

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
SEPTEMBER 16, 2024 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Gayle Phillips, Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – July 15, 2024 - (Page 2)
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. SPORTS TOURISM GRANT APPROVALS (**Action Required**) (Begins on Page 7)
8. ACH GRANT RECOMMENDATION (**Action Required**) (Page 200)
9. SJC PIER DISCUSSION (Page 202)
10. TOURISM MARKETING UPDATE
11. MONTHLY REPORTS PROVIDED IN PACKETS - (Page 205)
12. MEMBER COMMENTS
13. NEXT MEETING DATE
14. ADJOURN

TDC Regular Meeting – September 16, 2024

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

- Regular Meeting – July 15, 2024
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
July 15, 2024 - 1:30 p.m.

1. CALL TO ORDER

Phillips called the meeting to order at 1:38 p.m.

Present: Regina G. Phillips, Chair
Irving Kass, Vice Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2
Michael Wicks, District 4
Charles Cox, District 5
Troy Blevins, District 5
Michael Gordon, District 4

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

2. PLEDGE OF ALLEGIANCE

Phillips led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

Phillips requested that Agenda Item 7 be considered an action Agenda Item. Discussion ensued on Agenda Item 8.

Motion by Blevins, seconded by Rumrell, carried 9/0, to approve the Agenda, as amended.

Yea: Blevins, Rumrell, Phillips, Kass, Gordon, Arnold, Sikes-Kline, Wicks, Cox
Nay: None

5. APPROVAL OF MINUTES

Motion by Rumrell, seconded by Sikes-Kline, carried 9/0, to approve the minutes for the June 17, 2024, meeting, as submitted.

Yea: Rumrell, Sikes-Kline, Phillips, Kass, Arnold, Gordon, Wicks, Cox, Blevins
Nay: None

6. PUBLIC COMMENT

There was none.

7. UPDATED FROM THE TOURISM MARKETING REQUEST FOR PROPOSAL (RFP) WORKING GROUP

Todd Hickey, General Manager of the Sawgrass Marriott, provided an update on the RFP Working Group. Discussion ensued on including the RFP working group's recommendations, the RFP advertisement period, the solicitation process, the number of companies that responded, and the effectiveness of the processes and evaluations. Jalisa Ferguson, Senior Assistant County Attorney, responded on the number of companies that qualified and informed the Council about Florida Statute requirements concerning contract deadlines. Additionally, Jamie Locklear, Purchasing Director, and Brad Bradley, Deputy County Administrator, provided further details on the RFP bidding and purchasing processes and discussed continuing the evaluation with a recommendation from the attorney general.

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), introduced Douglas Burnett, St. Johns Law Group, who clarified the sole sourcing requirements with the VCB contracts.

Public Comment: There was none.

Motion by Rumrell, seconded by Sikes-Kline, carried 9/0, to continue the working group to review the evaluation process and ensure its timely completion with the remaining respondents, and to approve the VCB to manage the contracts, including recommendations from the attorney general for the Tourism Marketing request.

Yea: Rumrell, Sikes-Kline, Arnold, Blevins, Cox, Gordon, Kass, Phillips, Wicks
Nay: None

Phillips announced she had to leave the meeting due to an emergency, and Kass took over as Council chair.

8. DISCUSSION OF FISCAL YEAR 2025 TOURISM BUDGET

Meeks provided the details of the budget. Discussion ensued on the amount of funding requested for private organizations, the funding source, annual totals, grant programs, impacts on tourism and supporting organizations, and the recommendation to the Board of County Commissioners (BCC) to fund the entire list of organizations and to amend the TDC ordinance, Ordinance No. 2021-43. Chrsitina Parrish Stone, Executive Director of the St. Johns County Cultural Council (SJCC), provided additional information on grant funding and programs.

Jesse Dunn, Office of Management and Budget Director, provided guidance on the reserves funding in the categories and listed the reserve funding totals. Discussion ensued on moving reserve funds from categories and the motion. Cox left the meeting.

Public Comment: There was none.

Motion by Sikes-Kline, seconded by Wicks, carried 6/1, with Blevins dissenting and Phillips and Cox absent, to recommend to the Board of County Commissioners funding the ACH grants line at \$1,388,976 for Fiscal Year 2025, preserving five percent reserves in each category, and allocating any remaining reserve funds from category 2 and 4, collectively, to make up the ACH grant line.

Yea: Sikes-Kline, Wicks, Arnold, Gordon, Kass, Rumrell

Nay: Blevins

Absent: Phillips, Cox

Public Comment: There was none.

Motion by Rumrell, seconded by Sikes-Kline, carried 7/0, with Phillips and Cox absent, to approve the proposed budget, as amended.

Yea: Rumrell, Sikes-Kline, Arnold, Blevins, Gordon, Kass, Wicks

Nay: None

Absent: Phillips, Cox

9. NIGHTS OF LIGHTS DISCUSSION AND UPDATE

Meeks provided the details of the Nights of Lights. Discussion ensued about including room nights in the packet.

10. MONTHLY REPORTS PROVIDED IN PACKETS

Meeks stated that the monthly reports were provided in the agenda packet. Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), provided the year-to-date and monthly budget overview. Discussion ensued on statewide booking, hotel rates, attractions, and travel.

11. MEMBER COMMENTS

Blevins inquired about the funding for walkovers, noting the change from partial TDC funding for Ponte Vedra Beach walkovers to full TDC funding for St. Augustine South. He asked when this policy change occurred, who makes the funding decisions, and when it took effect; Meeks responded.

12. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for August 19, 2024.

13. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 4:41 p.m.

Approved _____, 2024

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Regina G. Phillips, Chair

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

By: _____
Deputy Clerk

TDC Regular Meeting – September 16, 2024

Agenda Item 7 – Sports Tourism Grant Approvals (Action Required)

- **Florida Prime Sports Foundation Prime Soccer Tournament**, October 11 - 13, 2024
Recommended Funding - \$16, 875 (**Agenda Page 8**)

- **Game On Race Events St Augustine Triathlon**, October 13, 2024
Recommended Funding - \$6,750 (**Agenda Page 25**)

- **Knights of Columbus FL/GA Pickleball Tournament**, October 31 - November 3, 2024
Recommended Funding - \$5,693 (**Agenda Page 38**)

- ***International Open Billiard's Tournament**, November 18 – 26, 2024
Recommended Funding - \$27,000 (**Agenda Page 59**)

- **RBG Events Jacksonville Classic Basketball Tournament**, November 23 – 25, 2024
Recommended Funding - \$18,000 (**Agenda Page 71**)

- **First Tee St. Augustine Amateur Golf Tournament**, December 6 – 8, 2024
Recommended Funding - \$20,250 (**Agenda Page 86**)

- **St. Augustine Youth Services Santa Suits on the Loose 5K**, December 14, 2024
Recommended Funding - \$2,578 (**Agenda Page 102**)

- ***Gracie Jiu-Jitsu St. Augustine Gracie Regional Grappling Series – Martial Arts**
November 30 – December 1, 2024
December 7 – 9, 2024
March 1 – 2, 2025
March 8 – 9, 2025
Recommended Funding - \$4,307 (**Agenda Page 118**)

- **Perfect Game, Inc. (3) Youth Baseball Events**
Sunshine State Fall Championship, scheduled for October 18 - 20, 2024
Recommended Funding - \$13,500 (**Agenda Page 150**)
Bold City Fall Showdown, scheduled for November 1 – 3, 2024
Recommended Funding - \$13,500 (**Agenda Page 163**)
North Florida Kick-off Classic, scheduled for March 7 – 9, 2025
Recommended Funding - \$4,500 (**Agenda Page 173**)

***Indicates New Grantee**

TDC Regular Meeting – September 16, 2024

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

Florida Prime Sports Foundation

Funding request from Florida Prime Sports Foundation for the Prime Soccer Tournament, scheduled for October 11 – 13, 2024. The event will utilize St. Johns County Parks and Bartram Trail High School.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$16,875. Funding has been allocated in the FY25 Sports Marketing Budget.

Prime Soccer Cup

TDT Cat 3 Sports Tourism Grant Application

Florida Prime Sports Foundation

Mr Felipe Alejandro Munoz
5712 Crosswinds Circle
St Augustine, FL 32092

felipe@floridaprime.net
O: 904-887-6856

Mr Felipe Alejandro Munoz

felipe@floridaprime.net
O: 904-887-6856

Application Form

Event Information

Event Name*

Name of Event

Prime Soccer Cup

Event Detail*

Please provide a detailed description of the event.

The Florida Prime Soccer Cup, takes place in October during Columbus day weekend, in St. Johns and St. Augustine, Florida, is the largest youth sporting event in St. Johns County. Organized by Prime Sports, this tournament provides a top-level competition right in our hometown, allowing families to save on travel, hotel, gas, and food expenses. It is open to boys and girls from U9 to U19, with games held at Rivertown, Plantation Park, and Bartram Trail High School and some other county parks. More than 200 teams will be part of the events coming from all over the state of Florida, Georgia, South Carolina, North Carolina and Puerto Rico.

Participants can expect well-maintained fields, experienced referees, and a vibrant tournament atmosphere supported by the local community. The event not only fosters player development but also showcases the beautiful locations of St. Johns and St. Augustine, offering families a mix of competitive soccer and local attractions.

Legal Name of Host Organization*

Florida Prime Sports Foundation

Date of Event*

October 11-13, 2024

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

25000

How many years has this event taken place in St. Johns County?*

3

Sport*

Soccer

Organization/Event Website*

<https://floridaprimesocccup.net>

Organization Type*

Please Check Type of Organization

Non-Profit

For-Profit

Primary Contact Name*

Felipe Munoz

Primary Contact Phone Number*

9048876856

Primary Contact Email Address*

felipe@floridaprime.net

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Aberdeen Park, Durbin Crossing Park, Fruit Cove Middle School, Gamble Rogers, Mills Field, Plantation, Rivertown II

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

Bartram Trail HS, Ben Windle, 904-547-8338

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Prime Soccer Cup 2021, Oct 8-10, 2021. St Johns Florida (No Grant Money)

Prime Soccer Cup 2022 Oct 7-9 ,2022. St Johns Florida

Prime Soccer Cup 2023 Oct 6-8 ,2023. St Johns Florida

of Teams

Only Required for Team Sports Event

250

Projected # of Participants*

Projected Event Attendance

13125

Projected Percentage of Event Participants Outside of St. Johns County*

87

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

In addition to our annual Prime Soccer Cup event, Prime Sports will be actively involved in giving back to the community through initiatives such as organizing free soccer clinics for underprivileged youth, partnering with local schools to provide sports equipment to support physical education programs, and sponsoring scholarships for talented young athletes who may not have the financial means to participate in competitive sports. We also collaborate with community centers and youth organizations to promote sportsmanship, leadership, and teamwork among children of all backgrounds. By engaging in these activities, we aim to create a more inclusive and supportive environment for youth sports enthusiasts and contribute positively to the overall well-being of our community.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

1000

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

2

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

Florida Prime Soccer Cup 2023

Hotel*

Rate

Room Nights

Tax Rate

Total Taxes By Hotel

Total Impact By Hotel

Embassy Suites

\$ 179.00

72

13.5%

\$ 1,739.88

\$ 14,627.88

Sheraton

\$ 169.00

49

13.5%

\$ 1,117.94

\$ 9,398.94

Hampton Inn I95

\$ 159.00

17

13.5%

\$ 364.91

\$ 3,067.91

Home2 Suites St Johns

\$ 149.00

94

13.5%

\$ 1,890.81

\$ 15,896.81

Courtyard Mayo Clinic

\$ 139.00

90

13.5%

\$ 1,688.85

\$ 14,198.85

CY Butler Blvd

\$ 139.00

41

13.5%

\$ 769.37

\$ 6,468.37
 Hilton Garden Inn
 \$ 189.00
 23
 13.5%
 \$ 586.85
 \$ 4,933.85
 Home2 Suites I95
 \$ 179.00
 49
 13.5%
 \$ 1,184.09
 \$ 9,955.09
 Holiday Inn Express
 \$ 179.00
 31
 13.5%
 \$ 749.12
 \$ 6,298.12
 Holiday inn Worldgate
 \$ 165.00
 42
 13.5%
 \$ 935.55
 \$ 7,865.55
 Tru by Hotel
 \$ 149.00
 69
 13.5%
 \$ 1,387.94
 \$ 11,668.94
 Holiday Inn Bartram
 \$ 149.00
 75
 13.5%
 \$ 1,508.63
 \$ 12,683.63

2023 Total Room Nights - 652
 \$ 13,923.90
 \$ 117,063.90

Prime Cup 2022

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
2022 TOTAL ROOM NIGHTS	439

Florida Prime Soccer Cup 2021

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
2021 TOTAL ROOM NIGHTS	148

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Jackie Hass
 Director of Travel | GotSport
 e: jackie@gotsport.com
 p: (904) 800-1532 x1532
 w: www.gotsport.com

Quality Inn & Suites St Augustine Beach Area
 901 A1A Beach Blvd.
 St. Augustine Beach, FL 32080

The Holiday Inn Express & Suites St. Augustine North
 2300 State Road 16
 Saint Augustine, FL 32084

Home2 Suites by Hilton St. Augustine I-95
 270 Outlet Mall Blvd
 St. Augustine, FL 32084

Courtyard Jacksonville at the Mayo Clinic
 14390 Mayo Blvd

Jacksonville, FL 32224

Residence Inn by Marriott Jacksonville-Mayo Clinic Area
4905 San Pablo Rd S
Jacksonville, FL 32224

Homewood Suites St. Johns Town Center
10434 Midtown Parkway
Jacksonville, FL 32246

Delta Hotels Jacksonville Deerwood
4700 SALISBURY ROAD
Jacksonville, FL 32256

Homewood Suites Deerwood Park
8511 Touchton Road
Jacksonville, FL 32225

Hotel Indigo Jacksonville
9840 Tapestry Park Circle
Jacksonville, FL 32246

Fairfield Inn & Suites Jacksonville Butler Boulevard
4888 Lenior Avenue
Jacksonville, FL 32216

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

Holiday Inn Express Jacksonville South Bartram Prk, an IHG Hotel
13934 Village Lake Cir
Jacksonville, FL 32258

TownePlace Suites Jacksonville Butler Boulevard
4801 Lenoir Ave
Jacksonville, FL 32216

Holiday Inn Express & Suites Jax Town Center
10573 Brightman Blvd
Jacksonville, FL 32246

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

Courtyard Jacksonville Flagler Center
14402 OLD ST. AUGUSTINE RD,
Jacksonville, FL 32258

Fairfield Inn & Suites Jacksonville Beach
1616 NORTH FIRST STREET,
JACKSONVILLE BEACH, FL 32250

Holiday Inn Express & Suites SE Medical Center
4791 Windsor Commons Court
Jacksonville, FL 32224

Hampton Inn Jacksonville Ponte Vedra
1220 Marsh Landing Pkwy
Jacksonville Beach, FL 32250

Home2 Suites Jacksonville St. Johns Town Center
10715 Deerwood Park Blvd
Jacksonville, FL 32256

Comfort Suites Baymeadows near Butler Blvd
8277 Western Way Cir
Jacksonville, FL 32256

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget
Grant-Expense-Form Prime Cup.xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

TDC PRESENTATION.pdf

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

TDC PRESENTATION-3.pdf

Comprehensive Sponsorship Packet*

TDC PRESENTATION-2.pdf

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebastian View St. Augustine, FL 38024) as additional insured with a minimum liability coverage of \$300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

Certificate of Insurance_SJCSD 9.19.23.pdf

Certification of Authorized Representative

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Felipe Munoz

File Attachment Summary

Applicant File Uploads

- Grant-Expense-Form Prime Cup.xlsx
- TDC PRESENTATION.pdf
- TDC PRESENTATION-3.pdf
- TDC PRESENTATION-2.pdf
- Certificate of Insurance_SJCSD 9.19.23.pdf

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ -	Admissions
Housing		\$ -	Contributions
Food		\$ 4,000.00	Grants(Include TDT Request)
Sanction Fee		\$ 1,000.00	Sponsorships
*Site Fees		\$ 12,000.00	Sales(Merch/Concessions)
Rights/Gaurantees Fees		\$ -	Room Rebates
*Officials		\$ 35,000.00	
Equipment		\$ 9,000.00	
Rentals		\$ 4,500.00	
Insurance		\$ 2,500.00	
Security		\$ 5,000.00	
Labor		\$ 15,000.00	
*Direct Event Marketing Line Items (Please list detailed items below)			
Tents		\$ 3,000.00	
Banners		\$ 3,000.00	
Signs		\$ 1,500.00	
Ads		\$ 1,200.00	
Marketing Staff		\$ 1,200.00	
Soacial Media Staff		\$ 3,000.00	
Videographer/ Videographer		\$ 2,000.00	
Awards		\$ 8,200.00	
Adminstrative Cost		\$ 3,000.00	
Other Expenses Please List Below			Other Income Please List Below
SubTotal:	\$ -	\$114,100.00	Subtotal:
Total:		\$114,100.00	Total:

*** Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officials cost**



PRIME SOCCER CUP 2024 EVENT MARKETING PLAN

WEEK OF Septmeber 16 - WEEK OF October 7

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 11 -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 12-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 13-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 14 -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

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.

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



PRIME SOCCER CUP 2024 ADVERTISING & MEDIA PLAN

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

TOURNAMENT T-SHIRTS

FRONT



BACK



EMPLOYEE EMAIL SIGNATURES



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!



PRIME SOCCER CUP 2024 EVENT ATTENDANCE MONITORING PLAN



CLUB	LOCATION	# OF TEAMS	Average families
Prime Soccer Academy	St Johns, FL	18	270
Ancient City	St Augustine, FL	12	180
Ponte Vedra Soccer Club	Ponte Vedra, FL	4	60
Jacksonville Football Club	Jacksonville Beach, FL	20	300
Clay County Soccer Club	Fleming Island, FL	20	300
Coastal Kicks	Jacksonville, FL	11	165
CH4	Kingsland, GA	7	105
Inter united	Palm Coast, FL	8	120
Ormond Beach Soccer Club	Ormond Beach, FL	8	120
Brevard Soccer Club	Melbourne, FL	12	180
GSA	Gainesville, FL	6	90
Nona Soccer Academy	Orlando, FL	16	240
Orlando City Lake Nona	Orlando, FL	14	210
Albion Soccer Club	Miami, FL	5	75
Weston Football Club	Weston, FL	4	60
ASG	Tallahassee, FL	8	120
Amelia Island	Amelia Island, FL	6	90
Juventus	Miami, FL	3	45
United Football Academy	Atlanta, GA	8	120
Clermont Football Club	Orlando, FL	2	30
Tormenta FC	Savannah, GA	10	150
James Island YSC	Charleston, SC	8	120
DS Academy	Puerto Rico	4	60
Mayaguez	Puerto Rico	6	90
Tentative Clubs	Florida/Georgia	30	450
		Total Teams	Total Families
		250	3750

TDC Regular Meeting – September 16, 2024

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

Game On Race Events

Funding request from Game on Events for the St. Augustine Triathlon, scheduled for October 13, 2024. This destination race will be hosted at Vilano Beach. The swim will take place in the Atlantic Ocean, with a scenic bike course taking you North on A1A through the Guana Tolomato Matanzas National Estuarine Research Reserve (GTM Research Reserve). Finishing up with a run through the Vilano neighborhood and along the Vilano Beach Nature Boardwalk

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$6,750. Funding has been allocated in the FY25 Sports Marketing Budget.

St. Augustine Triathlon

TDT Cat 3 Sports Tourism Grant Application

W B Events, LLC d/b/a Game On Race Events

Mr Brian Gerard Huether
1095 Military Trail, Unit # 9204
Jupiter, FL 33468

Brian@GameOnRaceEvents.com
O: 561-768-7889

Mr Brian Gerard Huether

brian@gameonraceevents.com
O: 954-647-1383

Application Form

Event Information

Event Name*

Name of Event

St. Augustine Triathlon

Event Detail*

Please provide a detailed description of the event.

Please join us on Sunday, October 13, 2024 for the St. Augustine Triathlon at Vilano Beach. This destination race will be hosted at Vilano Beach and will include an Olympic distance Triathlon, Duathlon and Aquabike as well as the Sprint Triathlon and Sprint Duathlon. The swim will take place in the Atlantic Ocean, with a scenic bike course taking you North on A1A through the Guana Tolomato Matanzas National Estuarine Research Reserve (GTM Research Reserve). Finish with a run through the tropical Vilano neighborhood and along the Vilano Beach Nature Boardwalk with amazing views of the wetlands and the collection of mosaic art of local wildlife.

Legal Name of Host Organization*

W B Events, LLC d/b/a Game On Race Events

Date of Event*

October 13, 2024

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

10000

How many years has this event taken place in St. Johns County?*

2

Sport*

Triathlon, Duathlon, Aquabike

Organization/Event Website*

<https://gameonraceevents.com/>

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Brian Huether

Primary Contact Phone Number*

9546471383

Primary Contact Email Address*

brian@gameonraceevents.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Vilano Beach Oceanfront Park, Road Closure of Anahma Drive from Ferrol Road to Corunna Street

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

N/A

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

2024 Event Schedule

Survive First Run for First Responders 5K - Cocoa, FL - January 6th

MLK 5K/10K - Riviera Beach, FL - January 20th
 Marathon of the Treasure Coast - Stuart, FL - March 3rd
 Palm Beaches Triathlon - Singer Island, FL - March 17th
 Run Singer Island Half Marathon - Singer Island, FL - March 30
 Wounded Veterans Relief Fund 5K - Jupiter, FL - May 11th
 Ponte Vedra Beach Triathlon - Ponte Vedra Beach, FL - May 19th
 Escape to Hutchinson Island Triathlon - Stuart, FL - June 9th
 Crossing for Cystic Fibrosis - Lake Worth Beach, FL - June 23rd
 Treasure Coast Triathlon (Jaycee Park) - Fort Pierce, FL - July 14th
 St. Augustine Triathlon - Vilano Beach, FL - July 28th
 Escape to Hutchinson Island Triathlon - Stuart, FL - August 10th
 Mermaid Open Water Swim - Boca Raton, FL - August 11th
 Key Largo Triathlon - Key Largo, FL - August 18th
 Captiva Island Triathlon - Captiva Island, FL - September 8th
 Palm Beaches Triathlon - Singer Island, FL - September 15th
 YSC Tour de Pink - Bonita Springs, FL - September 21st
 Run Hutchinson Island Half Marathon - Hutchinson Island, FL - October 6th
 St. Augustine Triathlon - Vilano Beach, FL - October 13th
 Bill Bone Tropical Triathlon - Lake Worth Beach, FL - October 20th
 Suncoast Triathlon - St. Pete Beach, FL - October 27th
 Riverfront Triathlon @ Cocoa - Cocoa, FL - November 3rd
 Treasure Coast Triathlon (Jetty Park) - Fort Pierce, FL - December 7th
 Palm Beaches Marathon - West Palm Beach, FL - December 15th

of Teams

Only Required for Team Sports Event

Projected # of Participants*

Projected Event Attendance

450

Projected Percentage of Event Participants Outside of St. Johns County*

300

Comment: 67% = 300/450

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

The St. Augustine Triathlon will provide a positive impact to the community in several ways. This event will encourage a healthy lifestyle and will provide those individuals thinking about doing their very first triathlon, a safe, organized 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 to participate in a triathlon event. They will not need to travel outside the county or state with this "in county" programming. Currently there are no other triathlons taking place in St. John's County besides the St. Augustine Triathlon. Thirdly, this event is a desitnation triathlon. This event will attract out of town triathletes from several different states. Based on past participation, we can expect athletes from over 15 different states to participate in the St. Augustine Triathlon.

The athletes of the St. Augustine Triathlon will have a tremendous economic impact on the local economy. The athletes will stay in the local hotels, eat in the local restaurants, shop at the local businesses and visit the local tourist attractions.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

300

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

1

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2023 St. Augustine Triathlon: 348 participants, 306 overnight stays

2022 St. Augustine Triathlon: 314 participants, 250 overnight stays

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Hampton Inn Vilano Beach (904)280-9101

Holiday Inn Express Vilano Beach (904) 481-8300

Hyatt Place Vilano Beach (904) 295-1111

Best Western Vilano Beach (800) 760-7718

Oceanview Lodge (904) 819-5555

Hilton Garden Inn St. Augustine (904) 664-2022

Embassy Suites (904) 461-9004

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form (1).xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

St. Augustine Triathlon Marketing Plan.pdf

Comment: per email with Brian on 7/18/24 he markets the event mainly on a regional level.

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

Event monitoring 10.13.24.pdf

Comprehensive Sponsorship Packet*

TD Sponsorship 10.13.24.pdf

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebastian View St. Augustine, FL 32024) as additional insured with a minimum liability coverage of \$300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

St. John's County COI 7.28.24.pdf

Certification of Authorized Representative

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Brian Huether

File Attachment Summary

Applicant File Uploads

- Grant-Expense-Form (1).xlsx
- St. Augustine Triathlon Marketing Plan.pdf
- Event monitoring 10.13.24.pdf
- TD Sponsorship 10.13.24.pdf
- St. John's County COI 7.28.24.pdf

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ 1,500.00	Admissions
Housing		\$ 5,500.00	Contribtions
Food		\$ 4,000.00	Grants(Include TDT Request)
Sanction Fee		\$ 225.00	Sponsorships
*Site Fees		\$ 1,000.00	Sales(Merch/Concessions)
Rights/Gaurantees Fees		\$ -	Room Rebates
*Officials		\$ 5,000.00	
Equipment		\$ 1,750.00	
Rentals		\$ 2,500.00	
Insurance		\$ 225.00	
Security		\$ -	
Labor		\$ 5,500.00	
*Direct Event Marketing Line Items (Please list detailed items below)			
Social Media, Printed		\$ 3,500.00	
Event swag (T-shirts, hats, etc.)		\$ 4,000.00	
Race bibs		\$ 1,000.00	
Signage		\$ 1,000.00	
Awards		\$ 4,000.00	
Adminstrative Cost		\$ 2,500.00	
Other Expenses Please List Below			Other Income Please List Below
St. John's County Sheriff's Office		\$ 5,000.00	
St. John's County Marine Rescue (lifeguards)		\$ 1,200.00	
St. John's County Fire Rescue (EMS)		\$ 1,100.00	
Charity donation		\$ 1,500.00	
SubTotal:	\$ -	\$ 52,000.00	Subtotal:
Total:		\$ 52,000.00	Total:

*** Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officials cost**

St. Augustine Triathlon Marketing Plan

The St. Augustine Triathlon will attract both in-state and out-of-state attention as a destination event. The uniqueness and beauty of St. Augustine will set itself apart from other triathlons throughout the United States. The St. Augustine Triathlon courses: ocean swim, flat/fast bike and scenic run will attract triathletes of all ability levels.

By utilizing local groups to fill the needs of our 50+ volunteers who support aid stations, course pointers, and finish line assistants, the St. Augustine Triathlon will support civic, church and school organizations. Alongside our commitment to these groups, the St. Augustine Triathlon benefits Vilano Beach Main Street.

According to the most recent USA Triathlon survey, over half the respondents said their household income was over \$100,000 a year. Over 80% have a four year college degree or higher. Nearly one third of the respondents have a master's degree, while over 5% have a doctorate. Over 90% of the respondents expect to participate in 2-9 races within the next 12 months.

In order to attract and engage this audience, the St. Augustine Triathlon will strategically spend ad dollars in on-line and print publications that reach this target market, as well as geo target audiences where large numbers of triathletes/triathlon clubs come from. Our marketing plan will also target our out of county marketing to sites where triathletes visit the sites looking for specific race distances, even if they are not looking in our geographic region, furthering our reach.

Utilizing bloggers and race "ambassadors" will enable us to increase our social media presence. Ambassadors are "influencers" who are selected due to their following and the demographics of their followers. The ambassadors post regularly about their training and progress prior to race day. These followers then look forward to meeting the Ambassadors once in town for the race, thereby providing a sense of community and comraderie throughout the race weekend and on the course. This also provides an extra push of positive social media presence.

We will promote the "race-cation" angle. Come for the race, bring the entire family and stay for the weekend!

TriFind: \$2,000 A marketing campaign (with exclusivity) that will include a photo ad on the Tri Find triathlon calendar.

Social Media: \$1,500 Facebook, Instagram and Twitter advertising/posts promoting the St. Augustine Triathlon.

Finsher medals and race bibs: \$5,000

Printing/Promotional signage total: \$1,000

Promotional Products T-shirts/Hats: \$4,000

Total Marketing/Advertising Budget: \$13,500

St. Augustine Triathlon

Event Monitoring Plan – October 13, 2024

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.

TDC Regular Meeting – September 16, 2024

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

Knights of Columbus

Funding request from Knights of Columbus for the Florida Georgia Classic Pickleball Tournament, scheduled October 31 – November 3, 2024. The tournament will take place in St. Johns County at Treaty Park.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$5,693. Funding has been allocated in the FY25 Sports Marketing Budget.

Florida Georgia Pickleball Classic

TDT Cat 3 Sports Tourism Grant Application

Knights of Columbus Council 16492

John Essegian
35 Cayman CV
Ponte Vedra, FL 32081

jmessegian@gmail.com
O: 772-285-5883

John Essegian

jmessegian@gmail.com
O: 772-285-5883

Application Form

Event Information

Event Name*

Name of Event

Florida Georgia Pickleball Classic

Event Detail*

Please provide a detailed description of the event.

The Florida Georgia Pickleball Classic along with its sister tournament, Pickleball Veritas in The Ancient City held in the Spring, are the largest charity pickleball tournaments held in North Florida. We have five years of historical data that shows we average between 400-500 players plus spectators, sponsors, vendors, volunteers and fans. Our target player count for this year is 450 as that has proven to be an optimal level for player enjoyment and fundraising. Last year's tournament drew 422 players from 19 states.

New this year:

*We are partnering with the United States Senior Pickleball Association and providing discounted registrations for their members.

*We plan to have a Special Olympics bracket that will include up to 20 Special Olympics participants. In addition to providing support to this organization, we believe it can generate some media coverage of the event.

Legal Name of Host Organization*

Knights of Columbus Council #16492 based Nocatee, FL

Date of Event*

November 1st, 2nd and 3rd. Set up on the afternoon of October 31st.

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

10650

How many years has this event taken place in St. Johns County?*

5

Sport*

Pickleball

Organization/Event Website*

www.firstcoastcharitypickleballtournaments.com

Organization Type*

Please Check Type of Organization

Non-Profit

Primary Contact Name*

John Essegian

Primary Contact Phone Number*

772 285 5883

Primary Contact Email Address*

jmessegian@gmail.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Treaty Park, including all pickleball courts (20), two pavilions and use of parking lots and restrooms.

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

None

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Pickleball Veritas in the Ancient City held in April

of Teams

Only Required for Team Sports Event

450

Projected # of Participants*

Projected Event Attendance

450

Projected Percentage of Event Participants Outside of St. Johns County*

65

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Our Knights of Columbus Council is actively involved in helping many local nonprofit organizations throughout the year with both volunteer hours and the proceeds of our pickleball tournaments. These include Special Olympics, Port In The Storm Homeless Youth Center, Coats for Kids, Citizens with Disabilities', Habitat for Humanity, Camp I Am Special, Bit of Faith Ranch, and others. New to the tournament this year is a bracket for handicapped players.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

330

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

3

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2023 - 133 players staying overnight, average length of stay was 2.3 nights, total overnight stays were 303, total player count for the tournament was 422

2022 - 151 players staying overnight, average length of stay was 2.57 nights, total overnight stays were 388, total player count for the tournament was 562

2021 - 154 players staying overnight, average length of stay was 2.5 nights, total overnight stays were 385, total player count for the tournament was 500+

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

None. We tried using partner hotels in the past but players preferred to choose their own accommodations rather than designated hotels.

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

FL GA Grant-Expense-Form (1).xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

2024 Event Marketing Plan.pptx

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

Comprehensive Attendance Monitoring Plan.docx

Comprehensive Sponsorship Packet*

2024 Fl GA Sponsor Package.pptx

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebastian View St. Augustine, FL 38024) as additional insured with a minimum liability coverage of \$300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

Event Insurance Statement.docx

Certification of Authorized Representative

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

John Essegian

File Attachment Summary

Applicant File Uploads

- FL GA Grant-Expense-Form (1).xlsx
- 2024 Event Marketing Plan.pptx
- Comprehensive Attendance Monitoring Plan.docx
- 2024 Fl GA Sponsor Package.pptx
- Event Insurance Statement.docx

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ -	Admissions
Housing		\$ -	Contribtions
Food		\$ 200.00	Grants(Include TDT Request)
Sanction Fee		\$ -	Sponsorships
*Site Fees		\$ -	Sales(Merch/Concessions)
Rights/Gaurantees Fees		\$ -	Room Rebates
*Officials		\$ 1,350.00	
Equipment		\$ -	
Rentals		\$ 2,800.00	
Insurance		\$ 200.00	
Security		\$ 2,500.00	
Labor		\$ 1,000.00	
Tournament Software		\$ 1,650.00	
*Direct Event Marketing Line Items (Please list detailed items below)			
Player registration incentives		\$ 7,200.00	
Marketing cost of handicapped bracket	\$ 1,100.00		
Partnering with Pickleball Clubs	\$ 1,000.00		
Flyers and Signs		\$ 600.00	
Paid social media advertising		\$ 500.00	
U.S. Senior Picklbeball Partnership	\$ 250.00		
Awards		\$ 1,400.00	
Adminstrative Cost		\$ 1,488.00	
Other Expenses Please List Below			Other Income Please List Below
SubTotal:	\$ 2,350.00	\$ 20,888.00	Subtotal:
Total:		\$ 23,238.00	Total:

*** Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officials cost**



FLORIDA

GEORGIA

PICKLEBALL CLASSIC

North Florida's Largest Charity Pickleball Tournament

FLORIDA GEORGIA PICKLEBALL CLASSIC

2024 Event Marketing Plan

EXECUTIVE SUMMARY

The Florida Georgia Pickleball Classic is in its fifth year and has become the largest charity tournament in North Florida by delighting players with a highly enjoyable experience in a premiere location . Our value proposition is based on executing a smooth, well-run tournament, providing premium registration incentives, continuously improving the tournament with innovations, and basing the tournament in a city that offers amenities worthy of an extended stay . While it is an amateur tournament it has become well known and has drawn high-level/high-profile players.

Our marketing plan seeks to leverage the benefits we know players enjoy and now expect from us and target new players with new forms of outreach. The plan also calls for growing our benefit to the community by introducing opportunities for handicapped individuals to participate.

As in the past, the TDC logo will be prominently displayed at the tournament and in promotional materials. Links to the VDC video will be placed on our website and in our registration materials.

MARKETING OBJECTIVES

The Marketing Plan is designed to achieve the following objectives:

1. Secure at least 450 paid registrations
2. Draw 65% of players from outside St. Johns County and 20% from out of state
3. Generate measurable print and/or broadcast media coverage of event

TARGET MARKET AND COMPETITION

The target market for this tournament are amateur pickleball players with skill levels from 3.0 to 5.0 located in the Southeastern U.S. This includes players ages 13 to 83 and male and female. This is a rapidly growing target market due to the continued increase in the number of players participating in the sport of Pickleball. It is an attractive market for numerous types of businesses and is moderately easy to reach with existing media formats.

The number of tournaments in our area has been rapidly increasing over the past three years; making the competition for players more intense. This competition is coming from small local tournaments as well as big regional tournaments in Central and South Florida. The brand reputation we have built over the past five years helps us but we must continue to innovate and improve our tournament to remain competitive. This requires increased investment and smarter choices in our tournament operations and marketing.

PROMOTIONAL STRATEGY AND TACTICS

Our promotional strategy includes leveraging existing tactics that we know players want and adding new tactics to reach additional players.

Existing tactics:

Player marketing incentives. We have become known for rewarding players for their registrations with premium gift items. It is a key component of our value proposition and gives us a competitive advantage vs. other tournaments. These are typically marketed to encourage early registrations.

Using Pickleballbrackets.com, Pickleballtournaments.com and Pickleball.com to promote our tournament. These are the premiere platforms for tournament advertising and registrations and are used by players all over the U.S. They provide the greatest exposure for marketing our tournament.

PROMOTIONAL STRATEGY AND TACTICS

Existing tactics: (continued)

Paid social media advertising. Paid social media has been especially helpful in reaching out of state players. We plan to increase our spending on paid social media for this tournament.

Email marketing campaigns. We have an extensive database of past players that we plan to use for monthly marketing messages to encourage registrations.

Unpaid Social Media. We have a list of social media sites focused on player groups throughout the Southeast, some having player counts of 1000+, that we can regularly message to encourage registrations.

Post flyers and signs promoting the tournament at local (SJC and Duval) pickleball playing locations and retail shops.

PROMOTIONAL STRATEGY AND TACTICS

New tactics:

Partnering with United States Senior Pickleball (USSP). This partnership gives us added exposure to a key component of our target market. The marketing cost for this partnership is providing a \$10 discount to their members.

Partnering with established Pickleball Clubs throughout the Southeast. These partnerships will be structured so that clubs who market our tournament to their members will be given a free court sponsorship (\$500 value).

Lastly, we will be adding a bracket for Special Olympic participants. While the primary intent of this effort is to provide more community value by giving these individuals the opportunity to participate, we believe that its uniqueness has media value. A public relations campaign to announce this effort will be released once the details of the plan have been confirmed. The cost is the required waiving of our registration fee for these participants.

MARKETING BUDGET

Player marketing incentives - \$7,200

USSP partnership – \$250 (25 players at \$10/player)

Paid social media advertising - \$500

Partnering with pickleball clubs – \$1,000 (estimating two clubs at \$500/club)

Flyers and signs - \$600

Marketing cost of handicapped bracket - \$1,100 (20 players at \$55/ player)

2024 Florida Georgia Pickleball Classic

Comprehensive Attendance Monitoring Plan

Players

Obtained from required registration data:

- Player counts
- Player home location
- Player overnight stays and types of accommodations

Spectators

- Spectator counts are estimated each day by tournament team

Other

- Volunteer and worker counts are documented each day
- Sponsors/onsite vendors are counted each day

Sponsorship Package



North Florida's Largest Charity Pickleball Tournament

November 1st, 2nd & 3rd

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

TDC Regular Meeting – September 16, 2024

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

International Open

Funding request from International Open for a Billiard's Tournament. This 9-day pocket billiards tournament showcases professional pool players from all over the world. In addition to 3 professional events, 9-Ball, 10-Ball, and Straight Pool, we are offering several events for semi-pros and amateur players. Live streaming will expand viewership worldwide. The event is scheduled for November 18 – 26, 2024. The tournament will take place at the St. Johns County Convention Center in World Golf Village. This is a new event and/or grantee for the County.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$27,000. Funding has been allocated in the FY25 Sports Marketing Budget.

International Open

TDT Cat 3 Sports Tourism Grant Application

International Open

Mr. Patrick Fleming Fleming
10 Park Place
Bldg 6, Suite 209
Butler, NJ 07405

pat@intlopen.com
O: 973-615-3519

Mr. Patrick Fleming Fleming

patscue@yahoo.com
O: 973-615-3519

Application Form

Event Information

Event Name*

Name of Event

International Open

Event Detail*

Please provide a detailed description of the event.

This 9-day pocket billiards tournament showcases professional pool players from all over the world. In addition to 3 professional events, 9-Ball, 10-Ball, and Straight Pool, we are offering several events for semi-pros and amateur players. The Renaissance Resort in St. Augustine will be our hosting site and will feature 32 professional 9' pool tables and a TV arena in their 26,000 s/f ballroom. We anticipate well over 400 contestants as well as spectators and vendors. Live streaming will expand viewership worldwide.

Legal Name of Host Organization*

International Open

Date of Event*

November 18-26, 2024

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

30000

How many years has this event taken place in St. Johns County?*

1

Sport*

Pocket Billiards

Organization/Event Website*

www.intlopen.com

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Patrick Fleming

Primary Contact Phone Number*

973-615-3519

Primary Contact Email Address*

patscue@yahoo.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

N/A

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

None

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Producer of Pocket Billiards events for forty years.

For the last six years, The International Open was at the Sheraton Waterside Norfolk Hotel in Norfolk, Virginia in late October.

Before that, for many years, the U.S. Open Championship was at the Chesapeake Conference Center in Chesapeake, Virginia usually in September.

Also, from 2007 until 2013, Invitational events for the six top ranked players in a variety of disciplines were staged in our studio in Edison, New Jersey.

of Teams

Only Required for Team Sports Event

0

Projected # of Participants*

Projected Event Attendance

1000

Projected Percentage of Event Participants Outside of St. Johns County*

50

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Sat & Sun: Demonstration on pool playing and trick shots for children 12 and under.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

2000

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

5

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

N/A

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Renaissance Resort, Alyssa Boston, 500 South Legacy Trail, St. Augustine, FL 32092 - 317-617-6580

Holiday Inn, Barbara Dilen, 475 Commerce Lake Drive, St. Augustine, Florida 32095 - 904-940-9500

Courtyard by Marriott, Jeff Loan, 2075 State Rd 16, St. Augustine, Florida 32084 - 904-826-4068

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form.xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

EVENT MARKETING PLAN.docx

Comment: Per our conversation on 7/18/24 with Pat this event is marketed worldwide. The Billiards Digest is available all over the world in countries such as Japan, UK, and many more. The Billiards Digest Magazine in July has a piece about the world golf village exposing SJC/St. Augustine worldwide.

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

COMPREHENSIVE ATTENDANCE MONITORING PLAN.docx

Comprehensive Sponsorship Packet*

COMPREHENSIVE SPONSORSHIP PACKET.docx

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebastian View St. Augustine, FL 38024) as additional insured with a minimum liability coverage of \$300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

SJCBoC COI 2024.pdf

Certification of Authorized Representative

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Patrick Fleming

File Attachment Summary

Applicant File Uploads

- Grant-Expense-Form.xlsx
- EVENT MARKETING PLAN.docx
- COMPREHENSIVE ATTENDANCE MONITORING PLAN.docx
- COMPREHENSIVE SPONSORSHIP PACKET.docx
- SJCBoc COI 2024.pdf

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ 3,000.00	Admissions
Housing		\$ 17,000.00	Contributions
Food		\$ 2,000.00	Grants(Include TDT F
Sanction Fee			Sponsorship:
*Site Fees		\$ 23,750.00	Sales(Merch/Conce
Rights/Gaurantees Fees			Room Rebate
*Officials		\$ 5,000.00	Pay-Per-View Stre
Equipment			Table Rental:
Rentals		\$ 10,000.00	Registration Fe
Insurance		\$ 500.00	
Security			
Labor		\$ 5,000.00	
*Direct Event Marketing Line Items (Please list detailed items below)			
Old City Public Relations		\$ 5,000.00	
Billiards Digest Magazine		\$ 3,000.00	
Awards		\$ 123,000.00	
Adminstrative Cost		\$ 40,000.00	
Other Expenses Please List Below			Other Income Please List
SubTotal:	\$ -	\$ 237,250.00	Subtotal:
Total:		\$ 237,250.00	Total:

*** Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officia**

Item	In-Kind	Cash
		\$ 55,000.00
		\$ 1,000.00
Request)		\$ 30,000.00
	\$ 3,000.00	\$ 52,000.00
essions)		\$ 20,000.00
es		\$ 15,000.00
aming		\$ 60,000.00
s		\$ 10,000.00
ees		\$ 5,000.00
List Below		
	\$ 3,000.00	\$ 248,000.00
		\$ 251,000.00
als cost		

EVENT MARKETING PLAN

Our marketing plan has been six full page ads in the premier billiards magazine, The Billiards Digest. The monthly advertising fee has been \$500 per month. That ad has been forwarded to Robert McFarland and is available for your review.

We are also working with Old City Public Relations, a St. Augustine public relations firm, with an advertising budget of \$5,000 to cover different mediums, including radio, digital, social media, print, etc.

This event has a history of high-profile professional pool tournaments, so a following is always present.

COMPREHENSIVE ATTENDANCE MONITORING PLAN

Our presence at our event will be comprised of contestants, spectators, vendors, and staff.

We will have over 400 contestants, approximately 200 from outside St. Johns County which would include 100 foreigners and 100 traveling spectators. The rest, at least 200, would be from St. Johns County. Of course, our staff and vendors would count for about 100 people.

We can ask spectators to fill out a questionnaire like a "guest book" telling us where they are traveling from.

Of course, the "Pick-Up" report from the hotel can also provide us with the number of out-of-state lodgers.

TDC Regular Meeting – September 16, 2024

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

RBG Events

Funding request from RBG Events for Jacksonville Classic Basketball Tournament, scheduled for November 23 – 25, 2024. This is a NCAA multi-team event from all over the country. The tournament will take place at Flagler College Gymnasium.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$18,000. Funding has been allocated in the FY25 Sports Marketing Budget.

Jacksonville Classic

TDT Cat 3 Sports Tourism Grant Application

RBG Events

James Drew
213 Curved Bay Trail
Ponte Vedra, FL 32081

admin@jacksonvilleclassic.com
O: 618-967-0221

James Drew

admin@jacksonvilleclassic.com
O: 618-967-0221

Application Form

Event Information

Event Name*

Name of Event

Jacksonville Classic

Event Detail*

Please provide a detailed description of the event.

This NCAA early season Multi Team event takes place each year the week of Thanksgiving. During this event 8 teams from all over the country come to St. Johns county to compete against each other over three days. Each group will bring along their passionate fans to support them, while also checking out the beaches, tourist attractions, bars and restaurants that the county has to offer. This is a great event to put a national spot light on the county and St. Augustine as a destination to see.

Legal Name of Host Organization*

RBG Events

Date of Event*

11/23-11/25

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

30000

How many years has this event taken place in St. Johns County?*

1

Sport*

College Basketball

Organization/Event Website*

www.jacksonvilleclassic.com

Organization Type*

Please Check Type of Organization

Private

Primary Contact Name*

James Drew

Primary Contact Phone Number*

618-967-0221

Primary Contact Email Address*

admin@jacksonvilleclassic.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Flagler College

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

N/A

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

The Jacksonville Classic (Established in 2021)

of Teams

Only Required for Team Sports Event

8

Projected # of Participants*

Projected Event Attendance

200

Projected Percentage of Event Participants Outside of St. Johns County*

100

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

We will not only be hiring work from inside of the county, we will be donating back to the community that actively helps put the event on. We will not only make an impact on the week that the event occurs, but there will be impact that stretches far beyond the event.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

450

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

3

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

Each year we held over 500+ hotel rooms, over 440 when accounting for staff and participants alone. We have averaged between 1200-2000 fans per day, throughout our event.

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Embassy Suites St Augustine Beach, Liz Hogan, 300 A1A Beach Boulevard, St Augustine, FL, 32080, 904-342-4408.

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Screen Shot 2024-06-18 at 9.33.31 PM.png

Comment: \$17,000 for site, \$1,000 for insurance

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

2024 Marketing Plan.pdf

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

2024 Event attendance Plan.pdf

Comprehensive Sponsorship Packet*

Partner Opportunity.pdf

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebastian View St. Augustine, FL 38024) as additional insured with a minimum liability coverage of \$300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

Jacksonville Classic Event Typ-15672- Flagler Gymnasium -GYMNASIUM .pdf

Certification of Authorized Representative

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

James Drew

File Attachment Summary

Applicant File Uploads

- Screen Shot 2024-06-18 at 9.33.31 PM.png
- 2024 Marketing Plan.pdf
- 2024 Event attendance Plan.pdf
- Partner Opportunity.pdf
- Jacksonville Classic Event Typ-15672- Flagler Gymnasium -GYMNASIUM .pdf

Tournament Budget

Liability Type	Description	Current Year
Current Liabilities	Venue Costs / Insurance	18,000
Current Liabilities	Outgoing Guarantees	150,000
Current Liabilities	Outgoing Travel Stipends	39,100
Current Liabilities	Referees	65,000
Current Liabilities	Jax Hotel Costs	49,500
Current Liabilities	Food / Hospitality	8,000
Current Liabilities	Stickers / Signage / Credentials / T Shirts	7,400
Current Liabilities	Admin Travel / Gear	3,765
Current Liabilities	Marketing	8,000
Total Liabilities & Stockholder Equity		348,765



2024 CLASSIC

Marketing Plan:



ABOUT THE EVENT

8 Universities Competing

4 Days in Sunny Florida
for Fans and Participants

8 Total Games



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, as well.



The Impact Numbers

Over 200 Participants

More than 500 Room
Nights

1400 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.



THANK YOU

From the team at RBG Events

EVENT ATTENDANCE PLAN

The 2024 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

TDC Regular Meeting – September 16, 2024

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

First Tee of North East Florida

Funding request from First Tee of North East Florida for the St. Augustine Amateur Golf Tournament, scheduled for December 6 – 8, 2024. The event will take place at the St. Johns Golf Club located in south St. Johns County.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$20,250. Funding has been allocated in the FY25 Sports Marketing Budget.

St. Augustine Amateur

TDT Cat 3 Sports Tourism Grant Application

Rising Leaders of North Florida dba First Tee - North Florida

Jeff Willoughby
101 E Town Pl, Suite 100
St. Augustine, FL 32092

jeff@firstteenorthflorida.org
O: 904-810-2231

Jeff Willoughby

jeff@firstteenorthflorida.org
O: 904-810-2231

Application Form

Event Information

Event Name*

Name of Event

St. Augustine Amateur

Event Detail*

Please provide a detailed description of the event.

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 (2021-22) for the renovations at the course, we were excited to be back in the swing of things as host in 2023. We made some major changes to the application process that brought in highly ranked amateur golfers. The course renovations was the number one change the players loved and they are already gearing up for 2024. 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 tests their skills. The tournament is a three-day, World Amateur Golf Ranked event, with no cut and crowning a champion. Some of our past champions and players have gone on to the PGA TOUR and the DP World Tour which helps show the eliteness of the field.

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. We even have past players that loved St. Augustine so much, they have moved here over the years.

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 eighteen years of the tournament almost \$400,000 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 18 years.

Legal Name of Host Organization*

Rising Leaders of North Florida dba First Tee - North Florida

Date of Event*

12/6-8/2024

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

30000

How many years has this event taken place in St. Johns County?*

18

Sport*

Golf

Organization/Event Website*

www.staugustineamateur.com

Organization Type*

Please Check Type of Organization

Non-Profit

Primary Contact Name*

Jeff Willoughby

Primary Contact Phone Number*

904-810-2231

Primary Contact Email Address*

jeff@firstteenorthflorida.org

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

St. Johns Golf Club is the sole location and no road closures are needed

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

None

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

First Tee Women's Classic, Marsh Landing Country Club, 4/8/2024

Taste of Golf, TPC Sawgrass, 4/24/2024

First Tee Summer Soireé, The Yards, 6/13/2024

TA Memorial Golf Tournament, St. Johns Golf Club, 9/30/2024

First Tee Game Changers Celebration, San Jose Country Club, 9/14-15/2024

of Teams

Only Required for Team Sports Event

Projected # of Participants*

Projected Event Attendance

84

Projected Percentage of Event Participants Outside of St. Johns County*

90

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Knowing that 100% of our future lies within our children, community impact is everything in our organization's mission. We provide children an exposure to the game of golf and more importantly it's inherit core values, life and interpersonal skills via our character education. First Tee - North Florida is celebrating 25 years this year of making impacts in our community through its children. In our first year of operation, we worked with around 300 children in St. Johns County, fast forward to 2024 and we work with tens of thousands of children in the county. Our program is in every elementary school and we partner with a number of other youth-serving organizations to deliver our curriculum along with teaching golf.

From classes to clinics to career education seminars, we are impacting, influencing, and inspiring children daily. In addition to giving our children the skills necessary to be a leader and good-standing citizen, we are also providing them with a sport/activity that they can play for the rest of their lives. Events like the St. Augustine Amateur help us raise money and awareness for what we do daily and also put successful golfers in front of the children to inspire.

For the children that are in our on-course programs, we have a stat that you all would enjoy to read. We have a 100% High School Graduation rate for children that stay in our on-course program for three years or longer. Our impact will be felt for many generations to come and we hope you invest along with us in our children.

Directly relating to St. Johns County, we are in 100% of public elementary schools and we serve almost 1,000 children in our on-course programs at 5 locations. Each of these children are striving to be a game changer. At First Tee, we know kids and teens can accomplish amazing things when they are supported and given space to grow and learn. We ask all participants to make this commitment: "I can change the game and change the world by simply being the best version of myself."

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

300

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

4

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2023 Data:

80 Participants

Estimated Spectator Count for Event: 500

30/80 (37%) Participants stayed at personal or family house (8 were SJC residents & others came from surrounding counties)

50/80 (63%) Participants stayed at Hotel or Rental

24/50 (48%) of Participants in Hotel or Rental stayed 4+ Nights

26/50 (52%) of Participants in Hotel or Rental stayed 3 Nights

Average # of People with Each Participant: 2.5

2022 Data:

No Event Due to Course Renovations

2021 Data:

No Event Due to Course Renovations

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Please note these are hotels from our 2023 event. Accommodations for 2024 event are being made and will be finalized by end of September for the December event.

Renaissance @ WGV, Amber Goembel, 500 S Legacy Trail, St. Augustine, FL 32092, 904-940-8000
Courtyard Marriott @ I-95, Darlene Waycaster, 2075 FL-16, St. Augustine, FL 32084, 904-826-4068
The Local, Lelia Bedoian, 512 Anastasia Blvd, St. Augustine, FL 32080, 904-907-9608

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form-St. Augustine Amateur.xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

2024 Marketing Plan.pdf

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

2024 Attendance Monitoring Plan.docx

Comprehensive Sponsorship Packet*

2024 SAA Sponsor Packet.pdf

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebastian View St. Augustine, FL 38024) as additional insured with a minimum liability coverage of \$300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

Proof of Insurance Note.docx

Certification of Authorized Representative

Acknowledgment and Certification

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Jeff Willoughby

File Attachment Summary

Applicant File Uploads

- Grant-Expense-Form-St. Augustine Amateur.xlsx
- 2024 Marketing Plan.pdf
- 2024 Attendance Monitoring Plan.docx
- 2024 SAA Sponsor Packet.pdf
- Proof of Insurance Note.docx

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ -	Admissions
Housing		\$ -	Contributions
Food		\$ 18,750.00	Grants(Include TDT Request)
Sanction Fee		\$ -	Sponsorships
*Site Fees		\$ 30,000.00	Sales(Merch/Concessions)
Rights/Gaurantees Fees		\$ -	Room Rebates
*Officials		\$ 1,800.00	
Equipment		\$ -	
Rentals		\$ -	
Insurance		\$ -	
Security		\$ -	
Labor		\$ -	
*Direct Event Marketing Line Items (Please list detailed items below)			
Website Fees & Work		\$ 1,500.00	
Printing & Postage		\$ 2,500.00	
Social Media Fees		\$ 750.00	
Tournament Photography		\$ 1,500.00	
Golf Association Marketing Fees		\$ 750.00	
Tournament Promo Materials		\$ 2,500.00	
PR Agency Fee		\$ 1,000.00	
Awards		\$ 1,500.00	
Adminstrative Cost			
Other Expenses Please List Below			Other Income Please List Below
Tee Gifts - Sponsored	\$ 28,000.00		
Tee Gifts - Paid		\$ 2,100.00	
Player Payouts		\$ 4,725.00	
Contingency		\$ 2,500.00	
First Tee Donation		\$ 25,000.00	
SubTotal:	\$ 28,000.00	\$ 96,875.00	Subtotal:
Total:		\$124,875.00	Total:

*** Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officials cost**



2024 St. Augustine Amateur Marketing Plan

Our elite amateur tournament draws in golfers from all over the world. Most of our participants are World Amateur Golf Ranking (WAGR) players that come test their skills on the St. Johns County golf course – St. Johns Golf Club. Since the tournament is an invitational/application-based event, we do not just mass market to all golfers. Instead, we have a unique marketing plan which will be listed below.

First, we market to through the WAGR event portal which reaches almost 5,000 players world-wide and considered the best amateur players in the world. Exemptions into the tournament are provided to players ranked in the top 1,500. In the tournament's history, we have had 6 continents and over 40 countries represented.

Second, we market across the country to NCAA Division I golf coaches. The tournament was moved from October to December to help with conflicts of the collegiate schedule and provide a higher caliber-field for the event. Last year, we had over 35 colleges represented in the tournament.

Third, we market to various golf associations around the world. There are players around the world that aren't able to participate in WAGR events or go to college, but are fantastic golfers. Working with the associations allows us to reach those golfers that are unranked.

Last, we use our website and social media to advocate for the tournament and ensure we have a full-field for the event. Please see the social media marketing plan and timeline in the following pages.

We strive to bring golfers to St. Augustine and experience all that our town and county has to offer. Luckily, they golf for around 6 hours a day and have ample time to explore the area. The relationship with TDC can be viewed on our website, social media, and signage at the tournament.

Amateur Marketing Timeline

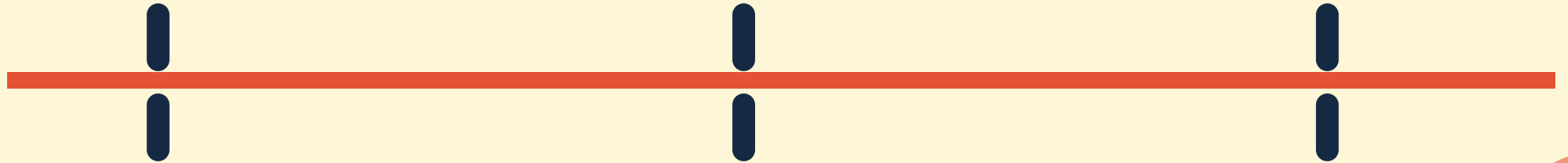


Amateur Timeline

Marketing Plan

St. Augustine Amateur
intro post

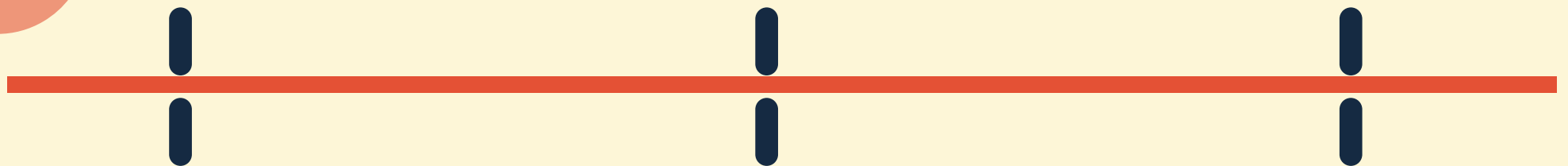
Countdown to registration



Save the Date Announcement: Registration

July 1st – August 14th

Market to college coaches



Open registration

Market to
golf associations worldwide

August 15th – Mid October

Amateur Timeline

Marketing Plan

Social media post to highlight partners and sponsors



Showcase St. Augustine

Highlight past winners and their current success

October – November

Email tournament materials to registrated players



Highlight First Tee

Final information to players before the start of the event

November – December



2024 St. Augustine Amateur
Attendance Monitoring Plan

All golfers fill out a registration survey that helps us answer our questions about TDC data needed. We ask questions like the samples below:

- Where do you currently live?
- Are you staying in a hotel or rental?
- If so, what hotel or rental?
- How many people are visiting with you?
- How many nights are you staying?

We are open to asking other questions as well that TDC or VCB may want answers. Our registration is a simple digital form that allows us to populate answers into a spreadsheet and create the data needed for the post report.

This tournament has no tickets to view the event and multiple points of entry. Knowing an actual number of spectators is a hard number to provide, however we provide what we feel as a good estimate based on periodic counts throughout the day. Additionally, the number reported in the registration question helps confirm our estimate numbers.

TDC Regular Meeting – September 16, 2024

Agenda Item 7 – Sports Tourism Requests (Action Required)

St. Augustine Youth Services

Funding request from St. Augustine Youth Services for the Santa Suits on the Loose 5K run, scheduled for December 14, 2024.

The St. Augustine Youth Services "Santa Suits on the Loose" 5k is one of St. John's Counties top 3 running events in terms of number of participants. The run begins at the St. Augustine Pier parking area, winds through the beaches neighborhood and finishes back at the pier.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$2,578. Funding has been allocated in the FY25 Sports Marketing Budget.

St. Augustine Youth Services "Santa Suits on the Loose" 5k

TDT Cat 3 Sports Tourism Grant Application

St. Augustine Youth Services

Mrs. Schuyler Siefker
201 Simone Way
St. Augustine, FL 32086

timothyd@sayskids.org
O: 904-829-1770

Mr. Tim Decker

timothyd@sayskids.org
O: 904-829-1770

Application Form

Event Information

Event Name*

Name of Event

St. Augustine Youth Services "Santa Suits on the Loose" 5k

Event Detail*

Please provide a detailed description of the event.

The St. Augustine Youth Services "Santa Suits on the Loose" 5k is one of St. John's Counties top 3 running events in terms of number of participants. The run is intended to raise awareness about St. Augustine Youth Services and the needs we fulfill within the community, while raising funds to support our programs. The run brought in nearly 1200 participants last year and we hope to at least match that number again this year, or ideally exceed. The run begins at the St. Augustine Pier parking area, winds through the beaches neighborhood and finishes back at the pier. A great deal of the Santa Run proceeds over the years have been restricted and saved for the construction of our new Independent Living Village for youth aging out of foster care. We're excited to report that this project which will serve youth not only from St. Johns County, but from across the state of Florida is tentatively slated to open in the Summer of 2026.

Legal Name of Host Organization*

St. Augustine Youth Services

Date of Event*

12/14/2024

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

5728

Comment: Talked to Tim on 5/29/24 and explained the eligible grant amount process. Adjusted on 5/30/24 based on his expense spreadsheet.

How many years has this event taken place in St. Johns County?*

13

Sport*

Running

Organization/Event Website*

www.sayskids.org, <https://runsignup.com/race/fl/staugustine/santasuitsontheloose5kwalkjogrun>

Organization Type*

Please Check Type of Organization

Non-Profit

Primary Contact Name*

Lauren Peterson

Primary Contact Phone Number*

9048291770

Primary Contact Email Address*

lauren@sayskids.org

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

St. Johns County Pier parking lot and facilities. A1A traffic is paused at times, but the road is not closed.

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

NA

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Wildwood Inshore Fishing Tournament, held at St. Augustine Boating Club. June 15, 2024

of Teams

Only Required for Team Sports Event

0

Projected # of Participants*

Projected Event Attendance

1200

Projected Percentage of Event Participants Outside of St. Johns County*

12

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Every year, the Santa Run isn't just about spreading holiday cheer; it's about igniting a chain reaction of hope and opportunity throughout St. Johns County. The funds we receive from this cherished event aren't simply dollars in a bank account; they're the lifeblood that fuels our mission to transform the lives of our community's youth.

With every dollar raised, we're able to strategically allocate resources where they're needed most, thanks to the tireless efforts of our CEO and Board. These funds ripple through each of our programs, touching the lives of countless young individuals in profound ways. But the impact doesn't end there; it extends to every taxpayer in our county.

Consider this: every youth we serve has the potential to become a significant user of formalized services, which can incur exorbitant costs, often footed by taxpayers. Yet, through the diligent work of programs like the SAYS Mobile Response Team, we've not only saved taxpayers over \$10 million since our inception but also over \$1 million in the past year alone.

The financial impact we have on the community might not be widely recognized, but it's undeniably substantial. Graduates of our programs are less likely to rely on excessive services, and more likely to contribute positively to the local tax base. However, the true essence of our impact transcends dollars and cents.

By empowering these young individuals, we're not just saving money; we're investing in the future of our community. We're cultivating a generation of safe, productive citizens who will continue to thrive right here in our local neighborhoods. So, when you lace up your running shoes for the Santa Run, know that you're not just running a race; you're running towards a brighter, more hopeful future for us all.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

150

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

2

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

Last year was our first year collecting lodging statistics. The Santa Run 2023 resulted in 150 competitors reserved 82 nights of lodging being reserved. Last year was the first year SAYS requested lodging info during registration, and we did not ask what facilities were used, only number of nights reserved and number of participants staying. Our participants brought at least \$42000 worth of benefit to the community last year, but this does not include dollars spent outside of lodging, such as for food, gas, and other needed supplies.

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

SAYS has not entered into agreements with hotels, though two hotels have offered to discuss the possibility should we see a need.

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form - SAYS 2024 TDC.xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

SAYS Santa Run Marketing and Media Plan 2024.docx

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

Santa Run 2024 Event Attendance Monitoring Plan.docx

Comprehensive Sponsorship Packet*

Santa Run 2024 Sponsorship smaller file size.pdf

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebastian View St. Augustine, FL 38024) as additional insured with a minimum liability coverage of \$300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

COI Santa Run 2023.pdf

Certification of Authorized Representative

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Timothy Decker

File Attachment Summary

Applicant File Uploads

- Grant-Expense-Form - SAYS 2024 TDC.xlsx
- SAYS Santa Run Marketing and Media Plan 2024.docx
- Santa Run 2024 Event Attendance Monitoring Plan.docx
- Santa Run 2024 Sponsorship smaller file size.pdf
- COI Santa Run 2023.pdf

Projected Expenses	In-Kind	Cash	Projected Income
Travel			Admissions
Housing			Contributions
Food		\$ 387.38	Grants(Include TDT Request)
Sanction Fee			Sponsorships
*Site Fees		\$ 265.00	Sales(Merch/Concessions)
Rights/Gaurantees Fees			Room Rebates
*Officials		\$ 3,199.00	
Equipment			
Rentals		\$ 2,255.00	
Insurance			
Security		\$ 2,010.00	
Labor			
*Direct Event Marketing Line Items (Please list detailed items below)			
Running Insight (National Running Mag)		\$ 1,000.00	
Facebook Boosts		\$ 215.37	
25 Yard Signs		\$ 3,724.77	
Main Banner		\$ 112.63	
Christmas in July Supplies (Marketing)		\$ 90.50	
Awards		\$ 4,831.60	
Adminstrative Cost			
Other Expenses Please List Below			Other Income Please List Below
Race tshirts	\$ 9,140.00		Misc. Donations
Santa Suits	\$ 895.92		
Water Bottles (w/logos)	\$ 927.54		
Paypal Fees	\$ 224.11		
SAYS residential cheer group youth breakfast	\$ 424.62		
Misc	\$ 67.25		
SubTotal:	\$ 11,679.44	\$ 18,091.25	Subtotal:
Total:		\$ 29,770.69	Total:

*** Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officials cost**



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 and Radio

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.

4. Radio Advertising

- Secure radio advertising in other large metro areas of Florida, such as Orlando and Tampa.

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.





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3. Sponsor Benefits:

- 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.





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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.

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.





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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.

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.





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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.

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.



TDC Regular Meeting – September 16, 2024

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

Gracie Jiu-Jitsu St. Augustine

Funding request for Gracie Regional Grappling Martial Arts Series. The tournament will bring individuals and teams who are 13 years of age or older from all over Florida and the Southeast United States. The tournament will take place at the Gracie Jiu-Jitsu facility located in St. Johns County. The series will take place over a few weekends beginning November 30th and ending March 9, 2025. This is a new grantee to the sports tourism grant program.

The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$4,307. Funding has been allocated in the FY25 Sports Marketing Budget.

Gracie Regional Grappling Tournament

TDT Cat 3 Sports Tourism Grant Application

Gracie Jiu-Jitsu St. Augustine

Mr. Philip Ryan Cardella
1605 Old Moultrie Road
St. Augustine, FL 32084

philcardella@gmail.com
O: 512-484-4030

Mr. Philip Ryan Cardella

philcardella@gmail.com
O: 512-484-4030

Application Form

Event Information

Event Name*

Name of Event

Gracie Regional Grappling Tournament

Event Detail*

Please provide a detailed description of the event.

The objective of this 17th quarterly regional grappling tournament is to bring together individuals and teams who are 13 years of age and older from all over Florida and the Southeast United States to participate in a traditional Jiu-Jitsu tournament for all belt ranks. Competitors strive to control opponents with a focus of fighting on the ground, using joint locks and chokeholds to claim victory. Saturday, November 30, 2024 is dedicated to gi grappling, which allows the fighters to use the gi (cotton uniform) to take advantage of lapel, sleeve, and collar grips for takedowns, sweeps, passing guards, and submissions. Sunday, December 1, 2024 is for no-gi jiu-jitsu, which is more focused on gaining a position of dominance by using leverage, timing, and positioning, which creates a more technical and quick-changing style of competition. Competitors are arranged into brackets based on their weight class and belt rank, which gives them a more equal chance of success. Points are awarded based on a fighter's ability to control his/her opponent and advance to dominant positions. While the ultimate triumph remains submitting the opponent, points play a crucial role, especially when no submissions occur. Our facility is capable of running three matches at one time, each with its own referee and two table officials who are responsible for scorekeeping and timekeeping. The top three competitors in each division receive a medal.

Gracie Jiu-Jitsu St. Augustine uses social media to advertise nationally, regionally, and locally. For local and regional advertising, printed material is also distributed throughout St. Johns County and the immediate surrounding communities. Advertising begins as soon as a tournament date is determined. Competitors are able to pre-register online, and registration is also available the morning of the event. Spectators may prepay for admittance and also may pay as they enter the facility.

The morning of each day of the tournament, competitors complete a check-in card and are weighed by an event official when they arrive so they are placed in the appropriate divisions. A runner then takes each card to the bracket administrator, who uses seeding to create the brackets and schedule for the day. The owner, Phil Cardella, announces the tournament rules for all competitors and spectators. Once all of the rules are explained and the brackets are complete and distributed to the table officials, the 17th Quarterly Gracie Jiu-Jitsu Grappling Tournament begins.

A table official from each of the three tables announces the names of each set of competitors. Competitors wear different colored ankle bands, which referees use to indicate to the scorekeepers when, how many, and for whom points are awarded. Each bout lasts five minutes, which is monitored by the timekeepers. Referees recognize the winner at the end of every bout.

Gracie Jiu- Jitsu St. Augustine uses a round robin elimination method in which each fighter has a bout with every fighter in his/her division. This method allows every tournament participant the ability to compete in several bouts throughout the day.

Legal Name of Host Organization*

Gracie Jiu-Jitsu St. Augustine Corp.

Date of Event*

March 1 & 2, 2025

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

8150

How many years has this event taken place in St. Johns County?*

3

Sport*

Jiu-Jitsu

Organization/Event Website*

philcardella.com

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Phil Cardella

Primary Contact Phone Number*

521-484-4030

Primary Contact Email Address*

philcardella@gmail.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Not Applicable

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

Not Applicable

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

JUN 8 - 9, 2024

Gracie Regional Grappling Tournament Kids weekend

1605 Old Moultrie Rd., Saint Augustine, FL

JUN 3 - 7, 2024

1st Summer Camp of 2024

1605 Old Moultrie Rd., Saint Augustine, FL

JUN 1 - 2, 2024

Gracie Regional Grappling Tournament Adult Weekend

1605 Old Moultrie Rd., Saint Augustine, FL

MAY 15, 2024

beast gathering tonight!

1605 Old Moultrie Rd., Saint Augustine, FL, United States, Florida 32084

APR 6, 2024

Leg lock pummeling / counter attacks/ & defense seminar

MAR 2 - 3, 2024

Gracie Regional Grappling Tournament

Gracie Jiu-Jitsu St. Augustine

FEB 25, 2024

Women's Open Mat!

1605 Old Moultrie Rd., Saint Augustine, FL

DEC 13, 2023

Holiday Party / Open House

Gracie Jiu-Jitsu St. Augustine

DEC 2 - 3, 2023

Gracie Regional Grappling Tournament

Gracie Jiu-Jitsu St. Augustine

NOV 23, 2023

Turkey Day Training!

Gracie Jiu-Jitsu St. Augustine

OCT 1, 2023

Women Only Open Mat!

Gracie Jiu-Jitsu St. Augustine

SEP 2 - 3, 2023

Gracie Regional Grappling Tournament

Gracie Jiu-Jitsu St. Augustine

AUG 26, 2023

Women's Self Defense Clinic

Gracie Jiu-Jitsu St. Augustine

JUL 15, 2023

Anniversary celebration & promotions!

Gracie Jiu-Jitsu St. Augustine

JUN 12 - 16, 2023

MARTIAL ARTS SUMMER CAMP!!!

Gracie Jiu-Jitsu St. Augustine

MAY 27 - 28, 2023

Gracie Regional Grappling Tournament

Gracie Jiu-Jitsu St. Augustine

MAR 19, 2023

Michael Casey Self-Defense Seminar

Gracie Jiu-Jitsu St. Augustine

MAR 17, 2023

March 17th St. Patty's Day PARENTS NIGHT OUT!

Gracie Jiu-Jitsu St. Augustine

MAR 15, 2023

Special Guest Instructor @ Striking Class!

Gracie Jiu-Jitsu St. Augustine

MAR 9, 2023

Dr. Jacobson Regeneration Talk! Stem Cell Therapy, P.R.P. Discounts for those who attend!

Gracie Jiu-Jitsu St. Augustine

MAR 4 - 5, 2023

Gracie Regional Grappling Tournament

Gracie Jiu-Jitsu St. Augustine

JAN 21, 2023

Women's Self Defense Seminar

Gracie Jiu-Jitsu St. Augustine

JAN 15, 2023

Michael Casey Self-Defense Seminar

Gracie Jiu-Jitsu St. Augustine

DEC 3 - 4, 2022

Gracie Regional Grappling Tournament

Gracie Jiu-Jitsu St. Augustine

NOV 12, 2022

Huge Open Mat

Gracie Jiu-Jitsu St. Augustine

AUG 13 - 14, 2022

2022 Summer Open Grappling Tournament

Gracie Jiu-Jitsu St. Augustine

AUG 1 - 6, 2022

Last Summer Camp for 2022!

1605 Old Moultrie Rd, St Augustine, FL 32084-5758, United States

JUN 6 - 11, 2022

Summer Camp

1605 Old Moultrie Rd, St Augustine, FL 32084-5758, United States

MAY 21, 2022

Kettlebell workout lead by Ben Reep

1605 Old Moultrie Rd, St Augustine, FL 32084-5758, United States

APR 25, 2022

Jiu-Jitsu promotions!

1605 Old Moultrie Rd, St Augustine, FL 32084-5758, United States

JAN 15 - 16, 2022

2022 Grappling Tournament

Gracie Jiu-Jitsu St. Augustine

DEC 3, 2021

Parents Nights

1605 Old Moultrie Rd, St Augustine, FL 32084-5758, United States

SEP 18, 2021

Super Fight Grappling Matches

Gracie Jiu-Jitsu St. Augustine

SEP 18 - 19, 2021

SEPT. 18 / 19 GRAPPLING TOURNAMENT

Gracie Jiu-Jitsu St. Augustine

of Teams

Only Required for Team Sports Event

Projected # of Participants*

Projected Event Attendance

180

Projected Percentage of Event Participants Outside of St. Johns County*

80

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Our Martial Arts community, education, and services enrich our local and greater community drastically. We make our community safer, stronger, and of better moral fiber. We immensely invest in those who are willing to invest in themselves. It is a worthwhile investment. We hold standards that instill great character traits and make better citizens of our city. The humility, positive character traits, and great work ethic we help grow and harbor among the good people of our community reaches far beyond our city limits. We help create productive members of society who make our community safer, more capable, and healthier both physically and mentally. Our youth classes have helped parents, teachers, and of course the students who attend. We train law enforcement, military, and civilians while providing a place for people to cope with daily stress, PTSD, anxiety, and social issues such as temper management, working well with others, tolerance, and resilience. Everyone at Gracie Jiu-Jitsu St. Augustine learns these skills while challenging themselves in healthy ways with the support of others in a great community environment. 16 years of operations in our city have made a huge impact. We have vastly different and very established instructors. They make an impact in our community with vast and great networks. We are really doing something much larger than a small city neighborhood martial arts academy.

From training the soldiers, first responders, and our reach is far in many networks. We have clients and work associates along with many visitors who frequently visit to invest time, resources and energy with us. You can see them at our events, classes and in our local community. Our founder is prior enlisted USMC. We have current military among many veterans all working together on improving themselves supportively with each. This outlet is crucial. We have helped the soldiers at Ft. Stewart, Ft. Bliss, Ft. Hood, Ft. Benning Camp Maybry, but our impact locally is most relevant here.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

5

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

2

***Comment:** If the overnight stays are only 5 and there are 180 participants. The majority of participants are day visitors. That average overnight stay would be 0.*

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

In addition to the number of participants listed below, each tournament averages 100 spectators and coaches.

JUN 8 - 9, 2024

Gracie Regional Grappling Tournament Kids

25 participants

June 1 - 2, 2024

Gracie Regional Grappling Tournament Adults

56 participants

March 8 - 9, 2024

Gracie Regional Grappling Tournament

154 participants

December 2 - 3, 2023

Gracie Regional Grappling Tournament

142 participants

September 2 - 3, 2023

Gracie Regional Grappling Tournament

167 participants

MAY 27 - 28, 2023

Gracie Regional Grappling Tournament

78 participants

March 4 - 5, 2023

Gracie Regional Grappling Tournament

143 participants

Dec 2 - 3, 2022

Gracie Regional Grappling Tournament

151 participants

Aug 13 - 14, 2022

Gracie Regional Grappling Tournament

133 participants

Jan 15 - 16, 2022

Gracie Regional Grappling Tournament

154 participants

Sept 18 - 19, 2021

Gracie Regional Grappling Tournament

136 participants

We have not kept track of lodging in the past, but we have an attendance tracking plan ready to implement for our next tournament.

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

We are working with John Tharpe at the VCB to secure hotels for the first time.

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant Expense Form Jiu Jitsu Tournament.pdf

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

Gracie Jiu Jitsu Comprehensive Marketing Plan March Adult Tournament.pdf

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

Tournament Attendance Monitoring Plan.pdf

Comprehensive Sponsorship Packet*

Tournament Sponsorship Packet March Adult Tournament.pdf

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebastian View St. Augustine, FL 38024) as additional insured with a minimum liability coverage of \$300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

Martial Arts Insurance Certificate.pdf

Certification of Authorized Representative

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Philip Cardella

File Attachment Summary

Applicant File Uploads

- Grant Expense Form Jiu Jitsu Tournament.pdf
- Gracie Jiu Jitsu Comprehensive Marketing Plan March Adult Tournament.pdf
- Tournament Attendance Monitoring Plan.pdf
- Tournament Sponsorship Packet March Adult Tournament.pdf
- Martial Arts Insurance Certificate.pdf

Projected Expenses	In-Kind	Cash	Projected Income	In-Kind	Cash
Travel			Admissions		\$ 6,600.00
Housing			Contributions		
Food		\$ 200.00	Grants(Include TDT Request)		\$ 7,950.00
Sanction Fee			Sponsorships		
*Site Fees		\$ 1,770.00	Sales(Merch/Concessions)		
Rights/Gaurantees Fees			Room Rebates		
*Officials		\$4,500			
Equipment		\$ 250.00			
Rentals					
Insurance		\$ 132.75			
Security					
Labor					
*Direct Event Marketing Line Items (Please list detailed items below)					
Print Material		\$ 400.00			
Marketing CRM & Email Marketing		\$ 200.00			
ing Automation and Social Media Management S		\$30			
Design and Development Services		\$ 300.00			
Google Ads		\$ 5,000.00			
Awards					
Adminstrative Cost		\$ 500.00			
Other Expenses Please List Below			Other Income Please List Below		
SubTotal:	\$ -	\$ 13,282.75	Subtotal:	\$ -	\$ 14,550.00
Total:		\$ 13,282.75	Total:		\$ 14,550.00
* Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officials cost					



Gracie Jiu-Jitsu St. Augustine Corp.



<https://www.youtube.com/embed/PLR-Ot6bpKY?si=YOO2ZXQBPqKBu7uG%22>

Marketing Plan

Our Objective

Gracie Jiu-Jitsu St. Augustine's marketing objective is to develop effective marketing strategies, create compelling campaigns, and identify opportunities to showcase our classes and events. By utilizing various marketing channels and tools, we strive to engage with the target audience, enhance our brand image, and expand our range of advertising to drive business growth.

Authors of Document

Phil Cardella
Philcardella@gmail.com

Lauren Goedelman
Elgoedelman@hotmail.com

Table of Contents

- Business Summary
- Business Initiatives
 - Target Market
 - Market Strategy
 - Budget
- Marketing Channels
- Marketing Technology



Business Summary

Our Company

Gracie Jiu-Jitsu St. Augustine is a world-renowned Brazilian Jiu-Jitsu instruction and training facility located in St. Augustine, Florida. The company's mission is to drastically improve our community by providing world class Martial Arts education and fellowship.

Our Marketing Leaders



Phil Cardella is Gracie Jiu-Jitsu St. Augustine's owner and head instructor. He is an American mixed martial arts fighter and is a 3rd Degree Black Belt in Brazilian Jiu-Jitsu under Relson Gracie. Phil was the first American fighter to represent the Relson Gracie Team in MMA competition. He served as an assault amphibious vehicle crewman in the United States Marine Corps from 1994 to 1998, during which he also taught primary marksmanship and combat water safety. Today he continues to work with various branches of the U.S. Military to train them in hand-to-hand combatives using Brazilian Jiu-Jitsu. He is the founder of the Relson Gracie Jiu-Jitsu associations in Texas and has since moved to Florida to lead his team and community as the owner and Head Instructor of Relson Gracie Jiu-Jitsu Florida.



Lauren Goedelman is Gracie Jiu-Jitsu St. Augustine's administrative assistant. She graduated from Flagler College in 1999 and was a teacher for the Deaf and Hard of hearing for 18 years in St. Johns County. As a member of The Junior Service League of St. Augustine, Lauren was appointed as JSL's representative on the Board of Trustees for the St. Augustine Lighthouse and Maritime Museum. Now a Trustee Emerita, Lauren wrote the strategic plan for the Lighthouse, helping it earn a Smithsonian Affiliation. Lauren is currently pursuing a degree in Hospitality and Tourism Management at Flagler College.

SWOT Analysis

As Gracie Jiu-Jitsu St. Augustine's marketing team, we want to help our brand lean into what it does well, improve what it does not, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2024.

STRENGTHS	WEAKNESSES
<p>Our social media makes it easy to register and purchase spectator tickets for our tournaments.</p>	<p>We need to make our website easier to navigate, more visually appealing, and more informative, so we are in the process of moving to a newer and better website management company.</p>
<p>Our facility is home to several world and nationally renowned BJJ fighters, which attracts local, regional, and national participants, coaches, and spectators</p>	<p>We want to become more efficient with analyzing our ROI from our different forms of marketing. We are looking into new software options to consolidate our marketing analytics.</p>
OPPORTUNITIES	THREATS
<p>We would like to continue to build connections with local agencies such as the St. Johns County Parks and Recreation Department, the TDC, the VCB, and others to expand our reach and help promote sports tourism in St. Johns County.</p>	<p>Without the capability of live streaming our tournaments, we are currently unable to broadcast to the same size audience as our competitors who stream their tournaments online.</p>
<p>We are actively seeking to initiate live streaming of our tournaments that will be viewed by local, regional, and national martial arts enthusiasts.</p>	<p>New Jiu-Jitsu studios have opened in the area recently and have the potential of hosting tournaments in the future.</p>

Business Initiatives

Gracie Jiu-Jitsu St. Augustine has the ambitious goal of increasing tournament attendance by 20%. To help the business do that, our marketing team will pursue the following initiatives in the next six months:

Initiative 1: Explode our Online Presence

Description	To build upon our existing online success, we need to invest resources into strategically growing our online presence as well as turning a profit on contacts acquired through these efforts..
Goal of Initiative	Through a combination of paid campaigns, new content campaigns, and exploring new online groups, we can tap into new personas and appeal to more local, regional, and national martial arts enthusiasts.
Metrics to Measure Success	Increase our organic traffic numbers <i>and</i> paid ad leads by 20%

Initiative 2: Become Our Region's Jiu-Jitsu Destination

Description	One area we have yet to pursue is webinars. We know people are craving online content, community, and education not only about Jiu-Jitsu but also about the amenities St. Augustine has to offer.
Goal of Initiative	Produce a minimum of six webinars to bring in new leads, engage with existing clients, and highlight St. Augustine's amenities as they relate to martial arts.
Metrics to Measure Success	1,200 webinar registrants (200 each session)

Initiative 3: Create Quality Content

Description	Over the next 6 months, we will create quality content to use in all internet and print marketing materials.
Goal of Initiative	Our goal is to create content that is valuable, informative, and engaging to attract and retain tournament participants and attendees over the long term.
Metrics to Measure Success	Increase ROI of marketing efforts by 20%

Target Market

Industries

In 2024, we're targeting the following industries where we'll promote our classes and events and reach out to customers:



Gyms

St. Augustine's physical fitness scene continues to grow, and these businesses are pivoting due to a rise in demand for facilities in which to train.



Schools

The St. Johns County School District has 54 schools with over 48,000 students. Bullying and mental health are rising issues among school-aged children. Physical fitness and self-defense are proven methods to help combat bullying and improve mental well-being.

Buyer Personas

Within our target market(s), we've identified the following buyer personas to represent our ideal customers:



Rob Delbridge

Rob is a 30-year-old graphic designer who is new to St. Augustine. He has a trial membership at a local gym, but he would like to have more camaraderie in a community atmosphere.



Karen Fleisher

Karen is a high school guidance counselor. She assists students with their educational, career, and social needs. With a rise in bullying and students with mental health issues, she is seeking new physical activities that might help these children.

Competitive Analysis

Within our target markets, we expect to compete with the following companies:

Gracie Barra St. Augustine

How We Compete	Gracie Barra offers the same types of classes as we do, but with the resources, size, and affordability of a worldwide chain.
How We Can Win	We live and breathe St. Augustine. We can offer more personalized services to our target audience at competitive prices.

First Coast Jiu-Jitsu Academy

How We Compete	First Coast offers the same types of classes as we do with a focus on spiritual, social, physical, and mental exercise,
How We Can Win	We offer more programs and events at our facility, which attracts a wider target market.

10th Planet Jiu-Jitsu St. Augustine

How We Compete	10 th Planet offers no-gi jiu-jitsu submission classes for adults and children. They also offer jiu-jitsu therapy sessions.
How We Can Win	We offer both no-gi and gi jiu-jitsu classes to a wider range of ages. While their academy is smaller and newer, Gracie Jiu-Jitsu St. Augustine has been a part of our community since 2011. Our owner, Phil Cardella, and several of his students are known and ranked nation-wide.

Market Strategy

Product

Gracie Jiu-Jitsu St. Augustine is a world-renowned Brazilian Jiu-Jitsu instruction and training academy which provides the following:

- Basic and Advanced Classes in Brazilian Gi and No-Gu Jiu-Jitsu
- Kids' Brazilian Jiu-Jitsu Classes for Ages 7 and Up
- Muay Thai Striking Classes
- Self-Defense Classes
- Quarterly Regional Grappling Tournaments
- Targeted Seminars Presented by World-Renowned Martial Artists
- Summer Camps

We are a community of respectful martial artists who are accountable for our personal growth as well as supporting the integrity and growth of martial artists as a whole. We are welcoming to all and provide a great platform un which people invest in their individual goals together.

Price

The price for participants in our tournament is \$70, which is \$30 less than the national average cost. Spectators pay \$10 each to attend our tournament, which is half the price of the national average.

Promotion

We promote our tournaments in the following ways:

- **Organic Channels**, such as creating informative, quality content and hosting events
- **Paid Campaigns** on social media and search engines for our targeted market
- **Printed Marketing Materials** that are distributed to local businesses and displayed in prominent areas
- **Communal Integration** and working with local institutions for volunteering and sponsorship opportunities.

This promotional strategy combines paid, personal, and organic opportunities to reach local, regional, and national martial arts enthusiasts.

Process

Hosting quality, well-run quarterly grappling tournaments with nationally known fighters competing brings repeat participants and spectators who organically promote Gracie Jiu-Jitsu St. Augustine and its events.

Budget

For this tournament, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Print Marketing	\$400
Marketing CRM & Marketing Email	\$200
Marketing Automation & Social Media Management Software	\$30
Google Ads	\$5000
Design and Development Services	\$300
TOTAL	\$5930

Marketing Channels

Over the course of the next year, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

philcardella.com

Purpose of Channel

Our website uses digital promotion and marketing strategies to establish a wider audience reach and improve online visibility, which boosts SEO performance. It enhances customer service by establishing direct communication channels and by providing pertinent links.

Metrics to Measure Success

Increase website traffic and social sharing by 20%

Facebook

Purpose of Channel

Facebook enhances our online presence and gives us access to a wider audience reach with the benefits of personalized social outreach and direct user engagement. It is a cost-effective marketing platform that builds business credibility, boosts search engine optimization (SEO), and provides analytics and insights.

Metrics to Measure Success

Increase reach, engagement, and page followers by 20%

Instagram

Purpose of Channel

We use Instagram to advertise and make promoted posts. It provides direct social outreach and the ability to add pertinent links through Instagram stories. It enhances our online presence and boosts our SEO.

Metrics to Measure Success

Increase reach and number of followers by 20%

Marketing Technology

We will utilize the following technologies and software to help us achieve our goals and objectives.

Marketing CRM

We use **Spark** for marketing, sales, billing, project management operations, and to track attendance. It enables us to record contact information, payment history, ranks, and follow-up details of members.

Email Marketing Software

We use **Spark** to implement email marketing campaigns to inform members about tournaments and to share pertinent links.

Marketing Automation Software

We use **Sendible** to optimize marketing strategies by tracking customers across data sources.

Advertising Management Software

We use **Meta Business Suite**, which provides us with detailed information on ad performance, including the number of clicks, impressions, and conversions.

Social Media Management Software

We use **Sendible** to manage social media tasks related to creating, scheduling, publishing, monitoring, analyzing, engaging and collaborating.



GRACIE REGIONAL GRAPPLING TOURNAMENT March 1 & 2, 2025

registration 8:00 AM • 9:00 AM start time

• TEENS & ADULTS ONLY

• No-Gi Grappling Saturday • Gi Jiu-Jitsu Sunday



scan to register

PROUD PARTNER OF

TDC

**ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL**

St. Augustine | Ponte Vedra



philcardella.com

904-900-4105

1605 Old Moultrie Rd. 32084

<https://www.youtube.com/embed/PIR-Ot6bpKY?si=YOOzZXQBPqKBu7uG%22>



Gracie Jiu-Jitsu St. Augustine

Regional Grappling Tournament

November 30 & December 1, 2024



Comprehensive Attendance Tracking Plan

To track attendance of participants and spectators at the tournament, we will implement the following strategies:

Online Registration

We use SPARK Martial Arts software for online registration. This process ensures a great first impression and makes it easy for attendees to sign up for the event, letting them know they're in for a well-organized event experience. This method offers pre-event insights into the participants' demographics.

Ticketing

We use SPARK Martial Arts software for advanced ticket sales for spectators. This process gives us an initial headcount and offers pre-event insights into attendees' demographics and preferences.

Event Staff Checks in Attendee

We will have multiple event employees or volunteers staffed at the entrance to the venue. Each employee/volunteer is equipped with hardware that will allow the employee/volunteer to track attendance as each attendee enters the venue. Participants and spectators will check-in if they have previously registered online or may purchase tickets at the check-in table. As they check in, each attendee will provide his/her zip code and information about overnight stays, such as number of nights and locations.

Manual Entry

After the tournament, staff will compile all data to create a comprehensive report that outlines the number of participants and spectators and provides statistics for out of county reach, visitor value, community/local user impact, the amount of room nights sold, and where attendees stayed for the event.



Dear **[Contact Person]**,

I am writing to you as the owner and head instructor of Gracie Jiu-Jitsu St. Augustine, a world-renowned Brazilian Jiu-Jitsu instruction and training facility located in St. Augustine, Florida. Our members and participants strive to drastically improve our community by providing world class Martial Arts education and fellowship and are committed to representing Brazilian Jiu-Jitsu and St. Augustine with pride. We are doing something remarkable at the national level in our small city and would love your support with our mission and community involvement.

As we prepare for our upcoming 17th Quarterly Gracie Regional Grappling Tournament, we are seeking financial support to help us cover the costs associated with hosting the event. We believe that **[Business Name]** would be a great partner for us, as we share a commitment to promoting physical and mental health, fitness, and sports.

By sponsoring our tournament, you will have the opportunity to showcase your support and promote your business to a wide audience. Several of our members are nationally ranked, which attracts participants and spectators from far outside of St. Johns County. Please see the attached form to learn how we can promote your business through your sponsorship.

We believe that this partnership would be mutually beneficial, and we are committed to working with you to ensure that your investment in our tournament is worthwhile. In return for your support, we welcome any member of your team to participate in our jiu-jitsu community by attending a complimentary class.

Thank you for considering our request for sponsorship. We are excited about the opportunity to partner with **[Business Name]** and continue to promote physical and mental health, fitness, and sports while sharing our beautiful town with our tournament attendees.

Sincerely,

Phil Cardella



<https://www.youtube.com/embed/PlR-Ot6bpKY?si=YOO2ZXQBpKBU7uG%22>

TDC Regular Meeting – September 16, 2024

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

Perfect Game

Funding request from Perfect Game for three (3) youth baseball tournaments. Each tournament will have 125 teams and approximately 1200 participants. The tournaments will utilize St. Johns County Parks as well as several high school fields. Tournament dates are scheduled for October 18-20, 2024, November 1 -3, 2024 and March 7 – 9, 2025.

The applications were reviewed by the Recreation Advisory Board and a total of \$31,500 was recommended for all events. Funding has been allocated in the FY25 Sports Marketing Budget.

2024 PG Sunshine State Fall Championship

TDT Cat 3 Sports Tourism Grant Application

Perfect Game

Mr Robert Ponger
667 Progress Way
Sanford, FL 32771

ANatal@PerfectGame.org
O: 319-298-2923

Mr Angel Natal

ANatal@PerfectGame.org
O: 239-405-4760

Application Form

Event Information

Event Name*

Name of Event

2024 PG Sunshine State Fall Championship

Event Detail*

Please provide a detailed description of the event.

Top youth baseball teams between the ages of 9U-18U from throughout the Southeast portion of the United States will participate within this Perfect Game event. This event has grown due to the support provided by St. Johns County and an amazing destination that our athletes, coaches and their families want to play and visit.

Legal Name of Host Organization*

Perfect Game

Date of Event*

October 18-20, 2024

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

20000

How many years has this event taken place in St. Johns County?*

4

Sport*

Baseball

Organization/Event Website*

PerfectGame.org

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Angel Natal

Primary Contact Phone Number*

2394054760

Primary Contact Email Address*

ANatal@PerfectGame.org

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Bartram Trail High School
Cornerstone Park
Davis Park
Durbin Crossing Park
Joe Pomar Park
Mills Field
Pedro Menendez High School
St. Augustine High School
St. Augustine Little League Complex
St. Joseph Academy

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

Bishop Snyder High School
Florida State College at Jacksonville North Campus
Holiday Hill Park
Rondette Park
Sandalwood High School

Trinity Christian Academy

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Please see attached PG & St. Johns County, FL Capabilities pdf

of Teams

Only Required for Team Sports Event

125

Projected # of Participants*

Projected Event Attendance

1500

Projected Percentage of Event Participants Outside of St. Johns County*

40

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Each facility will have the ability to run concessions for their respective local organization and complex.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

600

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County
600

Comment: Per email with Angel on 7/18. They average a 2-night stay.

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2023: 600+ room nights

2022: 400+ room nights

2021: 400+ room nights

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Holiday Inn Express St. Augustine - Vilano Beach, an IHG Hotel

140 Vilano Road, St. Augustine, FL, US

Samantha O'Boyle

samantha@hivilano.com

+1 (904) 325-0371

World Golf Village Renaissance St. Augustine Resort

500 S Legacy Trail, St. Augustine, FL, US Kathy Sorman

kathy.sorman@atriumhospitality.com

+1 (646) 675-8535

Holiday Inn St. Augustine Hotel & Suites - World Golf

475 Commerce Lake Drive, St. Augustine, FL, US Barbara Dilen

barbara@worldofgolfresort.com

+1 (904) 907-2821

Home2 Suites by Hilton St. Augustine I-95

270 Outlet Mall Boulevard, St. Augustine, FL, US Meredith Delfosse

mdelfosse@peachtreehotelgroup.com

+1 (904) 826-0200

Holiday Inn Express Hotel & Suites Saint Augustine North, an IHG Hotel

2300 Florida 16, St. Augustine, FL, US Kerrian Vernon

kerrian.vernon@hosmanagement.com

+1 (904) 824-5151

Hilton Garden Inn Jacksonville Ponte Vedra Sawgrass

45 Pga Tour Blvd, Ponte Vedra Beach, FL, US Ursula Howard

ursula.howard@hilton.com

+1 (904) 280-1661

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

October 18-20, 2024 - PG Sunshine State Fall Championships - St Johns County, FL - Grant-Expense-Form.xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

2024 Perfect Game & St. Johns County, FL.pdf

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

2024 Perfect Game Attendance Monitoring Plan.docx

Comprehensive Sponsorship Packet*

2024 Perfect Game Attendance Monitoring Plan.docx

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebastian View St. Augustine, FL 38024) as additional insured with a minimum liability coverage of \$300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

Certificate of Insurance - 2024 St. Johns County, FL.pdf

Certification of Authorized Representative

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Angel L. Natal Jr.

File Attachment Summary

Applicant File Uploads

- October 18-20, 2024 - PG Sunshine State Fall Championships - St Johns County, FL - Grant-Expense-Form.xlsx
- 2024 Perfect Game & St. Johns County, FL.pdf
- 2024 Perfect Game Attendance Monitoring Plan.docx
- 2024 Perfect Game Attendance Monitoring Plan.docx
- Certificate of Insurance - 2024 St. Johns County, FL.pdf

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ 5,000.00	Admissions
Housing		\$ 3,000.00	Contributions
Food		\$ 2,000.00	Grants(Include TDT Request)
Sanction Fee			Sponsorships
*Site Fees		\$ 25,000.00	Sales(Merch/Concessions)
Rights/Gaurantees Fees			Room Rebates
*Officials		\$ 35,000.00	
Equipment			
Rentals			
Insurance			
Security			
Labor		\$ 10,000.00	
*Direct Event Marketing Line Items (Please list detailed items below)		\$ 1,000.00	
Awards		\$ 2,500.00	
Adminstrative Cost		\$ 5,000.00	
Other Expenses Please List Below			Other Income Please List Below
SubTotal:	\$ -	\$ 88,500.00	Subtotal:
Total:		\$ 88,500.00	Total:

*** Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officials cost**

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Rentals			
Insurance			
Security			
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2024 Perfect Game Bold City Fall Showdown

TDT Cat 3 Sports Tourism Grant Application

Perfect Game

Mr Robert Ponger
667 Progress Way
Sanford, FL 32771

ANatal@PerfectGame.org
O: 319-298-2923

Mr Angel Natal

ANatal@PerfectGame.org
O: 239-405-4760

Application Form

Event Information

Event Name*

Name of Event

2024 Perfect Game Bold City Fall Showdown

Event Detail*

Please provide a detailed description of the event.

Top youth baseball teams from across the State of Florida and the Southeast portion of the United States! This annual event has grown significantly year over year based on the support from St. Johns County and an amazing destination.

Legal Name of Host Organization*

Perfect Game

Date of Event*

November 1-3, 2024

Grant Amount Request*

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Please see attached presentation deck

of Teams

Only Required for Team Sports Event

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Projected # of Participants*

Projected Event Attendance

1500

Projected Percentage of Event Participants Outside of St. Johns County*

40

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Each venue has the ability to generate funds through their respective concession stands. Typically impactful part of any of our PG events.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

500

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County
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samantha@hivilano.com
+1 (904) 325-0371

World Golf Village Renaissance St. Augustine Resort
500 S Legacy Trail, St. Augustine, FL, US Kathy Sorman
kathy.sorman@atriumhospitality.com
+1 (646) 675-8535

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475 Commerce Lake Drive, St. Augustine, FL, US Barbara Dilen
barbara@worldofgolfresort.com
+1 (904) 907-2821

Home2 Suites by Hilton St. Augustine I-95
270 Outlet Mall Boulevard, St. Augustine, FL, US Meredith Delfosse
mdelfosse@peachtreehotelgroup.com
+1 (904) 826-0200

Holiday Inn Express Hotel & Suites Saint Augustine North, an IHG Hotel
2300 Florida 16, St. Augustine, FL, US Kerrian Vernon
kerrian.vernon@hosmanagement.com
+1 (904) 824-5151

Hilton Garden Inn Jacksonville Ponte Vedra Sawgrass
45 Pga Tour Blvd, Ponte Vedra Beach, FL, US Ursula Howard
ursula.howard@hilton.com
+1 (904) 280-1661

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The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Angel L. Natal Jr.

File Attachment Summary

Applicant File Uploads

- November 1-3, 2024 - PG Bold City Fall Showdown - St Johns County, FL - Grant-Expense-Form.xlsx
- 2024 Perfect Game & St. Johns County, FL.pdf
- 2024 Perfect Game Attendance Monitoring Plan.docx
- 2024 Perfect Game Attendance Monitoring Plan.docx
- Certificate of Insurance - 2024 St. Johns County, FL.pdf

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ 5,000.00	Admissions
Housing		\$ 3,000.00	Contributions
Food		\$ 2,000.00	Grants(Include TDT Re
Sanction Fee			Sponsorships
*Site Fees		\$ 25,000.00	Sales(Merch/Conces:
Rights/Gaurantees Fees			Room Rebates
*Officials		\$ 35,000.00	
Equipment			
Rentals			
Insurance			
Security			
Labor		\$ 10,000.00	
*Direct Event Marketing Line Items (Please list detailed items below)		\$ 1,000.00	
Awards		\$ 2,500.00	
Adminstrative Cost		\$ 5,000.00	
Other Expenses Please List Below			Other Income Please Li:
SubTotal:	\$	\$ 88,500.00	Subtotal:
Total:		\$ 88,500.00	Total:

*** Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of off**

	In-Kind	Cash
		\$ 100,000.00
request)		\$ 20,000.00
sions)		\$ 3,000.00
		\$ 2,000.00
st Below		
	\$ -	\$ 125,000.00
		\$ 125,000.00
Officials cost		

2025 Perfect Game North Florida Kickoff Classic

TDT Cat 3 Sports Tourism Grant Application

Perfect Game

Mr Robert Ponger
667 Progress Way
Sanford, FL 32771

ANatal@PerfectGame.org
O: 319-298-2923

Mr Angel Natal

ANatal@PerfectGame.org
O: 239-405-4760

Application Form

Event Information

Event Name*

Name of Event

2025 Perfect Game North Florida Kickoff Classic

Event Detail*

Please provide a detailed description of the event.

Top youth baseball teams between the ages of 9U & 14U from throughout the State of Florida and the Southeast portion of the United States will participate in this event. Teams will plan on playing from Friday through Sunday.

Legal Name of Host Organization*

Perfect Game

Date of Event*

March 7-9, 2025

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

10000

How many years has this event taken place in St. Johns County?*

4

Sport*

Baseball

Organization/Event Website*

PerfectGame.org

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Angel Natal

Primary Contact Phone Number*

2394054760

Primary Contact Email Address*

ANatal@PerfectGame.org

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Bartram Trail High School
Cornerstone Park
Davis Park
Durbin Crossing Park
Joe Pomar Park
Mills Field
Pedro Menendez High School
St. Augustine High School
St. Augustine Little League Complex
St. Joseph Academy

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

Bishop Snyder High School
Holiday Hill Park
Rondette Park
Sandalwood High School
Trinity Christian Academy

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Please see attached capabilities proposal

of Teams

Only Required for Team Sports Event

75

Projected # of Participants*

Projected Event Attendance

450

Projected Percentage of Event Participants Outside of St. Johns County*

40

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Each venue has the ability to generate funds through their respective concession stands. Typically impactful part of any of our PG events.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays

400

Average # of Nights*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

400

Comment: Per email with Angel on 7/18. They average a 2-night stay.

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2023: 400+

2022: 200+

2021: 200+

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

World Golf Village Renaissance St. Augustine Resort
500 S Legacy Trail, St. Augustine, FL, US Kathy Sorman
kathy.sorman@atriumhospitality.com
+1 (646) 675-8535

Holiday Inn St. Augustine Hotel & Suites - World Golf
475 Commerce Lake Drive, St. Augustine, FL, US Barbara Dilen
barbara@worldofgolfresort.com
+1 (904) 907-2821

Home2 Suites by Hilton St. Augustine I-95
270 Outlet Mall Boulevard, St. Augustine, FL, US Meredith Delfosse
mdelfosse@peachtreehotelgroup.com
+1 (904) 826-0200

Holiday Inn Express Hotel & Suites Saint Augustine North, an IHG Hotel
2300 Florida 16, St. Augustine, FL, US Kerrian Vernon
kerrian.vernon@hosmanagement.com
+1 (904) 824-5151

Hilton Garden Inn Jacksonville Ponte Vedra Sawgrass
45 Pga Tour Blvd, Ponte Vedra Beach, FL, US Ursula Howard
ursula.howard@hilton.com
+1 (904) 280-1661

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

March 7-9, 2025 - PG North Florida Kickoff - St Johns County, FL - Grant-Expense-Form.xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

2024 Perfect Game & St. Johns County, FL.pdf

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

2024 Perfect Game Attendance Monitoring Plan.docx

Comprehensive Sponsorship Packet*

2024 Perfect Game Attendance Monitoring Plan.docx

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebastian View St. Augustine, FL 38024) as additional insured with a minimum liability coverage of \$300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

Certificate of Insurance - 2024 St. Johns County, FL.pdf

Certification of Authorized Representative

Acknowledgment and Certification

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Food		\$ 1,000.00	Grants(Include TDT Re
Sanction Fee			Sponsorships
*Site Fees		\$ 15,000.00	Sales(Merch/Conces
Rights/Gaurantees Fees			Room Rebates
*Officials		\$ 17,500.00	
Equipment			
Rentals			
Insurance			
Security			
Labor		\$ 7,500.00	
*Direct Event Marketing Line Items (Please list detailed items below)		\$ 1,000.00	
Awards		\$ 2,000.00	
Adminstrative Cost		\$ 2,000.00	
Other Expenses Please List Below			Other Income Please Li
SubTotal:	\$	- \$ 50,000.00	Subtotal:
Total:		\$ 50,000.00	Total:

*** Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of off**

ie	In-Kind	Cash
		\$ 41,250.00
request)		\$ 10,000.00
sions)		\$ 3,000.00
		\$ 2,000.00
st Below		
	\$ -	\$ 56,250.00
		\$ 56,250.00
officials cost		



Partnership Discussion | March - November





PERFECT GAME

Founded in 1995, Perfect Game has grown to become the world's elite youth baseball and softball platform and scouting service.

300k+

College
Commitments

13,889+

PG Players
Drafted

1,847+

PG Players Made

1M+

PageViews per



GERRIT COLE

FRANCISCO LINDOR

BRYCE HARPER

CHRISTIAN YELICH

CODY BELLINGER

MIKE TROUT

FREDDIE FREEMAN

MANNY MACHADO

PG PERFECT GAME





PERFECT GAME

OUR FOCUS

We believe Diamond Sports are a beacon of American culture, both domestically and abroad.

A POWERFUL ECOSYSTEM

We deliver the most authentic, competitive, and career-defining experiences aimed to benefit players, families, scouts, colleges, and professional organizations alike.

DATA DRIVEN TECHNOLOGY

We provide data-driven platforms that embolden and challenge athletes to reach their full playing potential.

ASPIRATIONAL & MERIT BASED VALUES

We realize dreams and inspire athletes at every skill level to pursue their goals in the highest performance environments possible - from on the field to the gear they wear.

WE CARE

We support underserved communities as we strive to ensure every young athlete has an opportunity to swing for the fences.



PERFECT GAME

BY THE NUMBERS

1.3M+

ANNUAL
PARTICIPANTS

141K+

PG GAMES PLAYED
PER YEAR

6.2M+

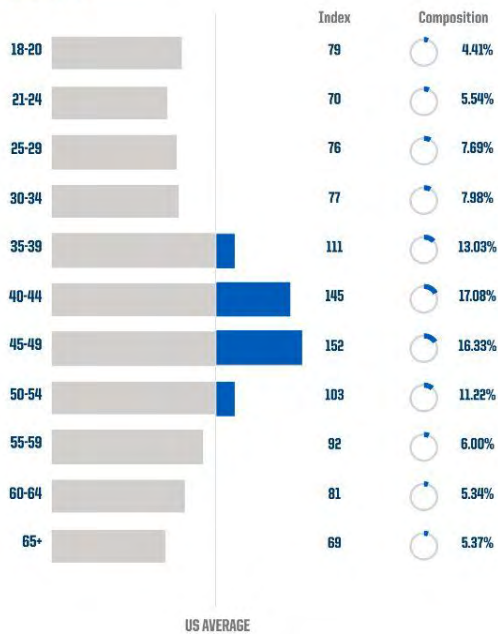
ANNUAL
ATTENDEES

9,324

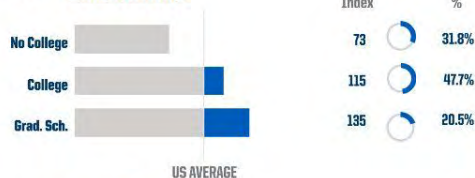
EVENTS HOSTED
ANNUALLY IN 40 STATES

Perfect Game Reaches A Highly Coveted Demographic of High-Income & Educated Fans

AGE



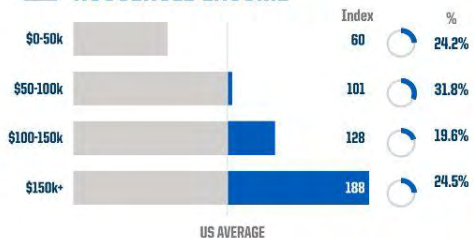
EDUCATION



GENDER



HOUSEHOLD INCOME

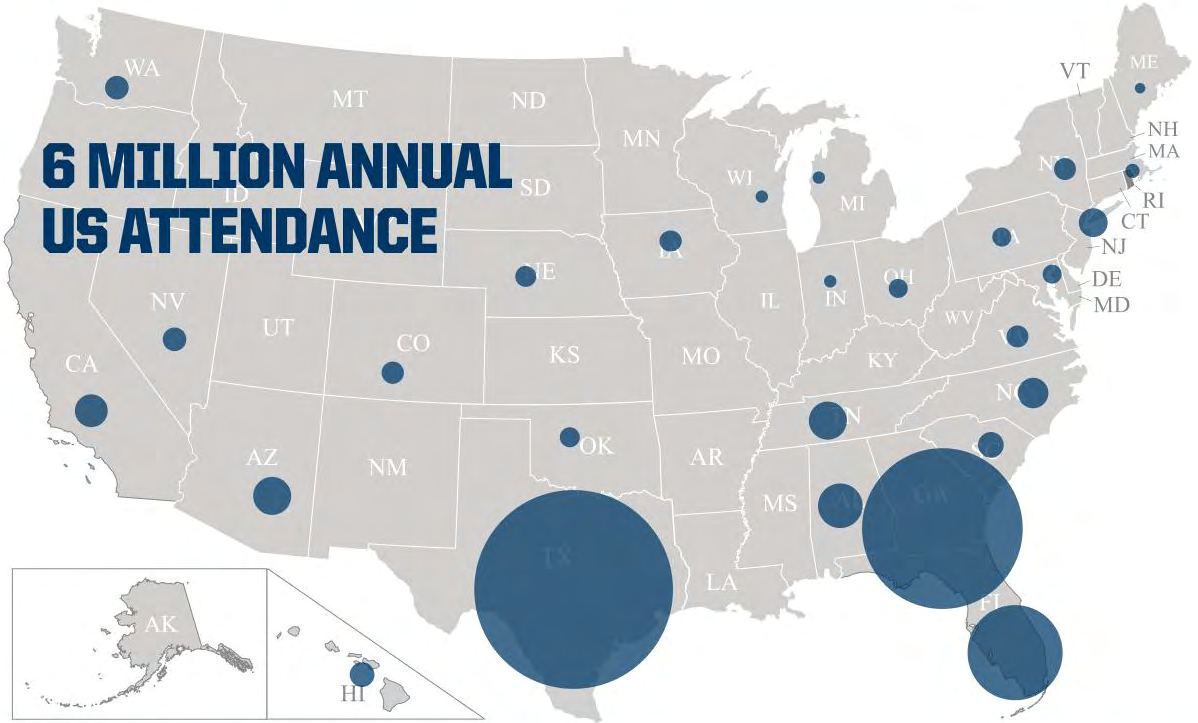


Source: perfectgame.org quantcast metrics



PERFECT GAME EVENTS OCCUR IN 40 US STATES

**6 MILLION ANNUAL
US ATTENDANCE**



MAJOR ANNUAL PERFECT GAME EVENTS



2023 OPENING DAY
APRIL | 40 STATES ACROSS THE COUNTRY



2023 JR. NATIONAL SHOWCASE
JUNE 10-14 | EAST COBB COMPLEX | MARIETTA, GA



2023 NATIONAL SHOWCASE
JULY 11-15 | CHASE FIELD | PHOENIX, AZ



2023 NATIONAL ALL-STATE GAMES
JULY 11-15 | CHASE FIELD | PHOENIX, AZ



2023 SUPER REGIONAL
MARCH - MAY | VARIOUS CITIES & BALLPARKS



2023 DICK'S Sporting Goods All-American Classic
CHASE FIELD | PHOENIX, AZ



2023 BCS NATIONAL CHAMPIONSHIPS
JUNE 24 - JULY 27 | JETBLUE PARK | FORT MYERS, FL



2023 PG NATIONAL WORLD SERIES
JUNE - JULY | GA, FL, CA, AL, AZ



2023 WWBA WORLD CHAMPIONSHIP
OCTOBER 2023 | ROGER DEAM STADIUM | JUPITER, FL



2023 PG SUPER 25
APRIL - JULY | VARIOUS CITIES & BALLPARKS



2023 WWBA NATIONAL CHAMPIONSHIPS
JUNE 24 - JULY 27 | EAST COBB, WEST PALM BEACH, OTHER



OTHER MAJOR ANNUAL EVENTS



ATTENDANCE
386,590



ATTENDANCE
59,580



ATTENDANCE
160,760



ATTENDANCE
34,465



ATTENDANCE
31,680



ATTENDANCE
348,370



ATTENDANCE
406,115



ATTENDANCE
100,690

PERFECT GAME GENERATES EXTENSIVE SOCIAL MEDIA ENGAGEMENT & AN ACTIVE DATABASE OF SUBSCRIBERS



Active Email Database
900K+ Subscribers



Twitter
646K+ followers



Instagram
650K+ Subscribers



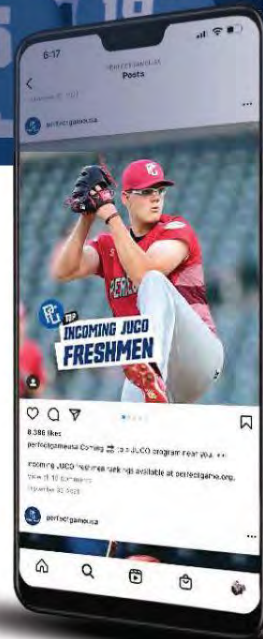
TikTok
250K+ followers



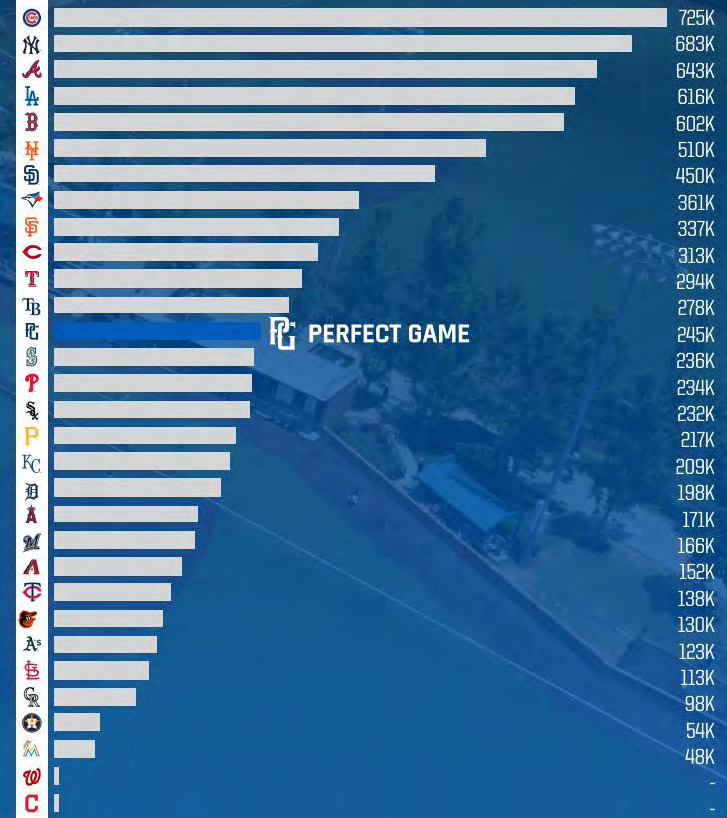
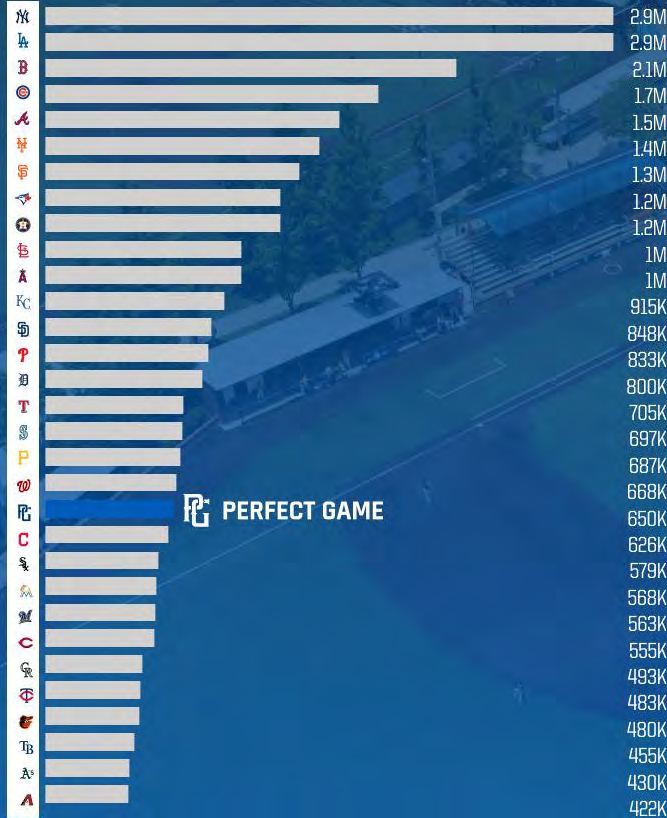
YouTube Subscribers
96K+ Subscribers



Active Email Database
125K+ fans



Perfect Game's Social Media Following Ranks Alongside Major League Baseball Teams



Website - Event Landing Page

- Lives within each event page
- Includes logo, copy, & context



2023 10U PG NORTH FLORIDA KICKOFF CLASSIC (OPEN) 0/2 FIELDS INTEND TO STREAM
0/18 GAMES INTEND TO STREAM

10U (OPEN) 11U (OPEN) 11U (AAA) 12U (OPEN) 13U (OPEN) 14U (OPEN)

MAR 3 - 5 | DAVIS PARK | PONTE VEDRA BEACH, FL



ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

T D C



**ST. AUGUSTINE
PONTE VEDRA**
Florida's Historic Coast

Excited to welcome teams to Florida's Historic Coast in St. Augustine/Ponte Vedra!

[Click Here for more information about the area attractions](#)

2021-2023 Perfect Game Tournaments



March Events:

2021 - 47 Teams

2022 - 48 Teams

2023 - 52 Teams



April Events:

2021 - 45 Teams

2022 - 54 Teams

2023 - 128 Teams



May Events:

2021 - 56 Teams

2022 - 44 Teams

2023 - 87 Teams



June Events:

2021 - 73 Teams

2022 - 103 Teams

2023 - 87 Teams



October Events:

2021 - 83 Teams

2022 - 80 Teams

2023 - 140 Teams



November Events:

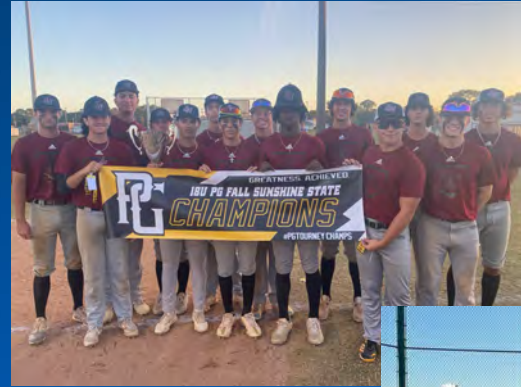
2021 - 49 Teams

2022 - 75 Teams

2023 - 153 Teams

Perfect Game Tournament Partnership Outline

- Perfect Game Tournaments - (2023 - 600+ teams)
 - St. Johns TDC logo placement on all event pages
 - St. Johns Parks & Rec logo placement on event pages
 - Live link to St. Johns County TDC website
 - Pending: St. Johns County video promo link
 - Post event economic impact report(s)
 - Banner placements throughout facility (provided by St. Johns County)
 - On-site activation opportunity
 - Other mutual agreed partnership considerations



OUR PARTNERS





PERFECT GAME

Perfect Game continues to drive more than 600,000 rooms across the country amongst all of the tournament and showcase events we host. As we continue to improve on the process of driving room nights to our partner destinations, the expansion of our partnership with EventConnect as our Housing and Technology Partners, will allow for us to expand that effort.

We have created a structure that highlights both citizen and visitor statistics based on a 75-mile radius from venues. All participating teams are listed within the event specific pages and any team traveling outside of 75 miles is typically considered a visitor. Those within 75-miles would be considered a local and potentially outside of St. Johns County but traveling back and forth from their home and not staying in hotels.

For events within St. Johns County and Northeast Florida, visitors from throughout the state and the Southeast Region of the United States participate within this event. A testament to the strength of a great destination along with the support from St. Johns County!

For our PG Events, we typically utilize a conservative estimate of twelve (12) athletes per team, two (2) coaches per team and two (2) spectators per participant. All of these are consistent, and conservative based on the various age groups that are part of these series of events. The conservative estimate also only takes into consideration the nights of the events and not the potential for pre and post event stays within an amazing global destination. This conservative approach has been well received from our wide variety of partners from across the country. The comprehensive sponsorship opportunities are as follows and certainly not limited to the following:

- Post event economic benefits
- Logo placement on each event specific page for Destination Marketing Organization
- Logo placement and live link to St. Johns County Parks and Recreation
- Social media
- Other mutually agreeable partner opportunities



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TDC Regular Meeting – September 16, 2024

Agenda Item 8 – Arts, Culture and Heritage Grant Recommendations (Action Required)

Attached is the list of ACH Grant Applications for FY2025. There were 31 Grant Applications received, totaling \$1,398,976. The recommended ACH Grant budget for FY2025 is \$1,240,025.

The Grant Evaluation Panel reviewed and scored the applications at their meeting on July 29th. Applicants were invited to attend the meeting to provide any updates from what was originally included in their application.

FY2025 Arts, Culture & Heritage Grant Application List

Application #	Organization Name	Program Performance/Event Name	Average Score	Request Amount	Eligible Funding	Recommended Funding
2025-019	SEA Community Help Resource Center, Inc.	SEA's 11th Annual Gullah Geechee Heritage Festival and Rails to Trails Bike Tour	99	29560	\$29,560	\$29,560
2025-022	Fort Mose Historical Society	Flight to Freedom: The Story that must be Told	99	30000	\$30,000	\$30,000
2025-028	Flagler College	Crisp-Ellert Art Museum General Programming 2024-25	99	30000	\$30,000	\$30,000
2025-009	Historic Florida Militia, Inc	Historic Florida Militia, Inc.	98	30000	\$30,000	\$30,000
2025-020	Vilano Beach Main Street, Inc	Vilano Vibe-Rations	98	50000	\$50,000	\$50,000
2025-021	Limelight Theatre, Inc.	Limelight Theatre, Season 33	97	75000	\$75,000	\$75,000
2025-012	The Woman's Exchange of St. Augustine	Museum Programming with New Exhibitions, Speakers & Technology	95	50000	\$50,000	\$50,000
2025-029	Flagler College	St. Augustine Spanish Food & Wine Festival	95	19000	\$19,000	\$19,000
2025-007	Friends of Lincolville, Inc.	Lincolville Museum general program support	94	75000	\$75,000	\$75,000
2025-027	Hastings Main Street, Inc.	Hastings Fall Festival of Art 2024	94	50000	\$50,000	\$50,000
2025-005	Lincolville Historical Preservation and Restoration Society, Inc	Historic Lincolville Festival	93	10000	\$10,000	\$10,000
2025-008	Lightner Museum of Hobbies	Lightner Museum Exhibitions 2024-25	93	50000	\$50,000	\$50,000
2025-017	Vilano Beach Main Street, Inc	Vilano Holiday Village	93	50000	\$50,000	\$50,000
2025-003	Saint Augustine Film Festival	15th Annual Saint Augustine Film Festival	92	60000	\$54,000	\$54,000
2025-006	Saint Augustine Music Festival	Saint Augustine Music Festival	92	50000	\$45,000	\$45,000
2025-010	First Coast Cultural Center	Exhibition with Hollie Heller "Women Supporting Women" painted paper and fabric collages	92	4025	\$3,623	\$3,623
2025-013	St. Augustine Art Association	STAAA Exhibits & Programs Support	92	75000	\$67,500	\$67,500
2025-015	The AdFish Group	Whiskey, Wine & Wildlife	92	50000	\$45,000	\$45,000
2025-026	EMIL MAESTRE MUSIC ASSOC INC	Emma Concert Series 2024-2025	92	39000	\$35,100	\$35,100
2025-002	The Ximenez-Fatio House Museum	Ximenez Fatio Museum 2024/2025 Events including new Oct. & Dec. Festivals.	91	60000	\$54,000	\$54,000
2025-018	St Augustine Lighthouse & Maritime Museum	St Augustine Lighthouse & Maritime Museum Marketing	91	30000	\$27,000	\$27,000
2025-023	First Coast Opera	First Coast Opera 25th Anniversary Season	91	44000	\$39,600	\$39,600
2025-030	Hastings Main Street Inc	Hastings Cabbage, Potato, and Bacon Festival 2025	91	50000	\$45,000	\$45,000
2025-004	Romanza-St. Augustine, Inc.	Romanza-St. Augustine, Inc. Events	89	75000	\$67,500	\$67,500
2025-024	Latin Community Services	Unidos en la Musica: A Latin American Festival	89	75000	\$67,500	\$67,500
2025-011	Apex Theatre Studio	Apex Theatre Studio Performance Series	87	49291	\$44,362	\$44,362
2025-014	The AdFish Group	St. Augustine Food + Wine Festival	87	50000	\$45,000	\$45,000
2025-025	Jimmy Jam Community Outreach	Jimmy Jam BBQ Slam 2025	85	24100	\$19,280	\$19,280
2025-016	St. Augustine Ballet, Inc.	St. Augustine Ballet Nutcracker Ballet Performances 2024	80	40000	\$32,000	\$32,000
2025-001	A Classic Theatre	2024-2025 Season	78	25000	Ineligible	Ineligible
2025-031	Quonire Inc	Lincolville Juneteenth Community Festival	48	50000	Ineligible	Ineligible
				1398976	\$1,240,025	\$1,240,025

TDC Regular Meeting – September 16, 2024

Agenda Item 9 – SJC Pier Discussion



**ST. JOHNS COUNTY
FACILITIES MANAGEMENT**
2416 Dobbs Road
St. Augustine, Florida 32086

INTEROFFICE MEMORANDUM

TO: ADMINISTRATION
FROM: DAN WHITCRAFT, DIRECTOR OF FACILITIES MANAGEMENT
DATE: 9/5/2024
SUBJECT: STA PIER REPAIR

Timeline:

- Facilities Management schedules **pier inspection** on a bi-annual basis.
 - Most recent inspection conducted April 17th, 2024, by Ayres Associates.
 - Inspection type consisted of both **Above Water** and **Below Water**.
 - Inspection report indicates no significant Structural Deficiencies.
- Beach Renourishment Project.
 - Inspection was conducted prior to Beach Renourishment project extending to the Pier location.
 - Post inspection, renourishment project extends past the Pier, thereby exposing eastern-most Structural Piles that were previously submerged under water.
- Partial Pier Closure.
 - Reported to Facilities Management (FM) on 8/21/24 “piece of metal” detached from piling.
 - FM removed detached metal on 8/22/24 for public safety.
 - On 8/23/24 FM reached out to Ayres Associates to revisit site to conduct visual inspection to subject pile for structural integrity.
 - Ayres Associates arrives on 8/27/2024.
 - Reinspection report issued on 8/30/2024, recommending the eastern-most portion of the pier be closed, approximately 100’.
 - Closure will allow for further evaluation and recommended repair.

Balance of page intentionally left blank

Current Status:

- Facilities Management/Parks and Recreation met with Ayres Associates 9/4/24.
- Topics discussed included.
 - Recommended Short-term and Long-term repairs to the structural pilings and caps.
 - Scope of Work/Methodology for potential repairs.
 - Design Proposal. Ayres Associates is currently under SJC Continuing Service Agreement.
 - Engineer Opinion of Cost.

Next Steps:

- As a result of the beach renourishment project, this will allow for better accessibility to address long-term repairs. SJC has determined this approach will have a favorable cost/benefit to the residents, visitors.
- FM will work with Ayres Associates to secure design cost. We anticipate having cost/scope and issued purchase order September 2024.
- Scope of work will include, but not limited to addressing Pile Bents 9 through 16.
 - Scope of work includes proposed new “Pile Jacket System” for Pile Bents 9 through 16.
 - Detailed evaluation of Pile “Caps” 9-16 to be included.
- Procurement Process.
 - Once we have received Design Drawings, FM will work with procurement to explore all options to expedite as much as possible securing a repair vendor.
 - Permitting will also need to be vetted given the location.
- Funding.
 - Estimation of repair currently is ~\$3,000,000.
 - Will defer to Administration for funding source.

If you should have any questions, feel free to reach out Dwhitcraft@sjcfl.us, or (904) 640-1545.

Balance of page intentionally left blank

TDC Regular Meeting – September 16, 2024

Agenda Item Monthly Reports (Information Only)

FY2024 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
July	\$ 2,413,376	-6.6%
FYTD	\$ 20,553,881	0.8%
% OF BUDGET		83.3%
% OF FY		90.4%

BUDGETED \$ \$ 22,728,250

July Collection Accounts

Description	Count
RV/MH Park or Campground	30
Hotel or Motel	88
Condo / COOP	2352
Apartment / House / Mobile Home	2267
Bed & Breakfast	32
Other	6
Total	4775

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2024

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	\$32,488,036.16	4.3%	\$32,635,663.74	7.9%	\$ 44,077,420.28	10.8%	\$ 36,826,503.76	0.6%
EXEMPT RECEIPTS	-\$1,711,195.56	25.5%	-\$944,153.94	-22.3%	\$ (1,411,329.88)	2.5%	\$ (1,452,798.16)	-13.7%
TAXABLE RECEIPTS	\$ 30,776,840.60	3.4%	\$ 31,691,509.80	9.2%	\$ 42,666,090.40	11.1%	\$ 35,373,705.60	1.2%
TOTAL TAX COLLECTED	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%
LESS COLLECTION ALLOWANCE	-\$11,256.36		-\$11,199.26		\$ (14,499.07)		\$ (12,862.90)	
PLUS PENALTY	\$5,781.01		\$12,597.73		\$ 13,103.77		\$ 10,835.79	
PLUS INTEREST	\$125.28		\$517.65		\$ 374.57		\$ 359.99	
TOTAL AMOUNT REMITTED	\$ 1,533,491.96	2.0%	\$ 1,586,491.61	9.5%	\$ 2,132,283.79	11.2%	\$ 1,767,018.16	1.4%
LESS TAX COLLECTOR & CLERK	\$ (30,669.84)	2.0%	\$ (31,729.83)	9.5%	\$ (42,645.68)	11.2%	\$ (35,340.36)	1.4%
NET TO TDC	\$ 1,502,822.12	2.0%	\$ 1,554,761.78	9.5%	\$ 2,089,638.11	11.2%	\$ 1,731,677.80	1.4%

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	\$ 42,186,914.73	2.5%	\$ 60,573,492.09	3.9%	\$44,603,364.86	-12.8%	\$42,047,834.64	4.0%
EXEMPT RECEIPTS	\$ (1,321,518.73)	-2.0%	\$ (1,163,145.69)	-15.3%	-\$1,401,599.66	21.1%	-\$1,004,799.44	-32.2%
TAXABLE RECEIPTS	\$ 40,865,396.00	2.6%	\$ 59,410,346.40	4.4%	\$ 43,201,765.20	-13.6%	\$ 41,043,035.20	5.4%
TOTAL TAX COLLECTED	\$ 2,043,269.80	2.6%	\$ 2,970,517.32	4.4%	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%
ADJUSTMENTS								
TOTAL TAX DUE	\$ 2,043,269.80	2.6%	\$ 2,970,517.32	4.4%	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%
LESS COLLECTION ALLOWANCE	\$ (15,206.61)		\$ (21,269.03)		-\$15,734.65		-\$15,593.70	
PLUS PENALTY	\$ 6,913.68		\$ 13,068.14		\$7,667.76		\$10,079.70	
PLUS INTEREST	\$ 379.50		\$ 295.53		\$274.62		\$256.76	
TOTAL AMOUNT REMITTED	\$ 2,035,356.37	2.4%	\$ 2,962,611.96	4.5%	\$ 2,152,295.99	-13.5%	\$ 2,046,894.52	5.6%
LESS TAX COLLECTOR & CLERK	\$ (40,707.13)	2.4%	\$ (59,252.24)	4.5%	\$ (43,045.92)	-13.5%	\$ (40,937.89)	5.6%
NET TO TDC	\$ 1,994,649.24	2.4%	\$ 2,903,359.72	4.5%	\$ 2,109,250.07	-13.5%	\$ 2,005,956.63	5.6%

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$48,720,085.01	1.3%	\$51,188,400.49	-5.9%					\$435,347,715.76
EXEMPT RECEIPTS	-\$2,739,042.21	62.0%	-\$1,670,738.29	19.5%					-\$14,820,321.56
TAXABLE RECEIPTS	\$ 45,981,042.80	-0.9%	\$ 49,517,662.20	-6.5%					\$420,527,394.20
TOTAL TAX COLLECTED	\$ 2,299,052.14	-0.9%	\$ 2,475,883.11	-6.5%					\$21,026,369.71
ADJUSTMENTS									
TOTAL TAX DUE	\$ 2,299,052.14	-0.9%	\$ 2,475,883.11	-6.5%					\$21,026,369.71
LESS COLLECTION ALLOWANCE	-20517.69		-\$21,869.84						
PLUS PENALTY	\$15,186.69		\$8,293.18						
PLUS INTEREST	\$553.65		\$322.37						
TOTAL AMOUNT REMITTED	\$ 2,294,274.79	-0.7%	\$ 2,462,628.82	-6.6%					\$20,973,347.97
LESS TAX COLLECTOR & CLERK	\$ (45,885.50)	-0.7%	\$ (49,252.58)	-6.6%					-\$419,466.96
NET TO TDC	\$ 2,248,389.29	-0.7%	\$ 2,413,376.24	-6.6%					\$20,553,881.01

Budgeted \$ 22,728,250
 % of Budget 83.3%
 % of FY 90.4%

FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$965,713.21	63.0%	-0.1%	\$174,758.10	11.4%	3.3%	\$290,978.14	19.0%	6.4%
November	\$996,715.32	62.8%	7.2%	\$140,001.45	8.8%	-4.9%	\$324,584.74	20.5%	18.2%
December	\$1,342,883.84	63.0%	6.7%	\$216,882.95	10.2%	9.8%	\$417,240.38	19.6%	29.4%
2024 Janaury	\$971,674.24	55.0%	-0.4%	\$282,359.02	16.0%	4.9%	\$360,583.11	20.4%	10.2%
February	\$1,152,962.35	56.6%	-0.6%	\$338,312.47	16.6%	-1.2%	\$390,867.16	19.2%	17.3%
March	\$1,679,403.86	56.7%	-2.6%	\$499,274.57	16.9%	28.4%	\$626,604.29	21.2%	19.0%
April	\$1,278,084.51	59.4%	-7.2%	\$317,376.14	14.7%	-26.9%	\$428,365.25	19.9%	-13.1%
May	\$1,184,491.16	57.9%	4.6%	\$287,980.10	14.1%	-5.3%	\$464,876.43	22.7%	23.0%
June	\$1,023,829.29	44.6%	-8.3%	\$595,813.32	26.0%	6.8%	\$563,602.73	24.6%	10.4%
July	\$1,124,347.49	45.7%	-8.0%	\$580,432.07	23.6%	-13.0%	\$670,701.33	27.2%	5.7%
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$45,875.33	3.0%	-8.3%	\$56,167.18	3.7%	29.0%	\$ 1,533,491.96
November	\$58,556.22	3.7%	20.2%	\$66,633.88	4.2%	37.4%	\$ 1,586,491.61
December	\$51,422.75	2.4%	-2.7%	\$103,853.87	4.9%	20.6%	\$ 2,132,283.79
2024 Janaury	\$81,619.84	4.6%	-16.0%	\$70,781.95	4.0%	-4.3%	\$ 1,767,018.16
February	\$82,319.67	4.0%	-1.9%	\$70,894.72	3.5%	3.4%	\$ 2,035,356.37
March	\$72,277.50	2.4%	-0.5%	\$85,051.74	2.9%	-31.4%	\$ 2,962,611.96
April	\$59,282.56	2.8%	-40.9%	\$69,187.53	3.2%	-18.4%	\$ 2,152,295.99
May	\$50,382.28	2.5%	-18.8%	\$59,164.55	2.9%	-4.5%	\$ 2,046,894.52
June	\$61,902.41	2.7%	-3.0%	\$49,127.04	2.1%	-20.8%	\$ 2,294,274.79
July	\$44,108.01	1.8%	-24.8%	\$43,039.92	1.7%	-19.9%	\$ 2,462,628.82
August							
September							

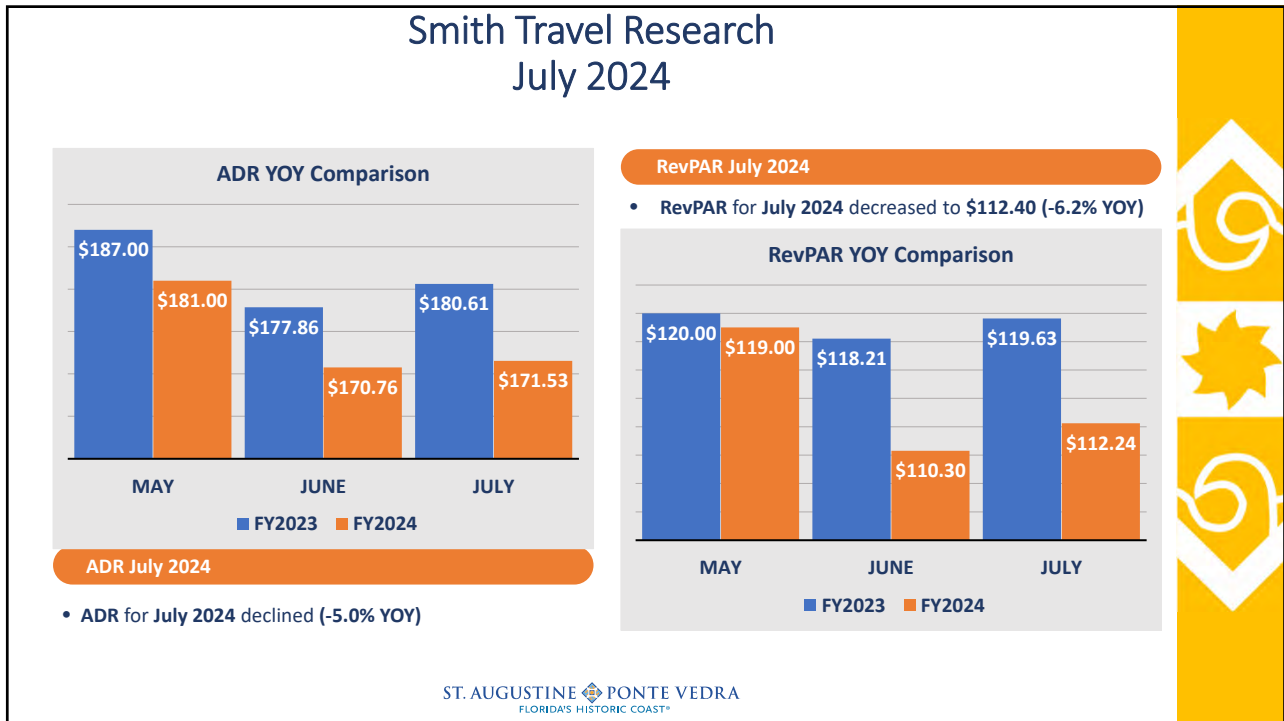
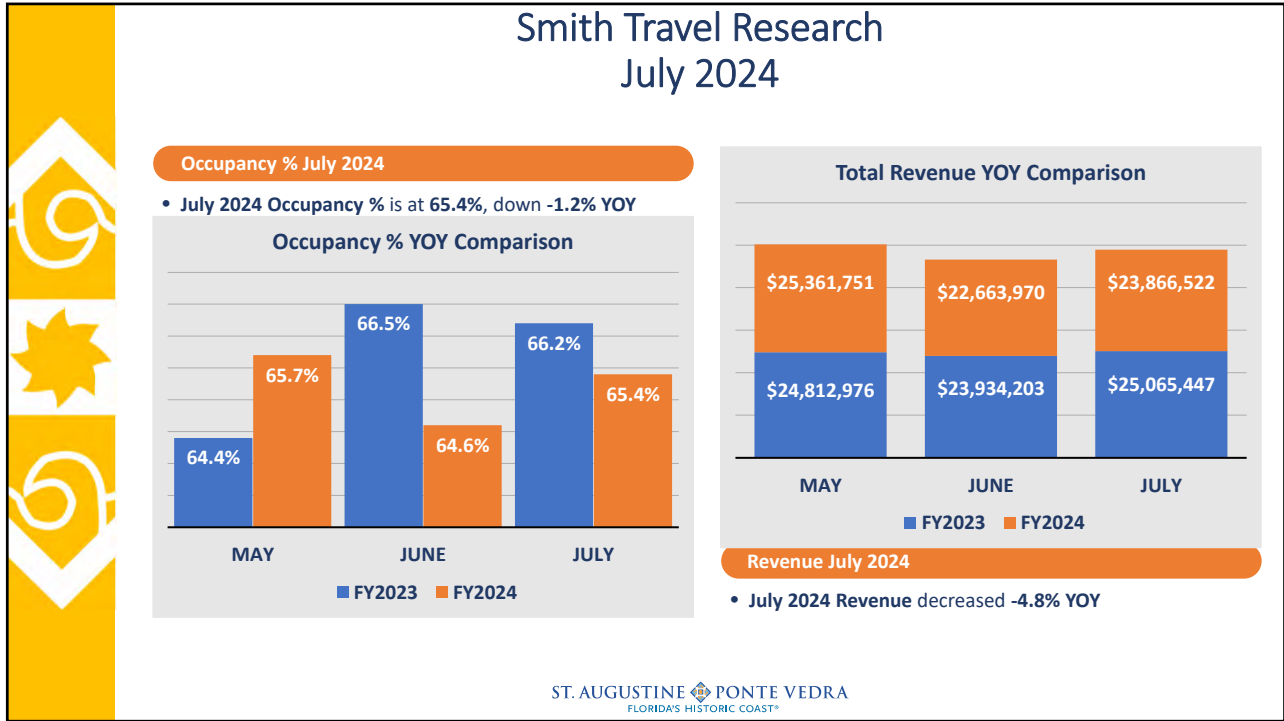
FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

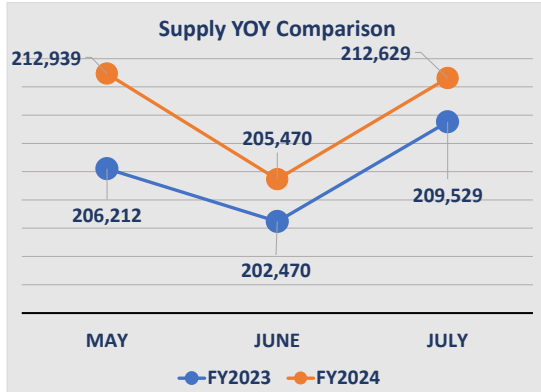
	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2024												
OCT	\$458,785.26	29.9%	10.4%	\$346,735.47	22.6%	-3.1%	\$598,594.10	39.0%	2.6%	\$21,514.87	1.4%	13.5%
NOV	\$423,126.90	26.7%	1.4%	\$314,505.09	19.8%	15.5%	\$719,780.00	45.4%	16.3%	\$29,354.81	1.9%	20.5%
DEC	\$628,926.94	29.5%	16.3%	\$272,734.53	12.8%	-9.8%	\$1,071,943.43	50.3%	18.6%	\$23,732.91	1.1%	-24.2%
JAN	\$573,896.91	32.5%	-2.2%	\$300,487.45	17.0%	5.1%	\$738,881.66	41.8%	4.3%	\$40,059.75	2.3%	1.2%
FEB	\$701,438.41	34.5%	-1.5%	\$377,805.70	18.6%	2.6%	\$785,933.94	38.6%	7.4%	\$41,194.76	2.0%	2.6%
MAR	\$1,057,288.74	35.7%	8.9%	\$643,142.66	21.7%	7.3%	\$1,065,916.32	36.0%	-0.2%	\$27,850.75	0.9%	12.8%
APR	\$750,688.08	34.9%	-21.4%	\$466,336.04	21.7%	-10.1%	\$785,190.44	36.5%	-5.6%	\$18,803.06	0.9%	-67.4%
MAY	\$703,253.57	34.4%	-0.7%	\$467,851.99	22.9%	21.0%	\$735,947.33	36.0%	4.6%	\$18,310.61	0.9%	-31.6%
JUN	\$1,101,863.27	48.0%	6.8%	\$379,891.90	16.6%	-9.1%	\$688,057.00	30.0%	-3.9%	\$26,852.80	1.2%	-3.7%
JUL	\$1,099,610.73	44.7%	-11.2%	\$479,198.70	19.5%	2.6%	\$736,363.50	29.9%	-7.8%	\$20,581.09	0.8%	-19.7%
AUG												
SEP												
FY YTD	\$ 7,498,879			\$ 4,048,690			\$ 7,926,608			\$ 268,255		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$90,336.88	5.9%	-15.1%	\$11,063.05	0.7%	-24.2%	6.6%	\$6,462.33	0.4%	12.1%	\$ 1,533,491.96
NOV	\$81,116.49	5.1%	-13.0%	\$13,675.00	0.9%	-6.8%	6.0%	\$4,933.31	0.3%	-38.4%	\$ 1,586,491.60
DEC	\$107,424.60	5.0%	1.7%	\$17,548.50	0.8%	-7.0%	5.9%	\$9,972.88	0.5%	-29.6%	\$ 2,132,283.79
JAN	\$86,479.78	4.9%	-13.2%	\$14,326.45	0.8%	-12.3%	5.7%	\$12,886.16	0.7%	121.0%	\$ 1,767,018.16
FEB	\$104,764.89	5.1%	-7.0%	\$16,668.54	0.8%	7.6%	6.0%	\$7,550.13	0.4%	-1.6%	\$ 2,035,356.37
MAR	\$139,048.70	4.7%	0.8%	\$19,411.47	0.7%	-25.7%	5.3%	\$9,953.32	0.3%	7.4%	\$ 2,962,611.96
APR	\$107,804.93	5.0%	8.8%	\$15,496.40	0.7%	-14.4%	5.7%	\$7,977.04	0.4%	-13.7%	\$ 2,152,295.99
MAY	\$97,939.81	4.8%	8.1%	\$15,198.44	0.7%	7.8%	5.5%	\$8,392.77	0.4%	3.9%	\$ 2,046,894.52
JUN	\$87,716.53	3.8%	-5.9%	\$2,125.78	0.1%	-86.6%	3.9%	\$7,767.51	0.3%	-3.3%	\$ 2,294,274.79
JUL	\$79,299.79	3.2%	-9.8%	\$25,010.09	1.0%	153.0%	4.2%	\$22,564.92	0.9%	139.9%	\$ 2,462,628.82
AUG											
SEP											
FY YTD	\$ 981,932			\$ 150,524				\$ 98,460			\$ 20,973,348





Smith Travel Research July 2024

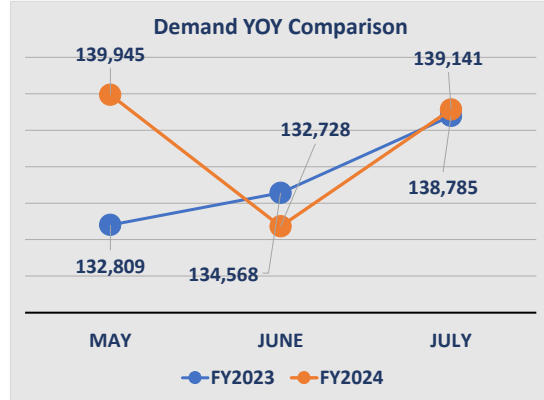


Supply July 2024

- July 2024 Supply increased +1.5% YOY

Demand July 2024

- Demand for July 2024 increased +0.3% YOY

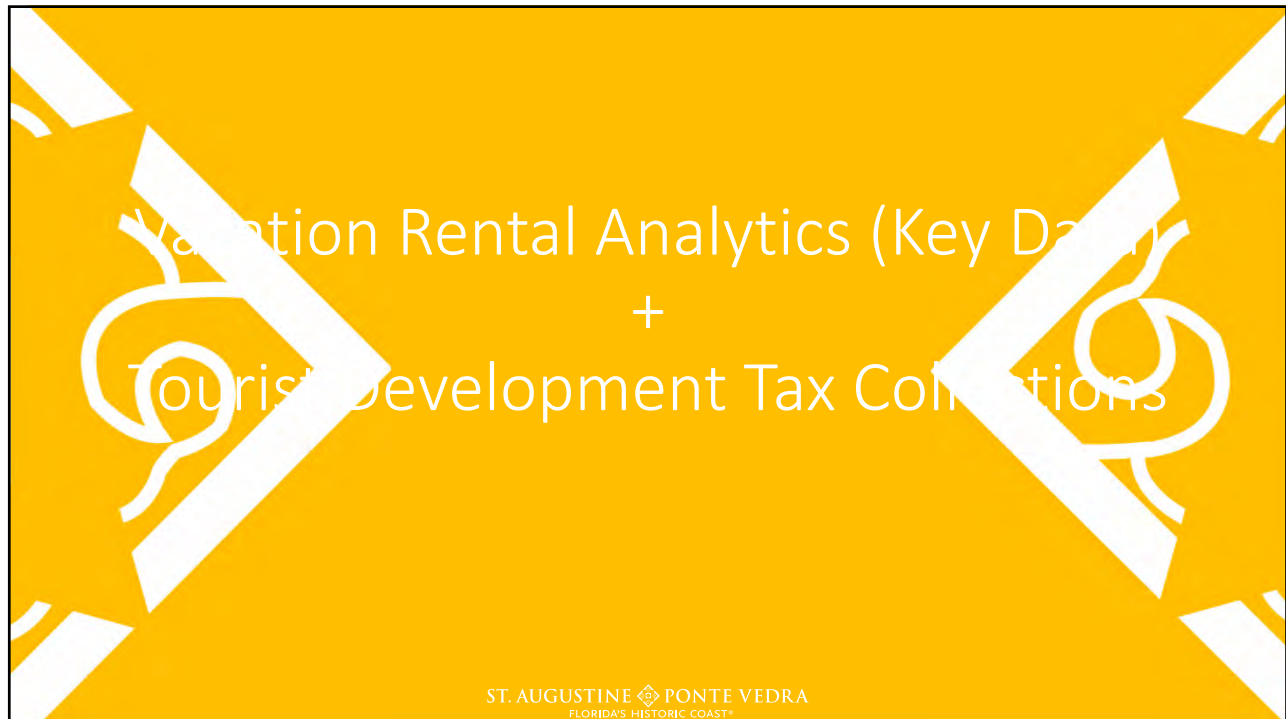


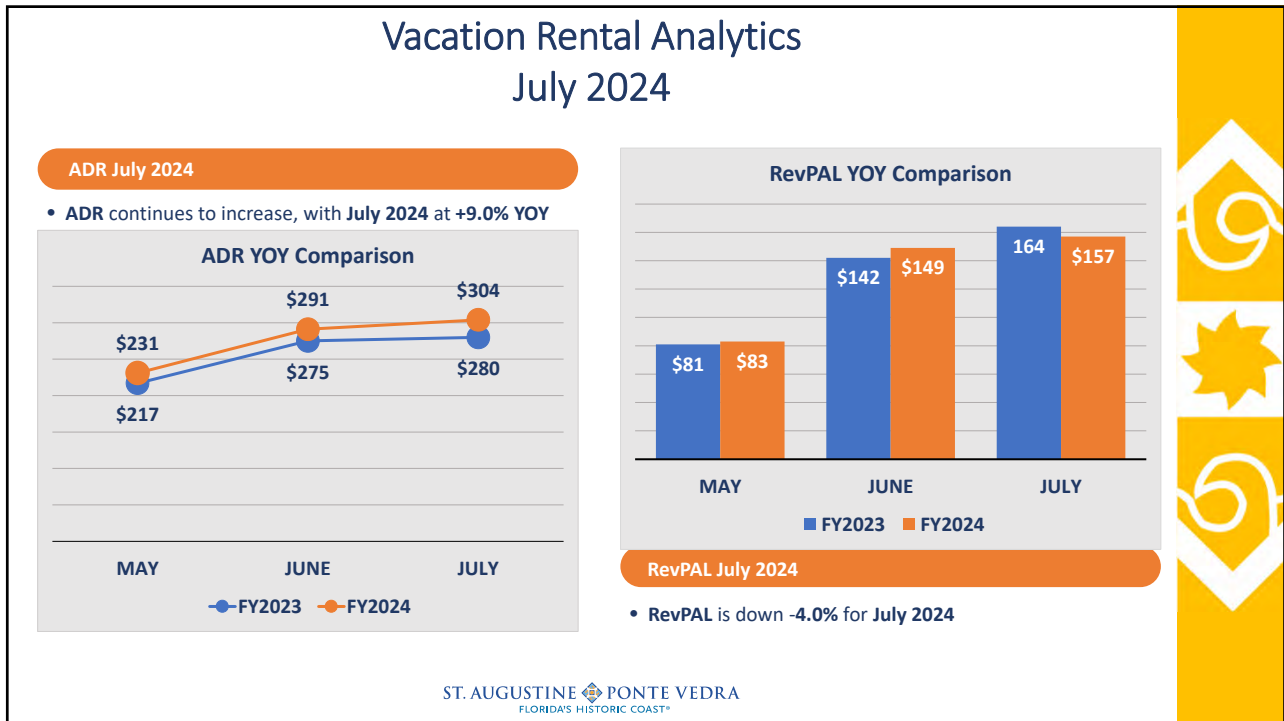
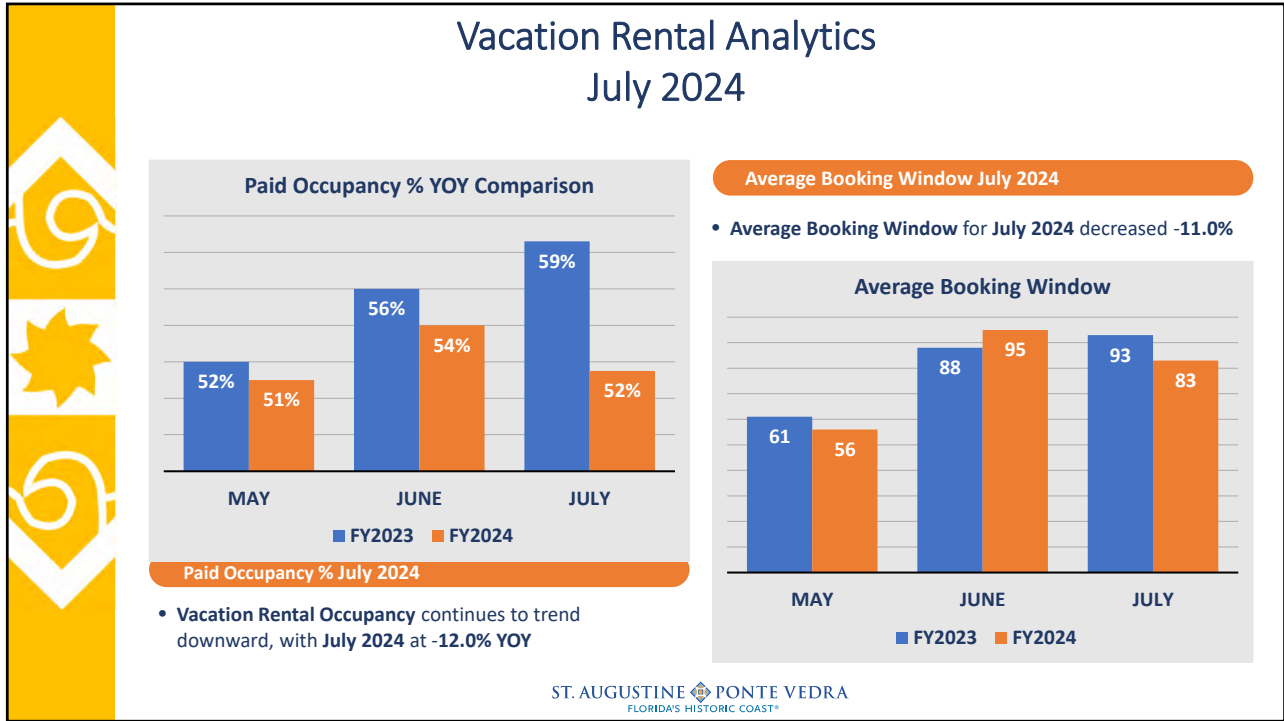
July 2024 vs. July 2023 Comp Set

	Current Month July 2024 vs. July 2023		Percent Change from July 2023			
	2024	2024	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	68.1	144.86	-3.3	1.2	-2.1	-1.4
Nassau County, FL	69.8	302.45	-4.1	4.8	0.5	-5.2
Pinellas County, FL	70.4	182.89	-1.1	-2.1	-3.2	-3.4
St Johns County, FL	65.4	171.53	-1.2	-5.0	-6.2	-4.8
Charleston, SC	71.9	168.79	-6.3	-3.1	-9.2	-9.3
Jacksonville, FL	66.9	141.31	-2.3	-2.5	-4.8	-3.1
Myrtle Beach, SC	76.5	204.96	-1.0	0.8	-0.1	-0.8
Orlando, FL	71.0	174.16	-3.1	-2.2	-5.3	-4.3
Sarasota, FL	65.0	163.33	-3.4	-4.0	-7.3	-6.6
Savannah, GA	68.0	140.25	-6.1	-0.8	-6.8	-4.9
Fort Walton Beach, FL	76.1	252.72	-1.4	-5.8	-7.1	-5.3
Daytona Beach, FL	66.7	143.71	2.9	-5.9	-3.2	-2.0
Zip Code 32084+	65.8	150.58	-4.3	-4.1	-8.2	-4.4
Zip Code 32080+	69.6	178.27	-1.4	-7.9	-9.2	-9.2
Zip Code 32092+	60.1	101.13	-0.2	-6.4	-6.6	-6.6
Ponte Veda+	67.8	290.30	3.9	-2.5	1.2	-0.6

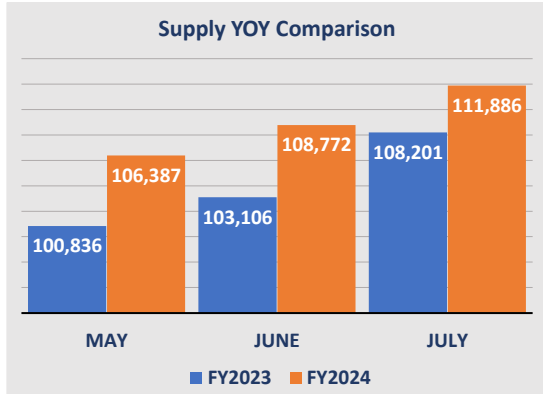
Glossary of Terms

- 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





Vacation Rental Analytics July 2024

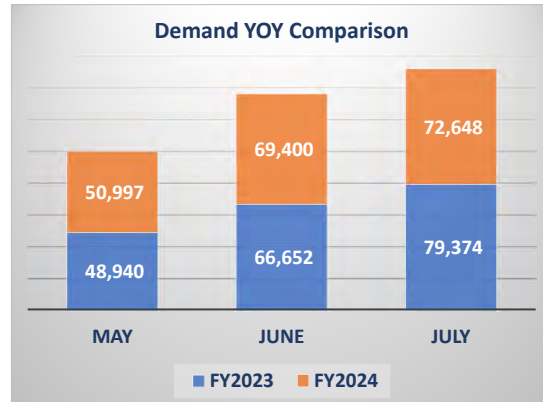


Supply July 2024

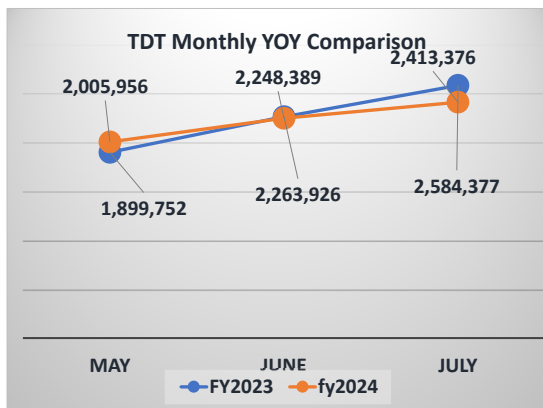
- July 2024 Supply increased +3.0% YOY

Demand July 2024

- Demand decreased -8.0% for July 2024



Tourist Development Tax Collections July 2024

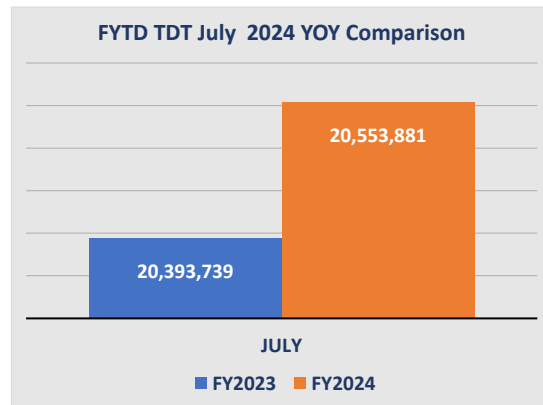


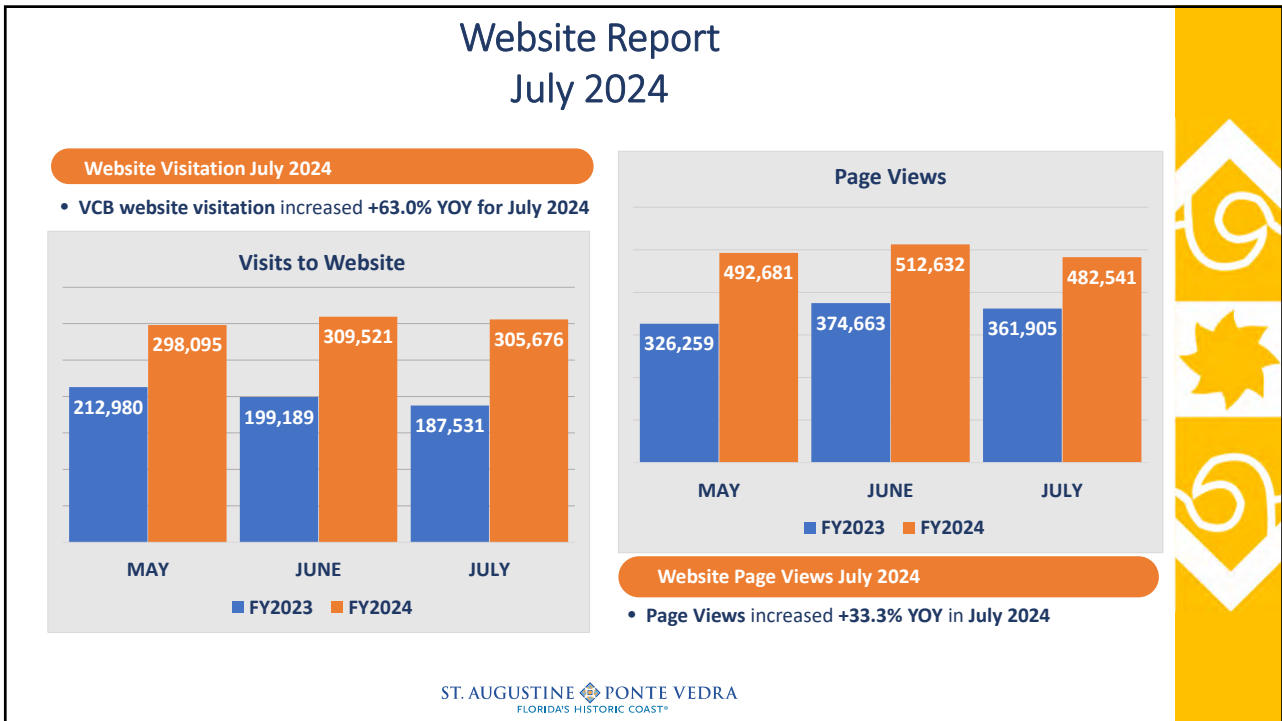
TDT Collections June 2024

- July 2024 TDT decreased -6.6% YOY

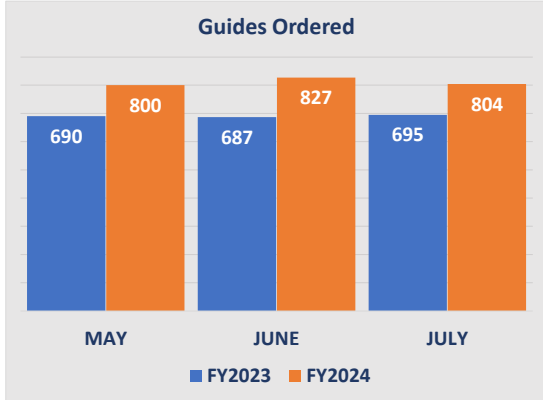
FYTD TDT July 2024

- FYTD TDT Collections increased + 0.1% YOY



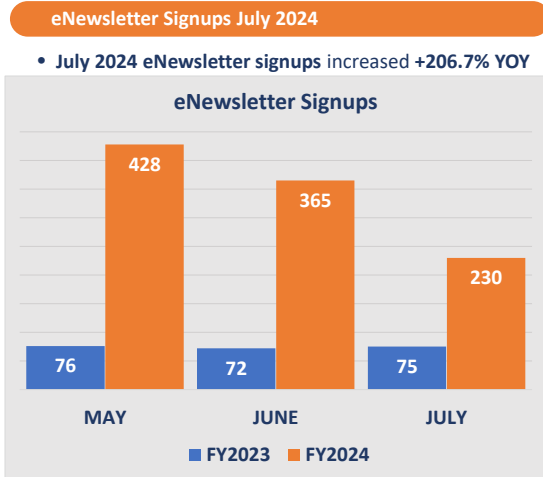


Website Report July 2024

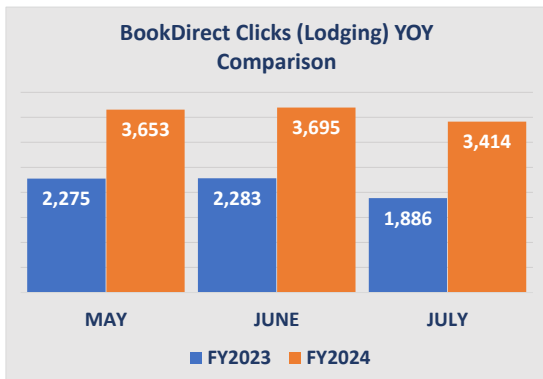


Guides Ordered July 2024

- Guides ordered increased for July 2024, up +15.7% YOY

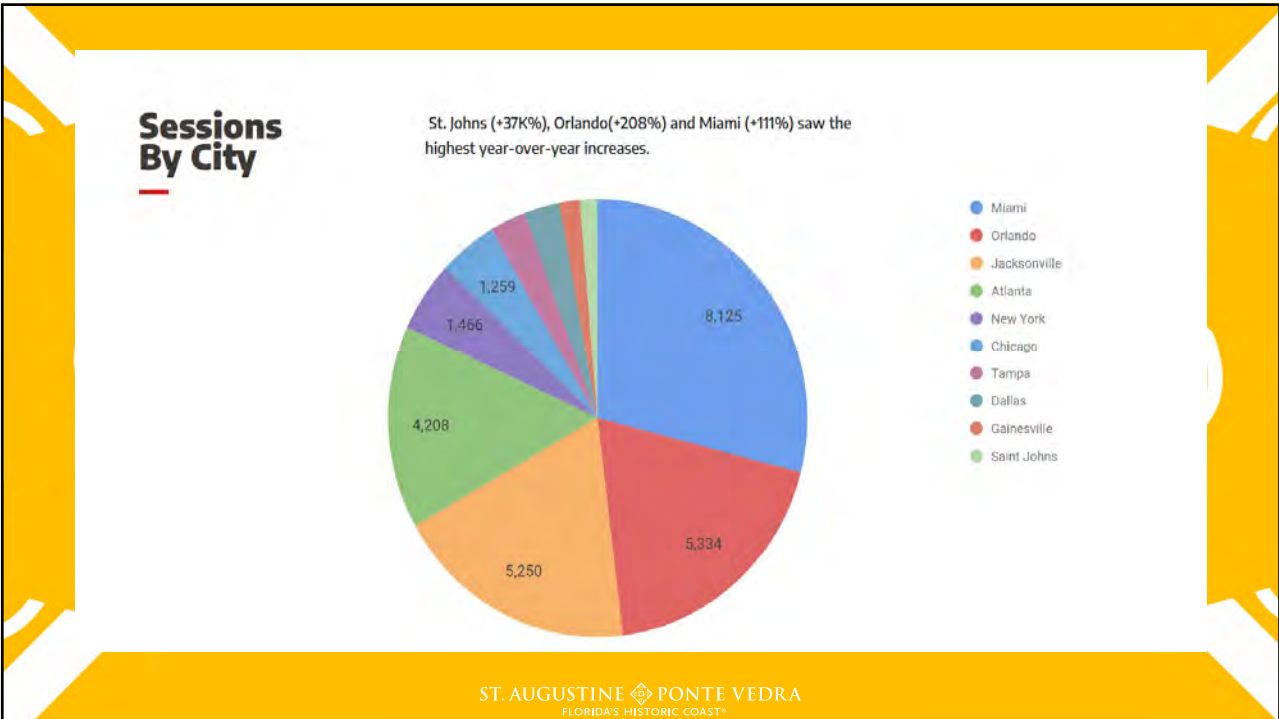
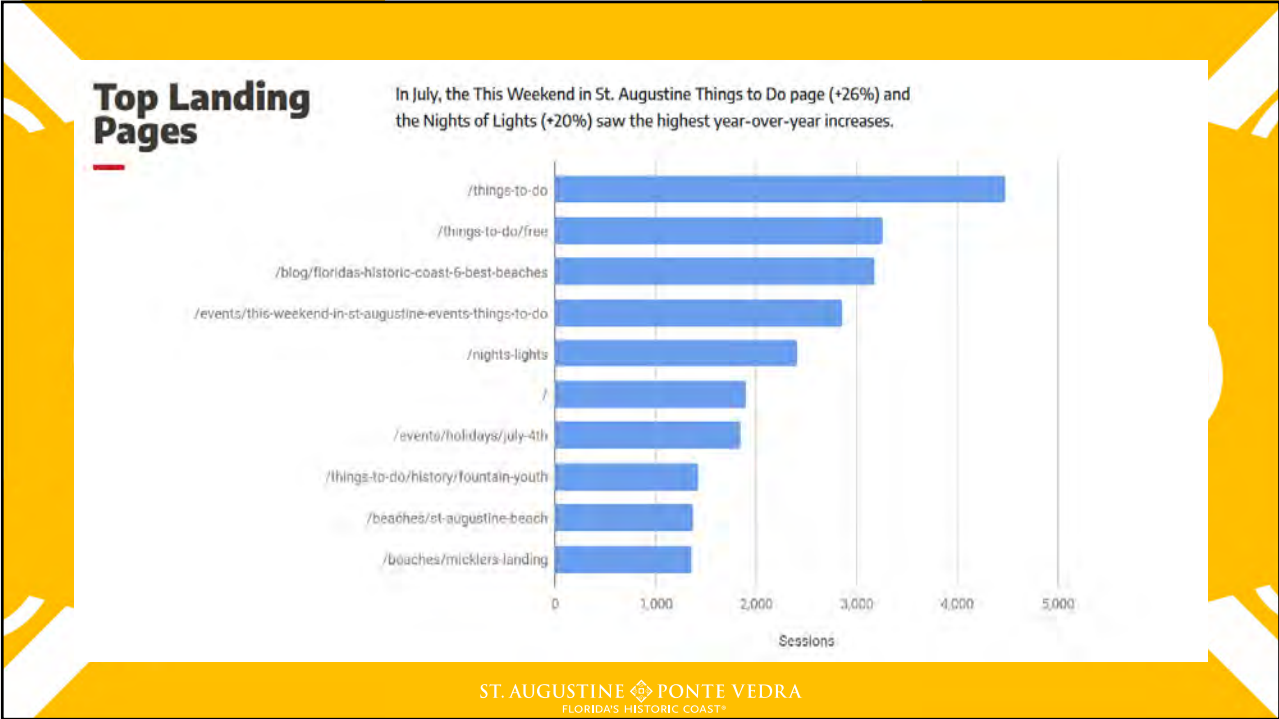


Website Report July 2024




BookDirect Clicks July 2024

- BookDirect clicks increased for July 2024 to 3,414 clicks (+81.0% YOY)



Hispanic Microsite Performance


1,720 VISITS TO WEBSITE +63% YOY	1,416 TOTAL USERS +56% YOY	1,488 VISIT FROM ORGANIC +64% YOY	4,213 PAGE VIEWS +58% YOY
0:01:52 AVERAGE ENGAGEMENT TIME PER SESSION +3% YOY	1,261 ENGAGED SESSIONS +91% YOY	73.31% ENGAGEMENT RATE +17% YOY	

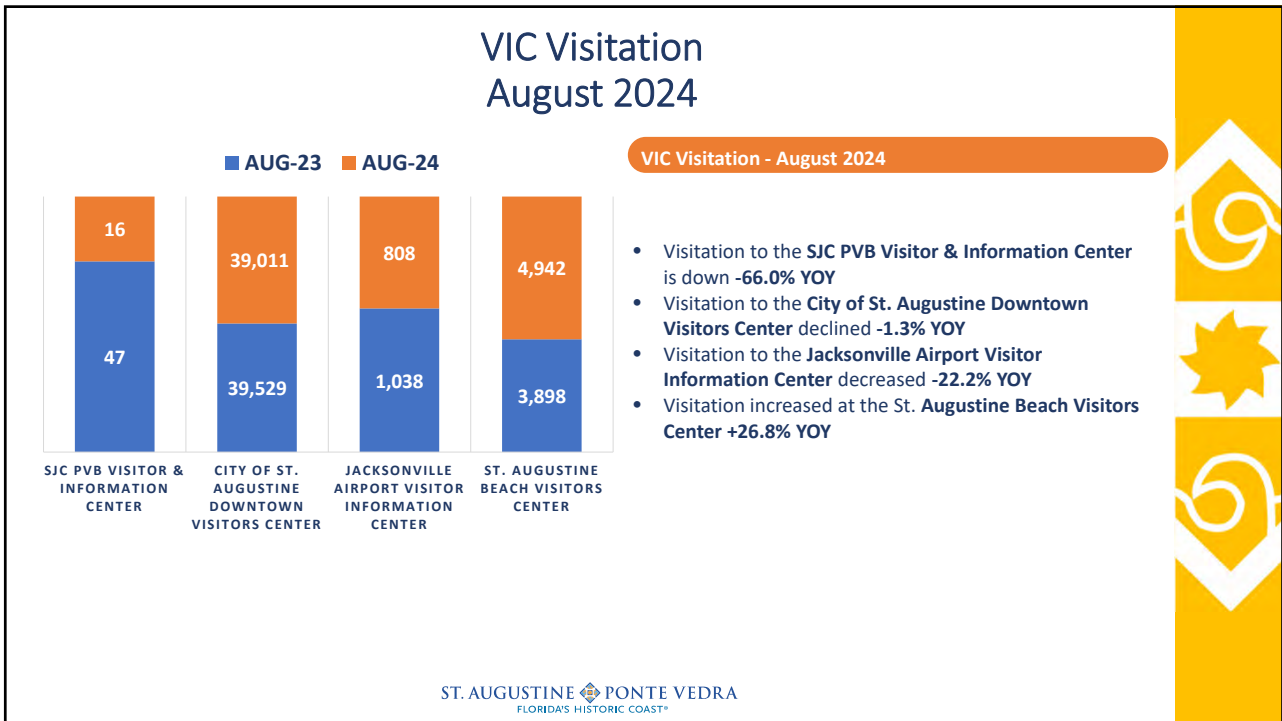
ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

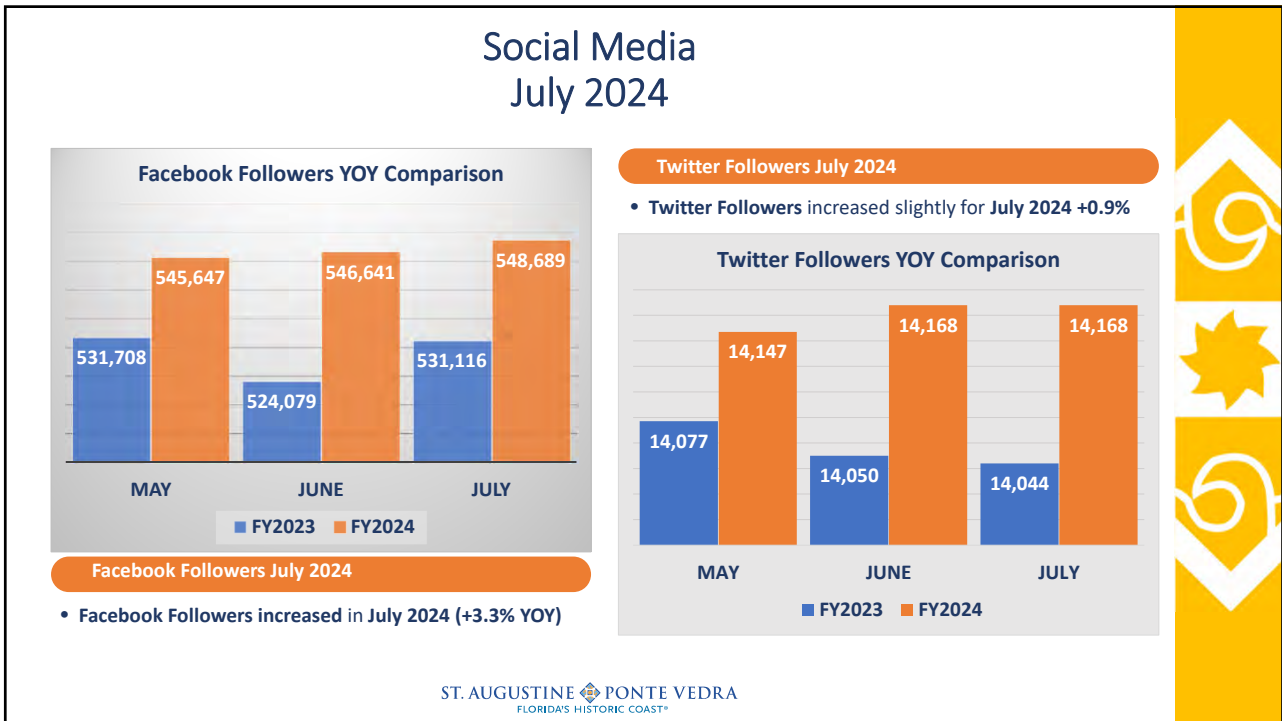
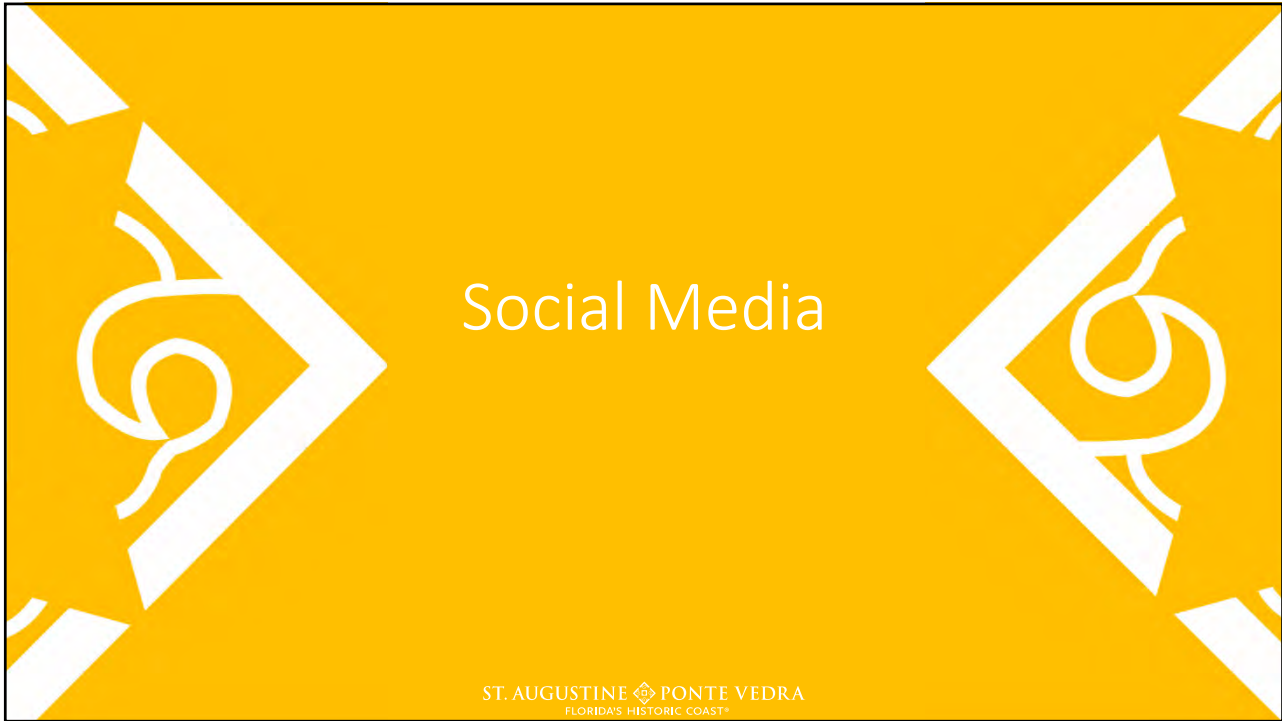
Consumer eNewsletter - July 2024

Email Performance

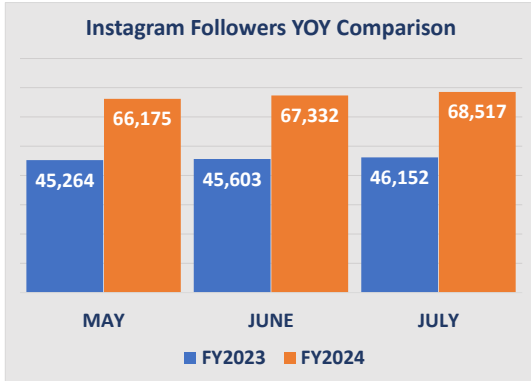
Opt-in Subscribers	Other Source Subscribers
32,601 MESSAGES SENT	165,405 MESSAGES SENT
44% CTOR	51% CTOR
652 SESSIONS	421 SESSIONS
05:05 AVG. SESSION DURATION	04:51 AVG. SESSION DURATION

ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®



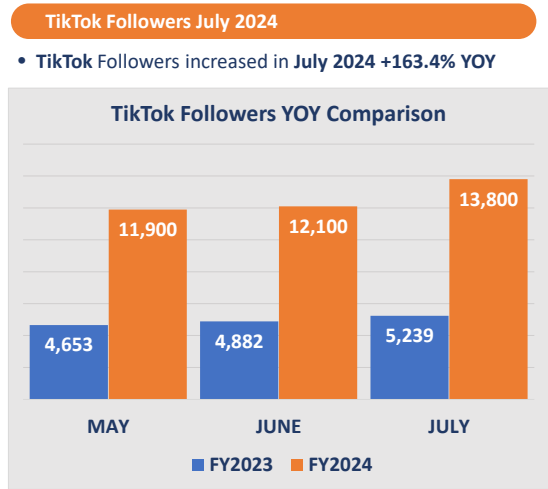


Social Media July 2024

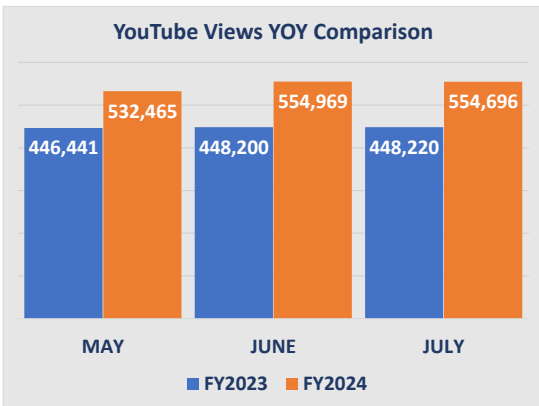


Instagram Followers July 2024

- Instagram grew in July 2024 +48.5% YOY

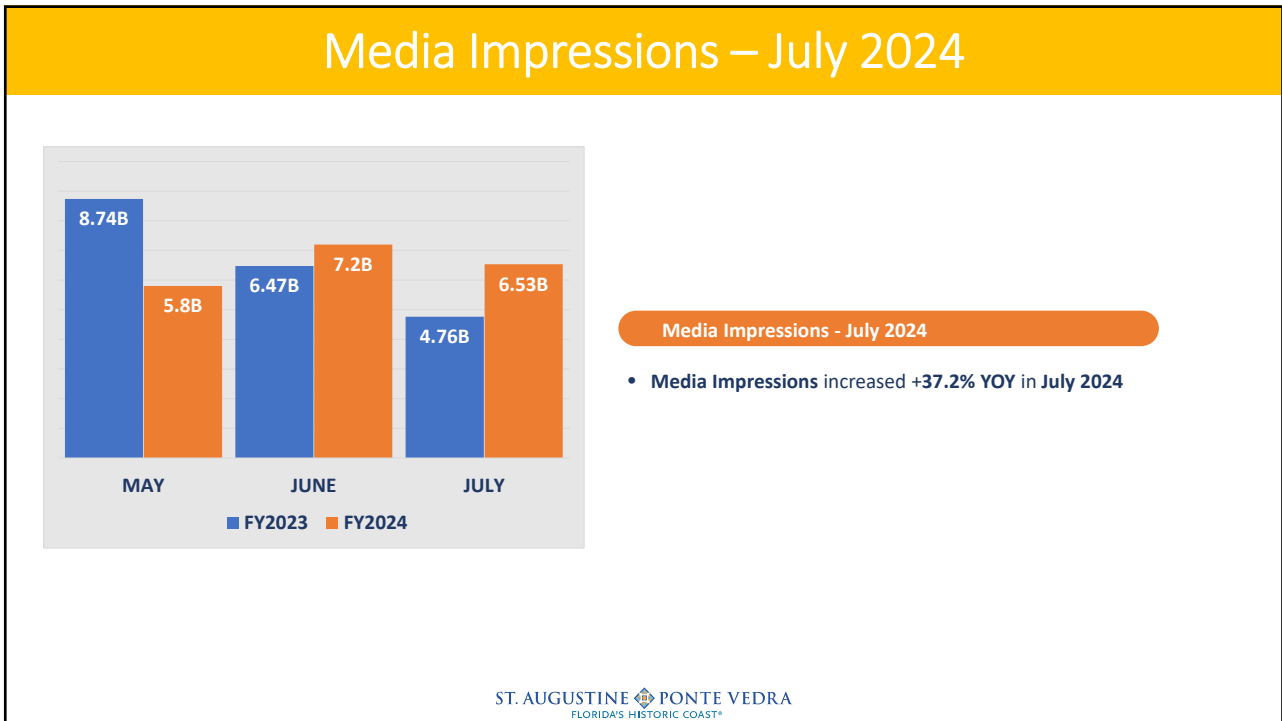
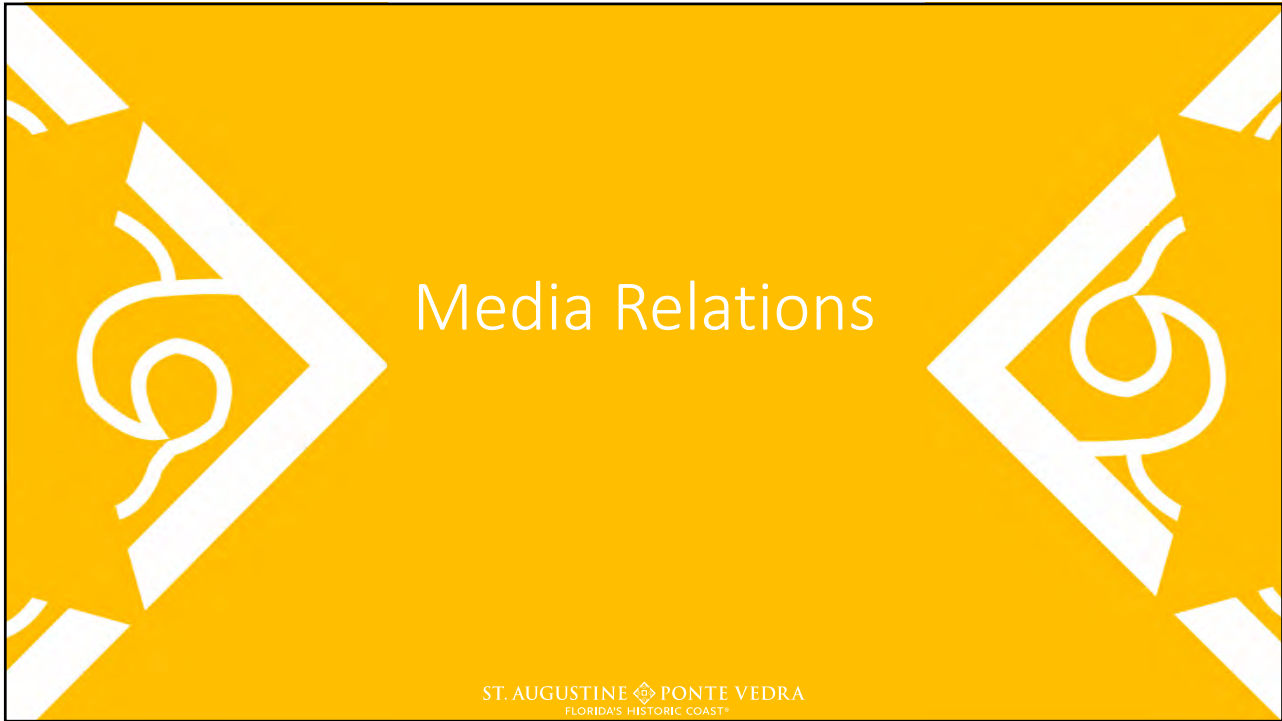


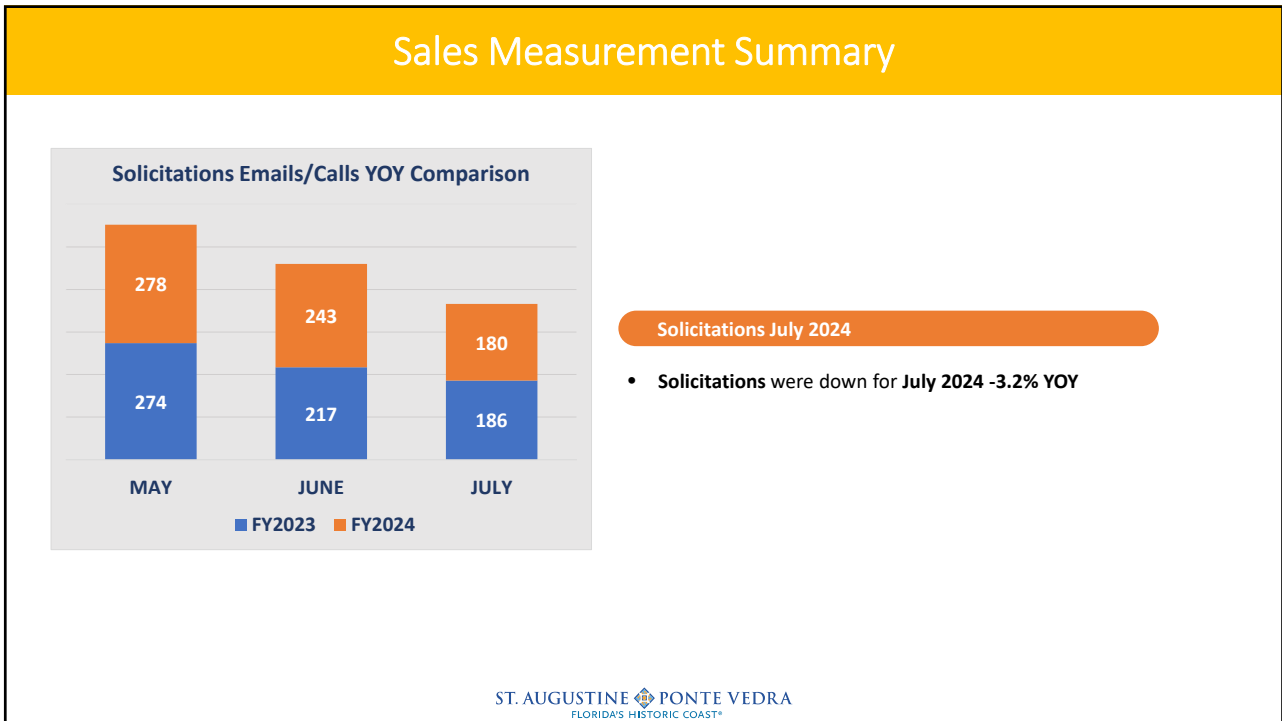
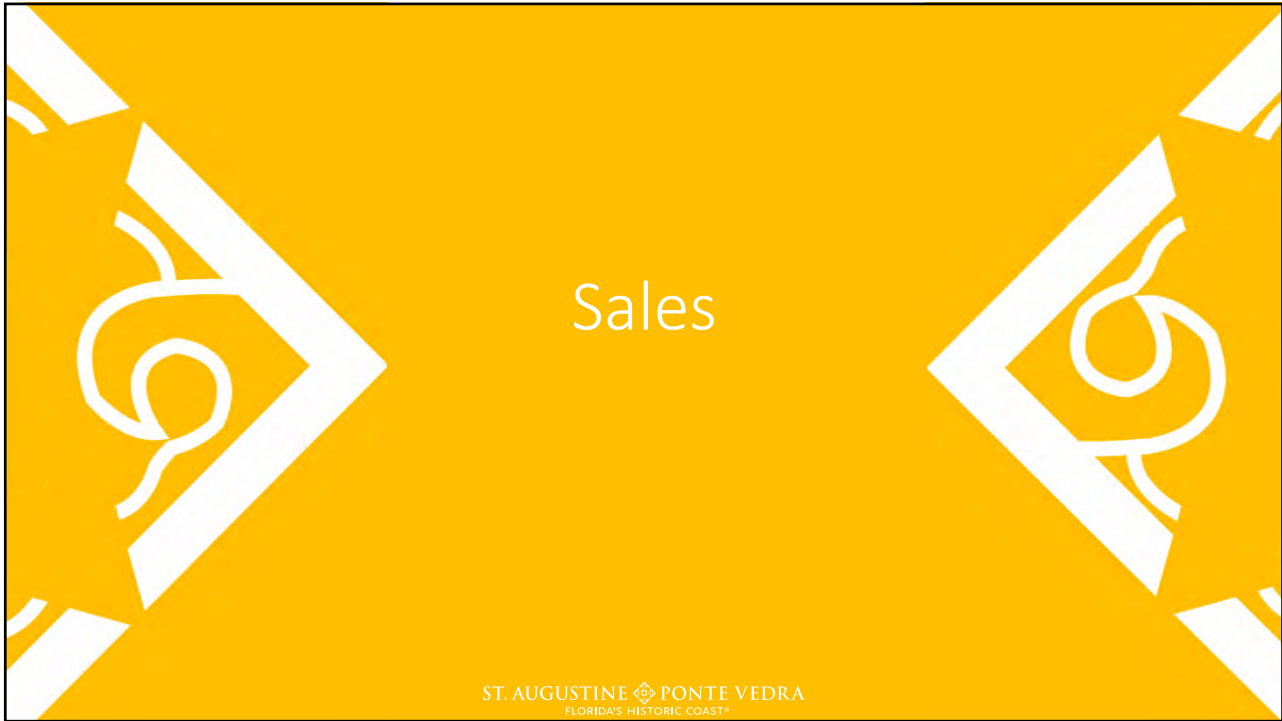
Social Media July 2024



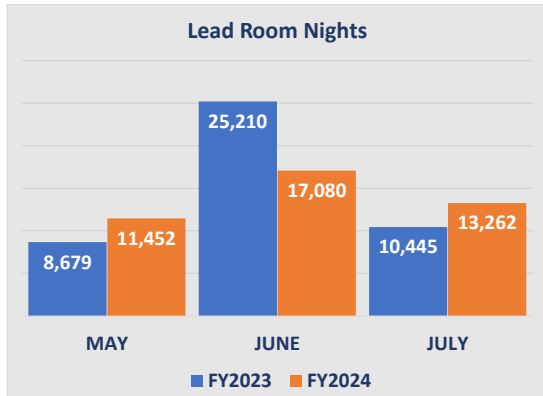
YouTube Views July 2024

- YouTube Views increased in July 2024 +23.8% YOY





Sales Report

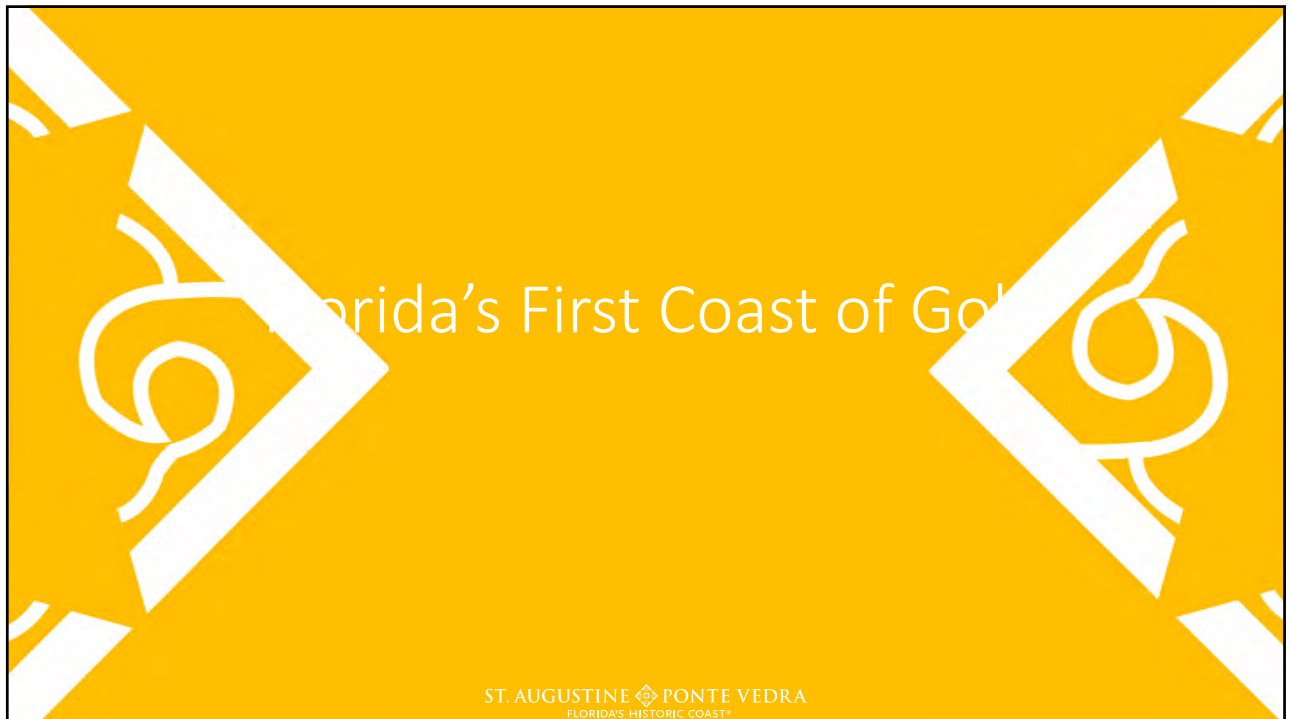
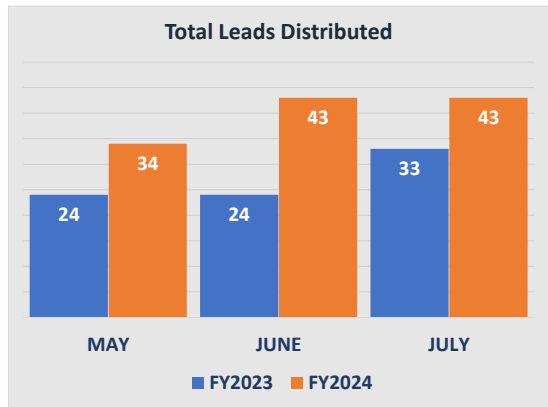


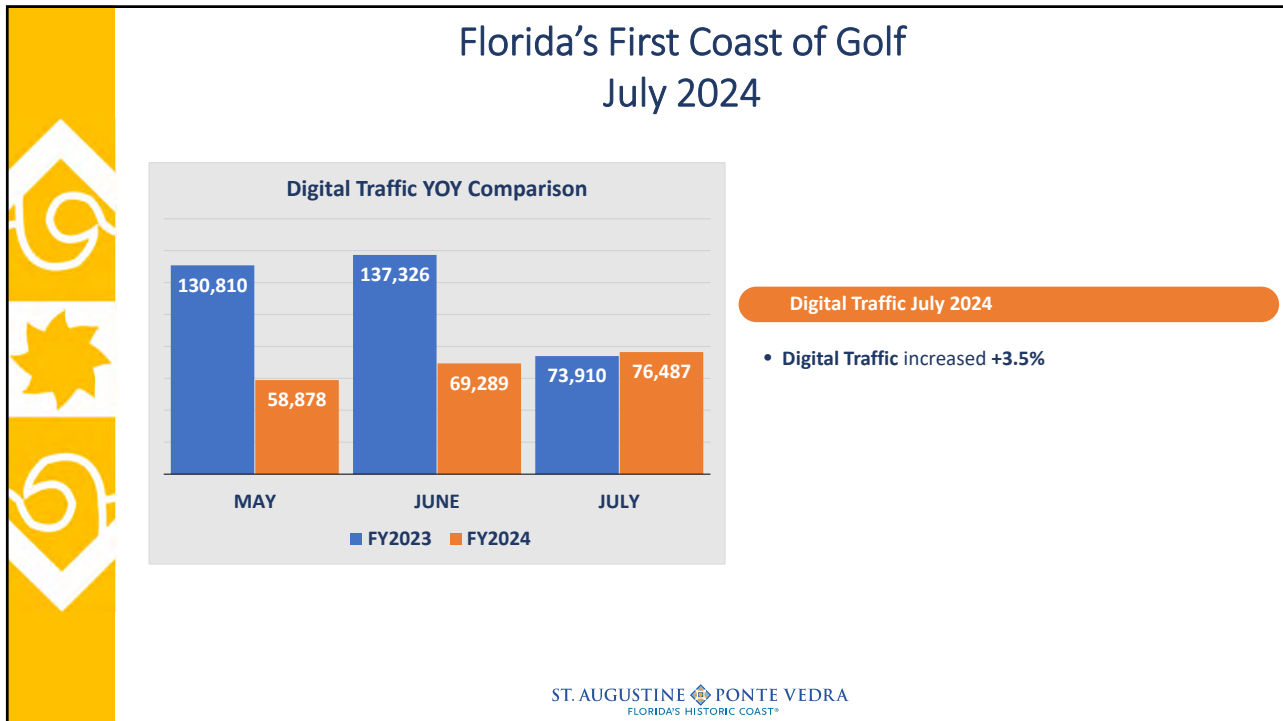
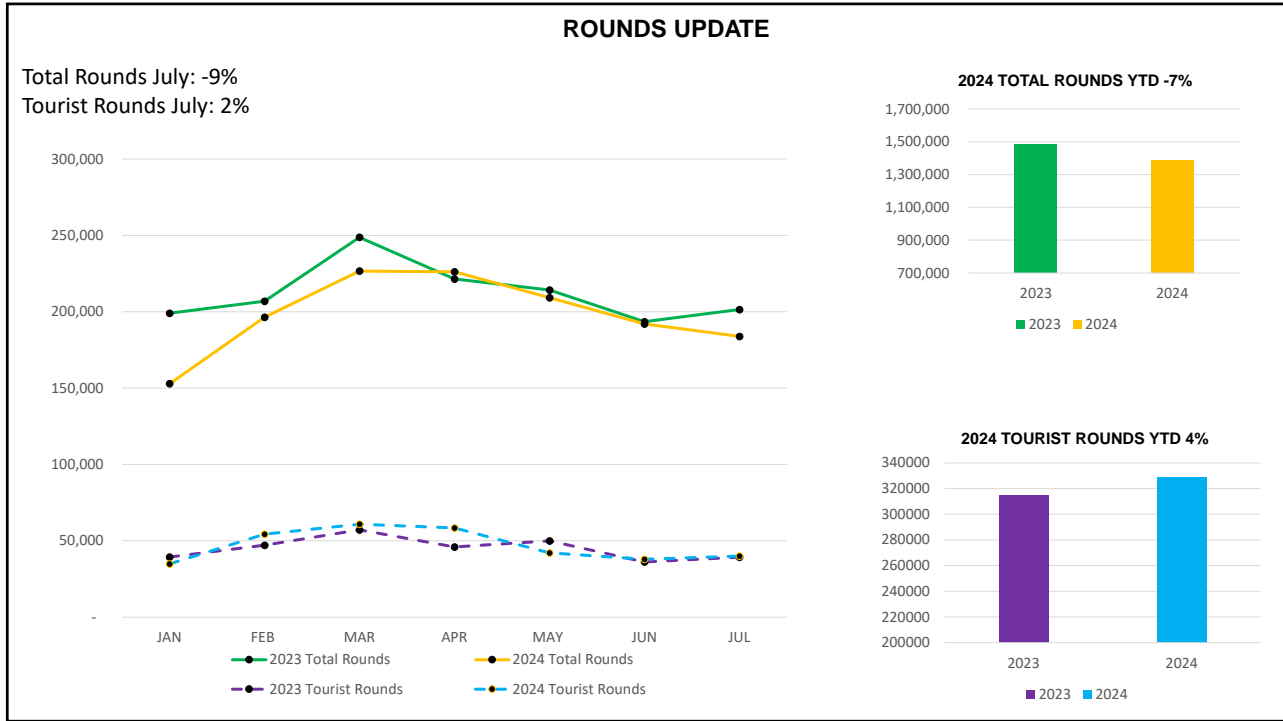
Lead Room Nights July 2024

- July 2024 Lead Room Nights are up +27.0% YOY

Lead Distribution July 2024

- July 2024 Lead Distribution is up +30.3% YOY



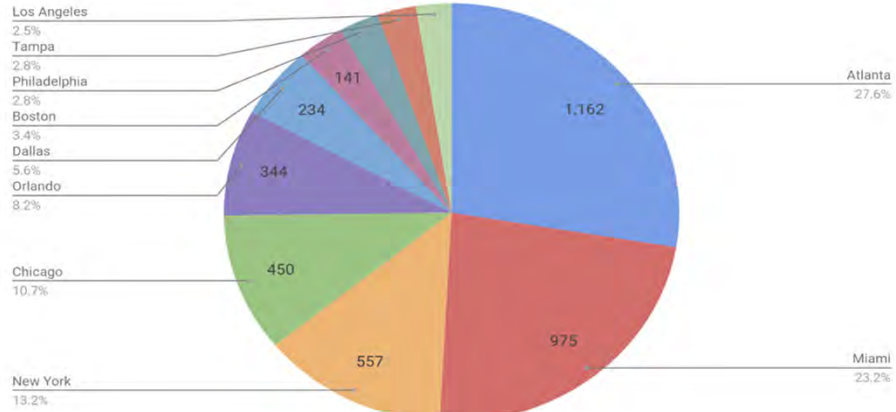




ORGANIC TRAFFIC | APRIL-JUNE

SESSIONS BY CITY

Traffic from Miami (+464%), New York (+211%), Chicago (+221%) and Dallas (+220%) had the most notable increases year-over-year.



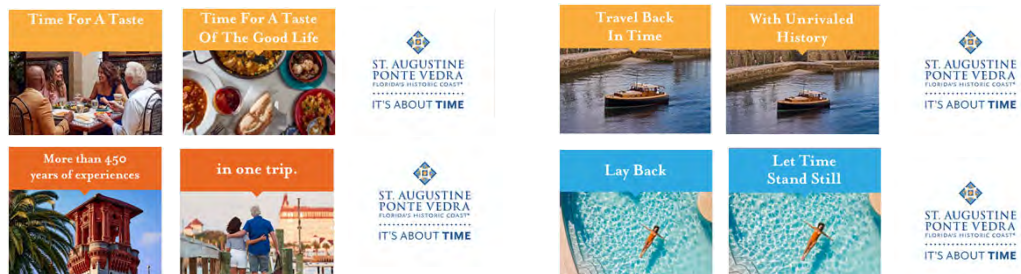
Advertising Report

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Creative: B2C

Digital

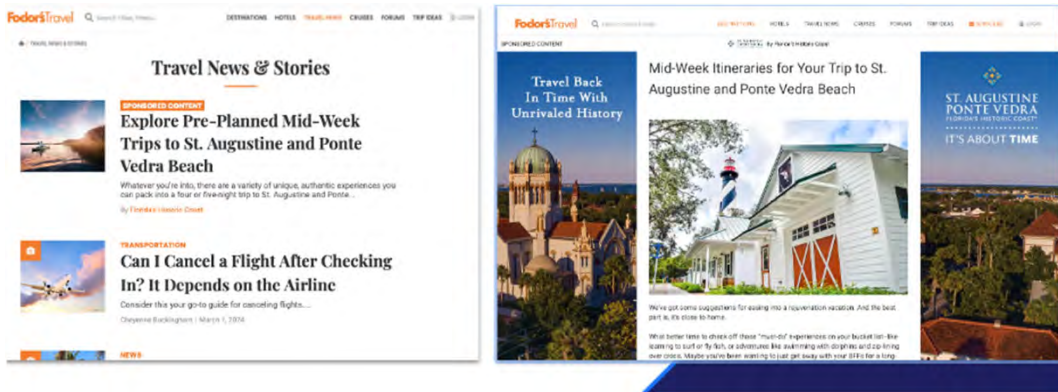
- In July 2024, Google Paid Search 199,356 impressions from 7/1-7/31/2024
- In July 2024, Tripadvisor’s annual buy continued with 816,184 impressions from 7/1-7/31/2024
- Facebook/Instagram had multiple campaigns that delivered 2,680,190 impressions from 7/1-7/31/2024
- In July 2024, YouTube delivered 2,924,176 impressions from 7/1-7/31/2024



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Nativo Skins

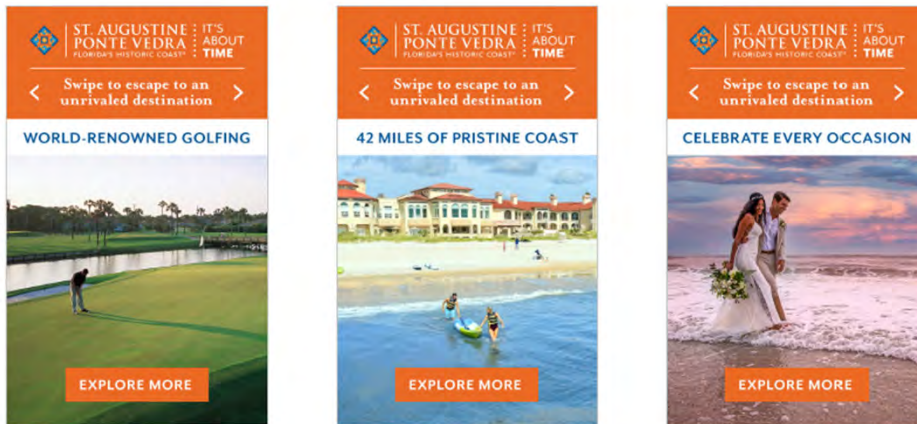
- Nativo Skins native units campaign ended and delivered 247,857 impressions in July 2024



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Rich Media Campaign

- Rich Media campaign ended on 7/14/2024 and delivered 1,546,529 impressions



©2022 |

Summer Paid Social Co-op

- Meta Summer Co-op continued in July 2024



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Nights of Lights (Pre-Season) Campaign

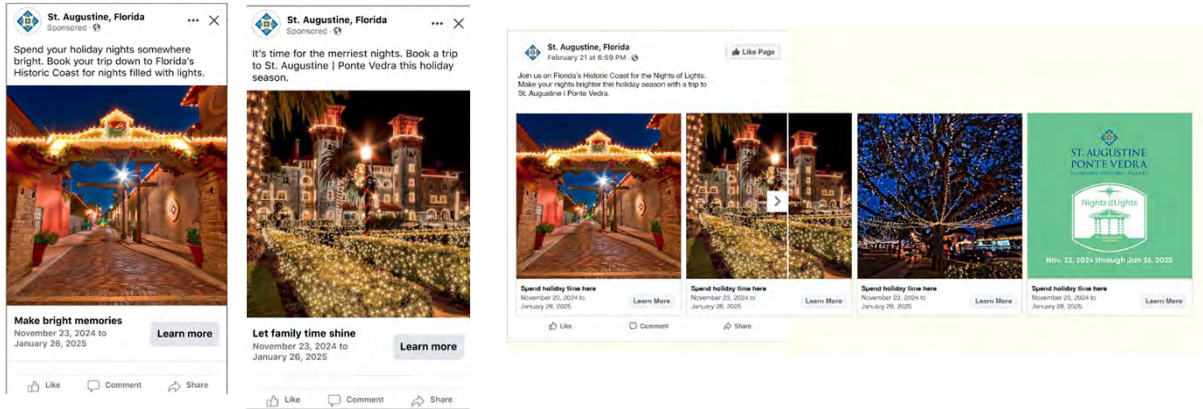
- St. Augustine FY2024 Nights of Lights assets launched at the end of July 2024



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Nights of Lights (Pre-Season) Campaign (cont.)

- St. Augustine FY2024 Nights of Lights launched at the end of July 2024




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Print Creative: B2C

2024 VISIT FLORIDA® Official Vacation Guide

- All right-hand reads, opposite editorial
- Estimated circulation – 300,000



Lay Back And Let Time Stand Still

There's a time and place for peace and relaxation — and you'll always find it in St. Augustine | Ponte Vedra. Whether you're lounging poolside at one of our historic hotels or kicking your sand-covered feet up on a pristine, remote beach — you'll feel it. That magic moment when time stands still.

Visit FloridasHistoricCoast.com to learn more.

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST
IT'S ABOUT TIME

Dreamscapes Magazine

- VISIT FLORIDA edition
- Estimated circulation – 58,100



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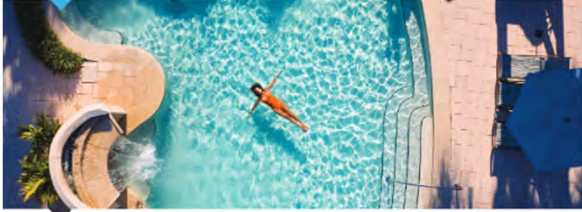
	<p>THE ST. AUGUSTINE ART ASSOCIATION The St. Augustine Art Association produces monthly exhibitions (in gallery & online), education and outreach programs & more. The gallery is located in the historic dining of the nation's oldest city, and is open with free admission 6 days a week. 22 Marine Street • 904.824.2350 • www.staugustineart.com</p>
	<p>ST. AUGUSTINE ATTRACTIONS ASSOCIATION St. Augustine, Florida features 26+ attractions — from the historic Fountain of Youth to the St. Augustine Lighthouse! www.staugustineattractions.com</p>
	<p>ST. AUGUSTINE FOOD - WINE FESTIVAL "One of Florida's Top 10 Food & Wine Festivals," according to USA Today, May 8-12, 2024, with local and celebrity guest chefs and all-inclusive food and drink tickets. Enjoy great cuisine, hundreds of wines, beers and spirits, live music, cooking demos and more. World Golf Place • 904.385.9107 • www.staugustinefoodandwinefestival.com</p>
	<p>WHISKEY, WINE & WILDLIFE Whiskey, Wine & Wildlife, takes place November 7-10, 2024, overnights in Vilano Beach, St. Augustine, Florida. Tickets are ALL-INCLUSIVE with unlimited beverage and culinary tastings from some of Florida's best restaurants. Experience "St. Augustine's Best Beach Party" in Vilano Beach, St. Augustine • 904.385.9107 • www.whiskeyandwildlife.com</p>

IT'S ABOUT TIME.
Visit FloridasHistoricCoast.com to learn more.

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST

Hola Latinos

- Summer 2024 edition
- Estimated circulation – 336,000




Recuéstate Y Deja Que El Tiempo Se Detenga

Hay un lugar y un momento para la paz y relajación... y siempre lo encuentras en St. Augustine | Punta Vedra. Ya sea que estés disfrutando junto a la piscina en uno de nuestros hoteles históricos o sacudiendo las pies cubiertas de arena en una playa remota e inmaculada, lo sentirás. Ese momento mágico en el que el tiempo se detiene.

Visita www.visitstaugustine.com para conocer más.


ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST
.....
YA ES HORA.



ASOCIACIÓN DE ATRACCIONES DE ST. AUGUSTINE

St. Augustine, Florida, cuenta con más de 35 atracciones, desde la hermosa Fuente de la Jovenal hasta el Faro de St. Augustine!


www.staugustineattractions.com



ST. AUGUSTINE FOOD & WINE FESTIVAL

El festival gastronómico y vinícola de St. Augustine es "Uno de los 10 mejores festivales gastronómicos y vinícolas de Florida", según USA Today, en celebración del 400º aniversario de 2024, con chefs locales y visitantes. Los eventos incluyen comidas y bebidas de forma todo incluido. Disfruta de excelente cocina, vinos, música en vivo, degustaciones de cocina y más.

1 World Golf Plaza • 904.585.9021
www.staugustinefoodandwinefestival.com



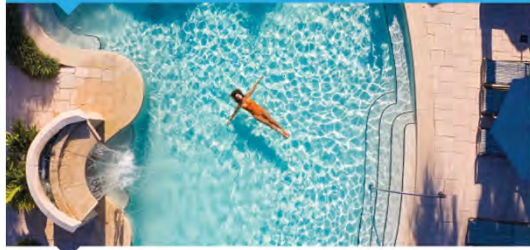
ST. AUGUSTINE AQUARIUM

El Acuario de San Agustín es interesante, educativo y divertido. Tiene exhibiciones de mar y congresos hermanados, sea colindantes por un día, para exhibir, exhibiciones de mar, Biología, botánica y más. Experimenta alimentación y hacer observaciones fascinantes, y la aventura del buceo con snorkel.

2045 State Road 16 • 904.425.9777
www.staugustineaquarium.com

Orlando Magazine

- Summer 2024 edition
- Estimated circulation – 336,000




Lay Back And Let Time Stand Still

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ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST
.....
IT'S ABOUT TIME



ST. AUGUSTINE FOOD & WINE FESTIVAL

The St. Augustine Art Association produces monthly exhibitions in the gallery by local, national and out-of-state artists & more. The gallery is located in the historic district of the nation's oldest city, and it spans with fine collection 6 days a week.


316 St. Augustine Art Association • www.staugustineart.com • 904.624.2310



LINCOLNVILLE MUSEUM AND CULTURAL CENTER

Black History Runs Through Lincolnville. Pontre St. Augustine's unique African American journey over 400 years in the making. From early settlement through the civil rights movement and beyond through historic exhibits, live programs and much more.

802 M. L. King Avenue • www.lincolnvillmuseum.org • 904.624.8781



ST. FRANCIS INN

The 1790 St. Francis Inn serves a scrumptious buffet breakfast, complimentary coffee hour, and historical guest ability. Easy walking to restaurants and attractions, and luxurious rooms to relax in at night.

279 St. George Street • www.stfrancisinn.com • 904.424.6068

The Local Palate Magazine

- Kick-off to Summer edition
- Estimated circulation – 130,000

Time for a Taste of the Good Life

There's so many local and international flavors in St. Augustine | Ponte Vedra you won't know where one starts and the other ends. So come experience world-class cuisine and get a taste of something that's truly unforgettable.

Visit FloridaHistoricCoast.com to learn more.

ST AUGUSTINE PONTE VEDRA
 1782-1845 1888-1987
 IT'S ABOUT TIME

ST. AUGUSTINE FOOD & WINE FESTIVAL

"One of Florida's Big 10 Food & Wine Festivals," according to USA Today. May 3-5, 2024, with local and celebrity guest chefs and all-inclusive food and drink tickets. Enjoy your culture, hundreds of wines, beers and spirits, live music, cooking demos and more.

1782-1845 1888-1987
www.staugustinefoodandwinefestival.com

ST. FRANCIS INN

At the 1791 St. Francis Inn, we serve a complimentary buffet breakfast, complimentary massages, and homemade dessert each day. Enjoy walking distance to dozens of fun restaurants, and boutique shops to make it a one-of-a-kind.

279 St. George Street | 304-824-8068
www.stfrancis.com

WHISKEY, WINE & WILDLIFE

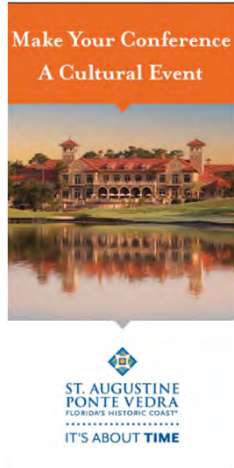
Whiskey, Wine & Wildlife takes place November 7-10, 2024, open to all in Vero Beach, St. Augustine, Ponte Vedra. Tickets are ALL-INCLUSIVE with a drink of beverage and culinary foraging from some of Florida's best restaurants. Experience "St. Augustine's Best Block Party!"

Vero Beach, St. Augustine | 304-825-9120
www.whiskeywinedevelop.com

Digital Creative: B2B

Digital

- Programmatic B2B with our partner, Azerion, delivered 5,300,835 impressions from 7/1-7/31/2024



©2022 |

Digital

- LinkedIn started in July 2024 and delivered 119,364 impressions from 7/14-7/31/2024



©2022 |

Print Creative: B2B

FSAE

- All right-hand reads, opposite editorial in the Beach Meetings edition
- Estimated circulation – 1,200



Right place. Right time.

There's never been a more perfect time or place to book your next event. Imagine breathtaking beaches, world-class cuisine, and all the historical sights and culture that await your attendees. It doesn't matter whether it's spring, summer, fall or winter. St. Augustine | Ponte Vedra is guaranteed to be an amazing time — any time of year.

For Conference Sales, visit MyFloridaMeetings.com or call Jennifer Jenkins at 904.209.4432.



Connect Magazine

- All right-hand reads, opposite editorial in the Spring/Summer 2024 CVB issue
- Estimated circulation – 48,000



Make Your Conference A Cultural Event

With more than 450 years of history and culture, St. Augustine | Ponte Vedra is guaranteed to give your attendees an unforgettable time. With world-class cuisine, 42 miles of gorgeous coastline and activities ranging from boating to golf to yoga — there's something here for everyone.

For Conference Sales visit MyFloridaMeetings.com, or call Jennifer Jenkins at 904.209.4432.



PETERMAYER

CEO's Comments

- July 2024 Traditional Lodging Stats: Occupancy 65.4% (-1.2%), ADR \$171.53 (-5.0%), RevPAR \$112.40 (-6.0%), Demand +0.3%, Supply is +1.5%.
- July 2024 Vacation Rental Stats: Paid Occupancy 52% (-12.0%), ADR \$304 (+9.0%), RevPAL \$157 (-4.0%).
- July 2024 Website: Continued positive YOY trends with site up +63.0% YOY and significant increase in site visitation from Orlando (+208%) and Miami (+111%).
- July 2024 Publicity: +37.2% YOY.
- July 2024 Sales team lead room nights are up +27.0% YOY. Solicitations are up +30.3% YOY.
- In addition to the current "It's About Time" advertising campaign, our ongoing strategic digital and video campaign promotes leisure and select B2B verticals (sports tourism, agri-tourism, weddings, off-the-beaten-path, cultural travel).
- Our ongoing attractions-focused paid social campaign targeting 500,000+ households within a three-hour drive market, outside of SJC is performing well. The goal is to offset current market softness and generate awareness and bookings for our attractions/lodging for short getaways. The results to date through 9/2/2024 are a reach of 5.70 Million; 11.9 Million impressions; .14 CPR; and 5.15% CTR. A parallel digital/paid social lodging campaign was launched week of April 8, 2024 with results through 9/2/2024 of 2.11 Million reach; 6.26 Million impressions; .20 CPR and 4.78% CTR.
- On July 22, 2024 we launched an early-season Nights of Lights and Holiday Luxury campaign (digital, paid social, search) which will continue until late September 2024 and is estimated to generate over 20,547,000 impressions for the first flight. An additional flight will launch in early October and continue until late December 2024.

ST. AUGUSTINE  PONTE VEDRA
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