areas.
- M. Event organizer's command post.
- N. Fireworks or pyrotechnics site.*
- O. Vehicle fuel handling site.*
- P. Cooking areas.*
- Q. Tables, enclosures, etc.
- R. Temporary or permanent structures constructed for the event.*
- S. Site of electrical wiring to be installed for the event.*
- T. Trash/Recycling containers (indicate number): _____
- U. Other (please describe): _____

**It is your responsibility to know & follow all applicable codes and Ordinances.*

7. **Security, Safety Procedures, Sanitation:**

Describe your proposed procedures for set-up, operation, internal security and crowd control:

A few tables will be set up the morning of the race. SABPD off duty officers will help with traffic and crowd control.

If the event is to occur at night, describe how you are going to light the event area in order to increase the safety of participants and spectators coming to and leaving from the event:

Give name, address and phone numbers of the agency or agencies which will provide first aid staff and equipment. Attach additional sheets if necessary.

Name of Agency: _____

Name of Representatives: _____

Address: _____

Phone Number: _____

Give a brief description of your "Clean-up Plan": _____

8. Has this event been held before? No Yes When prior 11 year

9. Other Application Requirements (if items are missing, then permit processing will be delayed):

- a. Certificate Liability Insurance
- b. City of St Augustine Beach Permit
- c. Possession and Consumption of Alcoholic Beverage on Public Property (if applicable)
- d. Alcohol Insurance and One Day Temporary License (if applicable)

10. PERMITS AND LICENSES : To the extent that the APPLICANT needs to secure, obtain/acquire, and maintain permits and/or licenses, in order to use the premises and facilities described herein and to conduct, manage or operate the Event and activities described herein, then the APPLICANT shall be responsible for securing, obtaining/acquiring, and maintaining, at the APPLICANT's sole expense, any, and all, permits, licenses, and/or approvals required by Federal, State, and/or local law, rule, regulation, or ordinance. Specifically, the APPLICANT shall be required to secure, obtain/acquire, and maintain for the duration of the Event, any, and all, permits, licenses, and approvals that are required for, or associated with, APPLICANT's use of the premises and facilities described herein.

11. INSURANCE (For sports and public events): This application will not be approved until the County has received a valid **Certificate of General Liability** Insurance which specifically includes St Johns County, Board of County Commissioners, 500 San Sebastian View, St. Augustine, FL 32084 as additional insured by policy endorsement. Additionally, if required by Florida Statute, proof of Workers' Compensation Insurance will need to be included with this application. If your business is using any vehicle for or during the event, proof of **Auto Insurance** will need to be included with this application. The amounts for general liability, auto insurance, and workman's compensation insurance are specified below.

A. The APPLICANT hereby states and affirms that insurance coverage required is in place at the time of this Agreement, and will remain so for the term of this rental agreement and that the APPLICANT will not occupy the premises under this Agreement until it has obtained all insurance required under such laws. The APPLICANT agrees to submit documentation of all insurance coverage to the COUNTY or its representatives upon request. All insurance policies shall be issued by companies authorized to do business under the laws of the State of Florida. Compliance with the foregoing requirements shall not relieve the APPLICANT of its liability and obligations under this rental agreement.

B. The APPLICANT shall maintain during the term of this rental agreement commercial general liability insurance in the amount of one million dollars (\$1,000,000.00) combined single limit to protect the APPLICANT and the COUNTY from claims for damages for bodily and personal injury, including wrongful death, as well as from claims of property damages which may arise from any operations under this agreement, whether such operations are by the APPLICANT or by anyone directly employed by or contracting with the APPLICANT or PARTICIPANT.

C. The APPLICANT shall maintain, during the life of this rental agreement, comprehensive automobile liability insurance in the amount of one hundred thousand dollars (\$100,000.00) per person, three hundred thousand dollars (\$300,000.00) per occurrence combined single limits to protect the APPLICANT from claims for damages for bodily injury, including wrongful death, as well as from claims for property damage, which may arise from the ownership, use, or maintenance of owned, or non-owned automobiles, including rented automobiles whether such operations are by the APPLICANT or by anyone directly or indirectly employed by the APPLICANT.

D. The APPLICANT shall maintain, during the life of this rental agreement, adequate Workers' Compensation Insurance and Employers Liability Insurance in at least such amounts as are required by law. If the APPLICANT is not required to maintain Workman's Compensation Insurance and Employers Liability Insurance under Florida Law, verification noting this exclusion shall be provided to the COUNTY by the APPLICANT insurance carrier.

E. All insurance, other than Workers' Compensation, to be maintained by the APPLICANT shall specifically include St Johns County as an Additional insured, by policy endorsement, and a Certificate of Insurance naming St. Johns County Board of County Commissioners, 500 San Sebastian View, St. Augustine, FL 32084, as Additional Insured must be provided to the COUNTY by the APPLICANT insurance carrier. The description should include the dates and the title of the event and name of specific facility(ies) being rented by the APPLICANT.

F. The insurance requirement is deemed contractual, and the COUNTY shall not be deemed responsible to any third party for any failure of insurance coverage.

11. ORDINANCES: Please read the following carefully. If you have any questions regarding ordinances or state laws pertaining to your event, please call the St. Augustine Beach Police Department at (904)471-3600, St. Augustine Police Department at (904) 825-1070, or St. Johns County Sheriff's Department at (904) 824-8304 during business hours.

A. ST. AUGUSTINE BEACH NOISE ORDINANCE SECTION 9.02.12.A (1) AMPLIFIED SOUND PRODUCED BY ELECTRONIC AUDIO EQUIPMENT, MUSICAL INSTRUMENTS, AND SIMILAR DEVICES- No person shall operate, play, or permit the operation or playing of any radio, stereo, tape player, television, electronic audio equipment, musical instrument, or other sound amplifier in such a manner as to: (a) be plainly audible at a distance of two hundred (200) feet or more from the real property boundary of the source of the sound.

B. ST. JOHNS COUNTY NOISE ORDINANCE SECTION 2005-114.28- No person shall make such loud, excessive, unnecessary noise so as to create a nuisance in any County park. Noise shall be considered a nuisance where it produces actual physical discomfort and annoyance to persons of ordinary sensibilities. No audio device, such as loudspeakers, television, radio, compact disc, tape, record player, or musical instrument, except equipment used by law enforcement, rescue or safety personnel, shall be used in a manner: that exceeds a noise level of 60 dBA measured on the A-weighted scale at 25 feet, or below that level, nevertheless; that exceeds noise which is unreasonable, considering the nature and purpose of the user's conduct, location in the park, time of day or night, impact on other park users and other factors that would govern the conduct of a reasonably prudent person under the circumstances.

C. CITY OF ST. AUGUSTINE NOISE ORDINANCE SECTION 11-89- Operating, playing or permitting any devices which produce or reproduces sound between the hours of 10:00 p.m. and 7:00 a.m. in such a manner as to create excessive and unnecessary noise across a residential real property line or within a noise-sensitive area is prohibited.
FLORIDA STATUTE 562.11(1)(a)SELLING, GIVING, OR SERVING ALCOHOLIC BEVERAGES TO PERSONS UNDER AGE 21 It is unlawful for any person to sell, give, or permit to be served alcoholic beverages to persons under 21 years of age or to permit persons under 21 years of age to consume said beverages. Anyone convicted of violation of this statute shall be guilty of a misdemeanor in the second degree punishable by 60 days in jail and/or a \$500 fine.

12. AMERICA WITH DISABILITIES ACT (ADA): Applicants are hereby advised that, in accordance with applicable provisions of the Americans with Disabilities Act (ADA), all Special Events conducted on St. Johns County property and open to the public shall be accessible to people with disabilities. County staff shall ensure that each Special Event venue provides for an adequate number of accessible parking spaces in appropriate locations, accessible routes throughout the site, and other accessible features for food service, restroom facilities (including accessible portable toilets), assembly area seating, etc., where such elements or facilities are provided for the public. No ADA accessible element or facility shall be obstructed, removed, relocated, or otherwise altered without prior written approval by the County. Applicants must coordinate with County staff as necessary to ensure compliance with the provisions contained in this paragraph, failure to do so may result in revocation of this Special Event Permit.

INDEMNIFICATION AND HOLD HARMLESS AGREEMENT

To the extent permitted by law, the APPLICANT shall indemnify, defend, and hold harmless the COUNTY, its officials, agents, servants and employees from all claims (including tort-based, contractual, injunctive, and/or equitable), losses (including property (personal and/or real), and bodily injury), costs (including attorneys' fees), suits, administrative actions, arbitration, or mediation originating from, connected with, or associated with, or growing out of (directly and/or indirectly), the APPLICANT's use of the premises and facilities described herein. Moreover, the APPLICANT shall indemnify, defend, and hold the COUNTY, its officials, agents, servants and employees harmless from all claims, losses, costs, suits, and administrative actions, arbitration, or mediation, from, or incident to, connected with, associated with, or growing out of the APPLICANT's direct and/or indirect negligent or intentional acts or omissions associated with the above-noted actions and activities.

This provision relating to Indemnification, is separate and apart from, and is in no way limited by, any insurance provided by the APPLICANT, as set forth herein or otherwise.

**RENTAL FEE MUST BE PAID THREE WEEKS PRIOR TO EVENT DATE.
PLEASE NOTE THE FEE IS NON-REFUNDABLE
Check or money order can be made out to St Johns County**

Lauren Peterson
Print Name of Authorized Applicant

Lauren Peterson
Signature of Authorized Applicant

12/29/2022
Date Signed

Leslie Snyder
Witness

-----Recreation Use Only-----

Fee Amount: _____ CK # _____ M.O. # _____ Cash _____
Resident _____ Non-Resident _____ Date Paid _____

Other Application Requirements Attached if applicable:

General Liability _____ Liquor Liability _____
Possession/Consumption of Alcohol Application _____
One Day Temp Alcohol License _____

Application is: APPROVED _____ DENIED _____

Manager's Signature or Authorized Designee

Date

****Persons who wish to appeal the decision to approve or deny a permit shall make that request to the County Commission through the County Administrator**

ST. JOHNS COUNTY BEACHSIDE PAVILION RULES AND REGULATIONS

Please be considerate of the environment, the animals that live there, and other pavilion users. Please observe the following park rules:



Operation of motorized vehicles limited to designated areas. Please park in designated areas only. Overnight parking is prohibited.



Possession of alcoholic beverages is prohibited without proper permitting and insurance.



Park hours are dawn to dusk unless otherwise posted.



All dogs to be controlled by leash except in designated areas. Please clean up after your pet.



Open fires prohibited; heated objects shall be disposed of properly. Please contain fires in grills or in places provided.



Fireworks prohibited.



Overnight camping prohibited.



No horse back riding allowed on park property.



Reduce litter and marine debris by disposing of your trash properly.



Golfing, Archery, Rockets, Aircraft, and Paintball are prohibited.



No tampering with park property including but not limited to removing signs, graffiti, and removal of soil or shrubbery.



Picnic tables and shelters are available on a first come first serve basis, except when reserved through a permit.

By signing below, the permit holder acknowledges they are responsible for all event guests to follow the rules and regulations before, during, and after the event.

Print Name: Lauren Peterson

Sign Name: _____

Date: 12/29/2022

St Johns County Recreation & Parks Where Everybody Plays!
Failure to comply with Park Ordinance 2005-114 may be punishable by fine of \$500 per violation per day or imprisonment or both.

**APPLICATION PERMIT FOR POSSESSION AND CONSUMPTION
OF ALCOHOLIC BEVERAGE ON PUBLIC PROPERTY
IN ACCORDANCE WITH ORDINANCE 99-50**

MMA

1. Name, address, telephone number of person and/or organization applying for permit:

2. Description of event, where it will be held, dates and hours:

3. Estimated amount of physical area (space) needed for the event and the number of persons expected to attend the event:

4. Insurance requirements are as follows:

Alcohol is only permitted in or on County premises with the written permission of the County Administrator on a completed Application for Permit for Possession and Consumption of Alcoholic Beverage on Public Property in Accordance with Ordinance 99-50 (this application) AND with proof of liquor liability insurance coverage in the amount of one million dollars (\$1,000,000.00) per occurrence which specifically includes St Johns County as Additional Insured by policy endorsement.

This application will not be approved until the County has received a valid Certificate of Insurance for liquor liability in the amount of \$1,000,000 (one million dollars) per occurrence which specifically includes St Johns County, Board of County Commissioners, 500 San Sebastian View, St. Augustine, FL 32084 as additional insured by policy endorsement.

*****Recreation Use Only*****

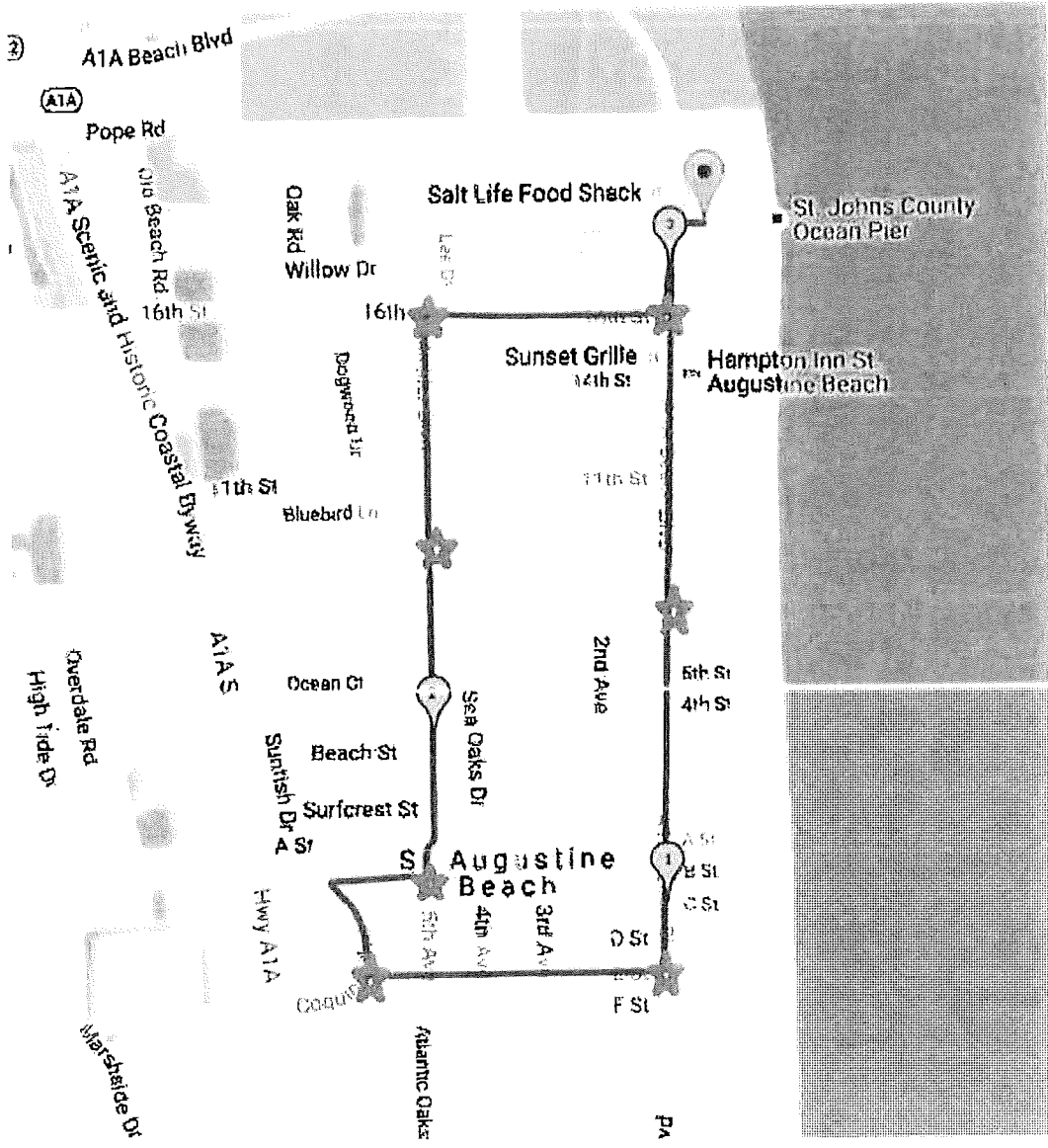
Application is: Approved: _____ Denied: _____

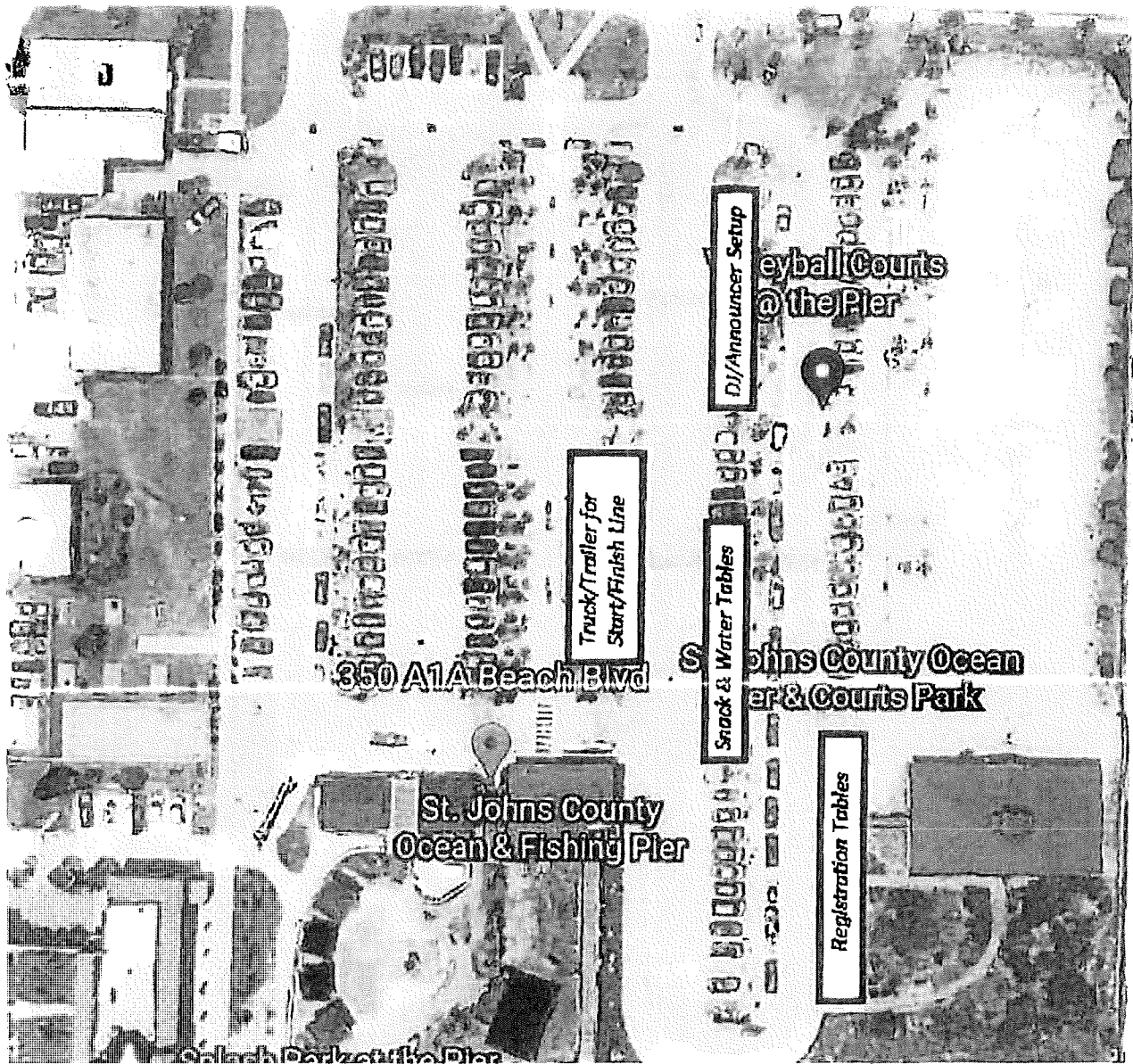
Approved with conditions:

County Administrator / Designee

Date

Copies: Affected Departments, Law Enforcement





← Do not
Black
Handicap
Parking

Santa Suits on the Loose 2022

Event: Santa Suits on the Loose 2022

SAYS Coordinator: Lauren Peterson

Event Date: December 10, 2022

Location: St. Augustine Beach Pier

Overview: This is the 11th year of the Santa Suits on the Loose 5k! This is an annual fundraising event, with proceeds going towards general fundraising. This event is typically hosted on the second Saturday of December. Funds are raised primarily through sponsorship, with some coming from registration fees. SAYS encourages people to compete to make the biggest teams, with trophies going to the business/group and school with the biggest teams. The race is held in person at the St. Augustine Beach Pier.

SAYS Objectives: This year for the Santa Run, the goal was to net \$40,000, and have 1,200 runners register.

Contacts

Santa Run Chairperson
Amanda Sims

santasuitsontheloose@gmail.com

SAYS Contacts

Lauren Peterson
Tim Decker
Schuyler Siefker

lauren@sayskids.org
timothyd@sayskids.org
schuylers@sayskids.org

Santa Run Committee

Mary Sims
Robin Burchfield
Robert Olsen
Susie Curtis
Krista Worth
Mary Ellen Hitchcock

Logistics

Racesmith - Billy
Beach Services SJC Board of County Commissioners
City of St. Augustine Beach
St. Augustine Beach Police Department
Ponce Mall for Packet Pickup
Insurance
Parking – Salt Life
Parking – Panama Hatties
Parking – Sunset Grille

Vendors

Tshirts – Sports Corner
Medals – Alex G
Awards – Promotional Presence
Awards Coffee – Kookaburra
MOT – Acme Barriers
Pedro Menendex Band
National Anthem – Heather
Lead Car – Barwick Bank
Photo Booth – Chez Entertainment
Photography – Wayne
Santa & Mrs. Clause – Abe N
The Grinch – Scott
Severts Tree Farm Truck
Bananas – Publix
Other Food – Kehe

Face Painting – Shauna S
 Snow - VIP Entertainment - Dan
 EmCee – 904 Now –

Other

Logo – Taylor H
 Crafts Trophies

New Additions for 2022

In order to grow and enhance the fundraising for SAYS during the Santa Run, the following opportunities were added in 2022:

- New Logo! Local youth created – one that we can edit and reuse for a few years
- New Committee members
- In person only vs hybrid event
- No bags for packets pick-up!
- Yard signs that can be reused year after year
- New photo booth
- The grinch!
- Mugs as awards with Kook coffee (with our logo on it!)
- Santa and Mrs. Claus!
- Spots for sponsors to have tables day of (gyms/PTs with stretching/recovery)
- Pedro Menendez band kicking off race

Permitting

Permitting was as follows this year:

- City of St. Augustine Permit
- SJC Board of County Commissioners Permit
- Off Duty Officers Request Form
- COI – received from insurance
- Other documents needed: Route Map, aerial map of Pier Lot marked with set up locations

Permitting for 2023 was submitted in January. An updated COI will be required in September when our insurance renews.

Committee

The following Committee Roles were introduced for the 2022 race:

Public Relations:

- Local Publications – Magazines, Newspapers, Neighborhood/Charitable/Real Estate Publications
- Blogs/Facebook Groups
- Online Calendars
- Business Email Blasts
- Keep a spreadsheet of who was reached out to

Notes on Past Years: We have been featured in The Social Magazine, The Record, OldCity.com, Mom Groups, The St. Augustine Beach Journal, 105.5 Radio, WFOY Radio.

We met someone from Marsh Creek a few months ago that said she was willing to blast it in her Marsh Creek publication and Facebook Group. This led to the idea that a lot of these communities probably have something similar.

Team Acquisition:

- Schools – Contact local schools/teachers/coaches to encourage competition for the school trophy - Flagler sports teams and clubs.
- Community – Contact businesses/gyms/communities to encourage competition for the team trophy

Parking:

- Acquire parking areas for the race
- Responsible for finding volunteers to manage parking areas (6+ people)
- Cone and sign setup

Notes on Past Years: Parking is available at the pier and any other place there is free parking. I have permission from Salt Life (need to remind them) and Sunset Grille (need to remind them). Sunset and Panama Hatties were also gracious last year.

Social Media:

- Email Blasts Encouraging Sign-ups
- Email Blasts Updating Participants on Race Info
- Social Media Updates on Instagram and Facebook

Gratitude:

No. 3+ people

- Thank you notes to sponsors and donors
- Updating & Reminding donors to use their complimentary codes to sign-up
- Design a standard “thank you card” and “thank you email”
- Deliver “Proud Sponsor” Signs and Take pictures at sponsor business locations
- After race “thank you” gift to sponsors
- Finisher Medal Design (present to committee)
- Awards
- Packet Pick-Up Goodies

Registration:

No. 1+ people

- Responsible for making sure supplies are available for the registration table on Friday at packet pick up and on the day of the race (Supplies include clipboards, change for cash payers, pens, forms, safety pins, hand sanitizer, etc)
- Acquiring Volunteers for the registration table (6+ people on day of the race/2 people on the Friday before the race)
- Making sure shirts and Santa suits are ordered/delivered/available. Organizing them for efficient handouts

Nourishment:

No. 1+ people

- Responsible for acquiring water and food for the finish line
- Responsible for water station at our halfway-ish area on the race

Route Coordinator:

No. 1+ people

- Acquiring MOT for the race
- Setting up a pace car and also a finale car (these can be the same and should be offered to a sponsor) - Barwick Bank is interested. St. Augustine Cruisers could be fun as well.
- Setting up race course - Greg Solano
- Following up with police before and after the race
- Notifying neighborhood of upcoming delays

Notes on Past Years: Last year Amanda went door to door with a notice about the race and delivered to those affected directly by the race (meaning their driveways would be affected). MOT for the race requires a licensed MOT company to setup cones and the message boards. Message boards need to be out at least 2 weeks before the race.

Entertainment:

No. 3+ people

- Encouraging spectators for the race (along the route and at the finish line)
- Seeking out route entertainment (carolers, performers, etc)
- Santa walking around to take pictures (day of)
- Photographer (route and at the pier)
- Emcee = 904 Now
- Photo Booth
- Decorations
- Music
- Other

Notes on Past Years: We have rented the Tin Can Photo Booth before (it is about \$800). Wayne Fusco will bring his crew to do pictures, drone and they will use my golf cart to do route pics. 904Now will be there to do announcements, awards etc. Billy (race timer) usually just has a playlist of high energy Christmas music (this has always seemed efficient).

Sponsors

We had 30 sponsors for the race this year. Sponsors are tracked in a master spreadsheet that is in the Google Drive (and downloaded in the N Drive). This contains prior years sponsors, contact points, and outreach personnel. Below are the Sponsors for the 2022 Race.

Company
Action Heating & Air
Action Title of St. Augustine
Atlantic Plumbing
Barwick Banking
Beachcomber
Better Bodies
Bozard Ford Lincoln
Clukey & Tebault
Consulting Firm of St. Augustine
Enterprise Community
Fisher Tousey Law
Flagler Hospital
GHG Insurance
Gordon Dental
Herbie Wiles Insurance
Jaguars
Matthews Design Group
Meehan's
Mellow Mushroom
Orange Theory Fitness
Perky Pelican Christmas Shoppe
PT Solutions
Reset
Rulon International
Stanford Restoration
The White Room
United Healthcare
Vystar Credit Union
Walmart
WH O'Connell & Associates

Sponsors were contacted a variety of ways:

- Christmas in July! On or around the 25th of July, Lauren went around town and gave little stocking goodie bags to anyone who had already sponsored the race this year, and most of the businesses that sponsored last year. This was just a fun little thank you and reminder for this year.
- We mailed sponsor packets to the sponsors from the last three years in September(?)
- We emailed prior sponsors a couple of weeks after mailed asks went out
- We divvied up the sponsor list among the committee to follow up
- Amanda sent emails to the sponsors to obtain logos, give out promo codes, and offer space at the packet pickup to leave marketing materials.

Of the 30 sponsors, 10 were new sponsors. Notable new sponsors include the Jacksonville Jaguars (added money for sponsorship in their Give and Go program donation), Walmart, Consulting Firm of St. Augustine, and GHG Insurance (SAYS provider).

2 businesses said no, stating reasons of having already spent allocated charity money for the year.

Advertising

Social Media:

- Facebook Page Santa Suits on the Loose 5k, as well as SAYS Facebook and Instagram
- Social Media was used to promote the race, and thank sponsors
- All posts can be found on the Facebook page
- We would love to hand this off to a committee member in the future

Print/Online

- We asked a few local print publications to promote the race, with varying success. Below are the businesses that agreed to promote the race.

Publication
St Augustine Observer
Totally St Augustine
St Johns County Chamber of Commerce
Floridas Historic Coast
Visit St Augustine
City of St. Augustine Beach
SJC Chamber
Florida Historic Coast

Flyers

- We printed flyers to advertise the race around town, with a QR code for registration. We would like to get these distributed more and early next year.

Radio and TV

- Lauren and Robin appeared on 904Now to promote the Santa Run. Davey and Pete are big SAYS supporters, and they EmCee the race, so this was an easy connection.
- We would like to pursue radio and TV advertisement more next year. This would include making a short PSA to be distributed.

Teams

- We encourage people to make teams for the race! This can be a group of friends, family, coworkers or whatever group who wants to make a team. When businesses do so, it is a great way to advertise for the race. Orange Theory and Funkytown Fitness are our biggest competitors for the Team Trophy. We would love to see more gyms and other businesses compete.

Schools

- We would love to have more schools participate in the School Team competition. As of now, only Otis Mason competes for this. The schools are hard to get into communication wise. Mary Sims made a list of all of the SJC schools with their principal's emails. We would like to have a committee member dedicated to school team acquisition, where they would contact the schools and find the best person to speak to about encouraging the school to make a team.
- Flagler would be an easy place to get teams with all of their sports and clubs, but they are usually done for the semester before the race.

Volunteers

Volunteers are needed for Packet Pickup, and Day Of coordination. We used Signup Genius to promote and sign-up volunteers, which worked very well.

We decided we needed 28-34 volunteers, divvied up as follows:

- **Volunteers Packet Pick Up: Total needed = 6 at all times**
 - 1:30-7:30pm - shifts of 1:30-4:30 / 4:30-7:30
- **Volunteers Day Of: Total needed = 22**
 - Parking - 8 people - 5:45am - telling people that they need to be out by 11am
 - Registration/Medals - 6 people - 6am - 3 registering, 2 shirt people, 1 bib runner / after race handing out medals
 - Water station midway - 4 people
 - Water/snack station at start/finish - 4 people - 7am
 - Not including Amanda and Lauren, so they can be free to move about the race as needed

United Way provided volunteers for the midway water station. They are good about getting us volunteers if we give them a heads up.

Packet Pick-up

Packet Pick-up was at the Ponce Mall, on December 9th from 3 to 7pm. The Mall was a great location for packet pick-up. Indoor (lit and temperature controlled), with ample parking. We did not provide as much signage as we would have liked, but people did not seem to have any trouble finding us.

Day of: Logistics

Amanda, Greg, Lauren, Tim, and Schuyler all got to the Pier parking lot around 5am the morning of the race. We blocked off the spots for the start/finish line, Billy (RaceSmith), the sponsor vendor tables, and volunteer parking. We also set up the tables, bibs, forms and payment processing for sign-in/registration. We set up tables for food, water, and medals, but did not unload those things until later.

Parking set-up volunteers arrived at 5:45am. They went to the off site parking lots to set up signs, mark off restaurant employee parking (if applicable), and start directing people as they arrived. The next shift of parking volunteers arrived at 7:30am, so the first shift people could participate in the race.

Registration volunteers arrived at 6:00am. We were set up similarly to Packet Pick-up, with three lines for preregistered, and one for new registrations. People came to pick up their bibs and newly register all the way up until the race was starting. We had planned for the registration volunteers to also be the ones handing out the medals, but with people coming in so late there is no way that would have worked. Luckily we had extra volunteers who were able to unpackage all of the medals and be ready to hand them out.

The mid-point water station volunteers arrived at 7:00am. They oversaw setting up the table, handing out cups of water to runners, and breaking the table down.

The finish line snack/water station volunteers also arrived at 7am. They were responsible for unloading the food and water from the trailer, and unpackaging items as needed. We have inflatable pools that we fill with water bottles and ice.

Day of: Entertainment

We had a number of vendors/entertainment for people to enjoy!

- 904Now EmCeed the event with high energy and fun. They made important announcements, and gave shoutouts to all of our sponsors throughout the morning.
- Billy provided high energy Christmas music throughout the morning.
- Wayne Fusco took pictures all morning
- Heather Craig sang the National Anthem before the race
- The race kicked off with the Pedro Menendez High School Band! This was a really fun new addition.
- Barwick Bank provided the lead car
- Along the route we had 3 stations of SAYS boys cheering the runners on with signs. We would love to have more route entertainment in the future.
- At the start/finish line we had:
 - Chez Entertainment photo booth
 - Santa & Mrs. Clause
 - Severts Tree Farm Truck – the perfect backdrop for pictures with Santa!

- The Grinch
- Face Painting
- Fake Snow
- Snacks and water
- PT Solutions and RESET with Better Bodies Gym both had stations for stretching runners post race.
- After all of the runners finished, we held our awards ceremony. Billy no longer carries the 1st 2nd 3rd risers, so we asked one of the gyms attending if they could provide us with the boxes for this. We wrapped them in Holiday wrapping paper prior to awards. Our prizes were mugs with the race logo on it, filled with coffee from the Kook that they also so generously put our logo on.

Expenses

Permitting = \$575.50

- \$310.50 refundable incidental check to the City of St. Augustine – credited towards the 2023 race
- \$265.00 permit fee to SJC Board of County Commissioners

Runner costs = \$18,385.00

- RaceSmith (Appears as Hasselmania Production LLC) = \$3,146.00
- Tshirts = \$9,269.00 for 1277 shirts (\$7.26/shirt)
 - Youth L (Adult XS): 100, Adult S: 220, Adult M: 360, Adult L: 319, Adult XL: 198, Adult 2XL: 60, Adult 3XL: 20
- Medals = \$5,970.00 for 1,500 medals (\$3.98/medal)

Print Materials = \$1,117.49

- Flyers = \$41.52 from Staples
- 25 Sponsor Yard Signs and 2 Banners = \$1,054.04 from Fast Signs
- Supplies for Boys' signs = \$21.93 from Walmart

Day of Logistics = \$4,885.00

- MOT = \$2,870.00 - ACME
- Off Duty Officers = \$2,015.00

Day of Entertainment = \$347.93

- Photographer = \$250 - In-kind
- Photo Booth = \$300
- Snow Machine = \$150 In-kind
- Santa = \$250 Worked for tips In-kind
- Grinch = \$250 In-kind
- EmCee = 904 Now = \$500 In-kind
- Ice = \$47.93

Thank You's = \$139.56

- Santa Mugs = \$91.56 from Amazon
- Hot cocoa bombs = \$48
- Dinner =

Other = \$594.52

- NSF Check Bank Charge = \$25.00
- Elf costume = \$95.38
- Boy's breakfast after race = \$384.48
- Supplies for signs for residential boys = \$21.93
- Additional snacks = \$67.73

Total = \$26,045.00

Statistics: 2021 & 2022

	2021	2022	2020 to 2021 Difference
Total Dollars Raised	\$56,233.00	\$63,065.49	12.15% increase
Expenses	\$18,504.17	\$26,045.00	40.75% increase
Net Profit	\$37,728.83	\$37,020.49	1.88% decrease
Total Sponsorship	\$29,800.00	\$31,500.00	5.7% increase
Number of Sponsors	26	30	15.38% increase
Total Runners	951	1,037	9.04% increase
Total Teams/Groups	31	33	6.45% increase
Total Teams Participants	435	331	23.91% decrease

Advertising

2-3 people

- SAYS will provide a Press Release, PSA, and Flyer to be distributed. The role of these committee members is to reach out to places with the appropriate materials, asking if they might promote the race, and following up as appropriate.
- Print = Local Publications – Magazines, Newspapers, Neighborhood/Charitable/Real Estate Publications
- Local Radio Stations
- Local TV
- Online: Blogs/Facebook Groups/local social media accounts, Online Calendars, Business Email Blasts
- Print Flyers: local businesses (all members can carry flyers around to ask the businesses they visit to put one up, but this committee position specifically focuses on this)
- Committee members will help keep a spreadsheet of outreach to reference for future years

Notes on Past Years: SAYS will provide a spreadsheet of people previously contacted.

Social Media:

1 person

- Social Media Updates on Instagram and Facebook
 - Promotes sign ups and reminds about price increases

- Possible template = starting in August with bi-weekly posts, moving to weekly in October
- Post about sponsors - works with Sponsor Liaisons to make sure expectations are being met

Sponsor Liaisons:

1-2 people

- Making sure we deliver on promises to sponsors
- Creating free registration codes for sponsors and sending them to the sponsors
- Obtaining Sponsor logos for shirts
- Deliver "Proud Sponsor" Signs and take pictures at sponsor business locations
- Communicating with Social Media committee member about sponsor posts
- Write Thank You notes to sponsors

Community Team Acquisition:

1-2 people

- Schools – Contact local schools/teachers/coaches to encourage competition for the school trophy - Flagler sports teams? And clubs?
- Community – Contact businesses/gyms/communities to encourage competition for the team trophy

Route Coordinator:

Amanda/Greg

- Acquiring MOT for the race
- Setting up a pace car and also a finale car (these can be the same and should be offered to a sponsor) - Barwick Bank is interested. St. Augustine Cruisers could be fun as well.
- Setting up race course - Greg Solano
- Following up with police before and after the race
- Notifying neighborhood of upcoming delays

Parking:

1 person

- Parking is available at the pier and any other place there is free parking. In 2022 we also received parking permission from Salt Life, Sunset Grille, and Panama Hatties.
- Re-ask/Confirm parking from Salt Life, Sunset Grille, Panama Hatties – open to acquiring others locations too!
- Responsible for coordinating volunteers to manage parking areas – making sure people know they need to leave the restaurant parking lots by 10:30am.
- Cone and sign setup - We need signs, flaggers and cones to make sure we save parking for Sunset employees.
- Parking volunteering can be split into two shifts to allow for early shift volunteers to participate in race.

Nourishment:

1 person

- Responsible for acquiring water and food for the finish line
- Responsible for water station at our halfway-ish area on the race – coordinating with sponsor and directing volunteers.

Route Entertainment:

1 person

- Secure and coordinate 6 spots for entertainment along route (see map)
- 2 can be SAYS boys cheering
- Ideas: live bands – can have power at Amanda’s house and Sunshine Shop (opposite side of A1A but that’s ok), HS bands, carolers (HS choirs?), cheer squads, etc.

Day of Entertainment:

1 person

- Confirm vendors at the start/finish line. Mostly just re-asking people from prior years, but we are open to more and new ideas!
- Ccing SAYS personnel on communication to ensure timely payment when applicable
- Coordinating with Sponsor Liaison if Sponsors are interested in being at the start/finish line (just to make sure we block off the appropriate space)

Santa Suits on the Loose 2023 Timeline

Announce – Christmas in July	July 25
Ask Committee members to join	August
Mail out Sponsor Packets	August 28
Email out Sponsor Packet	September 4
Committee Kickoff Meeting	September 5
Committee Meeting	September 19
Committee Meeting	October 3
Email Volunteers (signed up and soliciting for more if needed)	October 6
Send sponsors their sign-up codes	October 9
Committee Meeting	October 17
Order Medals	October 20
Get sponsor signs from storage and order more if needed	October 23
Committee Meeting	October 31
Place Sponsor Signs	November 6-10
Have all vendors confirmed	November 9
Send new sponsors their sign-up codes	November 9
Email Volunteers reminder	November 9
Order blank t-shirts	November 10
Committee Meeting	November 14
Committee Meeting	November 21
Last call for sponsor for logo placement	November 22
Email Volunteers reminder	November 22
Place new Sponsor Signs	November 22-24
Send new sponsors their sign-up codes	November 27
Committee Meeting	November 28
Order banners	November 29
MOT Boards out	November 29-December 9

Statistics: 2021 & 2022

	2020	2021	2022
Total Dollars Raised	\$50,429.45	\$56,233.00	\$63,065.49
Expenses	\$18,154.33	\$18,504.17	\$26,045.00
Net Profit	\$32,275.12	\$37,728.83	\$37,020.49
Total Sponsorship		\$29,800.00	\$31,500.00
Number of Sponsors		26	30
Total Runners	352	951	1,037

Lessons Learned and Notes/Ideas for 2023

- Tip the Grinch (have a place to collect tips)
- Have someone available to take people's pictures with Santa (a Santa's elf!)
- Assign volunteer or staff to proof of production for sponsor agreements
- We could do specific sponsors: T-shirt – Name on sleeves, MOT, 1st mile (signs in cones) 2nd mile, 3rd mile, and finish line, awards, Medals sponsor – logo on back of medal, "Kids Zone" (face painting tc) (sponsor could bring along people to cheer along their mile, provide entertainment, etc.)
- Vendor tents in center for swag – sweetens pot for sponsors
- Get volunteer sign-up sheet out at least two months in advance
- Donuts – free donut holes and coffee to put out once race begins. Island Donuts would be ideal, but Tim also has regional office person contact with Dunkin.
- More route entertainment - Have band play in area before runners turn to final straight for pep. Then Davey and crowd provide pep for final straight
- School team fundraising contests (band, clubs etc.)
- Get cheer and dance squads from school
- Interact Club from St. Aug High
- Put mug designs on side that shows when you hold cup by handle (add sponsor to other side)
- Wrap 1st, 2nd, 3rd place boxes completely
- "Medal tree" for next year – suggested by staff volunteer
- Tent for Excess shirts – sell for \$20 (or even \$10?)
- Santa Suits – we are out – they were sold out by ~October so order as soon as they become available
- Increase price for packet pick up and day of (not just day of). Basically, if they are registering in person, it should cost more.
- Tshirts for volunteers! Add as a question in signing up for a volunteer spot
- Also ask volunteers if they are serving with a group
- The coffee prize was SO fun, but we didn't think about how it was not the most appropriate for the under 18 age divisions

Email Vendors last reminder	December 1
Order shirts printing	December 4
Email Volunteers last reminder	December 4
Last Committee Meeting	December 5
Packet Pick-up	December 8
Race Day!!	December 9
Thank Volunteers	December 10
Thank Sponsors	December 11-15



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
1/4/2023

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 GHG Insurance 1000 Riverside Ave., Suite 500 Jacksonville FL 32204	CONTACT NAME: Branda Popham PHONE (A/C, No, Ext): 904-421-8604 E-MAIL ADDRESS: bpopham@ghgins.com		FAX (A/C, No): 904-421-8601
	INSURER(S) AFFORDING COVERAGE		
INSURED St. Augustine Youth Services, Inc 201 Simone Way Saint Augustine FL 32086	INSURER A: Philadelphia Indemnity Insurance Company	NAIC # 18058	
	INSURER B: Wesco Insurance Company	25011	
	INSURER C:		
	INSURER D:		
	INSURER E:		
INSURER F:			

COVERAGES

CERTIFICATE NUMBER: 837963653

REVISION NUMBER:

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


INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	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 checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y		PHPK2457253	9/1/2022	9/1/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 3,000,000 PRODUCTS - COMP/OP AGG \$ 3,000,000 Abuse/Molestation \$ \$1m occ/\$3m agg
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> 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			PHPK2457253	9/1/2022	9/1/2023	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 \$ \$
B	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	WWC3620860	12/22/2022	12/22/2023	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.I. EACH ACCIDENT \$ 100,000 E.I. DISEASE - EA EMPLOYEE \$ 100,000 E.I. DISEASE - POLICY LIMIT \$ 500,000
A	<input checked="" type="checkbox"/> Professional Liability <input checked="" type="checkbox"/> Directors & Officers Liability <input checked="" type="checkbox"/> Employment Practices Liability			PHPK2457253 PHSD1645620	9/1/2022 9/1/2022	9/1/2023 9/1/2023	Professional Liabilit D&O EPLI 1M occ / 3M agg 1,000,000 1,000,000

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

General Liability policy includes blanket additional insured and waiver of subrogation wording when required by written contract, form # PI-GLDHS 10/11. Directors & Officers policy and Employment Practices Liability Policy are both claims made
 D&O Deductible: \$5,000 and EPLI Deductible: \$10,000
 RE: Santa Suits on the Loose Event, 2023

St Johns County is listed as additional insured with respects to General Liability.

CERTIFICATE HOLDER**CANCELLATION**

St. Johns County Board of County Commissioners 500 San Sebastian View St Augustine FL 32084	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 



Consumer's Certificate of Exemption

DR-14
R. 01/18

Issued Pursuant to Chapter 212, Florida Statutes

85-8012703032C-1	01/31/2019	01/31/2024	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

SAINT AUGUSTINE YOUTH SERVICES INC
201 SIMONE WAY
ST AUGUSTINE FL 32086-7750

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



Important Information for Exempt Organizations

DR-14
R. 01/18

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6. If you have questions about your exemption certificate, please call Taxpayer Services at 850-488-6800. The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.

TDC Regular Meeting – September 18, 2023

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

Florida Prime Sports Foundation

Funding request for the Prime Soccer Cup Tournament, scheduled for October 6 - 8, 2023. The event will utilize St. Johns County Parks as well as various high school fields. This is a high-level competition bringing soccer groups from throughout the state of Florida as well as parts of Georgia.

The application was reviewed by the Recreation Advisory Board at their August 9th meeting and recommended for funding in the amount of \$10,000. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	October 6-8, 2023
Event Name	Prime Soccer Cup
Sport	Soccer
Legal Name of Host Organization	Florida Prime Sports Foundation, Inc.
Organization/Event Website	https://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	\$84,100	Grant Amount Requested	\$20,000

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 been granted for the following:

- Rivertown II Fields
- Gamble
- 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) 3360 X (B) 2 days X (C) 160.45 = \$ 1,078,224.00

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.

Contact for all hotels: Jackie Hass (GotSport), 214-697-1326

Hilton Garden Inn Jacksonville Ponte Vedra Sawgrass
 - 45 Tournament Players Club Blvd, Ponte Vedra Beach, FL 32082; 904-280

Holiday Inn St. Augustine - World Golf Resort
 - 475 Commerce Lake Dr, St. Augustine, FL 32095; 904-940-9500

Holiday Inn Express Jacksonville South Bartram Park
 - 13934 Village Lake Circle, Jacksonville, FL 32258; 904-337-3310

Tru by Hilton Jacksonville South Mandarin
 - 2970 Hartley Rd, Jacksonville, FL 32257; 904-292-4401

Embassy Suites by Hilton Jacksonville Baymeadows
 - 9300 Baymeadows Rd, Jacksonville, FL 32256; 904-731-3555

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

\$EXPENSE	PURPOSE
\$30,000	Officials
\$2,400	Food
\$3,600	Maintenance
\$6,000	Field Rental
\$3,000	Bathrooms
\$3,000	Police Officers
\$2,400	Tents
\$1,200	Parking Attendants
\$4,800	Athletic Trainers
\$6,000	Staff

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		126,000.00
Contributions		
Grants (Including TDC Funding here)		20,000.00
Sponsorships		8,000.00
Sales (Merchandise/Concessions+)		3,000.00
Room rebates		18,000.00
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 175,000.00
	TOTAL INCOME	\$ 175,000.00

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: FM

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: FM

3. A comprehensive Sponsorship Packet

Staff (initial) received: FM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: FM

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

Staff (initial) received: FM

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

Staff (initial) received: FM

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: FM

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 FM

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 community 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 a PrimeW, 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 II Fields
- Gamble
- Plantation
- Durbin
- Aberdeen

PARTICIPATION

Number of Teams	224	Number of Individual Competitors	3360
Number of Coaches/Trainers	200	Number of Spectators	10,000

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, FL - 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 - Florida Rush Sanford, FL - Ormond Beach Soccer Club Ormond Beach, FL -
Weston FC Weston, FL - Inter Atlanta FC Atlanta, GA

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

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

T. Meyer

Date 7/24/23

Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

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

Event Name: _____ Event Date: _____

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

Section 1: Overall Economic Benefit Scoring

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

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

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

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

Section 2: Additional Event Considerations Scoring

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

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

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

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

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

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

Section 3: Event Impact Scoring

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

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

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

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

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

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

Calculate Final Event Score:

Section 1 Total	+	Section 2 Total	-	Section 3 Total	=	Final Event Score
	(plus)		(minus)			

Application & Organization Score:

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

RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____



x



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 Soccer Cups mission is to provide high-level competition within our community, allowing our families to stay home while bringing in outside-of-the-area groups to the county to generate economical impact.



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 10 - WEEK OF October 1

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 6 - 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 7 - 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 8 - 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 19 - 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 200 teams from the surrounding area during our local tournament October 6-8, 2023. 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



CLUB	LOCATION	# OF TEAMS	Average families
Prime Soccer Academy	St Johns, FL	19	285
Jacksonville Football Club	Jacksonville Beach, FL	20	300
Clay County Soccer Club	Fleming Island, FL	20	300
Coastal Kicks	Jacksonville, FL	11	165
Ancient City	St Augustine, FL	19	285
CH4	Kingsland, GA	7	105
Inter united	Palm Coast, FL	5	75
Ormond Beach Soccer Club	Ormond Beach, FL	12	180
Brevard Soccer Club	Melbourne, FL	12	180
GSA	Gainesville, FL	12	180
FL Premier	Tampa, FL	20	300
Orlando City Lake Nona	Orlando, FL	14	210
ASG	Tallahassee, FL	12	180
Amelia Island	Amelia Island, FL	6	90
Juventus	Miami, FL	5	75
Tentative Clubs	Florida/Georgia	30	450
		Total Teams	Total Families
		224	3360

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2021 PRIME SOCCER CUP EVENT HISTORY

Club Name	Teams Registered
Amelia Island YSO	4
Ancient City SC	3
ASALB ALBION SC Miami	1
Brevard SA	2
Clay County SC United Soccer Alliance	10
First Coast Futsal Academy	1
Florida Prime Soccer	14
Gainesville Soccer Alliance	9
Jacksonville FC	14
Nona Soccer Academy	12
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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2022 PRIME SOCCER CUP EVENT HISTORY

Club Name	Teams Registered
Ancient City SC	13
ASALB ALBION SC Miami	6
ASG	5
ASLKS Miami Lakes United Soccer Club	4
Big Sun YSL	1
Brevard SA	11
CH4 Soccer Academy	1
Clay County SC United Soccer Alliance	14
Coastal Kicks Soccer Club	1
Florida Premier FC	1
Florida Prime Soccer	20
Four Corners Football Club	1
Gainesville Soccer Alliance	10
Inter-United Soccer Club	1
Jacksonville FC	20
Juventus Academy Miami	3
Orlando City Soccer School Lake Nona	9
Ormond Beach Soccer Club	1
Warner Soccer Club	2

Hotel	Room Nights
Courtyard Flagler Centre	55
Embassy Suites Baymeadows	21
Fairfield Inn Butler	34
Hampton Inn mayo	29
Hampton Inn Deerwood	16
HI Express SE Med Centre	15
HI Express South Bartram	29
HI Express South	54
HI Express Trinity	25
Home2Suites South St. Johns	47
Tru South Mandarin	59
Tru St Johns Town Centre	55
	439

Let me know if you have any questions on this. My apologies again for the confusion.

Carrie Lynn

CARRIE LYNN BONA VIA
 Director, Client Services
 Avanti Travel Group
 division of Avanti Travel Advisors, Inc
 613.834.4001 ext 305
 613.834.5639 fax

www.avantitravelgroup.com
 Fla. Seller of Travel Ref. No. ST 37054



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.



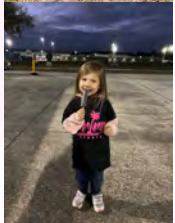
The Dudes of Prime mission is to lead youth male athletes to give back to the community while learning and growing as individuals and brothers in sport. We have facilitated three events with over 200 participants engaged.





PRIME SOCCER CUP

LIST OF OTHER EVENTS



EVENT NAME

LOCATION

DATES

Think Pink Gala

Fundraiser event for our scholarship funds for Prime Sports.

St. Johns, FL

2/2023

Slate Appreciation Party

Networking with other small businesses in the community.

St. Johns, FL

3/2023

Spring Fest: Light Up the Night

Easter celebration with St. Johns Moms and celebration of lights at Rivertown II Fields.

St. Johns, FL

4/2023

Best Buddies Friendship Walk

Tent & Support at the Best Buddies Annual Friendship Walk.

Jacksonville, FL

4/2023

St. Johns Moms Spring Market

Networking with other small businesses in the community.

Ponte Vedra, FL

5/2023

Soccer Signing Day

Special celebration to recognize our athletes.

St. Johns, FL

5/2023

St. Johns Moms Summer Market

Networking with other small businesses in the community.

St. Johns, FL

7/2023

Softball Signing Day

Special celebration to recognize our athletes.

St. Johns, FL

8/2023

SuperGirl Pro

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

Jacksonville, FL

11/2023

Prime Choice Awards

Celebrate our athletes, teams and coaches on their success from the year.

St. Johns, FL

12/2023

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PRIME SOCCER CUP

PROOF OF INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

7/19/2023

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 (A/C, No, Ext): 407-831-3832	FAX (A/C, No): 407-830-4681
E-MAIL ADDRESS: Diana@blackadar.com		
INSURER(S) AFFORDING COVERAGE		NAIC #
INSURER A : PHILADELPHIA IND INS CO		18058
INSURER B :		
INSURER C :		
INSURER D :		
INSURER E :		
INSURER F :		

INSURED PRIMSP0-01
 Prime Sports Management LLC
 5712 Crosswinds Circle
 Saint Augustine FL 32092

COVERAGES

CERTIFICATE NUMBER: 1360373042

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 WVD	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	AUTOMOBILE LIABILITY <input type="checkbox"/> 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) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y / N <input type="checkbox"/> N / A If yes, describe under DESCRIPTION OF OPERATIONS below					PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> 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

CANCELLATION

St. Johns County Road of County Commissioners 500 San Sebastian View St. Augustine FL 32084	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
---	---

TDC Regular Meeting – September 18, 2023

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

Game on Race Events

Funding request for the Ponte Vedra Beach Triathlon, scheduled October 15, 2023. The event will begin with swimming at Mickler’s Landing Beachfront Park followed by biking south through GTM reserve then a run back north on Ponte Vedra Blvd.

The application was reviewed by the Recreation Advisory Board at their August 9th meeting and recommended for funding in the amount of \$6,500. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	Sunday, October 15, 2023
Event Name	Ponte Vedra Beach Triathlon
Sport	Triathlon (swim, bike, run)
Legal Name of Host Organization	WB 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	\$60,000	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 Beachfront Park
 1109 Ponte Vedra Beach Blvd.
 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.

N/A

SECTION 1

Accommodations

1. Number of Competitors (B) Length of Stay (C) ADR for Month
 (A) 200 X (B) 1 X (C) 162.00 = \$ 32,400

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) 15 X (B) 2 X (C) 162.00 = \$ 4,860

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) 200 X (B) 1 X (C) 160.20 = \$ 32,400

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
 Sawgrass Marriott Golf Resort & Spa - 1000 Tournament Players Club Blvd, Ponte Vedra Beach, FL 32082 (904) 285-7777
 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
4,000	St. John's County Sheriff's Office
2,500	Ocean Rescue Lifeguards
1,750	Century Ambulance
5,500	Hilton Garden Inn / Hampton Inn (staff rooms)
1,200	ACME Barricades
1,300	Floaters Portable Sanitation
1,000	Sun Belt Rentals
350	St. John's County Beach Services
2,000	St. John's County local restaurants (staff food)
2,500	St. John's County local charity donation

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		1,200.00
Housing		5,500.00
Food		4,000.00
Sanction Fee		225.00
Site Fees		350.00
Rights/Guarantees Fees		0
Officials		3,000.00
Awards*		3,500.00
Equipment		1,450.00
Rentals		4,000.00
Insurance		225.00
Security		0
Labor		4,500.00
Marketing/Promotions		6,500.00
*Administrative Costs		1,000.00
OTHER EXPENSES Please itemize below:		
St. John's County Sheriff's Office		4,000.00
Ocean Rescue Lifeguards		2,500.00
Century Ambulance		1,750.00
Event swag (t-shirts, hats, etc)		4,700.00
Volunteer Donation		2,500.00
SUBTOTALS:	\$ 0	\$ 0
	TOTAL EXPENSE	\$ 50,900

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		45,000.00
Contributions		
Grants (Including TDC Funding here)		10,000.00
Sponsorships		5,000.00
Sales (Merchandise/Concessions+)		
Room rebates		
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 60,000.00
	TOTAL INCOME	\$ 60,000.00

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: JM

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

Staff (initial) received: JM

3. A comprehensive Sponsorship Packet

Staff (initial) received: JM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: JM

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

Staff (initial) received: JM

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

Staff (initial) received: JM

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

Staff (initial) received: JM

Applicant agrees that the information provided is accurate.

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

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

Initial JM

Comments:

SECTION 2

A. EVENT DETAIL

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

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 Beachfront Park on Sunday morning, October 15, 2023 and is expected to attract over 400 local and out of town triathletes. The swim will take place in the Atlantic Ocean, with a scenic bike course taking you South on A1A through the Guana Tolomato Matanzas National Estuarine Research Reserve (GTM Research Reserve). Athletes will finish with a run north on Ponte Vedra Blvd., taking in the views of the lavish homes and jaw-dropping oceanfront settings. Upon first sight of the meticulously maintained resort-style community, athletes will instantly understand why it was ranked one of the "Best Places to Live in United States".

This event will impact the community in several ways. This event will encourage a healthy lifestyle and will provide those thinking about doing their first triathlon, a place to experience the thrill of crossing the finish line. Secondly, this event will provide a local race for triathletes to compete in. In the past, local triathletes had to travel outside of St. John's County (often several hours) to participate in a major triathlon event. In addition, this event will attract both local triathletes and out of town triathletes from several different states. The athletes will stay in the local hotels, eat at the local restaurants and shop at the various local businesses. On average, the Ponte Vedra Beach triathlon attracts athletes from over 15 states.

Yes, we plan to give back to the local community, previous triathlons in St. John's County, produced by Game On Race Events, has benefited Beaches Fine Arts Series, Nease High School NJROTC and Main Street at Vilano Beach. We cannot produce an event like this without local support and are more than happy to give back to the local organizations.

SPORT/ACTIVITY

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

Mickler's Landing Beachfront Park
1109 Ponte Vedra Beach Blvd.
Ponte Vedra Beach, FL 32082

PARTICIPATION

Number of Teams		Number of Individual Competitors	400
Number of Coaches/Trainers		Number of Spectators	250

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. Past registrations from the 2022 events include athletes from: Georgia, North Carolina, Illinois, Virginia, Alabama, Connecticut, California, Louisiana, Maryland, Missouri, New Jersey, New Mexico, Nevada, New York, South Carolina, Pennsylvania, Minnesota, Virginia, Washington, Ohio, Tennessee, Texas and Florida.

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 35,000 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) Over the past year or two, hotel rooms have become very expensive. Hotel rooms for our staff alone in Ponte Vedra Beach will cost over \$4,000. 2) Limited local resources for volunteers. Even though we pay our volunteers (or make a donation to the program or club), it is becoming harder and harder to recruit them to support the event.

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 outside of St. John's County to participate.

Threats – 1) Costs for EVERYTHING are rising year after year making it extremely hard to keep our prices down. 2) Supply chain issues are still a problem. 3) The weather! Being an outside event, you cannot control the weather. In the past, we have had to cancel triathlons due to approaching hurricanes. At this venue in 2021, we had to cancel the event the morning of due to a thunderstorm in the area.

Game On Race Events

Event Monitoring Plan – October 15, 2023

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 – Mickler's Landing

213 registrations

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 – Mickler's Landing

296 registrations

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 – Mickler's Landing

366 registrations

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 – Mickler's Landing

465 registrations

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 registrations

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%

October 9, 2022 – Mickler’s Landing

330 registrations

Athletes from 18 states represented (FL, GA, IL, NC, CA, LA, NJ, NY, CT, TN, AL, MO, VA, NH, NM, OH, TX and NV)

69.32% Male, 30.68% Female

18 & Under	1.77%
Ages 19-29	19.76%
Ages 30-39	26.55%
Ages 40-49	18.29%
Ages 50-64	24.48%
65 & Over	9.14%

May 21, 2023 – Mickler’s Landing

306 registrations

Athletes from 15 states represented (FL, GA, SC, DC, VA, CA, NC, PA, AL, AR, KY, MO, NJ, TN, QC)

70.59% Male, 29.41% Female

18 & Under	2.94%
Ages 19-29	16.01%
Ages 30-39	23.20%
Ages 40-49	23.20%
Ages 50-64	25.16%
65 & Over	9.48%



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

7/19/2023

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

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

PRODUCER Insurance Office of America, Inc. 1855 West State Road 434 Longwood FL 32750	CONTACT NAME: _____	
License#: 0E67768 USATRIA-01	PHONE (A/C, No, Ext): _____	FAX (A/C, No): _____
	E-MAIL ADDRESS: _____	
	INSURER(S) AFFORDING COVERAGE	
	NAIC #	
INSURED USA Triathlon of Colorado 5825 Delmonico Dr Colorado Springs CO 80919	INSURER A: Everest National Insurance Company 10120	
	INSURER B: United States Fire Insurance Company 21113	
	INSURER C: _____	
	INSURER D: _____	
	INSURER E: _____	
	INSURER F: _____	

COVERAGES CERTIFICATE NUMBER: 459539403 REVISION NUMBER:

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

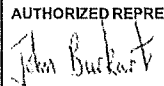
INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Participant LL GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input checked="" type="checkbox"/> OTHER: Event	Y	Y	SI8ML02108-231	1/1/2023	1/1/2024	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ Excluded PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY 4077887933						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$	Y	Y	SI8EX01472-231	1/1/2023	1/1/2024	EACH OCCURRENCE \$ 10,000,000 AGGREGATE \$ 10,000,000 \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
B	Participant Accident			US1929842	1/1/2023	1/1/2024	Accident Medical 25,000

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

Coverage applies to the USA Triathlon sanctioned or approved event specified on this certificate.

The certificate holder is an additional insured, where required by written contract or agreement, but only with respect to the operations of the named insured, and subject to the provisions and limitations of form ECG20 600 - Additional Insured - Blanket when required by written contract, but only with respect to the USAT sanctioned or approved event specified on this certificate.

The General Liability policy is primary as per Form ECG24 520 (04/02) and the General Liability policy contains Form ECG24 522 (04/02): Waiver of Transfer of Rights of Recovery Against others to US, but only as required by written contract or agreement executed by the named insured prior to an occurrence resulting See Attached...

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

AGENCY Insurance Office of America, Inc.		NAMED INSURED USA Triathlon of Colorado 5825 Delmonico Dr Colorado Springs CO 80919	
POLICY NUMBER		EFFECTIVE DATE:	
CARRIER	NAIC CODE		

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
 FORM NUMBER: 25 FORM TITLE: CERTIFICATE OF LIABILITY INSURANCE

in a loss or a claim.
 Game On! Ponte Vedra Beach Triathlon - Fall | 2023-10-15 | 2023-10-15 | Ponte Vedra Beach, FL 32082

GAME ON RACE EVENTS 2023 SCHEDULE

- 01/07 SURVIVE FIRST RUN FOR RESPONDERS 5K - COCOA, FL
- 01/21 MLK 5K AND 10K - RIVIERA BEACH, FL
- 03/05 MARATHON OF THE TREASURE COAST - STUART, FL
- 03/19 PALM BEACHES TRIATHLON (SPRINT) - SINGER ISLAND, FL
- 04/08 RUN SINGER ISLAND HALF AND 10K - SINGER ISLAND, FL
- 04/22 WOUNDED VETERAN'S RELIEF FUND 5K - JUPITER, FL
- 04/29 RUN FOR WENDY 5K AND 10K - RIVIERA BEACH, FL
- 05/07 KEY LARGO TRIATHLON (OLY & SPRINT) - KEY LARGO, FL
- 05/13 MIND YOUR HEALTH 5K - MIAMI, FL
- 05/21 PONTE VEDRA BEACH TRIATHLON (OLY & SPRINT) - PONTE VEDRA BEACH, FL
- 06/11 ESCAPE TO HUTCHINSON ISLAND TRIATHLON (INT & SPRINT) - STUART, FL
- 06/24 TURTLEMAN TRIATHLON - JUPITER, FL
- 06/25 CROSSING FOR CYSTIC FIBROSIS - LAKE WORTH BEACH, FL
- 07/04 BILL BONE 5K - WEST PALM BEACH, FL
- 07/16 TREASURE COAST TRIATHLON (OLY & SPRINT) - JAYCEE PARK - FORT PIERCE, FL
- 07/30 ST. AUGUSTINE TRIATHLON (OLY & SPRINT) - ST. AUGUSTINE, FL
- 08/13 ESCAPE TO HUTCHINSON ISLAND TRIATHLON II (INT & SPRINT) - STUART, FL
- 08/20 KEY LARGO TRIATHLON II (OLY & SPRINT) - KEY LARGO, FL
- 08/27 PALM BEACHES TRIATHLON (SPRINT) - SINGER ISLAND, FL
- 10/01 SUNCOAST TRIATHLON (OLY & SPRINT) - TIERRA VERDE, FL
- 10/08 RUN HUTCHINSON ISLAND HALF MARATHON & 10K - HUTCHINSON ISLAND, FL
- 10/15 PONTE VEDRA BEACH TRIATHLON II (OLY & SPRINT) - PONTE VEDRA BEACH, FL
- 10/22 BILL BONE TROPICAL TRIATHLON - LAKE WORTH BEACH, FL
- 11/05 RIVERFRONT TRIATHLON @ COCOA (INT & SPRINT) - COCOA, FL
- 11/19 TREASURE COAST HALF & INTERNATIONAL TRIATHLON - FORT PIERCE, FL
- 11/23 PELICAN YACHT CLUB TURKEY TROT 5K - FORT PIERCE, FL
- 12/03 TREASURE COAST TRIATHLON - JETTY PARK - FORT PIERCE, FL
- 12/10 PALM BEACHES MARATHON - WEST PALM BEACH, FL



Game On! Race Event Sponsorship Proposal October 15, 2023 – Mickler’s Landing (Ponte Vedra Beach)

PLATIUNUM PROPOSAL - \$10,000

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

- Name/Logo on event finisher medal
- Name/Logo on athlete race bib numbers
- Name/Logo on athlete event t-shirts
- Press Release announcing sponsorship/partnership with St. John’s County
- Electronic and Social Media
 - Facebook and Instagram posts
 - E-mail marketing
 - Will include TDC advertisement promoting St. John’s County as a destination (over 35,000 athletes in our database)
 - St. John’s County TDC logo on www.GameOnRaceEvents.com website
 - Ads purchased promoting PVB Triathlon on national industry websites (Tri-Find, Slowtwitch, etc.)
- Print media
 - Flyers or brochures stuffed in all race packets (TDC to provide)
- St. John’s County TDC signage displayed at the event
- PA Announcements during the event promoting St. John’s County TDC
- Ten (10) complimentary registrations to be used for the Ponte Vedra Beach Triathlon

TDC Regular Meeting – September 18, 2023

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

Knights of Columbus

Funding requests from Knights of Columbus for two Pickleball tournaments. Florida Georgia Pickleball Classic, scheduled for October 27 – 29, 2023 and Veritas Pickleball in the Ancient City, scheduled for February 23 – 25, 2024. Both events will utilize Treaty Park Pickleball and Tennis Courts. Each event is three (3) days and attracts 450 – 500 players, along with additional spectators.

The applications were reviewed by the Recreation Advisory Board at their August 9th meeting and recommended for funding in the amount of \$10,000 for each tournament. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	First tournament - Oct. 27-29, Second tournament - February 23-25
Event Name	Two tournaments: Florida Georgia Pickleball Classic and Pickleball Veritas in the Ancient City
Sport	Pickleball
Legal Name of Host Organization	Knights of Columbus Council #16492
Organization/Event Website	nocateeknights.com

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

Primary Contact Name	John Essegian	Cell Phone Number	772 285 5883
Email Address	jmessegian@gmail.com		
Total Event Budget Amount	\$21,670 per event	Grant Amount Requested	\$15,000 per event

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 Pickleball and Tennis courts, two Pavillions, parking lot and restrooms

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) 165 X (B) 2.5 X (C) 180 = \$ 74,250

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) 2 X (B) 3.0 X (C) 180 = \$ 1,080

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) 15 X (B) 2.5 X (C) 180 = \$ 6,750

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.

In-process.

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

\$EXPENSE	PURPOSE
2350	Overnight security provided by SJC Sheriffs
2544	Staging and storage of event materials in SJC
900	Signs/Banners
2500	Water and Food
100	Printing
2300	Vaptor court drying equipment as needed

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		
Contributions		
Grants (Including TDC Funding here)		15,000.00
Sponsorships	1,000.00	
Sales (Merchandise/Concessions+)		
Room rebates		
OTHER INCOME Please itemize below:		
Player registration fees		26,000.00
SUBTOTALS:	\$ 1,000.00	\$ 41,000.00
	TOTAL INCOME	\$ 42,000.00

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: JM

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

Staff (initial) received: JM

3. A comprehensive Sponsorship Packet

Staff (initial) received: JM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: JM

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

Staff (initial) received: JM

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

Staff (initial) received: JM

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

Staff (initial) received: JM

Applicant agrees that the information provided is accurate.

Applicant signature:

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

Initial JM

Comments:

SECTION 2

A. EVENT DETAIL

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

These are charity tournaments and all proceeds are distributed to a variety of local non-profit organizations.

The Florida Georgia Pickleball Classic and Pickleball Veritas in the Ancient City are nearly identical tournaments, only differing in name and dates. Each tournament is three days and attracts 450-500 players, about 200 spectators, 130 volunteers and a variety of sports related vendors onsite.

Tournament operations are identical and will now use a player-preferred round robin format. We will have a certified referee onsite to handle rule issues. Both tournaments will now be open to junior players with a minimum age of 12. Two food trucks will be available to meet player and fan needs while onsite.

A pickleball training session is also integrated into each event. The training session is run in the days leading up to the tournament start date and attracts about 15 participants, most of which have historically been out-of-town visitors.

SPORT/ACTIVITY

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

Treaty Park including all Pickleball and Tennis courts, two covered pavillions, parking lots and restrooms.

PARTICIPATION

Number of Teams		Number of Individual Competitors	450-500
Number of Coaches/Trainers		Number of Spectators	200

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

Participants range in age from 12 to 70+ and come from Florida and several other East Coast states. Skill levels start at intermediate level (3.0) and go to experts (5.0+). Qualifying is not required.

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 7/24/23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

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

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

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

Section 1: Overall Economic Benefit Scoring

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

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

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

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

Section 2: Additional Event Considerations Scoring

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

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

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

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

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

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

2023/2024 EVENT MARKETING PLAN: Florida Georgia Pickleball Classic and Pickleball Veritas in the Ancient City

PART 1: PRODUCT DEFINITION

Our products are two pickleball tournaments called the Florida Georgia Pickleball Classic and Pickleball Veritas in the Ancient City. These will be our eighth and ninth tournaments in St. Johns County. Tournament player counts have been steady in the 500 range. Our last tournament, Pickleball Veritas in the Ancient City, held in February 2023 had 502 players. We expect 450 – 500 players for each of these tournaments.

Following the general strategy guidelines of the St. Johns County – Recreation Advisory Board (RAB) and Tourist Development Council (TDC) and previous our eight tournaments we are implementing additional strategies that closely align with TDC Objectives.

Section 1:

- a. Heads in Beds: Our tournaments historically have average 182 players/officials/spectators staying overnight in St. Johns County for an average of 2.5 nights per player. This totals 455 gross nights stayed. We work with a Pickleball teaching organization to stage a training session in the days leading up to each tournament. This adds player to player enjoyment and provides a good incentive for players to come to St. Johns County early and have an extended stay.
- b. Almost all participants travel to the tournament by car, and many will purchase gas, food, and miscellaneous shopping items during their visit. Many overnight visitors will take advantage of other tourist attractions while in town. Banners with St. Johns County and the Tourism Development Council Logos are prominently displayed on courts and appear in much of the photography that is posted on our website and social media.

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 our 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, but each event can also be measured on its own contribution to economic impact.
- b. The tournaments and their attractive location are advertised on major Pickleball websites such as PickleballTournaments.com and PickleballBrackets.com. These websites receive over 100,000 views per week. We also promote the

PART 3: COMPETITOR ANALYSIS

Treaty Park, with access to 20 Pickleball courts, stands alone as an excellent purveyor of Pickleball locally and beyond. And the planned renovations to Treaty Park will substantially increase its competitiveness in the Pickleball tournament market. No one else within 100 miles has 20 readily available pickleball courts, except Pictona in Holly Hills, but Pictona doesn't have what we have. When you combine the Treaty Park facility with the one-of-kind tourist attractions in St. Johns County, we can offer a complete destination sports vacation package that is competitive with any other location in our state and beyond.

Our location in North Florida makes us a viable destination for not only the rest of Florida but also the entire Southeast, where we currently draw a substantial number of participants.

The competitiveness of this event is also enhanced by the experience of the Knights of Columbus in running top quality Pickleball tournaments. Player feedback is consistently good and we are responsive to player recommendations for enhancements.

The combination of excellent facilities, a great location, and an experienced group of tournament directors will ensure that St. Johns County stays very competitive in the Pickleball tournament market for the foreseeable future.

PART 4: TARGET AUDIENCE DEFINITION

Our general target audience is Pickleball players and spectators in the Southeastern United States. As mentioned previously, the sport is rapidly growing. Players and spectators of all ages, men and women, and a variety of lifestyles and life stages are targets.

The sweet spot for destination tournaments like ours is male and female Pickleball enthusiasts, 30+ years of age, with the desire and financial means to travel. This group typically has sufficient disposable income to invest in the requirements of the sport and to indulge in travel-related spending beyond just for the tournament. This group is active on Pickleball social media sites and can be easily reached on that media.

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 for an extended stay.

PART 5: BRAND DEFINITION

What does our pickleball event promise to people? Our value proposition is built on offering a complete destination sports vacation. That means we must first deliver a topnotch tournament experience for players and spectators. They expect smooth tournament execution, fair and competitive play, and on-site support resources to make their experience enjoyable. Second, we must offer other benefits beyond the tournament itself to enhance the experience and encourage a longer stay. This is provided by our unique and historic city, ocean beaches, and an abundance of other tourist locations, fine restaurants, and entertainment facilities. Whether you stay overnight or come for the day, you can easily combine being in St. Augustine for the tournament with one or more of these other attractions for an elevated experience.

We deliver strongly on both aspects of our value proposition, making our tournament a compelling offer to our target audience.

PART 6: PRICING STRATEGY

Our pricing for the Florida Georgia Pickleball Tournament is \$50.00 and \$10.00 for each additional event. This pricing is less than similar tournaments in our area and includes a player gift incentive for early registration and multiple daily raffles for additional merchandise potential.

PART 7: SALES STRATEGY

All registrations 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 all tournament events.

PART 8: MARKETING STRATEGY

We are advertising online in www.pickleballtournaments.com, and www.pickleballbrackets.com. Both sites are the primary pickleball tournament websites in the United States with over 100,000 weekly visitors. Pickleballbrackets.com will also be our registering site. In addition, we will be using popular 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 other snowbird states that will be included. Paid advertising on facebook will also be used.

At the suggestion of the RAB in our last presentation, we are working with Florida's Historic Coast to create a packet of discount incentives and information for a wide variety of business in St. Johns County. Also, logos for St. Johns County and the Tourist

Development Board will appear in all online promotions and banners for each are prominently displayed at each tournament.

Most importantly, this is a charity tournament and is advertised as such. All net profit revenue will be distributed to local charities by the Knights of Columbus Council #16492.

PART 9: EVENT ATTENDANCE

Player attendance and demographic data are closely monitored through event registration and verified at event check-in. This data provides information on where the player has come from, if they are staying overnight, where they are staying, etc.

Spectator attendance is estimated at the event. Spectator support is provided through an information desk, and online system to provide information on player progress and where to find matches.

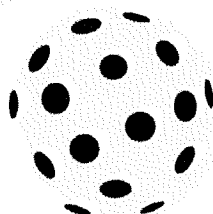
PART 10: BUDGET

The primary revenue source is our registration fees. These are forecast to be \$26,000. Additionally, we are requesting a TDC grant of \$15,000 and have approximately \$1,000 in in-kind sponsorship revenue. Total revenue is forecasted to be \$42,000.

Expenses are detailed in our Grant Application and total \$21,670 for each tournament. Net proceeds, based on grant approval, would be \$20,330 and all proceeds are donated to local charities after received.

Sponsorship Package

FLORIDA



GEORGIA

PICKLEBALL CLASSIC

October 27th – 29th 2023

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

FLORIDA GEORGIA PICKLEBALL CLASSIC – ST. AUGUSTINE, FLA.

We are excited about the Fifth annual Florida Georgia Pickleball Classic to be held at Treaty Park in St. Augustine Florida on October 27th – 29th. Our goal is 450+ participants, plus family members, friends, the public and local news coverage. As the fastest growing racket sport in America, Pickleball has become very popular with males and females 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 living active lives and outspending the average consumer in every category.

HOW WE WILL MARKET AND INCREASE YOUR VISIBILITY

The Florida Georgia Pickleball Classic is positioned to increase your company's visibility in St. Johns, Duval, 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.

Standard sponsorship packages are on the next page, and we also offer the opportunity to create a customized sponsorship plan for any interested business.

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 all ages.

\$5,000 Presenting Sponsor (only one available). Your company name will appear as "(insert your name/logo) 2023, 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 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 FL GA Pickleball Classic

- Ball Sponsor: Provide 450 new pickleballs and 3 raffle prizes
- Medals Sponsor: Provide 1st , 2nd , and 3rd place medals for all events
- Raffle Prizes: Donate products from your company. Companies providing at least one raffle prize per day valued at \$50+ can have an onsite booth.
- 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. All proceeds will be used to support local charities through the Knights of Columbus

ADDITIONAL WAYS TO BE INVOLVED

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

NEXT STEPS

Contact Kevin Minogue (kminogue@tds.net) 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 January 15th, 2023. We hope you will support our efforts to showcase Pickleball in St. Johns County Florida and support local charities. Please feel free to contact us if you have any questions.

JOHN ESSEGIAN - TOURNAMENT DIRECTOR

(jmessegian@gmail.com; 772-285-5883)

FY23/24 Sports Tourism Grant Funding

Who Are We: John Essegian and Tony Cutright from Knights of Columbus Council #16492 in SJC

Experience: This will be our 8th and 9th multi-day Pickleball Tournament held at Treaty Park since 2019. All have received excellent player feedback.

About the Tournaments:

- Florida Georgia Pickleball Classic will be held October 27th – 29th in Treaty Park
- Pickleball Veritas in the Ancient City will be held February 23rd -25th in Treaty Park
- Both are charity tournaments with all proceeds going to local charities
- Each three-day tournament will consist of 450+ participants, over a 130 volunteers, 200+ spectators and 5-10 vendors onsite during the event
- Continuous tournament enhancement:
 - Moving to the player preferred, round robin format for both tournaments
 - Providing an onsite referee to manage rules issues for players
 - Adding a new bracket for junior players starting at 12 years old
 - Pursuing USPA sanctioning for 2024 tournament

Why should the RAB support this event?

- Each tournament will draw approximately 182 out-of-town visitors from Florida and other East Coast states, each staying an average of 2.5 nights. At an ADR of \$180 per night that's \$82,080
- In addition to contestant and spectator spending, there will be \$10,694 in direct spending with SJC businesses for each tournaments needs. (total expenses are \$21,670 per event)
- Logos for St. Johns County and the Tourist Development Board will be displayed in all online promotions. Banners for both will be prominently displayed at each tournament in appear in many of the posted photography after each event. Also, at the suggestion of the RAB in our last presentation, we are working with Florida's Historic Coast to create a packet of discount incentives and information for a wide variety of businesses in St. Johns County.

Why should the RAB support this event?

- As a charity tournament, local non-profits organizations and the residents they serve will benefit from all net proceeds
- Pickleball is the fastest growing sport in the US. St. Johns County, and St. Augustine in particular, is uniquely positioned to benefit by their involvement in destination tournaments:
 - Our location allows us to draw from all of Florida and most Southeastern states
 - The myriad of tourist attractions in St. Augustine/SJC makes our tournaments unique and desirable as they are much more than just an opportunity to play Pickleball
 - Your partner, the Knights of Columbus, have a strong track record of running professional tournaments that contestants want to participate in

Section 3: Event Impact Scoring

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

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

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

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

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

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

Calculate Final Event Score:

Section 1 Total	+	Section 2 Total	-	Section 3 Total	=	Final Event Score
	(plus)		(minus)			

Application & Organization Score:

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

RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____

TDC Regular Meeting – September 18, 2023

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

The First Tee

Funding request for the St. Augustine Amateur Golf Tournament, scheduled to begin in November with practice and qualifying rounds and tournament dates are scheduled for December 1 – 3, 2023. The tournament will take place at the St. Johns County Golf Club.

The application was reviewed by the Recreation Advisory Board at their August 9th meeting and recommended for funding in the amount of \$15,000. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	Dec 1-3, 2023 Tournament Dates, November 30, 2023 Practice Round, and November 19, 2023 Tournament Qualifier
Event Name	St. Augustine Amateur
Sport	Golf
Legal Name of Host Organization	Rising Leaders of North Florida, Inc. dba First Tee - North Florida, Inc.
Organization/Event Website	www.firstteenorthflorida.org / www.staugustineamateur.com

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

Primary Contact Name	Jeff Willoughby	Cell Phone Number	954-254-6075
Email Address	jeff@firstteenorthflorida.org		
Total Event Budget Amount	\$94,925	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.

St. Johns Golf Club

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

N/A

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel	0	0
Housing	0	0
Food	0	12,100
Sanction Fee	0	0
Site Fees	0	29,250
Rights/Guarantees Fees	0	0
Officials	0	0
Awards*	0	1,500
Equipment	0	5,250
Rentals	0	0
Insurance	0	0
Security	0	0
Labor	0	0
Marketing/Promotions	0	3,000
*Administrative Costs	0	0
OTHER EXPENSES Please itemize below:		
Player Tee Gifts & Certificates	0	6,825
CC Merchant Fees	0	1,500
Contingency	0	2,500
Titleist Balls	5,000	0
Oakley Sunglasses	20,000	0
Imperial Hats	3,000	0
Gatorade	5,000	0
SUBTOTALS:	\$ 33,000	\$ 361,925
	TOTAL EXPENSE	\$ 94,925

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions	0.00	38,516.00
Contributions	0.00	6,500.00
Grants (Including TDC Funding here)	0.00	15,000.00
Sponsorships	0.00	45,000.00
Sales (Merchandise/Concessions+)	0.00	0.00
Room rebates	0.00	0.00
OTHER INCOME Please itemize below:		
Titleist Balls	5,000.00	0.00
Oakley Sunglasses	20,000.00	0.00
Imperial Hats	3,000.00	0.00
Gatorade	5,000.00	0.00
SUBTOTALS:	\$ 33,000.00	\$ 105,016.00
	TOTAL INCOME	\$ 138,016.00

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: JM

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

Staff (initial) received: JM

3. A comprehensive Sponsorship Packet

Staff (initial) received: JM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: JM

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

Staff (initial) received: JM

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

Staff (initial) received: JM

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

Staff (initial) received: JM

Applicant agrees that the information provided is accurate.

Applicant signature:

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

Initial JM

Comments:

SECTION 2

A. EVENT DETAIL

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

In 2004, John "Jay" Jennison III assembled a dedicated group of fellow amateur golf enthusiasts and founded the St. Augustine Amateur. Within just two years, the tournament became a designated Golfweek / amateurgolf.com World Amateur Golf Rankings event and is a World Amateur Golf Ranking (WAGR) points event. Since its inception, the tournament has experienced great success, attracting nationally ranked players from across the country and all over the world.

The St. Augustine Amateur is open to amateur golfers who have received an invitation, applied for an invitation and been accepted or qualified through the qualifier. This 54 hole stroke play, walking-only competition is conducted over three days. The field is limited to 78 - 84 players whose golf resumes and tournament experience have earned them a spot in the field. Competitors may carry their own bag, push or pull a non-motorized cart or bring a caddie. Unless prior arrangements are made with the approval of the committee, all competitors must walk during the competition. The winner receives the Conquistador Helmet Trophy.

It is our vision to conduct an event which provides this experience for players, sponsors, volunteers, and all who come in contact with the St. Augustine Amateur. In doing so, our goal is to provide significant financial contribution to First Tee – North Florida, a local youth development nonprofit organization. Through seventeen years so far, over \$350,000 in total and direct program support has been raised at the St. Augustine Amateur to benefit young people in the area who participate in First Tee – North Florida's program.

SPORT/ACTIVITY

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

St. Johns Golf Club

PARTICIPATION

Number of Teams	N/A	Number of Individual Competitors	84
Number of Coaches/Trainers	5-10	Number of Spectators	400+

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

Players are accepted into the event in the following 3 categories: Exempt, Non-Exempt, and Qualifier Tournament. Elite Amateurs from across the world have played in the event in years past and we expect the strongest field ever with the move from October to December. Exempt players to include: Top 750 WAGR & SPWAR, Top 250 NCAA Div I Golfstat, 2023 USGA and R&A Event Amateur Champions, plus some local exemptions. Non-Exempt Players will be selected by the Tournament Committee based on their Golf Resumes. Qualifier Tournament will allow one entry per 25 participants.

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 07-24-23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

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

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

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

Section 1: Overall Economic Benefit Scoring

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

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

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

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

Section 2: Additional Event Considerations Scoring

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

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

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

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

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

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

Section 3: Event Impact Scoring

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

Low (1) Means:	High (10) Means:	Score:
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Has a county representative vetted the application for negative impacts on infrastructure? Yes or No		

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

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Calculate Final Event Score:

Section 1 Total	+	Section 2 Total	-	Section 3 Total	=	Final Event Score
	(plus)		(minus)			

Application & Organization Score:

How would you rank the overall quality of the application on a 1 - 10?	How would you rank the organization on a scale of 1-10?
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RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____



Thursday, July 20, 2023

Dear SJC Parks and Rec Advisory Committee and TDC:

For almost 20 years, First Tee has worked with St. Johns Golf Club to offer the St. Augustine Amateur Tournament to some of the world's elite amateur golfers. After a two-year hiatus for the renovations at the course, we are excited to be back in the swing of things as host. This event has multiple elements that we hope excite you as much as it does us.

First, the tournament is at St. Johns Golf Club, and we are proud to be the only location for this event. To have some of the world's elite amateur golfers come and play "the county" course and see how the course makes them test their skill is one thing, but this year, they will play the totally renovated course.

Second, most of the field comes from outside a 90-mile radius of St. Augustine, so all the players and their guests have a chance to experience St. Augustine. All the treasures we know about our hometown, we can share with others. For many years, we have gotten to know players and the common denominator has always been the hospitality of our town.

Last, it is not just a golf tournament, but an opportunity to give back to our community. Through First Tee – North Florida, the net proceeds will go right back to the children of St. Johns County and our other surrounding counties in our service area. In the seventeen years of the tournament over \$350,000 has been given to the organization to ensure its mission continues.

For all the events that you sponsor, know that the St. Augustine Amateur truly has the community in its mind in everything that we do. We appreciate the opportunity to work with you, as we have over the last 17 years. If you have any additional questions, please feel free to reach out.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Willoughby".

Jeff Willoughby
Executive Director
First Tee – North Florida
Co-Chair
St. Augustine Amateur



Supplemental Documents

1. Marketing Plan – Please see the attached Marketing Plan
2. Advertising/Media Plan – Since the event is capped for our golfers, we have a dedicated plan that covers exposure of the tournament, St. Augustine/SJC areas, and charitable contribution to First Tee – North Florida. We will utilize the TDC, SJC, and SJGC logos throughout our 6-month campaign. We have helped SJGC with doing course flyovers to showcase the renovated course and will overlay logos. In social, we will tag the appropriate entities as well.
3. Sponsorship Packet – Please see the attached Sponsor Packet
4. Event Attendance Monitoring Plan – When players register, we ask numerous questions to gauge the scope of how they are spending their time while in town, how many in their party, where they choose to stay, etc. This helps us with the number of out of town spectators since the event is free to spectators.
5. Event History – Attached you will find our 2019 TDC Final Grant Report. Our last event, prior to course renovations was in 2020 and due to COVID, we couldn't apply for the TDC grant. We were very cautious on promoting the event to a bunch of spectators and players were limited to the number of guests they could have follow them. Now, post COVID, with the newly renovated course, and December dates (Post Collegiate Season) the tournament will grow in strength of field and players from outside 90 miles of St. Augustine.
6. Other Events produced by First Tee – North Florida: We were proud to hold our second annual First Tee Women's Golf Classic (Gross Revenue \$50,000) at Marsh Creek Country Club in St. Augustine this past March and had over 80 women players from all over our Service Area. Additionally, at TPC Sawgrass in April, we host our annual Taste of Golf event (Gross Revenue \$200,000+) that showcases various Club Chef's and their 2-3 bite creations which are nationally judged. This event has over 600 people in attendance and this year's champion was from Sawgrass Country Club. Lastly, we have our Chip Trefry Memorial Dinner & Golf Tournament (Gross Revenue \$300,000+) in September at San Jose Country Club. This event honors a Past Board Chair that passed away in 2020. It also awards our Chip Trefry Community Game Changer Award winner, this year is PGA TOUR Champions Player – Len Mattiace (A Nease HS Graduate).
7. Proof of Insurance/COI – Since we host at St. Johns Golf Club, this is N/A.

Additional Documents

- Event Budget – Please see the attached Budget

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

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Calculate Final Event Score:

Section 1 Total	+	Section 2 Total	-	Section 3 Total	=	Final Event Score
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Application & Organization Score:

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RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____

**ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL
SPORTS EVENT FUNDING PROGRAM
FINAL REPORT STATEMENT**

1. **Event Name:** The St. Augustine Amateur

2. On a separate sheet, please provide a description of the event as it occurred including final attendance figures for competitors/participants, officials, event staff, and vendors, earned media coverage (amount and where), paid media coverage and how your organization defines success for this event.

3. **Total Event Revenues:** \$ 47,345

If any of the event revenue included above was generated by vendors selling services and/or goods to participants, what was the ratio of SJC vendors to non-SJC businesses?

100 % SJC Businesses % Non-SJC Businesses

4. **Total Event Expenses:** \$ 21,290

5. **Organization's actual event-related expenditures in SJC:**

Pre-event: \$ 500

During Event: \$ 12,200

Post-event: \$ 5,785

6. **Please list your top event-related expenses in SJC:**

\$ <u>7,500</u>	For	<u>Golf course Rental</u>	Vendor	<u>St Johns Golf Club</u>
\$ <u>3,600</u>	For	<u>meals</u>	Vendor	<u>Bonos Tijuana Flats</u>
\$ <u>5,785</u>	For	<u>Player Prizes</u>	Vendor	<u>St Johns Golf Club</u>
\$ <u>1,100</u>	For	<u>Volunteer expenses</u>	Vendor	<u>Fire house subs.</u>
\$ <u>500</u>	For	<u>Site, set up & Storage,</u>	Vendor	<u>Signs now St. Augustine</u>
\$ _____	For	_____	Vendor	_____

7. **Accommodations Use** (Please check one) Documented Estimated

(A) Number of Competitors (B) Length of Stay (C) ADR for Month (provided by TDC) -146
(A) 75 x (B) 4 x (C) 146 = \$ 43,800

(D) Number of Officials (B) Length of Stay (C) ADR for Month (provided by TDC)
(Include coaches & trainers in # of officials)
(D) 7 x (B) 4 x (C) 146 = \$ 4,088

(E) Number of Spectators (B) Length of Stay (C) ADR for Month (provided by TDC)
(E) 400 x (B) 4 x (C) 146 = \$ 233,600

8. Please List Accommodation Properties Utilized:

<u>Property</u>	<u>Contact</u>
* <u>Holiday Inn Historic</u>	<u>Carol Burns - 904-494-2100 ext 700</u>
* <u>World Golf village, Renaissance</u>	<u>Theresa Gouzos 904-940-8582</u>

→ other hotels were also used.

* Event Hotels

Name of Person Completing Report: Brooke Smith

Event Detail- ST. Augustine Amateur

EVENT:

DATE(S) October 11-13, 2019 – Tournament Proper

SPORT: Golf - Amateur

LOCATION: St. Johns Golf Club

FACILITY (IES): St. Johns Golf Club

FACILITY CONTACT (name and phone number)?

Wes Tucker, Director of Golf, 904-209-0352

PARTICIPATION

TEAMS 0 # INDIVIDUAL COMPETITORS: 75 Competitors for the Tournament Proper

SPECTATORS 400

The tournament proper attracted 75 juniors, collegians, and mid-amateurs came to St. Johns Golf Club in October. These players were represented by about 15 states and 2 countries.

MEDIA COVERAGE:

Locally

Print Media

St Augustine Record
Ponte Vedra Recorder
Times Union
Visitstaugustine.com
St.augustinesocial.com
Sjgc.com

Nationally

WAGR (World Amateur
Golf Ranking)
staugustineamateur.com
Amateurgolf.com
The First Tee of North
Florida Facebook
St. Augustine Amateur
Facebook
St. Augustine Amateur
Instagram

Additionally, the St. Augustine Amateur receives GolfWeek/Amateurgolf.com Ranking Points and World Amateur Ranking Points designating this event as one of the 48 "Majors of Amateur Golf" tournaments in the United States.

St. Augustine Amateur Budget 2023

Revenues	Qty	Unit	Totals	Notes
Tournament Support				
Sponsorships			\$45,000.00	
Awards Donation			\$1,500.00	
Misc. Donations			\$5,000.00	
Grants			\$10,000.00	TDC and FL JR. Golf
Golf				
Qualifier Entry Fees	50	\$100.00	\$5,000.00	Goal: 50 Players. (Min: 25)
Tournament Entry fees	78	\$399.00	\$31,122.00	
Additional Support (In-Kind)				
Titleist Balls	100	\$50.00	\$5,000.00	100 Dz.
Oakley Sunglasses	100	\$200.00	\$20,000.00	100 Pairs
Imperial Hats	100	\$30.00	\$3,000.00	100 Hats
Gatorade	100	\$50.00	\$5,000.00	Drinks, Snacks, Towels
Total Revenue			\$130,622.00	
Expenses				
Golf Course	3	\$9,000.00	\$27,000.00	Course Rental
Qualifier Fees	50	\$45.00	\$2,250.00	Green Fees and Range Balls
Player Payouts			\$4,725.00	Top 12
Tee Gifts	78	\$25.00	\$1,950.00	TBD - Gift Certificates in Shop
Range Balls			\$5,250.00	TBD - Titleist Range Balls
Awards			\$1,500.00	
Player Food	78	\$100.00	\$7,800.00	Player Food Gift Cards
Volunteer Food	22	\$100.00	\$2,200.00	Box Lunches and Committee Food
F&B Fees (Outside Vendors)			\$0.00	Committee to Review
Awards Ceremony Food			\$1,500.00	Buffet Spread for Sunday
Website Fees			\$1,500.00	Website Annual Fees and Revisions
Amateurgolf.com Fees			\$0.00	Committee to Review
PayPal Fees - Tournament Entries			\$1,250.00	3% of Entry Fees
PayPal Fees - Sponsorships			\$250.00	3% of Sponsorship if paid by CC
Marketing & Promotions			\$1,500.00	Signage, Postage, Social Media, Misc. Print, Etc.
Contingency			\$2,500.00	
Additional Expenses (In-Kind)				
Titleist Balls	100	\$50.00	\$5,000.00	100 Dz.
Oakley Sunglasses	100	\$200.00	\$20,000.00	100 Pairs
Imperial Hats	100	\$30.00	\$3,000.00	100 Hats
Gatorade	100	\$50.00	\$5,000.00	Drinks, Snacks, Towels
Total Expenses			\$94,175.00	
Net Profit (Loss)				
			\$36,447.00	
First Tee Donation			\$25,000.00	Target Goal
First Tee Additional Donation			\$0.00	TBD by Committee
Reserve for Next Year			\$11,447.00	



Thursday, July 20, 2023

Dear SJC Parks and Rec Advisory Committee and TDC:

For almost 20 years, First Tee has worked with St. Johns Golf Club to offer the St. Augustine Amateur Tournament to some of the world's elite amateur golfers. After a two-year hiatus for the renovations at the course, we are excited to be back in the swing of things as host. This event has multiple elements that we hope excite you as much as it does us.

First, the tournament is at St. Johns Golf Club, and we are proud to be the only location for this event. To have some of the world's elite amateur golfers come and play "the county" course and see how the course makes them test their skill is one thing, but this year, they will play the totally renovated course.

Second, most of the field comes from outside a 90-mile radius of St. Augustine, so all the players and their guests have a chance to experience St. Augustine. All the treasures we know about our hometown, we can share with others. For many years, we have gotten to know players and the common denominator has always been the hospitality of our town.

Last, it is not just a golf tournament, but an opportunity to give back to our community. Through First Tee – North Florida, the net proceeds will go right back to the children of St. Johns County and our other surrounding counties in our service area. In the seventeen years of the tournament over \$350,000 has been given to the organization to ensure its mission continues.

For all the events that you sponsor, know that the St. Augustine Amateur truly has the community in its mind in everything that we do. We appreciate the opportunity to work with you, as we have over the last 17 years. If you have any additional questions, please feel free to reach out.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Willoughby", written over a horizontal line.

Jeff Willoughby
Executive Director
First Tee – North Florida
Co-Chair
St. Augustine Amateur



Supplemental Documents

1. Marketing Plan – Please see the attached Marketing Plan
2. Advertising/Media Plan – Since the event is capped for our golfers, we have a dedicated plan that covers exposure of the tournament, St. Augustine/SJC areas, and charitable contribution to First Tee – North Florida. We will utilize the TDC, SJC, and SJGC logos throughout our 6-month campaign. We have helped SJGC with doing course flyovers to showcase the renovated course and will overlay logos. In social, we will tag the appropriate entities as well.
3. Sponsorship Packet – Please see the attached Sponsor Packet
4. Event Attendance Monitoring Plan – When players register, we ask numerous questions to gauge the scope of how they are spending their time while in town, how many in their party, where they choose to stay, etc. This helps us with the number of out of town spectators since the event is free to spectators.
5. Event History – Attached you will find our 2019 TDC Final Grant Report. Our last event, prior to course renovations was in 2020 and due to COVID, we couldn't apply for the TDC grant. We were very cautious on promoting the event to a bunch of spectators and players were limited to the number of guests they could have follow them. Now, post COVID, with the newly renovated course, and December dates (Post Collegiate Season) the tournament will grow in strength of field and players from outside 90 miles of St. Augustine.
6. Other Events produced by First Tee – North Florida: We were proud to hold our second annual First Tee Women's Golf Classic (Gross Revenue \$50,000) at Marsh Creek Country Club in St. Augustine this past March and had over 80 women players from all over our Service Area. Additionally, at TPC Sawgrass in April, we host our annual Taste of Golf event (Gross Revenue \$200,000+) that showcases various Club Chef's and their 2-3 bite creations which are nationally judged. This event has over 600 people in attendance and this year's champion was from Sawgrass Country Club. Lastly, we have our Chip Trefry Memorial Dinner & Golf Tournament (Gross Revenue \$300,000+) in September at San Jose Country Club. This event honors a Past Board Chair that passed away in 2020. It also awards our Chip Trefry Community Game Changer Award winner, this year is PGA TOUR Champions Player – Len Mattiace (A Nease HS Graduate).
7. Proof of Insurance/COI – Since we host at St. Johns Golf Club, this is N/A.

Additional Documents

- Event Budget – Please see the attached Budget

ST. AUGUSTINE AMATEUR

ELITE AMATEUR GOLF TOURNAMENT BENEFITING FIRST TEE - NORTH FLORIDA

SPONSORSHIP OPPORTUNITIES



2019

2020



 **first tee**
north florida

DECEMBER 1-3,
2023

 **St. Johns**
GOLF CLUB

WWW.STAUGUSTINEAMATEUR.COM

ABOUT THE TOURNAMENT

Continuing the tradition that began in 2004, the St. Augustine Amateur will once again be held at the newly renovated St. Johns Golf Club. The 2023 event will be contested December 1-3, outside the collegiate season and when the course is in peak condition. This year's 54-hole scheduled tournament will feature a 78-player field of highly ranked male collegiate, junior and mid-amateur players.

First Tee - North Florida and St. Johns Golf Club, along with a dedicated group of community individuals and businesses, are fully engaged to stage a premier amateur tournament that showcases everything St. Augustine has to offer. All net proceeds will directly benefit First Tee - North Florida, in an effort to grow and support our game locally.

In collaboration with its dedicated sponsors, the St. Augustine Amateur has generated over **\$375,000** since 2004 to support First Tee - North Florida. Tournament sponsorships ensure this tradition continues.





2023 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$20,000

GOLD SPONSOR

\$10,000

SILVER SPONSOR

\$5,000

BRONZE SPONSOR

\$2,500

Your support of the St. Augustine Amateur helps deliver First Tee - North Florida's youth development programs to all corners of our region.

2023 SPONSORSHIP LEVELS

	Presenting \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
St. Augustine Amateur Presented By _____	✓			
St. Johns Golf Club Clubhouse Signage	✓			
Designated Hospitality Area ¹	✓			
Participant Email Communications	✓			
VIP Status during Tournament ²	✓			
Awards Ceremony Recognition	✓	✓		
Promotional Item Distribution ³	✓	✓	✓	
Social Media Exposure	Ongoing	10x	4x	-
St. Augustine Amateur Website ³	✓	✓	✓	✓
First Tee - North Florida Website ³	✓	✓	✓	✓
St. Augustine Amateur Signage ³	✓	✓	✓	✓
Sponsor Appreciation Gift ³	✓	✓	✓	✓

¹ Sponsor to incur all associated costs

² Reserved parking and golf cart access

³ Prioritized by sponsor level

ABOUT THE CHARITY

First Tee - North Florida, a 501(c)3 organization, is one of nearly 140 chapters located throughout the country and in multiple international locations. We believe that all kids deserve the chance to grow in a supportive environment with mentors guiding them. First Tee - North Florida is dedicated to building programs that are as accessible, welcoming, and impactful as they are fun. Your contribution will help make a difference in the lives of young people by providing opportunities to engage in meaningful experiences, where kids feel excited to grow, safe to fail, and better equipped for whatever comes their way.

**IN 2022, OUR CHAPTER IMPACTED OVER 100,000 CHILDREN
IN OUR SEVEN COUNTY SERVICE AREA WHICH INCLUDES
CLAY, DUVAL, FLAGLER, NASSAU, PUTNAM, ST. JOHNS, AND
VOLUSIA.**

We take great pride in our mission and our accomplishments, and with your help we can continue to influence the lives of youth in North Florida.



For more information about First Tee - North Florida please visit:
www.firstteenorthflorida.org or call (904) 810-2231

TDC Regular Meeting – September 18, 2023

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

RBG Events – Jacksonville Classic

Funding request for the Jacksonville Classic College Basketball, scheduled for November 18 -20, 2023. The event will take place at Flagler Gymnasium.

This is a NCAA basketball event which will include 8 universities competing over 8 games.

The application was reviewed by the Recreation Advisory Board at their August 9th meeting and recommended for funding in the amount of \$20,000. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	November 18-20,2023
Event Name	Jacksonville Classic
Sport	College Basketball
Legal Name of Host Organization	RBG Events
Organization/Event Website	www.jacksonvilleclassic.com

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

Primary Contact Name	Devin Londo /Jim Drew	Cell Phone Number	630-709-2168
Email Address	admin@jacksonvilleclassic.com		
Total Event Budget Amount	340,000	Grant Amount Requested	30,000

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

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

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

Flagler Gymnasium

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) 200 X (B) 4 Days X (C) 159.00 = \$ 127,200

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month
 (D) 24 X (B) 2 Days X (C) 159.00 = \$ 7,632

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month
 (E) 1000 X (B) 4 Days X (C) 159.00 = \$ 636,000

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.

Sawgrass Marriott - Michele Ackerman - 321-326-3735
 1000 TPC Blvd
 Ponte Vedra Beach, FL, 32082

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

\$EXPENSE	PURPOSE
50,000	Hotel for Participants
18,000	Facility Rental and Staffing
60,000	Officials and Staff
10,000	Advertising and Marketing for the event.
3,500	Meeting Space for Staff and Participants
5,500	Catering for Event
4,000	Event Signage

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		25000
Housing		50000
Food		5000
Sanction Fee		
Site Fees		16000
Rights/Guarantees Fees		150000
Officials		60000
Awards*		1000
Equipment		1000
Rentals		2000
Insurance		2000
Security		2500
Labor		12000
Marketing/Promotions		10000
*Administrative Costs		3200
OTHER EXPENSES Please itemize below:		
SUBTOTALS:	\$ 0	\$ 0
	TOTAL EXPENSE	\$ 339,700.00

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

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		60,000.00
Contributions		200,000.00
Grants (Including TDC Funding here)		45,000.00
Sponsorships		50,000.00
Sales (Merchandise/Concessions+)		
Room rebates		
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 355,000.00
	TOTAL INCOME	\$ 355,000.00

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: JM

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

Staff (initial) received: JM

3. A comprehensive Sponsorship Packet

Staff (initial) received: JM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: JM

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

Staff (initial) received: JM

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

Staff (initial) received: JM

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

Staff (initial) received: JM

Applicant agrees that the information provided is accurate.

Applicant signature: Jim Drew

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

Initial JM

Comments:

SECTION 2

A. EVENT DETAIL

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

This NCAA college basketball event includes 8 universities competing over 8 games. There will be programs from all over the country coming to St Johns county. We anticipate that their fans will be present, and we know they will enjoy the sunshine, shopping, and bars and restaurants that the area has to offer. We will utilize local workers, and donate back to the people and places that are making this event coming to St Johns county, a possibility. We have also included an attachment that talks more about the event itself.

SPORT/ACTIVITY

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

Flagler Gymnasium

PARTICIPATION

Number of Teams	8	Number of Individual Competitors	120
Number of Coaches/Trainers	80	Number of Spectators	1000

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

The participants are NCAA Division 1 basketball players and coaches from across the country. The teams are thoroughly researched and invited based on meeting the criteria set forth by our team. The universities participating will be as follows:

George Mason University - Virginia | Southern Mississippi University - Mississippi
California State University Fullerton - California | University of Charlotte - North Carolina
University of Central Florida - Florida | Cornell University - New York
South Dakota State University - South Dakota | Utah Valley University - Utah

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 7/24/23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

- Copy given to Applicant
- Copy given to Maintenance Superintendent

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

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

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

Section 1: Overall Economic Benefit Scoring

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

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

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

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

Section 2: Additional Event Considerations Scoring

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

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

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

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

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

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

Section 3: Event Impact Scoring

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

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

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

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

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

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

Calculate Final Event Score:

Section 1 Total	+	Section 2 Total	-	Section 3 Total	=	Final Event Score
	(plus)		(minus)			

Application & Organization Score:

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

RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____

2023 Jacksonville Classic



THE EVENT

We are extremely excited to present this NCAA Basketball event, for the second time, to Northeast Florida. This multi team event will take place November 19-20, 2023 at Flagler College. This event has attracted tremendous attention and gained valuable partners in a short amount of time. With your help, we believe Northeast Florida can be home to this event for years to come!



"This will be a tremendous vehicle for the exposure of the Northeast Florida areas a destination for people across the U.S."

1. National Broadcast Exposure
2. Passionate College Fanbases
3. Holiday Destination
4. 5 of top Media Markets
5. Economic Boon

PARTICIPATING UNIVERSITIES

The Host Bracket will feature: Charlotte (AAC), UCF (B12), GMU(A10), and USM (SBC).

The Beach Bracket will feature: Fullerton (BWC), Cornell (IVY), South Dakota State (Summit), Utah Valley (WAC).

NATIONAL BROADCAST PARTNER

We are excited to be announcing FloSports as our broadcast partner in the next few weeks. The event will be broadcast and streamed to over 1 million viewers throughout the United States.

MEDIA MARKETS

Exposure for the area will stretch from coast to coast and touch huge media markets everywhere in between. With participants coming from Los Angeles, D.C., New York, Charlotte and more, the exposure in each market through our broadcast partners and marketing campaigns, will bring tremendous impact to the visibility of the area as a destination.

LET'S STAY A WHILE

Aside from the participants and team personnel, a number of passionate college fans, from some of America's top fanbases, will travel to northeast Florida...and stay! We know they will come to cheer their teams on during the event, but we feel strongly that many will stay to enjoy all that the area has to offer through the Thanksgiving Holiday.

ECONOMIC BOOM

With thousands of tourists filling hotels, moving around the area, enjoying great food and drink, and exploring St Augustine's natural beauty's, the impact on the city's economy and local business' will be tremendous.

EVENT ATTENDANCE PLAN

The 2023 Classic will expect to have a large contingent of fans once again. We will work with our partners to assure that we have as accurate of attendance information as we possibly can. We will work with our ticketing partner to capture where our fans are coming from, the hotel partners to capture the information about their stays, and have our staff manually collect data upon entry to the games. This comprehensive approach will give us the best chance to have complete information on the event attendance.

- Ticketbud allows us to collect as much specific fan data as we see fit
- Our game day experience staff will be manually collecting fan data as fans enter to cheer on their team
- Teams will enter their university travel party information directly through our team
- NCAA Tournament Officials
- We will collect information from our hotel partners on lengths of stay



2023 CLASSIC

Marketing Plan:



ABOUT THE EVENT

8 Universities Competing

4 Days in Sunny Florida for Fans and Participants

8 Total Games Streamed across the country to over a million viewers



Plan Highlights

Our diversified marketing strategy will combine local grassroots marketing, national media coverage, as well as leverage our partnerships with great university fan bases to maximize our reach. The event will be broadcast across the country and will feature teams from coast to coast, including major media markets like New York, Orlando, Los Angeles, Charlotte, and more.

Our universities have passionate followings from their loyal fans, our agreements arrange for marketing direct to these fans from the universities to promote the event.

We will utilize local media and advertising to maximize the exposure for the event and our partners.

We will utilize both digital and stagnant signage advertisement around the county as well as the venue itself to increase visibility of our event as well as the logos of our partners.



The Impact Numbers

Over 200 Participants

More than 500 Room
Nights

1200 Spectators



Event Reach



1 Social Media:

The 8 Universities that we have partnered with have over 850k athletics followers on Instagram and Twitter alone.

2 On Site:

With passionate fanbases, these universities will bring fans from coast to coast to support their teams.

3 Media:

We work with both local and national media to cover the event. CBS, ESPN, the New York Times and more all covered previously.



Red **THANK YOU** *Bug*

From the team at RBG Events

TDC Regular Meeting – September 18, 2023

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

Perfect Game Inc

Funding requests from Perfect Game, Inc. for two youth baseball events. The 2023 PG 9U-18U Florida Fall Sunshine State Championships, scheduled for October 20 – 22, 2023 and the 2023 PG 9U-18U Florida Fall Premier Championships, scheduled for November 3 – 5, 2023. 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 August 9th meeting and recommended for funding in the amount of \$8,500 for each tournament. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	October 20-22, 2023
Event Name	Perfect Game 9U-18U Fall 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	\$60,000.00	Grant Amount Requested	\$10,000.00

Are you requesting assistance from any other SJC Government Organization?

Yes No

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

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

Rivertown Park, Davis Park, St. Johns Mills Field, Treaty Park, St. Augustine Youth League Complex, Durbin Crossing Park and 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) 350 X (B) 2 X (C) \$145.00 = \$ 101,500.00

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) 700 X (B) 2 X (C) \$145.00 = \$ 203,000.00

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

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
10,000.00	Facility costs
30,000.00	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		\$10,000.00
Rights/Guarantees Fees		
Officials		\$30,000.00
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:	\$ 59,800.00	\$ 59,800.00
	TOTAL EXPENSE	\$ 59,800.00

*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)		\$10,000.00
Sponsorships		
Sales (Merchandise/Concessions+)		\$3,000.00
Room rebates		
OTHER INCOME Please itemize below:		\$2,500.00
SUBTOTALS:	\$ 0	\$ 63,500.00
	TOTAL INCOME	\$ 63,500.00

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: ju

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

Staff (initial) received: ju

3. A comprehensive Sponsorship Packet

Staff (initial) received: ju

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: ju

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

Staff (initial) received: ju

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

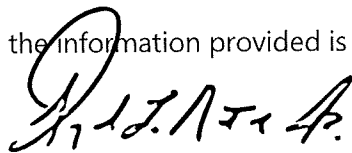
Staff (initial) received: ju

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

Staff (initial) received: ju

Applicant agrees that the information provided is accurate.

Applicant signature:



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

Initial dy

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
 - In 2022, we had a total of 75 teams that participate in this event
- (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES –
 - In 2020, 2021 and 2022 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.

Teddy Meyer Date 7/24/23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

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

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

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

Section 1: Overall Economic Benefit Scoring

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

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

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

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

Section 2: Additional Event Considerations Scoring

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

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

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

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

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

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

Section 3: Event Impact Scoring

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

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

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

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

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

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

Calculate Final Event Score:

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

Application & Organization Score:

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

RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____

St. Johns County Sports Event Funding Grant Application

Date	November 3-5, 2023
Event Name	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	\$60,000.00	Grant Amount Requested	\$10,000.00

Are you requesting assistance from any other SJC Government Organization?

Yes No

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

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

Rivertown Park, Davis Park, St. Johns Mills Field, Treaty Park, St. Augustine Youth League Complex, Durbin Crossing Park and 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) 350 X (B) 2 X (C) \$145.00 = \$ 101,500.00

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) 700 X (B) 2 X (C) \$145.00 = \$ 203,000.00

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

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
10,000.00	Facility costs
30,000.00	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)		\$10,000.00
Sponsorships		
Sales (Merchandise/Concessions+)		\$3,000.00
Room rebates		
OTHER INCOME Please itemize below:		\$2,500.00
SUBTOTALS:	\$ 0	\$ 63,500.00
	TOTAL INCOME	\$ 63,500.00

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

1. A comprehensive Event Marketing Plan

Staff (initial) received: JM

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

Staff (initial) received: JM

3. A comprehensive Sponsorship Packet

Staff (initial) received: JM

4. A comprehensive Event Attendance Monitoring Plan

Staff (initial) received: JM

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

Staff (initial) received: JM

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

Staff (initial) received: JM

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

Staff (initial) received: JM

Applicant agrees that the information provided is accurate.

Applicant signature: [Handwritten Signature]

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

Initial JM

Comments:

SECTION 2

A. EVENT DETAIL

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

(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
- In 2022, we had a total of 75 teams that participate in this event

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

- In 2020, 2021 and 2022 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.

Teddy Meyer Date 7/29/23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

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

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

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

Section 1: Overall Economic Benefit Scoring

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

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

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

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

Section 2: Additional Event Considerations Scoring

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

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

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

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

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

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

Section 3: Event Impact Scoring

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

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

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

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

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

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

Calculate Final Event Score:

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

Application & Organization Score:

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

RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____

TDC Regular Meeting – September 18, 2023

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

Jacksonville Football Club

Funding request from Jacksonville Football Club for the Winter Invitational Soccer Series. The winter invitational is the premier tournament for boys and girls ages U9 – U19 in the southeast. The boys competition will be held January 12 -14, 2024 and girls is scheduled for February 10 -11, 2024. The event will take place at Davis Park in Ponte Vedra.

The application was reviewed by the Recreation Advisory Board at their August 9th meeting and recommended for funding in the amount of \$7,500. Funding has been allocated in the FY24 Sports Marketing Budget.

St. Johns County Sports Event Funding Grant Application

Date	JAN 12-14TH 2024 (BOYS) & FEB 10-11TH 2024 (GIRLS)
Event Name	JACKSONVILLE FC WINTER INVITATIONAL
Sport	SOCCER
Legal Name of Host Organization	JACKSONVILLE FC, INC.
Organization/Event Website	WWW.JFCsoccer.com

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

Primary Contact Name	PAT CANNON	Cell Phone Number	904-294-5897
Email Address	pcannon@jfcsooccer.com		
Total Event Budget Amount	47825	Grant Amount Requested	\$10,000

Are you requesting assistance from any other SJC Government Organization?

Yes No

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

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

Davis Park - 210 Davis Park Road, 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.

Patton Park - 2850 Hodges Blvd, Jacksonville, Florida 32224

SECTION 1 continued

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		89607
Contributions		0
Grants (Including TDC Funding here)		10000
Sponsorships		0
Sales (Merchandise/Concessions+)		6120
Room rebates		17568
OTHER INCOME Please itemize below:		
SUBTOTALS:	\$ 0.00	\$ 123,295
	TOTAL INCOME	\$ 123,295

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.

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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 Jacksonville FC Winter Invitational is the premier tournament for boys and girls ages U9 - U19 in the southeast. This high-level competition will be held on in January (boys) and February (Girls) at Patton Park and Davis Park. The JFC Invitational will be tailored to provide an exceptional tournament experience while attracting and promoting the best competition the southeast region of the United States has to offer. The event will be structured as an invite only event, which will include MLS Academy and ECNL teams, along with Elite level competitive teams, to ensure the level of play is at the highest quality.

SPORT/ACTIVITY

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

Davis Park

PARTICIPATION

Number of Teams	136	Number of Individual Competitors	2040
Number of Coaches/Trainers	120	Number of Spectators	4100

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

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

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

Teddy Meyer Date 8-2-23
Teddy Meyer, Recreation Facilities Manager

Date reviewed by the RAB _____ Amount Approved _____

Denied

RAB Comments:

Date reviewed by the TDC _____ Amount Approved _____

Denied

TDC Comments:

Copy given to Applicant

Copy given to Maintenance Superintendent

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

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

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Has a county representative vetted the application for negative impacts on infrastructure? Yes or No		

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

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

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

Calculate Final Event Score:

Section 1 Total	+	Section 2 Total	-	Section 3 Total	=	Final Event Score
	(plus)		(minus)			

Application & Organization Score:

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

RAB Member Initials: _____

RAB Member Final Vote (Approve / Deny): _____

Is there another amount you would be comfortable approving? _____



SJC RECREATION ADVISORY BOARD MEETING



WHO WE ARE

Youth Soccer Club with **100+ Competitive Teams**

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

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

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

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

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

TOURNAMENTS & ECONOMIC IMPACT

JFC Invitational Series



Highest level youth soccer tournament in Duval County, Clay County, and St. Johns County. **Our Boys invitational will be its 5th Annual, and our Girls Invitational will be its 3rd Annual.** We have put a massive effort to grow these events this year. Teams from all over the country have participated in the Boys Invitational the last three years.

Total of participating teams over the past 3 years:

BOYS

122 Teams in 2021
141 Teams in 2022
116 Teams in 2023

GIRLS

25 Teams in 2021
21 Teams in 2022
23 Teams in 2023

Every Davis Park field will be used during our Boys Invitational and envision with the new growth the utilization of Davis Park with the Girls Invitational. We could see a total of **90+ games played at Davis Park** over the two-day period per tournament.

JFC is expecting over **200+ teams** for **Boys** and **100+ teams** for **girls**.

A total of **108 visiting teams** visited our local areas with **1,400+ total hotel rooms booked for last years tournaments.**

Looking to add St. Johns County fields for this year's event as well as utilizing more St. Johns County hotels and local businesses. Hotel Contracts are currently being worked on in St. Johns.





PLAYER DRIVEN



FY2023 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
July	\$ 2,584,377	2.7%
FYTD	\$ 20,393,739	5.4%
% OF BUDGET		83.3%
% OF FY		92.8%

BUDGETED \$ \$ 21,986,880

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2023

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$ 31,137,967.94	2.2%	\$ 30,249,583.62	1.2%	\$ 39,770,195.54	2.4%	\$ 36,620,019.99	29.0%	\$ 41,171,556.98	6.9%	\$ 58,300,569.55	7.7%
EXEMPT RECEIPTS	\$ (1,363,608.14)	25.2%	\$ (1,215,164.82)	32.2%	\$ (1,376,879.34)	39.1%	\$ (1,682,908.59)	73.9%	\$ (1,348,770.98)	21.1%	\$ (1,374,043.55)	10.6%
TAXABLE RECEIPTS	\$ 29,774,359.80	1.4%	\$ 29,034,418.80	0.2%	\$ 38,393,316.20	1.5%	\$ 34,937,111.40	27.4%	\$ 39,822,786.00	6.5%	\$ 56,926,526.00	7.7%
TOTAL TAX COLLECTED	\$ 1,488,717.99	1.4%	\$ 1,451,720.94	0.2%	\$ 1,919,665.81	1.5%	\$ 1,746,855.57	27.4%	\$ 1,991,139.30	6.5%	\$ 2,846,326.30	7.7%
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,488,717.99	1.4%	\$ 1,451,720.94	0.2%	\$ 1,919,665.81	1.5%	\$ 1,746,855.57	27.4%	\$ 1,991,139.30	6.5%	\$ 2,846,326.30	7.7%
LESS COLLECTION ALLOWANCE	\$ (8,866.53)	16.8%	\$ (10,684.24)	27.8%	\$ (12,152.24)	26.9%	\$ (11,826.94)	19.0%	\$ (13,380.51)	19.3%	\$ (18,394.21)	19.7%
PLUS PENALTY	\$ 21,987.69		\$ 7,459.65		\$ 9,402.27		\$ 7,576.59		\$ 9,712.55		\$ 7,590.32	
PLUS INTEREST	\$ 991.51		\$ 190.34		\$ 179.89		\$ 165.63		\$ 239.23		\$ 155.49	
TOTAL AMOUNT REMITTED	\$ 1,502,830.66	2.8%	\$ 1,448,686.69	0.6%	\$ 1,917,095.73	1.6%	\$ 1,742,770.85	27.5%	\$ 1,987,710.57	6.5%	\$ 2,835,677.90	7.7%
LESS TAX COLLECTOR & CLERK	\$ (30,056.61)	2.8%	\$ (28,973.73)	0.6%	\$ (38,341.91)	1.6%	\$ (34,855.42)	27.5%	\$ (39,754.21)	6.5%	\$ (56,713.56)	7.7%
NET TO TDC	\$ 1,472,774.05	2.8%	\$ 1,419,712.96	0.6%	\$ 1,878,753.82	1.6%	\$ 1,707,915.43	27.5%	\$ 1,947,956.36	6.5%	\$ 2,778,964.34	7.7%

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$ 51,154,219.10	4.7%	\$ 40,423,534.14	3.1%	\$ 48,073,785.95	3.8%	\$ 54,381,242.01	2.5%					\$ 431,282,674.82
EXEMPT RECEIPTS	\$ (1,157,627.70)	14.2%	\$ (1,482,744.14)	43.2%	\$ (1,690,634.55)	13.8%	\$ -1,397,829.01	-0.3%					\$ (14,090,210.82)
TAXABLE RECEIPTS	\$ 49,996,591.40	4.5%	\$ 38,940,790.00	2.0%	\$ 46,383,151.40	3.5%	\$ 52,983,413.00	2.6%					\$ 417,192,464.00
TOTAL TAX COLLECTED	\$ 2,499,829.57	4.5%	\$ 1,947,039.50	2.0%	\$ 2,319,157.57	3.5%	\$ 2,649,170.65	2.6%					\$ 20,859,623.20
ADJUSTMENTS	\$ -												
TOTAL TAX DUE	\$ 2,499,829.57	4.5%	\$ 1,947,039.50	2.0%	\$ 2,319,157.57	3.5%	\$ 2,649,170.65	2.6%					\$ 20,859,623.20
LESS COLLECTION ALLOWANCE	\$ (16,827.27)		\$ (14,238.73)		\$ (18,001.95)		\$ (20,797.01)						\$ (145,169.63)
PLUS PENALTY	\$ 6,255.24		\$ 5,636.56		\$ 8,794.15		\$ 8,606.45						\$ 93,021.47
PLUS INTEREST	\$ 136.71		\$ 85.52		\$ 179.06		\$ 139.38						\$ 2,462.76
TOTAL AMOUNT REMITTED	\$ 2,489,394.25	4.4%	\$ 1,938,522.85	2.0%	\$ 2,310,128.83	3.5%	\$ 2,637,119.47	2.7%					\$ 20,809,937.80
LESS TAX COLLECTOR & CLERK	\$ (49,787.89)	4.4%	\$ (38,770.46)	2.0%	\$ (46,202.58)	3.5%	\$ (52,742.39)	2.7%					\$ (416,198.76)
NET TO TDC	\$ 2,439,606.37	4.4%	\$ 1,899,752.39	2.0%	\$ 2,263,926.25	3.5%	\$ 2,584,377.08	2.7%	0		0		\$ 20,393,739.04

Budgeted \$ 21,986,880
 % of Budget 83%
 % of FY 92.8%

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 966,625	64.3%	-3.2%	\$ 169,146	11.3%	-3.7%	\$ 273,465	18.2%	54.9%
November	\$ 929,682	64.2%	1.7%	\$ 147,183	10.2%	-22.4%	\$ 274,602	19.0%	38.6%
December	\$ 1,258,171	65.6%	-0.6%	\$ 197,554	10.3%	-12.3%	\$ 322,403	16.8%	26.2%
2023 Janaury	\$ 975,482	56.0%	17.1%	\$ 269,059	15.4%	52.9%	\$ 327,089	18.8%	51.6%
February	\$ 1,159,536	58.3%	10.2%	\$ 342,566	17.2%	-10.9%	\$ 333,150	16.8%	15.8%
March	\$ 1,723,615	60.8%	4.8%	\$ 388,742	13.7%	-9.2%	\$ 526,660	18.6%	29.2%
April	\$ 1,376,723	55.3%	-5.0%	\$ 434,408	17.5%	3.0%	\$ 493,201	19.8%	40.2%
May	\$ 1,132,566	58.4%	-4.7%	\$ 303,960	15.7%	-1.5%	\$ 378,007	19.5%	33.3%
June	\$ 1,115,918	48.3%	-5.0%	\$ 557,783	24.1%	10.8%	\$ 510,594	22.1%	18.2%
July	\$ 1,222,622	46.4%	-2.5%	\$ 667,467	25.3%	-5.4%	\$ 634,621	24.1%	27.7%
August	\$ -			\$ -			\$ -		
September	\$ -			\$ -			\$ -		

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 50,054	3.3%	8.9%	\$ 43,541	2.9%	-33.7%	\$ 1,502,830.66
November	\$ 48,721	3.4%	-13.6%	\$ 48,498	3.3%	-40.8%	\$ 1,448,686.66
December	\$ 52,838	2.8%	-16.7%	\$ 86,130	4.5%	11.9%	\$ 1,917,095.73
2023 Janaury	\$ 97,212	5.6%	44.5%	\$ 73,929	4.2%	-1.2%	\$ 1,742,770.75
February	\$ 83,894	4.2%	17.5%	\$ 68,565	3.4%	-3.3%	\$ 1,987,710.57
March	\$ 72,650	2.6%	5.5%	\$ 124,010	4.4%	48.2%	\$ 2,835,677.90
April	\$ 100,278	4.0%	8.5%	\$ 84,785	3.4%	22.4%	\$ 2,489,394.25
May	\$ 62,062	3.2%	12.2%	\$ 61,928	3.2%	-3.1%	\$ 1,938,522.85
June	\$ 63,828	2.8%	-8.2%	\$ 62,006	2.7%	16.6%	\$ 2,310,128.83
July	\$ 58,652	2.2%	4.9%	\$ 53,758	2.0%	-5.6%	\$ 2,637,119.47
August	\$ -			\$ -			\$ -
September	\$ -			\$ -			\$ -

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

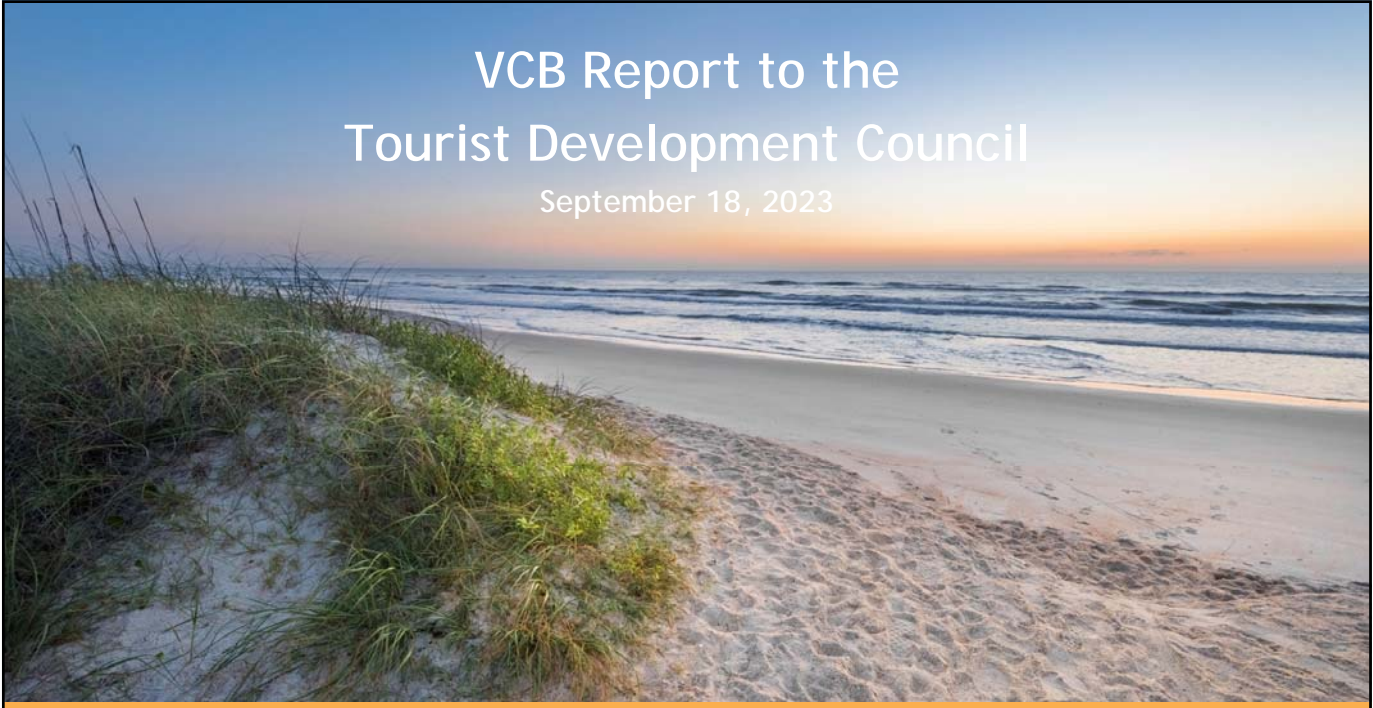
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2023												
OCT	\$ 415,640	27.7%	-11.1%	\$ 357,846	23.8%	13.5%	\$ 583,683	38.8%	4.1%	\$ 18,949	1.3%	51.1%
NOV	\$ 417,227	28.8%	1.3%	\$ 272,268	18.8%	-7.0%	\$ 618,910	42.7%	2.7%	\$ 24,357	1.7%	-10.0%
DEC	\$ 540,722	28.2%	0.2%	\$ 302,312	15.8%	5.9%	\$ 904,075	47.2%	-1.3%	\$ 31,296	1.6%	39.3%
JAN	\$ 587,071	33.7%	41.9%	\$ 285,908	16.4%	41.0%	\$ 708,461	40.7%	16.8%	\$ 39,575	2.3%	69.1%
FEB	\$ 712,203	35.8%	1.8%	\$ 368,085	18.5%	21.6%	\$ 731,483	36.8%	4.1%	\$ 40,142	2.0%	56.3%
MAR	\$ 970,477	34.2%	3.3%	\$ 599,477	21.1%	9.9%	\$ 1,067,618	37.6%	15.1%	\$ 24,694	0.9%	-24.7%
APR	\$ 954,858	38.4%	7.5%	\$ 518,456	20.8%	10.4%	\$ 832,047	33.4%	-1.2%	\$ 57,618	2.3%	119.7%
MAY	\$ 708,377	36.5%	8.4%	\$ 386,674	19.9%	-3.9%	\$ 703,901	36.3%	2.5%	\$ 26,783	1.4%	31.4%
JUN	\$ 1,031,406	44.6%	1.3%	\$ 417,699	18.1%	8.7%	\$ 716,062	31.0%	4.2%	\$ 27,888	1.2%	30.8%
JUL	\$ 1,238,713	47.0%	3.0%	\$ 467,023	17.7%	5.1%	\$ 798,514	30.3%	3.1%	\$ 25,622	1.0%	3.0%
AUG	\$ -			\$ -			\$ -			\$ -		
SEP	\$ -			\$ -			\$ -			\$ -		
FY YTD	\$ 7,576,693			\$ 3,975,749			\$ 7,664,755			\$ 316,923		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$ 106,358	7.1%	17.0%	\$ 14,588	1.0%	48.6%	8.0%	\$ 5,767	0.4%	3.5%	\$ 1,502,830.66
NOV	\$ 93,239	6.4%	5.7%	\$ 14,680	1.0%	19.7%	7.4%	\$ 8,005	0.6%	37.4%	\$ 1,448,686.66
DEC	\$ 105,650	5.5%	8.6%	\$ 18,875	1.0%	9.2%	6.5%	\$ 14,165	0.7%	84.9%	\$ 1,917,095.73
JAN	\$ 99,582	5.7%	12.5%	\$ 16,344	0.9%	-35.8%	6.7%	\$ 5,830	0.3%	-2.0%	\$ 1,742,770.75
FEB	\$ 112,638	5.7%	1.1%	\$ 15,491	0.8%	-15.4%	6.4%	\$ 7,669	0.4%	18.0%	\$ 1,987,710.57
MAR	\$ 138,013	4.9%	-4.2%	\$ 26,134	0.9%	-18.6%	5.8%	\$ 9,265	0.3%	-17.4%	\$ 2,835,677.90
APR	\$ 99,066	4.0%	-21.8%	\$ 18,102	0.7%	-19.7%	4.7%	\$ 9,246	0.4%	-2.7%	\$ 2,489,394.25
MAY	\$ 90,610	4.7%	-15.4%	\$ 14,099	0.7%	-33.8%	5.4%	\$ 8,079	0.4%	-7.5%	\$ 1,938,522.85
JUN	\$ 93,207	4.0%	-2.1%	\$ 15,836	0.7%	-10.3%	4.7%	\$ 8,031	0.3%	-10.6%	\$ 2,310,128.83
JUL	\$ 87,957	3.3%	-6.8%	\$ 9,885	0.4%	-41.3%	3.7%	\$ 9,405	0.4%	-15.5%	\$ 2,637,119.47
AUG	\$ -			\$ -				\$ -			\$ -
SEP	\$ -			\$ -				\$ -			\$ -
FY YTD	\$ 1,026,321			\$ 164,034				\$ 85,462.90			\$ 20,809,937.67

VCB Report to the Tourist Development Council

September 18, 2023



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Combined Lodging Metrics

July 2023

Occupancy (%)	FY 2023			
	May	June	July	FYTD
This Year	50.2	55.5	56.2	56.5
Last Year	59.4	63.9	64.5	58.0
Percent Change	-15.5	-13.1	-12.9	-2.5

ADR	FY 2023			
	May	June	July	FYTD
This Year	230.16	210.85	210.05	197.94
Last Year	223.40	201.92	208.37	195.35
Percent Change	3.0	4.4	0.8	1.3

RevPAR/L	FY 2023			
	May	June	July	FYTD
This Year	115.50	117.04	118.11	111.85
Last Year	132.65	128.99	134.48	113.25
Percent Change	3.0	-9.3	-12.2	-1.2

Supply	FY 2023			
	May	June	July	FYTD
This Year	347,741	332,192	330,697	3,695,211
Last Year	311,885	294,784	300,559	3,675,338
Percent Change	11.5	12.7	10.0	0.5

Demand	FY 2023			
	May	June	July	FYTD
This Year	174,505	184,387	185,949	2,088,052
Last Year	185,183	188,317	193,973	2,130,701
Percent Change	-5.8	-2.1	-4.1	-2.0

Gross Revenue	FY 2023			
	May	June	July	FYTD
This Year	40,163,293	38,878,885	39,057,903	413,303,857
Last Year	41,370,419	38,025,012	40,417,799	416,228,733
Percent Change	-2.9	2.2	-3.4	-0.7

Combined STR Traditional Lodging and Vacation Rental Performance Metrics



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Smith Travel Research July 2023

Occupancy (%)	FY 2023			Running 12 Months			Supply	FY 2023			Running 12 Months		
	May	Jun	Jul	2021	2022	2023		May	Jun	Jul	2021	2022	2023
This Year	64.4	66.5	66.2	59.8	67.1	67.5	This Year	206,212	202,440	209,188	2,383,328	2,424,844	2,448,830
Last Year	68.8	70.1	71.4	53.1	59.8	67.1	Last Year	206,770	199,800	206,460	2,311,788	2,383,328	2,424,844
Percent Change	-6.4	-5.1	-7.2	12.5	12.2	0.5	Percent Change	-0.3	1.3	1.3	3.1	1.7	1.0

ADR	FY 2023			Running 12 Months			Demand	FY 2023			Running 12 Months		
	May	Jun	Jul	2021	2022	2023		May	Jun	Jul	2021	2022	2023
This Year	186.82	177.87	180.49	147.19	171.91	177.85	This Year	132,809	134,550	138,538	1,425,672	1,627,710	1,652,637
Last Year	181.66	174.14	181.14	129.83	147.19	171.91	Last Year	142,287	139,964	147,377	1,228,704	1,425,672	1,627,710
Percent Change	2.8	2.1	-0.4	13.4	16.8	3.5	Percent Change	-6.7	-3.9	-6.0	16.0	14.2	1.5

RevPAR	FY 2023			Running 12 Months			Revenue	FY 2023			Running 12 Months		
	May	Jun	Jul	2021	2022	2023		May	Jun	Jul	2021	2022	2023
This Year	120.32	118.22	119.53	88.05	115.40	120.02	This Year	24,811,574	23,932,925	25,004,653	209,842,200	279,817,201	293,918,532
Last Year	125.01	121.99	129.30	69.00	88.05	115.40	Last Year	25,847,743	24,372,721	26,695,290	159,522,892	209,842,200	279,817,201
Percent Change	-3.7	-3.1	-7.6	27.6	31.1	4.0	Percent Change	-4.0	-1.8	-6.3	31.5	33.3	5.0

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



Smith Travel Research July 2023

	Current Month July 2023 vs July 2022							
	Occ %		ADR		Percent Change from July 2022			
	2023	2023	2023	2023	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	70.4	143.55	3.4	11.5	15.3	13.8		
Nassau County, FL	73.0	291.00	1.0	-2.6	-1.6	-1.6		
Pinellas County, FL	70.6	185.15	-1.6	-4.3	-5.9	-4.0		
St. Johns County, FL	66.2	180.49	-7.2	-0.4	-7.6	-6.3		
Charleston, SC	76.7	171.24	1.5	-1.3	0.1	0.2		
Jacksonville, FL	68.7	145.75	-5.2	-0.1	-5.3	-4.5		
Myrtle Beach, SC	77.4	200.61	-0.5	2.0	1.4	-1.1		
Orlando, FL	73.8	177.60	-4.0	-1.0	-4.9	-4.9		
Sarasota, FL	67.2	169.49	-7.7	-1.1	-8.7	-7.9		
Savannah, GA	72.1	141.13	-1.7	-5.4	-7.0	-6.1		
Fort Walton Beach, FL	77.1	268.25	-7.3	-5.9	-12.8	-10.8		
Daytona Beach, FL	64.4	150.96	-11.1	-2.2	-13.1	-15.7		
Zip Code 32084+	68.7	156.62	-7.2	-1.9	-9.0	-6.4		
Zip Code 32080+	70.5	193.59	-7.2	-0.4	-7.6	-7.0		
Zip Code 32092+	60.2	108.07	-9.5	-3.4	-12.5	-12.8		
Ponte Vedra+	65.2	297.87	-2.6	0.7	-1.9	-1.9		

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



AllTheRooms.com Analytics

July 2023

Active Listings	FY 2023		
	May	June	July
This Year	6,415	6,476	6,538
Last Year	5,423	5,362	5,570
Percent Change	18.1	20.8	17.4

Supply	FY 2023		
	May	June	July
This Year	141,529	129,752	121,509
Last Year	105,115	94,984	94,099
Percent Change	34.6	36.3	29.1

Occupancy (%)	FY 2023		
	May	June	July
This Year	29.6	38.4	39.0
Last Year	40.9	51.0	49.5
Percent Change	-27.5	-24.7	-21.2

Demand	FY 2023		
	May	June	July
This Year	41,944	49,827	47,411
Last Year	42,973	48,415	46,596
Percent Change	-2.4	2.9	1.7

ADR	FY 2023		
	May	June	July
This Year	268.69	300.04	296.41
Last Year	268.48	282.22	294.50
Percent Change	0.1	6.3	0.6

Revenue	FY 2023		
	May	June	July
This Year	11,270,137	14,950,283	14,053,250
Last Year	11,537,360	13,663,477	13,722,509
Percent Change	-2.3	9.4	2.4

RevPAL	FY 2023		
	May	June	July
This Year	79.63	115.22	115.66
Last Year	109.76	143.85	145.83
Percent Change	-27.4	-19.9	-20.7



AllTheRooms.com Analytics

July 2023

Area Comparison	Occupancy	ADR	RevPAL	Supply	Demand
32080	43%	\$ 294.56	\$ 127.78	3,583	24,877
32082	35%	\$ 482.73	\$ 170.02	450	2,351
32084	36%	\$ 290.22	\$ 104.34	2,071	16,291
32092	27%	\$ 167.24	\$ 45.41	294	1,539



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



TDT Collections

July 2023

July (Net Collections)	\$	2,584,377	2.7%
YTD Net Collections July	\$	20,393,739	5.4%

YTD Collections by Area	July	YTD
Anastasia Island and St. Augustine Beach (32080)	47%	36%
Ponte Vedra Beach (32082)	18%	19%
St. Augustine, Vilano and North Beach (32084)	30%	37%
St. Augustine Shores/South/207 (32086)	1%	2%
World Golf Village and west of I-95 (32092)	3%	5%
I-95&SR 16/Palencia (32095)	0%	1%
Other	0.4%	0.4%



Website Campaign Updates

August 2023

Top Level Performance

Visits to Website	216,299
Pageviews	340,769
Engaged Sessions	141,511
Engagement Rate	65.42%
Avg Engagement Time per session	2:44

Key Performance Indicators

Guides Ordered	725
eNewsletter Signups	494
Clicks on Partner Listings	9,029
BookDirect Clicks (lodging)	3,562

Organic Performance

Visits to Website	57,039
Pageviews	93,069
Time on Site	3:45

- 81% increase in YOY engaged sessions
- 26% increase in YOY organic search traffic
- 39% increase in YOY engagement rate - currently at 65.42%
- 203% increase in YOY eNewsletter signups



VIC Visitation

August 2023

SJCC –PVBD Visitor & Information Center

	August 2023	August 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	47	31	0.11%	400	456	490

City of St. Augustine Downtown Visitors Center

	August 2023	August 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	39,529	40,943	89%	564,419	467,763	505,368

St. Augustine Beach Visitors Center

	August 2023	August 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	3,898	1,548	9%	27,937	24,392	25,977

Jacksonville Airport Visitor Information Center

	August 2023	August 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visits	1,038	912	2%	5,112	10,042	10,695

Total Inquiries at Visitors Centers

	August 2023	August 2022	FYTD 2023	FYTD 2022	Total FY 2022
	44,512	43,434	597,868	502,653	542,530



Departmental Reports



Social Media August 2023

Social Media		YOY Change
Facebook		
Fans added In August	777	
Total Facebook Fans	532,896	1.7%
Facebook Impressions	6,025,036	
Engagement Rate	4.9%	
Reach	2,220,756	
Instagram		
Instagram Followers	46,690	6.7%
Instagram Impressions	395,896	
Reach	111,008	
Twitter		
Twitter Followers	14,054	-0.2%
Twitter Impressions	33.3K	
TikTok (launched 7/4/22)		
TikTok Followers	5,452	184.8%
TikTok Likes	61.6K	
TikTok Total Video Views	87.2K	
YouTube		
Views To Date	453,462	8.3%

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



Communications Summary

July 2023

	July	FYTD	FYTD 22	
Total Impressions	4,991,285,177	183,705,248,752	82,920,098,841	122%
VCB Supported Stories <i>in publication or broadcasted</i>	6	372	278	34%



Sales Measurement Summary

July 2023

	July	Monthly % Actual vs Goal	YTD	YTD % Actual vs Goal
Solicitation Emails/Calls	186	-3%	1,727	1%
Total Leads Distributed	33	0%	280	-11%
Lead Room Nights	10,445	-3%	96,339	11%



Florida's First Coast of Golf

July 2023

	Jul-23	Jul-22	% Change
Rooms	5,389	4,245	27%
	Jul-23	Jul-22	% Change
Rounds	20,727	16,352	27%

Precipitation	2023	2022	Change
	8.17	8.6	-0.43

Temperature (Avg High)	2023	2022	Change
	82	81	1

Digital Traffic

Jul-23	Jul-22	% Change
4,381	10,653	-59%
2023 YTD	2022 YTD	% Change
151,673	115,215	32%



CEO's Comments

- July Combined Traditional and Vac Rental Lodging: Occupancy 56.2% (-12.9%), ADR \$210.05 (+0.8%), RevPAR/L \$118.11 (-12.2%), Demand -4.1%, Supply +10.0%, Revenue -3.4%
- July Traditional Lodging Stats: Occupancy 66.2% (-7.2%), ADR \$180.49 (-0.4%), RevPAR \$119.53 (-7.6%), Demand -6.0%, Supply +1.3%
- July Vacation Rental Stats: Occupancy 39.0% (-21.2%), ADR \$296.41 (+0.6%), RevPAL \$115.66 (-20.7%), Demand +2.9%, Gross Rev +2.4% and Supply +29.1%
- July Publicity: Supported stories FYTD 372, +34% to FYTD 2022.
- July Sales team lead room nights were up +11% YTD goal, with solicitations at +1% of goal.
- An enhanced late summer 2023 marketing campaign and new standalone Sing Out Loud Festival campaign launched July 31, 2023 and continue through September 18, 2023.
- 30th anniversary Nights of Lights logo comps are being developed by the VCB's advertising agency and will be provided to the City of St. Augustine for review.

