

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
OCTOBER 21, 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 - September 16, 2024 (Pages 3 – 8)
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. FLORIDA MUSEUM OF BLACK HISTORY UPDATE AND FUNDING REQUEST (Page 9)
8. REVISIT SELECT SPORTS TOURISM GRANT APPROVALS (**Action Required**) (Page 10 – 38)
9. TOURISM MARKETING UPDATE
10. UPCOMING TDC VACANCY UPDATES (Page 39 – 41)
11. MONTHLY REPORTS PROVIDED IN PACKETS (Page 43 – 71)
12. MEMBER COMMENTS
13. NEXT MEETING DATE
14. ADJOURN

TDC Regular Meeting – October 21, 2024

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

- Regular Meeting – September 16, 2024
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
September 16, 2024 - 1:30 p.m.

1. CALL TO ORDER

Phillips called the meeting to order at 1:08 p.m.

Present: Regina G. Phillips, Chair
Michael Gordon, District 4, Acting 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
Charles Cox, District 5
Troy Blevins, District 5

Absent: Irving Kass, Vice Chair
Michael Wicks, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Program Specialist
Jennifer Zuberer, Manager of Tourism Promotional Program
Rich Komando, Interim County Attorney
Jalisa Ferguson, Assistant County Attorney
Saundra Hutto, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Gordon led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

Discussion ensued on reorganizing the agenda items. Tourism Marketing updates were moved to Item No. 7, the St. Johns County Pier discussion to Item No. 8, the Arts, Culture, and Heritage

(ACH) Grant recommendation to Item No. 9, and the Sports Tourism Grant approvals to Item No. 10.

Motion by Rumrell, seconded by Blevins, carried 7/0, with Kass and Wicks absent, to approve the Agenda, as amended.

Yea: Rumrell, Blevins, Gordon, Phillips, Sikes-Kline, Cox, Arnold,

Nay: None

Absent: Kass, Wicks

5. APPROVAL OF MINUTES

Motion by Rumrell, seconded by Arnold, carried 7/0, with Kass and Wicks absent, to approve the minutes for the July 15, 2024, meeting, as submitted.

Yea: Rumrell, Arnold, Sikes-Kline, Blevins, Phillips, Gordon, Cox

Nay: None

Absent: Kass and Wicks

6. PUBLIC COMMENT

There was none.

10. SPORTS TOURISM GRANT APPROVALS (Formerly Item 7.)

- Florida Prime Sports Foundation Prime Soccer Tournament - October 11-13, 2024, Recommended \$16,875
- Game On Race Events St. Augustine Triathlon - October 13, 2024, Recommended \$6,750
- Knights of Columbus Florida/Georgia Pickleball Tournament - October 31, 2024, - November 3, 2024, Recommended \$5,693
- International Open Billard's Tournament - November 18-26, 2024, Recommended \$27,000
- RBG Events Jacksonville Classic Basketball Tournament - November 23-25, 2024, Recommended \$18,000
- First Tee St. Augustine Amateur Golf Tournament - December 6-8, 2024, Recommended \$20,250
- St. Augustine Youth Services Santa Suits on the Loose 5K - December 14, 2024, Recommended \$2,578
- Gracie Jiu-Jitsu St. Augustine Gracie Regional Grappling Series - Martial Arts - November 30 - December 1, 2024; December 7-9, 2024; March 1-2, 2025; and March 8-9, 2025; Recommended \$4,307
- Perfect Game, Inc., Youth Baseball Events - Sunshine State Fall Championship - October 18-20, 2024, Recommended \$13,500; Bold City Fall Showdown - November 1-3, 2024, Recommended \$13,500; and North Florida Kick-off Classic - March 7-9, 2024, Recommended \$4,500

Rumrell requested to table the item for further evaluation at the next meeting and recommended housekeeping rules regarding the release of the agenda books one week in advance, the Chair's scheduling and rescheduling of council meetings, and conducting debriefings with staff and members. Meeks responded to the reviewing process, grant guidelines, and voting on individual requests. Teddy Meyer, St. Johns County Parks and Recreation Facilities Manager, provided information on the grant approval process, and further details about the International Open Billiard's Tournament and the Board's discretion in distributing funds for events. Additionally, Meeks stated that the grant applicant must put together a funding request packet showing how the funds were spent.

Sikes-Kline questioned the two Jacksonville events being funded by the County. Meyer detailed the funding for the Jacksonville events. Discussion ensued on a policy for naming events from other cities, the funding of tax dollars for St. Johns County, and the need to reach out to the Jacksonville events on changing their name to receive the proper funding.

Public Comment: There was none.

Motion by Sikes-Kline, seconded by Gordon, carried 7/0, with Kass and Wicks absent, to recommend that the Board of County Commissioners approve the list, with the exception of Florida Prime Sports Foundation Prime Soccer Tournament, RBG Events Jacksonville Classic Basketball Tournament, and Bold City Fall Showdown.

Yea: Sikes-Kline, Gordon, Phillips, Blevins, Arnold, Rumrell, Cox

Nay: None

Absent: Kass and Wicks

9. ARTS, CULTURE, AND HERITAGE (ACH) GRANT RECOMMENDATIONS (Formerly Item 8)

Meeks presented the details of the Fiscal Year 2025 ACH Grant applications.

Discussion ensued on the funding of the ACH grant recommendations, lobbying the Governor for funding, and the criteria requirements. Brenda Swann, St. Johns Cultural Council Director of Grants and Operations, spoke on the two separate events in Hastings and the grading scale.

Public Comment: Albert Syless (Exhibit A) provided public comment.

Motion by Rumrell, seconded by Cox, carried 7/0, via roll call vote, with Wicks and Kass absent, to recommend that the Board of County Commissioners approve the Fiscal Year 2025 ACH Grant Application list.

Roll Call

Arnold: Yea

Blevins: Yea

Cox: Yea

Gordon: Yea

Rumrell: Yea
Sikes-Kline: Yea
Phillips: Nay

Absent: Wicks, Kass

8. ST. JOHNS COUNTY PIER DISCUSSION (Formerly Item 9)

Daniel Whitcraft, Facilities Management Director, presented the details of the St. Johns County Pier repairs.

Discussion ensued on improvements, funding, the pier being a tourism asset, the pier's design, and the surrounding area. Additionally, Ryan Kane, Parks and Recreation Director, provided further information on the short-term and long-term expectations for the pier area.

Public Comment: There was none.

Motion by Sikes-Kline, seconded by Blevins, carried 7/0, via roll call vote, with Wicks and Kass absent, to recommend that the Board of County Commissioners fund the emergency repairs as needed, suggesting Category V, and to direct staff to proceed with the master plan for the overall pier area.

Roll Call

Arnold: Yea
Blevins: Yea
Cox: Yea
Gordon: Yea
Phillips: Yea
Rumrell: Yea
Sikes-Kline: Yea

Absent: Wicks, Kass

7. TOURISM MARKETING UPDATE (Formerly Item 10.)

Jamie Locklear, Purchasing Director, updated the council members on tourism marketing and provided information on the formal and informal scoring matrix process. The council members expressed their positions on the current working group, with additional comments from Komando, who provided his legal opinion on presenting options to be fair and impartial on the decision to add, keep, or rework the group. Discussion ensued on the current group remaining, the informal and formal Request for Proposal (RFP) process, not having a lapse in marketing services, adding people to the group to remain impartial, and the timeline and scoring process. Meeks provided the process of reaching out to the suggested names.

Public Comment: There was none.

Motion by Sikes-Kline, seconded by Rumrell, carried 7/0, via roll call vote, with Kass and Wicks absent, to add four additional members to the current working group, along with one alternate.

Roll Call

**Arnold: Yea
Blevins: Yea
Cox: Yea
Gordon: Yea
Phillips: Yea
Rumrell: Yea
Sikes-Kline: Yea**

Absent: Wicks, Kass

Discussion ensued on the recommended five members and one alternate for the working group. The proposed members were Amy Klassen, Lighthouse Museum Executive Director; Gordie Wilson, National Park Service Superintendent; Ed Swift, III, President of Historic Tours of America; Reggie Meggs from Meehan's Irish Pub; Steve Jones, Vice President and General Manager of The Lodge and Club Ponte Vedra Beach, and Carley Zervis from St. Augustine Transfer Company.

Motion By Rumrell, seconded by Sikes-Kline, carried 7/0, with Kass and Wicks absent, to move forward with the six recommendations, as stated above.

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

11. MONTHLY REPORTS PROVIDED IN PACKETS

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

12. MEMBER COMMENTS

Rumrell requested that agendas be provided to Council members more than a week prior to meetings, and suggested having staff meetings, as needed.

13. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for October 21, 2024.

14. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 3:22 p.m.

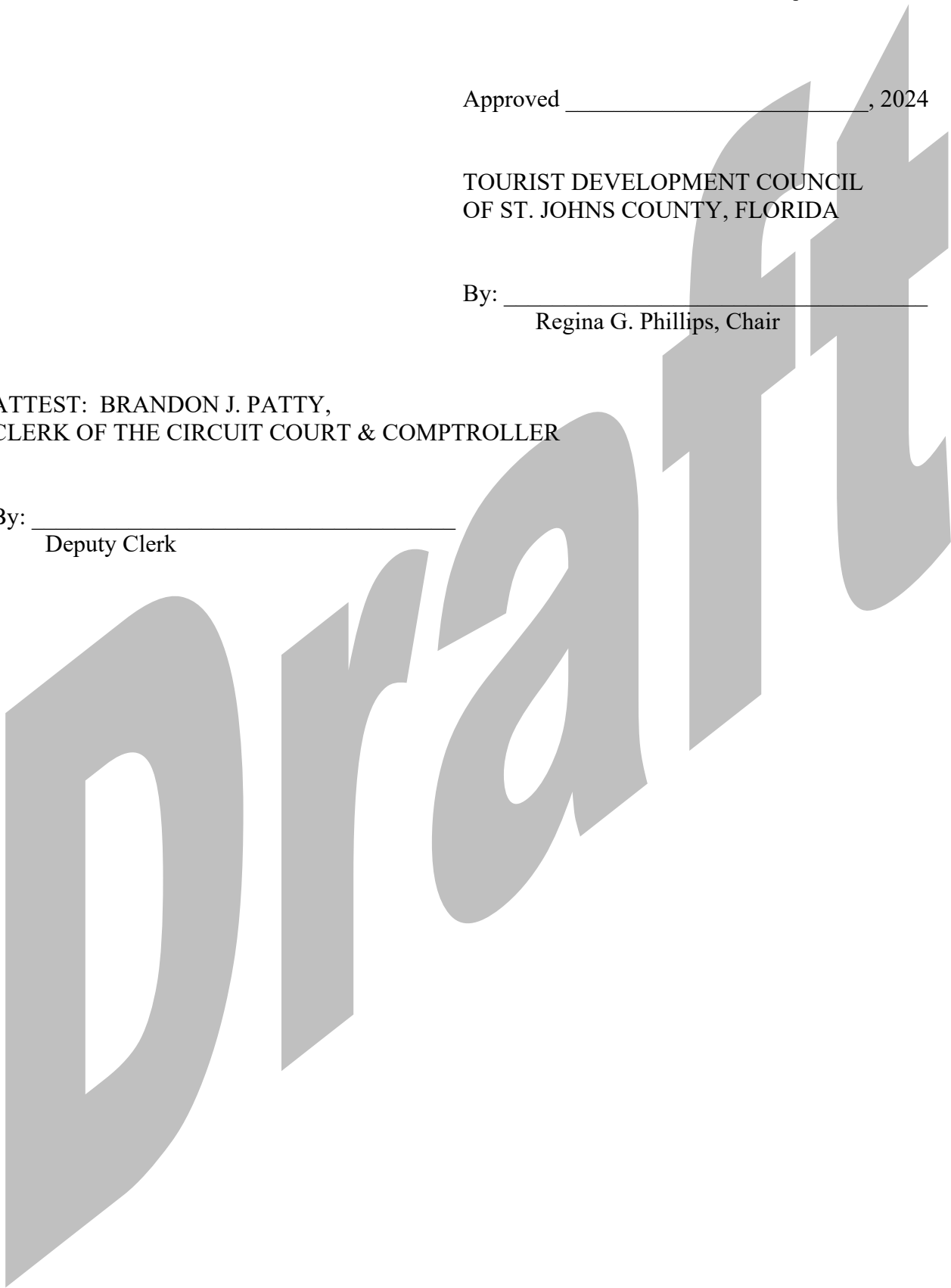
Approved _____, 2024

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 – October 21, 2024

Agenda Item 7 – Florida Museum of Black History Update and Funding Request

St. Johns County is moving forward with the initial support and promotion of developing the Florida Museum of Black History in St. Johns County by assisting in the establishment of a non-profit Foundation.

As part of these efforts, Mr. Howard Holley will be presenting a request for funding in the amount of \$50,000 to fund awareness and promotional materials for locating the Florida Museum of Black History in St. Johns County.

TDC Regular Meeting – October 21, 2024

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

Perfect Game

This is a revisit of a funding request from Perfect Game for a youth baseball tournament. The request was presented at the September meeting and did not receive a recommendation for funding, due to the event name Bold City Fall Showdown which was a Duval County slogan. Perfect Game has removed Bold City from the event name. This tournament will have 125 teams and approximately 1200 participants. The tournament will utilize St. Johns County Parks as well as several high school fields. Tournament dates are scheduled for November 1 -3, 2024

The application did receive a funding recommendation of \$13,500 from the Recreation Advisory Board. Funding is available in the FY25 Sports Marketing Budget.

Representatives from Perfect Game will be present at the meeting to answer any questions.

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*

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 presentation deck

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 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
500

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: 300+
2021: 300+

Please List Secured Hotels*

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

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

November 1-3, 2024 - PG Bold City Fall Showdown - 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

- 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 | |
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| | | | |
| | | | |
| Awards | | \$ 2,500.00 | |
| Adminstrative Cost | | \$ 5,000.00 | |
| Other Expenses Please List Below | | | Other Income Please Li: |
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| | | | |
| 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**

TDC Regular Meeting – October 21, 2024

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

Florida Prime Sports Foundation

This is a revisit of a funding request from Florida Prime Sports Foundation for a youth soccer tournament. The request was presented at the September meeting and did not receive a recommendation for funding, due to the contracted hotels being outside St. Johns County.

The Parks and Recreation staff did meet with Prime to review the prior year's room reports as well as the current 2024 hotel reservations for validity and content. Representatives from Florida Prime will be present at the meeting to answer any questions.

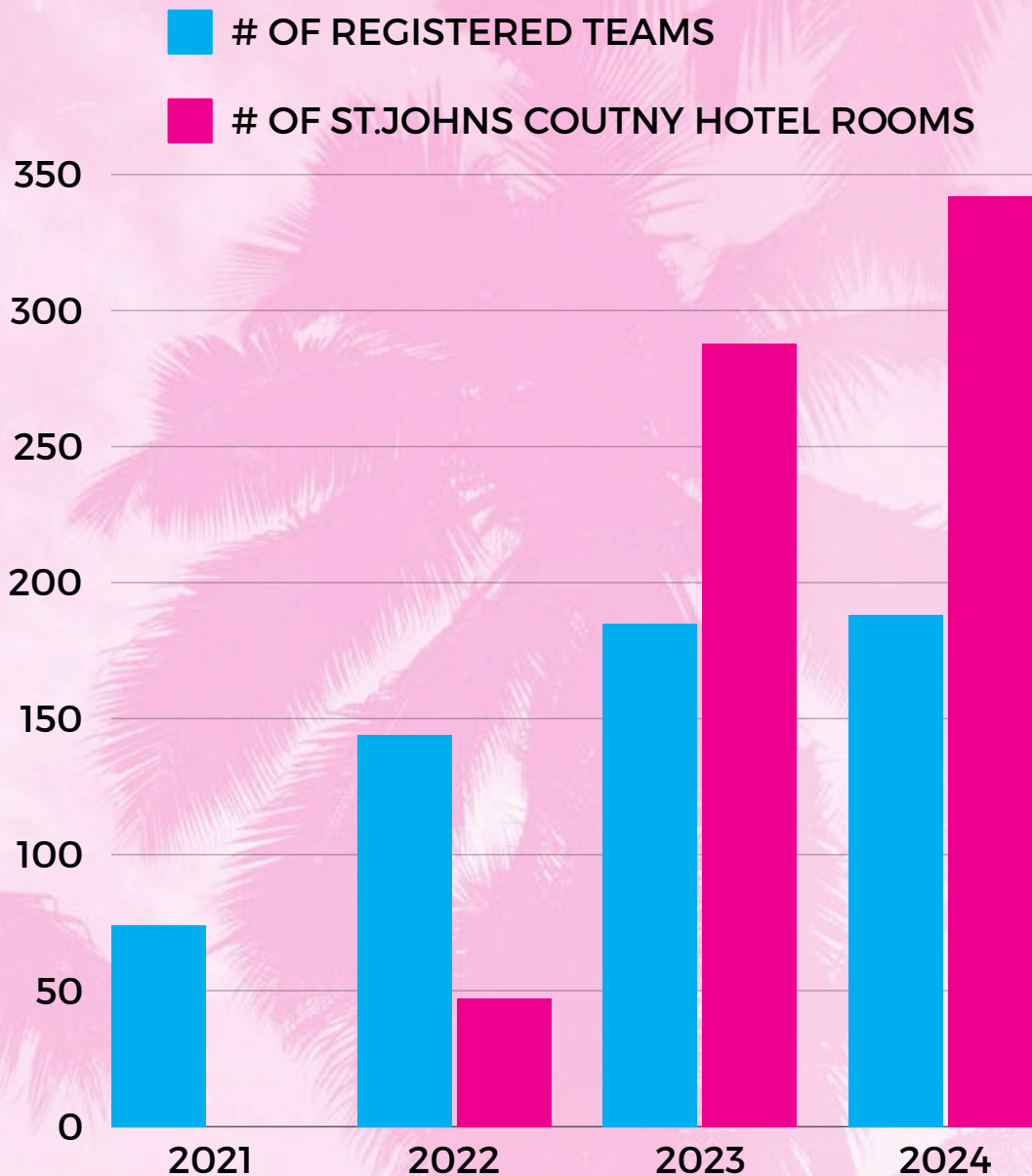
PRIME CUP TOURNAMENT HISTORY



***IN PROUD
PARTNERSHIP
WITH***



PRIME CUP REGISTRATION AND HOTEL HISTORY



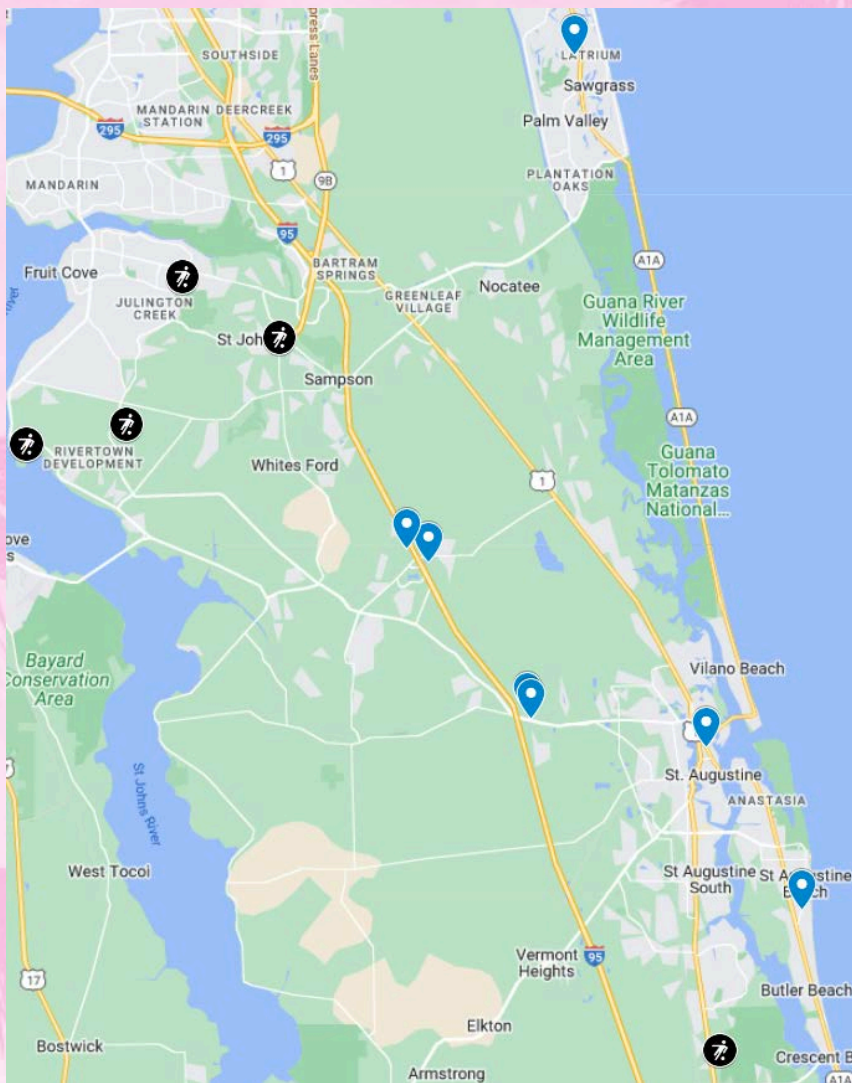
TESTIMONIAL FROM PARTICIPATING HOTEL

We truly enjoy working with Florida Prime Soccer. You always pick up the rooms that you ask for and are always a great partner. We hope that you will continue to host tournaments in our area as it not only enriches the lives of the children that play, but it also brings in revenue to the area.

I want to say besides the room revenue these teams provide our local restaurants with business as well as our Suite Shop Purchases, that is a harder number to track on my end but can tell you I leave for the weekend and the suite Shop is filled and come back to it being empty!

Meredith Delfosse
Home2Suites by Hilton st. Augustine i-95

ST. JOHNS COUNTY CONTRACTED HOTELS



CONTRACTED HOTELS



PRIME CUP FIELD

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

**Doubletree by Hilton St Augustine
Historic District**
116 San Marco Ave St Augustine Fl
32084

**Home2 Suites By Hilton St
Augustine**
270 Outlook Mall Blvd St.
Augustine FL 32084

**Holiday Inn Express and Suites St.
Augustine North**
2700 State RT 16 St. Augustine FL
32084

Hilton Garden Inn
45 TPC Blvd. Ponte Vedra Beach
Florida 32082

**Holiday Inn St Augustine World
Golf**
475 Commerce Lake Dr. St
Augustine FL 32095

Renaissance World Golf
500 S Legacy Trail, St. Augustine,
FL 32092

PRIME CUP RFP INFORMATION

RFP PROCESS

- GotSport Travel contacts National Hotel Contacts to send out RFP
- GotSport Travel and Florida Prime met with John Tharpe in February of 2024 to build relationship with hotels within St. Johns County
- GotSport Travel had John send out RFP to all St. Johns County hotels in March of 2024

HOTEL RFP RESPONSES

- Embassy Suites - declined to bid
- Renaissance St. Aug Historic District declined to bid
- DoubleTree Hilton - required 80% attrition which doesn't work for an elimination tournament
- GotSport Travel contracted all other hotels who responded to the bid
- GotSport Travel reached out to all non-responsive hotels via email.



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**

TDC Regular Meeting – October 21, 2024

Agenda Item 10 – UPCOMING TDC VACANCY UPDATE

Three (3) TDC board members terms will be expiring in February 2025.

Three upcoming positions:

One (1) must be filled with an overnight accommodation

One (1) must be filled with a non-accommodation representative

One (1) can be filled by either an overnight accommodation or a non-accommodation representative.

A list of the current members and term dates is attached. The BCC office has advertised the upcoming vacancies and applications are due January 6, 2025.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

TOURIST DEVELOPMENT COUNCIL

The Council meets at 1:30 p.m. the third Monday of every month in the County Auditorium. The purpose of the Tourist Development Council is to effectively and efficiently develop, advance, improve and promote St. Johns County tourism. The Tourist Development Councils primary responsibility is to serve as an advisory Council to the Board of County Commissioners by recommending funding of facilities, programs, or contracts which are primarily for the purpose of and related to the development, advancement, furtherance, improvement, or promotion of tourism. The Tourist Development Council is comprised of (9) members appointed by the Board of County Commissioners. Three are elected officials including the Chairman of the BOCC, or their designee, and two elected municipal officials, one of which must be from the County's most populous municipality. Up to four (4) members (but not less than 3 members) are owner/operators of tourist accommodations which are subject to bed tax. The remaining members are persons involved in tourist related businesses other than accommodations. All members must be electors of St. Johns County.

Staff Support, Tera Meeks, TDC Executive Director, 904-209-4428

| | | |
|---|---|---|
| Sarah Arnold 500 San Sebastian View St. Augustine, FL 32084 Phone: # 904-209-0302 | District#: 2 Term#: 1 Position: County Commissioner Requirement: BOCC Rep | Appt. Date: 11/8/2022 Exp. Date: 11/7/2023 |
| Samuel Troy Blevins 14 Riberia Street St. Augustine, FL 32084 Phone: # 904-669-7901 | District#: 5 Term#: 1 Position: Member Requirement: Owner/Operator | Appt. Date: 2/2/2021 Exp. Date: 2/2/2025 |
| Charles Cox 3689 Lone Wolf Trail St. Augustine, FL 32086 Phone: # 904-501-5077 | District#: 3 Term#: Partial Position: Member Requirement: Non Accommodation Tourism Rep | Appt. Date: 9/5/2023 Exp. Date: 2/2/2025 |
| Michael Wicks 24 Guana Dr Ponte Vedra Beach, FL 32082 Phone: # 407-230-0813 | District#: 4 Term#: 1 Position: Member Requirement: Non Accommodation Tourism Rep | Appt. Date: 2/2/2021 Exp. Date: 2/25/2025 |

Irving Kass
887 Garrison Drive
St. Augustine, FL 32080
Phone: # 904-540-0390

District#: 2
Term#: Partial
Position: Member
Requirement: Owner/Operator

Appt. Date: 2/21/2023
Exp. Date: 8/3/2025

Michael Gordon
7020 Cypress Bridge Drive
Ponte Vedra Beach, FL 32082
Phone: # 904-273-7717

District#: 4
Term#: 2
Position: Chair
Requirement: Owner/Operator

Appt. Date: 5/3/2022
Exp. Date: 5/3/2026

Nancy Sikes-Kline
15 Mireula Avenue
St. Augustine, FL 32080
Phone: # 904-806-6203

District#: 5
Term#: 2
Position: City Commissioner
Requirement: City of St.
Augustine Rep

Appt. Date: 5/3/2022
Exp. Date: 5/3/2026

Regina Gayle Phillips
259 Pintoresco Drive
St Augustine, FL 32095
Phone: # 205-836-0609

District#: 2
Term#: 1
Position: Vice-Chair
Requirement: Non
Accommodation Tourism Rep

Appt. Date: 7/19/2022
Exp. Date: 7/19/2026

Dylan Rumrell
2200 A1A South
St. Augustine Beach, FL 32080
Phone: # 904-584-5161

District#: 5
Term#: 1
Position: Mayor
Requirement: City of St.
Augustine Beach Rep

Appt. Date: 2/6/2024
Exp. Date: 2/6/2028

February 6, 2024

TDC Regular Meeting – October 21, 2024

Agenda Item Monthly Reports (Information Only)

FY2024 MONTHLY LOTDT DASHBOARD

| Occupancy Month | Net to TDC | +/- PY |
|-----------------|---------------|--------|
| August | \$ 1,467,943 | 4.4% |
| FYTD | \$ 22,021,824 | 1.0% |
| % OF BUDGET | | 91.7% |
| % OF FY | | 96.9% |

BUDGETED \$ \$ 22,728,250

August Collection Accounts

| Description | Count |
|---------------------------------|-------------|
| RV/MH Park or Campground | 30 |
| Hotel or Motel | 89 |
| Condo / COOP | 2343 |
| Apartment / House / Mobile Home | 2279 |
| Bed & Breakfast | 32 |
| Other | 5 |
| Unknown | 1 |
| Total | 4779 |

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% | \$31,370,588.88 | 5.4% | | | \$466,718,304.64 |
| EXEMPT RECEIPTS | -\$2,739,042.21 | 62.0% | -\$1,670,738.29 | 19.5% | -\$1,415,188.08 | 32.1% | | | -\$16,235,509.64 |
| TAXABLE RECEIPTS | \$ 45,981,042.80 | -0.9% | \$ 49,517,662.20 | -6.5% | \$ 29,955,400.80 | 4.4% | | | \$450,482,795.00 |
| TOTAL TAX COLLECTED | \$ 2,299,052.14 | -0.9% | \$ 2,475,883.11 | -6.5% | \$ 1,497,770.04 | 4.4% | | | \$22,524,139.75 |
| ADJUSTMENTS | | | | | | | | | |
| TOTAL TAX DUE | \$ 2,299,052.14 | -0.9% | \$ 2,475,883.11 | -6.5% | \$ 1,497,770.04 | 4.4% | | | \$22,524,139.75 |
| LESS COLLECTION ALLOWANCE | -20517.69 | | -\$21,869.84 | | -\$13,247.18 | | | | |
| PLUS PENALTY | \$15,186.69 | | \$8,293.18 | | \$12,770.94 | | | | |
| PLUS INTEREST | \$553.65 | | \$322.37 | | \$607.56 | | | | |
| TOTAL AMOUNT REMITTED | \$ 2,294,274.79 | -0.7% | \$ 2,462,628.82 | -6.6% | \$ 1,497,901.36 | 4.4% | | | \$22,471,249.33 |
| LESS TAX COLLECTOR & CLERK | \$ (45,885.50) | -0.7% | \$ (49,252.58) | -6.6% | \$ (29,958.03) | 4.4% | | | -\$449,424.99 |
| NET TO TDC | \$ 2,248,389.29 | -0.7% | \$ 2,413,376.24 | -6.6% | \$ 1,467,943.33 | 4.4% | | | \$22,021,824.34 |

Budgeted \$ 22,728,250
 % of Budget 91.7%
 % of FY 96.9%

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 | \$783,233.97 | 52.3% | -1.4% | \$245,015.26 | 16.4% | -0.5% | \$391,307.46 | 26.1% | 21.7% |
| 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 | \$43,219.90 | 2.9% | 12.5% | \$35,124.77 | 2.3% | 3.1% | \$ 1,497,901.36 |
| September | | | | | | | |

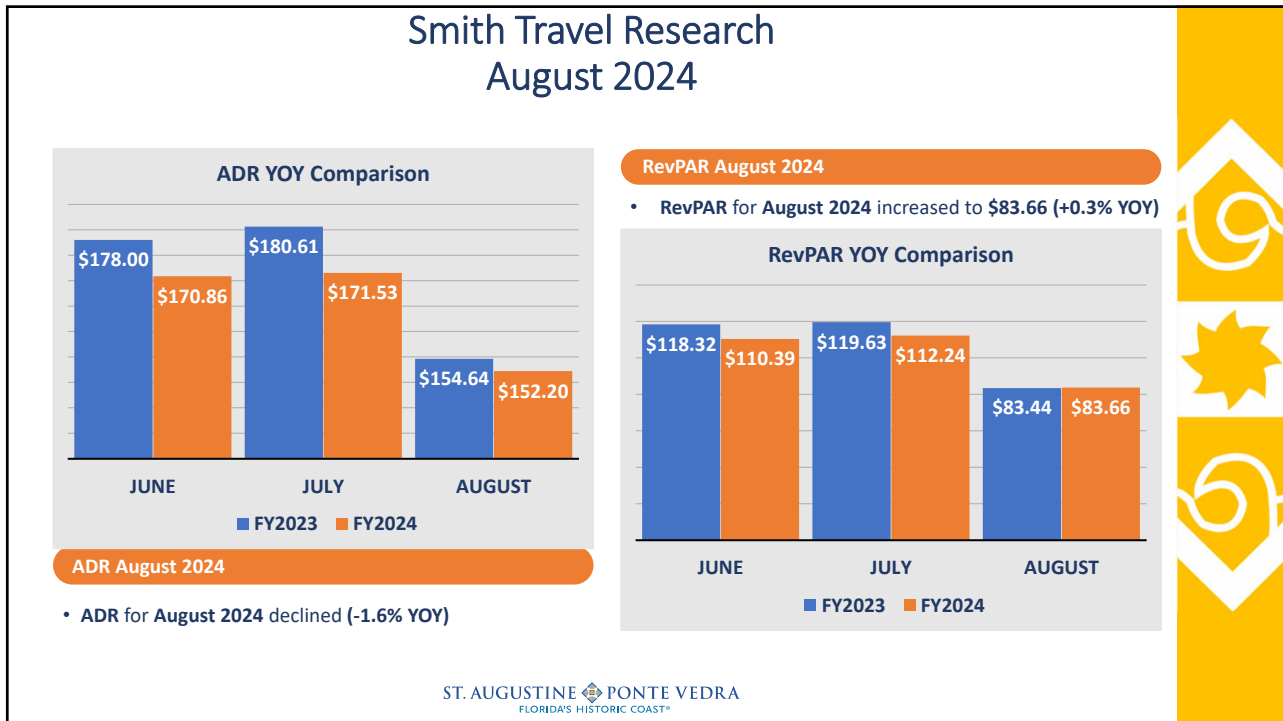
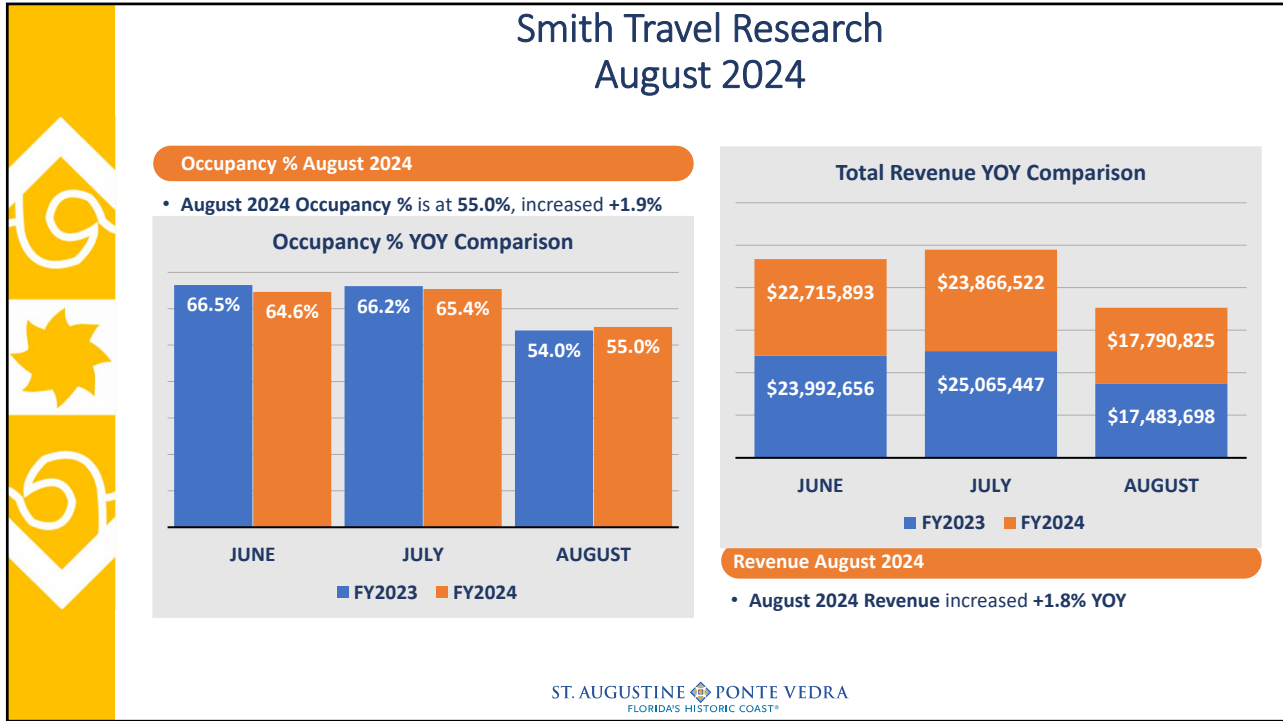
FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

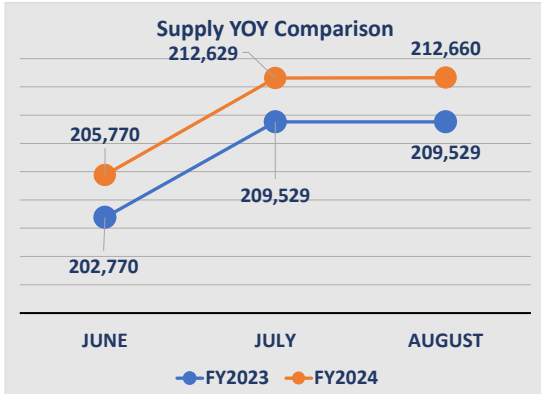
| | Anastasia Island | | | Ponte Vedra Beach | | | St. Augustine/Villano/N. Bch | | | Shores/South/207 | | |
|-------------------------|---------------------|-------|--------|---------------------|-------|--------|------------------------------|-------|--------|-------------------|-------|--------|
| | 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 | \$567,500.34 | 37.9% | 1.8% | \$276,619.01 | 18.5% | 2.5% | \$537,126.12 | 35.9% | 7.3% | \$22,253.30 | 1.5% | 26.5% |
| SEP | | | | | | | | | | | | |
| FY YTD | \$ 8,066,379 | | | \$ 4,325,309 | | | \$ 8,463,734 | | | \$ 290,509 | | |

| | 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 | \$77,353.74 | 5.2% | 2.4% | \$10,602.63 | 0.7% | 44.1% | 5.9% | \$6,446.22 | 0.4% | 4.6% | \$ 1,497,901.36 |
| SEP | | | | | | | | | | | |
| FY YTD | \$ 1,059,286 | | | \$ 161,126 | | | | \$ 104,907 | | | \$ 22,471,249 |





Smith Travel Research August 2024

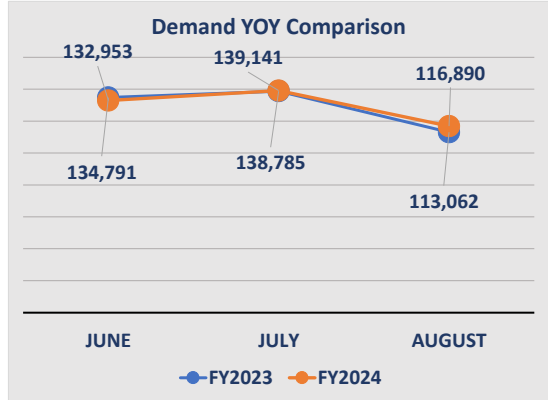


Supply August 2024

- August 2024 Supply increased +1.5% YOY

Demand August 2024

- Demand for August 2024 increased +3.4% YOY



ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST™

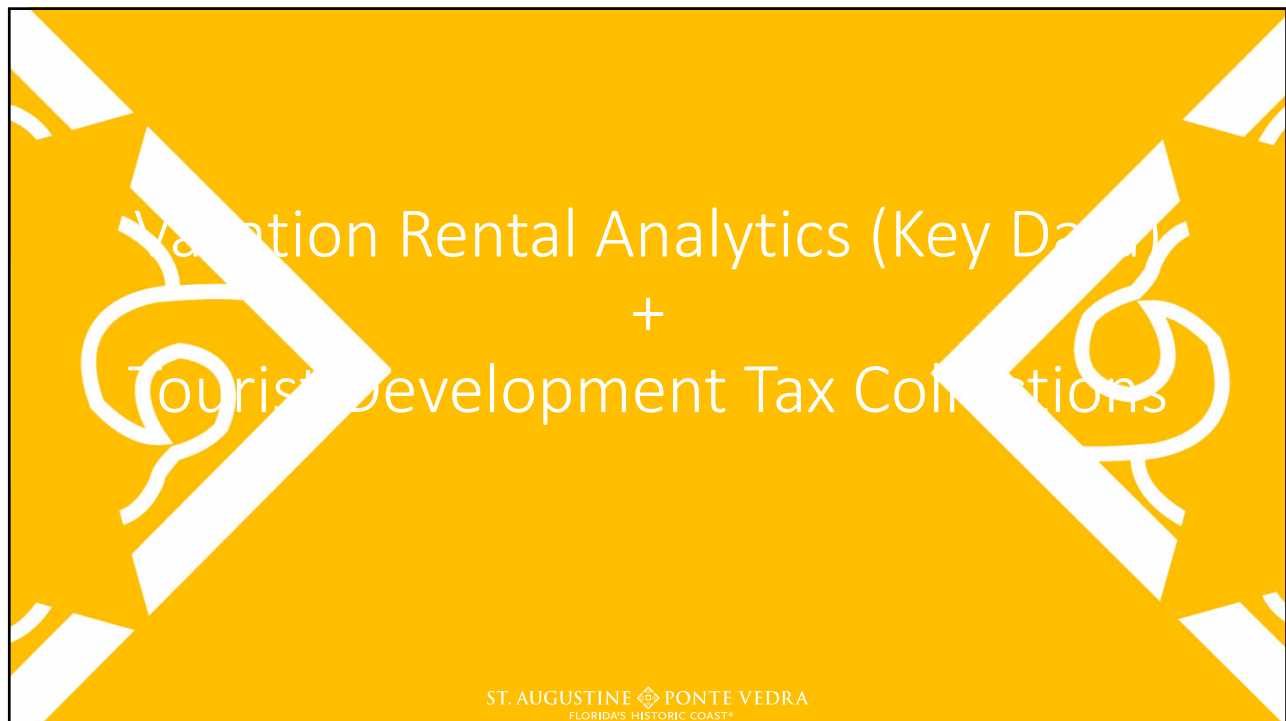
August 2024 vs. August 2023 Comp Set

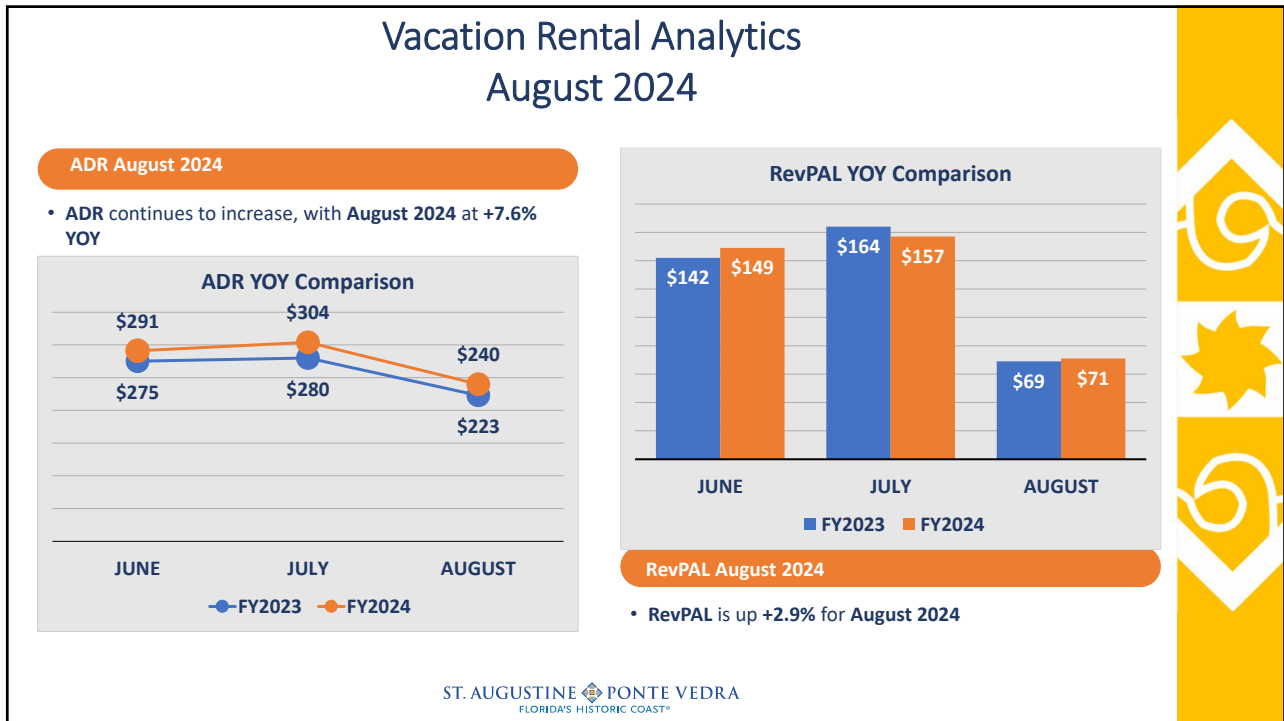
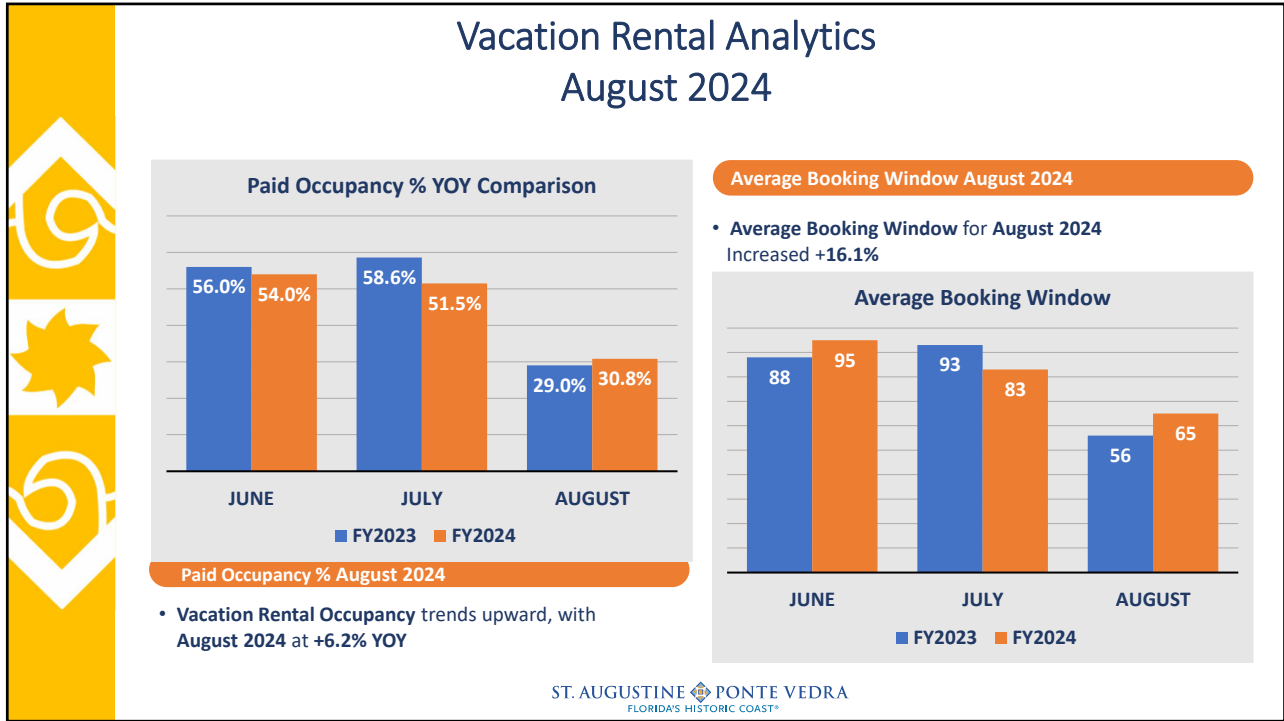
| | Current Month - August 2024 vs August 2023 | | | | | |
|-------------------------|--|--------|------|------|------------------------------|----------|
| | Occ % | | ADR | | Percent Change from YTD 2023 | |
| | 2024 | 2024 | Occ | ADR | RevPAR | Room Rev |
| Hillsborough County, FL | 64.9 | 136.11 | -2.3 | -2.6 | -4.9 | -4.4 |
| Nassau County, FL | 55.2 | 250.26 | 4.2 | 5.5 | 10.0 | 3.8 |
| Pinellas County, FL | 60.9 | 158.40 | 1.6 | -0.2 | 1.4 | 2.6 |
| St Johns County, FL | 55.0 | 152.20 | 1.9 | -1.6 | 0.3 | 1.8 |
| Charleston, SC | 63.1 | 158.10 | -5.6 | -0.1 | -5.7 | -5.5 |
| Jacksonville, FL | 61.1 | 126.30 | 0.1 | -0.6 | -0.6 | 1.1 |
| Myrtle Beach, SC | 63.9 | 162.26 | 1.2 | 1.6 | 2.9 | 2.5 |
| Orlando, FL | 63.0 | 161.36 | 0.5 | 1.4 | 1.8 | 2.1 |
| Sarasota, FL | 58.3 | 142.31 | -3.7 | -2.3 | -5.9 | -3.9 |
| Savannah, GA | 60.5 | 125.58 | -7.3 | -0.6 | -7.8 | -5.3 |
| Fort Walton Beach, FL | 63.8 | 175.43 | 3.0 | -5.2 | -2.4 | -0.3 |
| Daytona Beach, FL | 53.5 | 134.85 | 2.1 | -3.7 | -1.6 | -0.8 |
| Zip Code 32084+ | 56.0 | 140.48 | -0.7 | 0.7 | -0.0 | 4.1 |
| Zip Code 32080+ | 57.5 | 152.52 | 0.1 | -3.6 | -3.6 | -3.6 |
| Zip Code 32092+ | 57.3 | 100.97 | 7.5 | -2.6 | 4.7 | 4.7 |
| Ponte Veda+ | 48.9 | 257.47 | 1.2 | 0.8 | 2.0 | 0.1 |

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST™

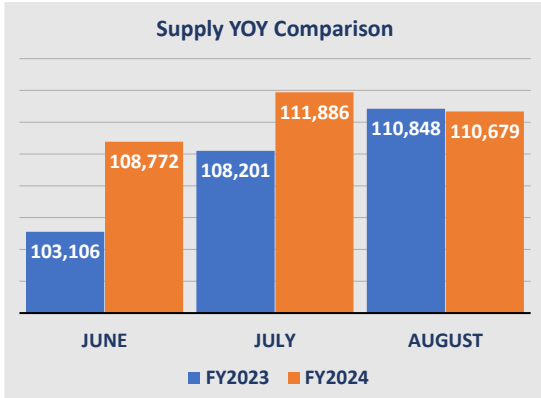
Glossary of Terms

- 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 August 2024

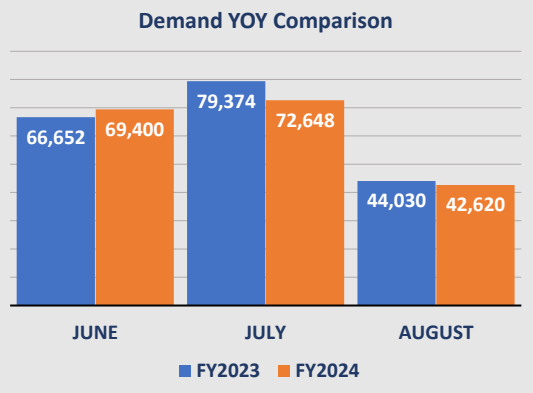


Supply August 2024

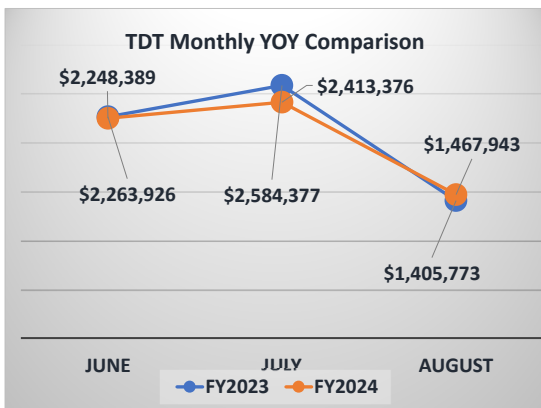
- August 2024 Supply is flat year-over-year

Demand August 2024

- Demand decreased -3.2% for August 2024



Tourist Development Tax Collections August 2024

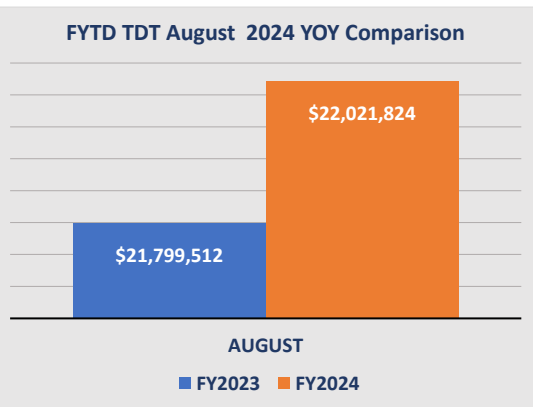


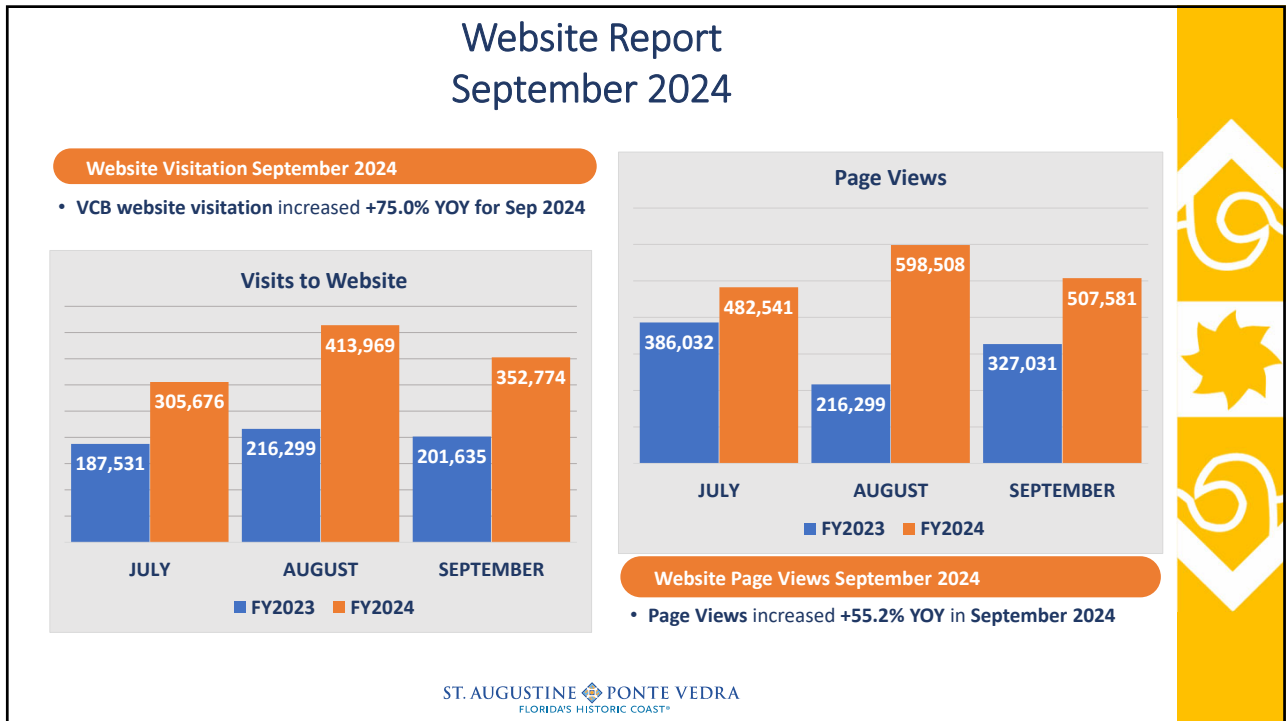
TDT Collections August 2024

- August 2024 TDT increased +4.4% YOY

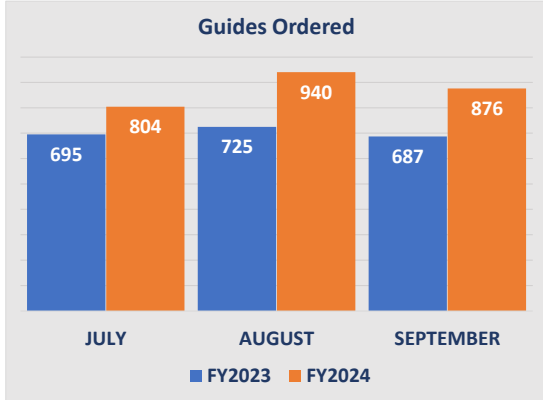
FYTD TDT August 2024

- FYTD TDT Collections increased + 1.0% YOY





Website Report September 2024

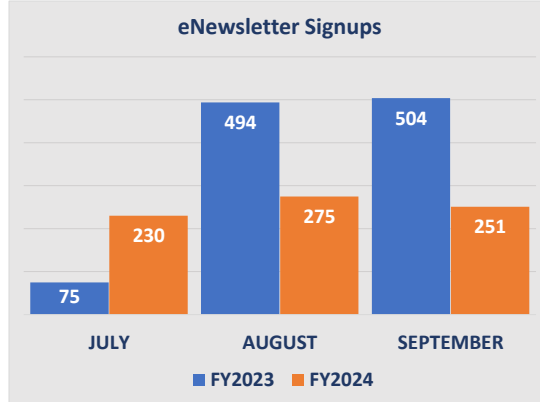


Guides Ordered September 2024

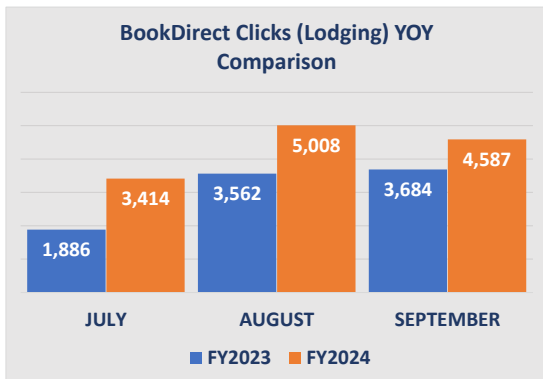
- **Guides ordered** increased for **September 2024**, up **+27.5% YOY**

eNewsletter Signups September 2024

- **September 2024 eNewsletter signups** decreased **-50.2% YOY**

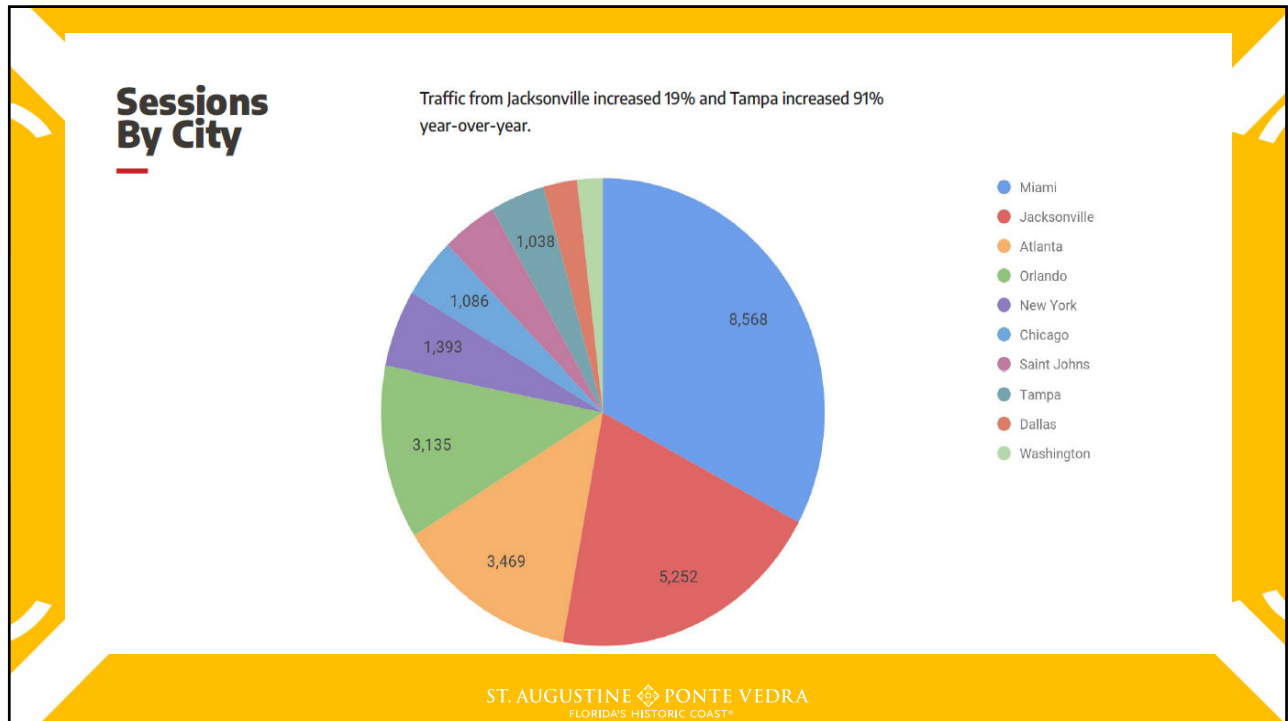
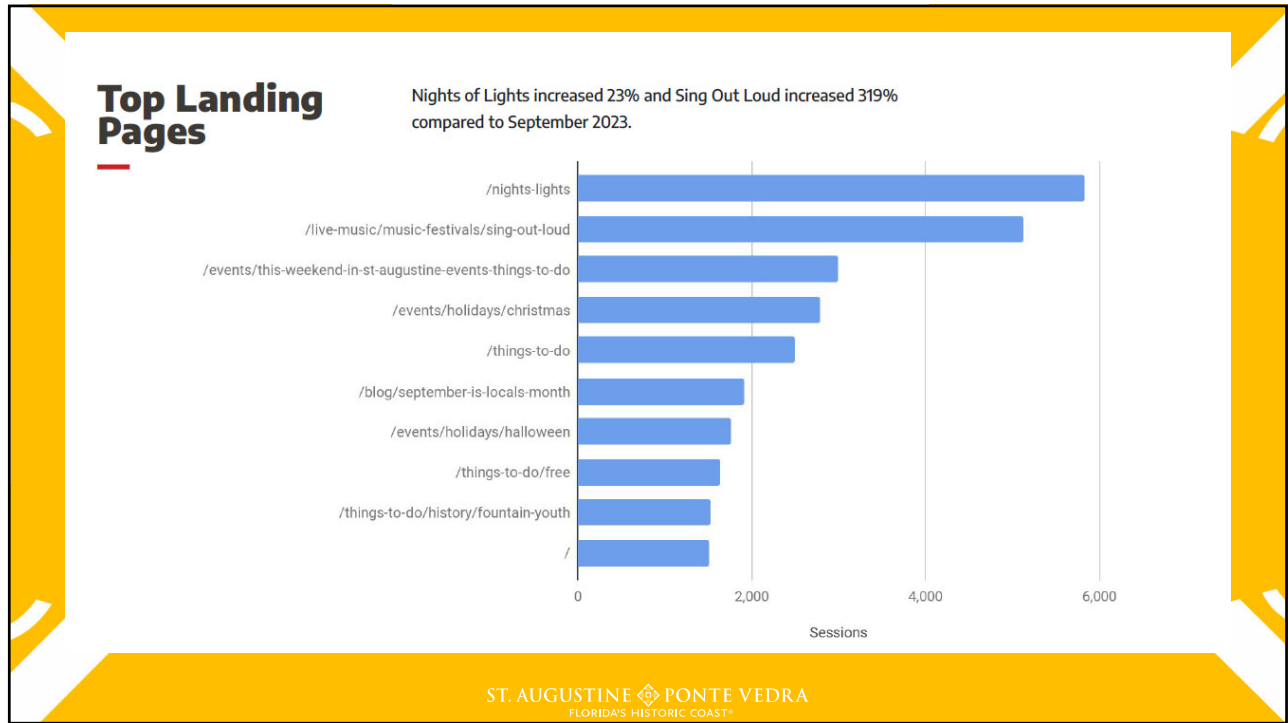


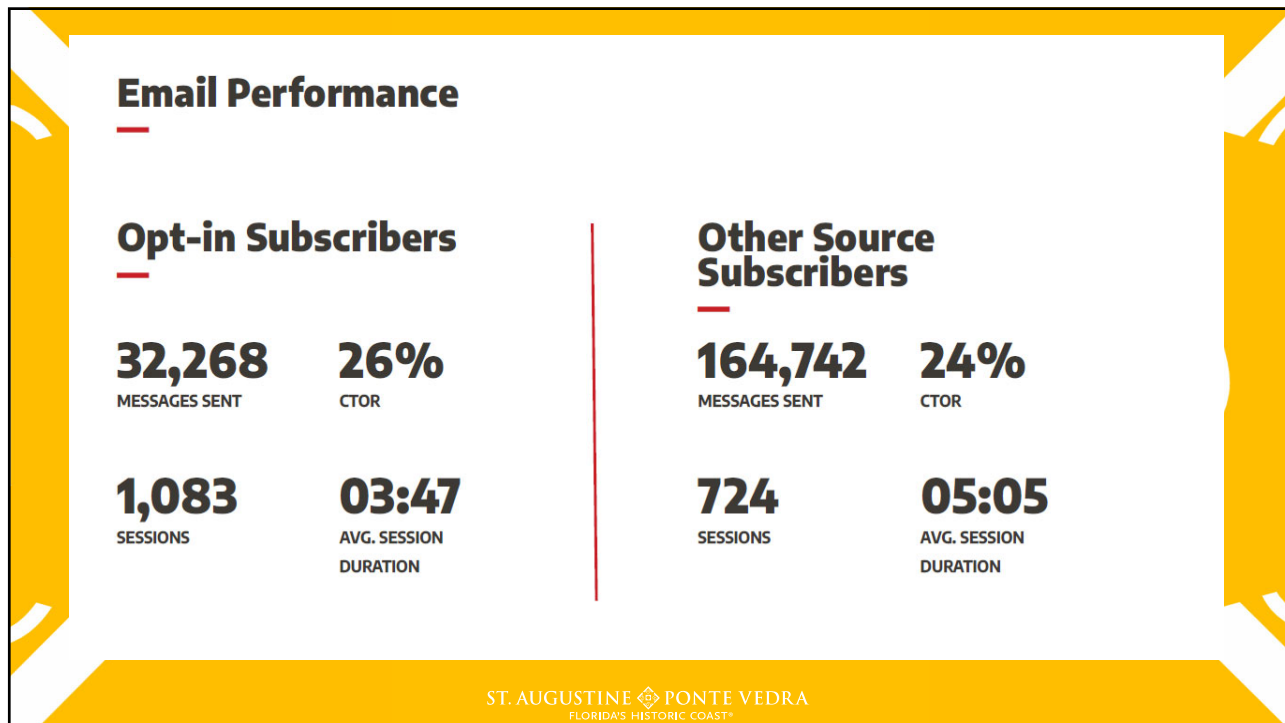
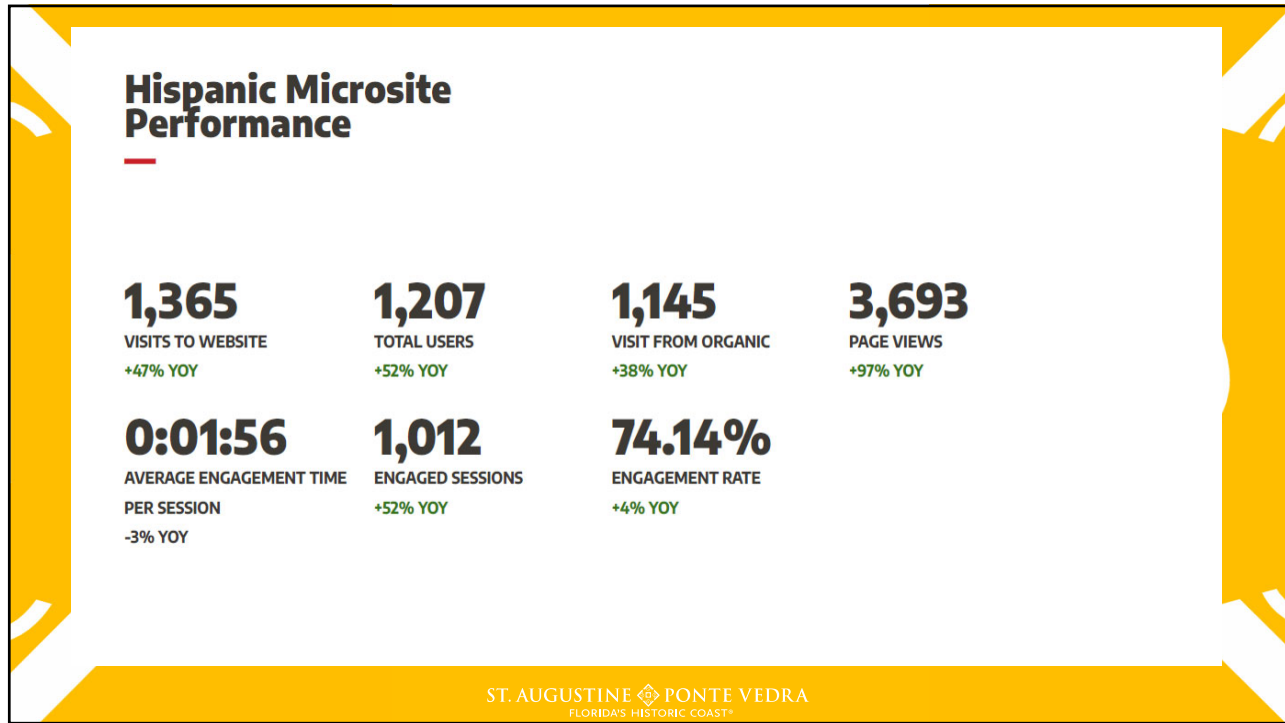
Website Report September 2024

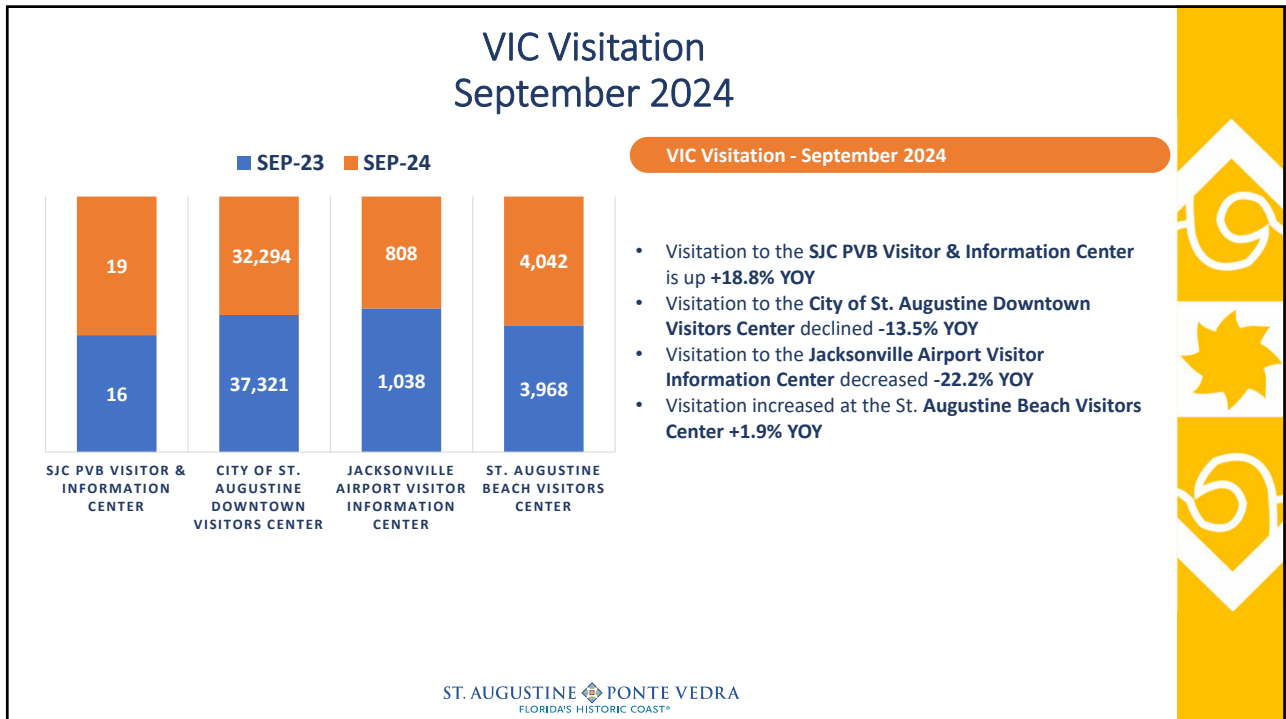


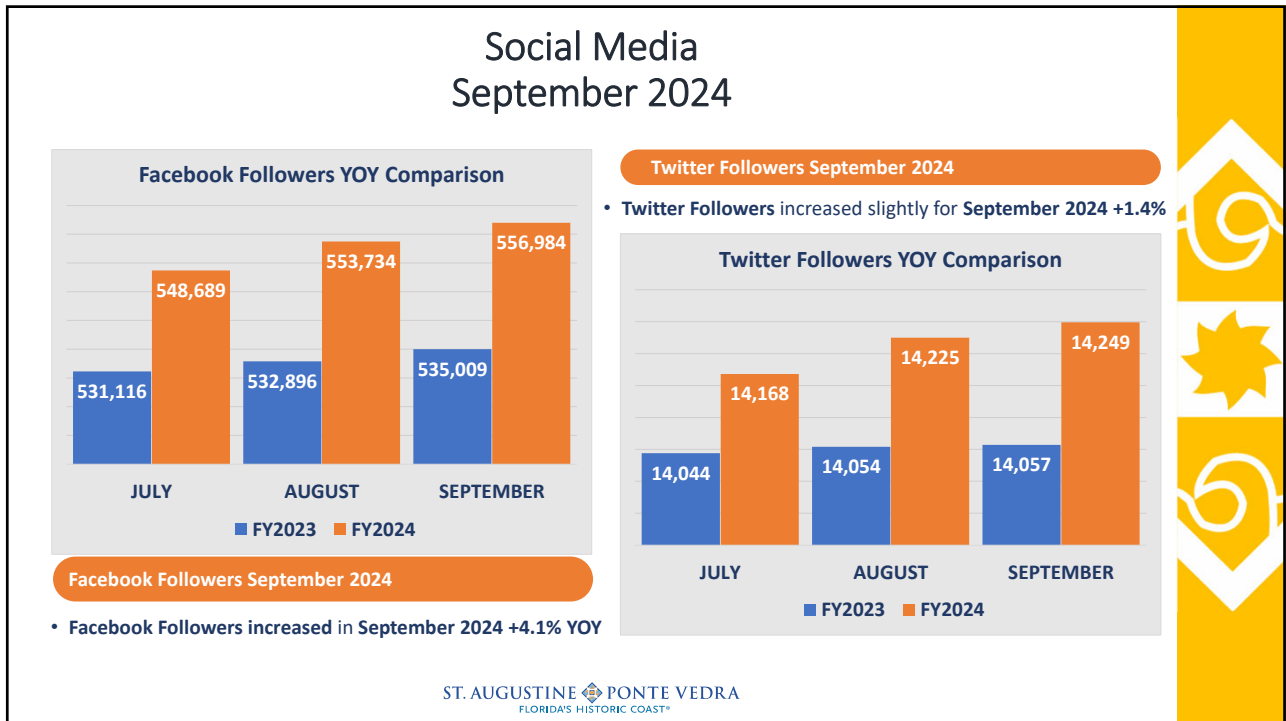
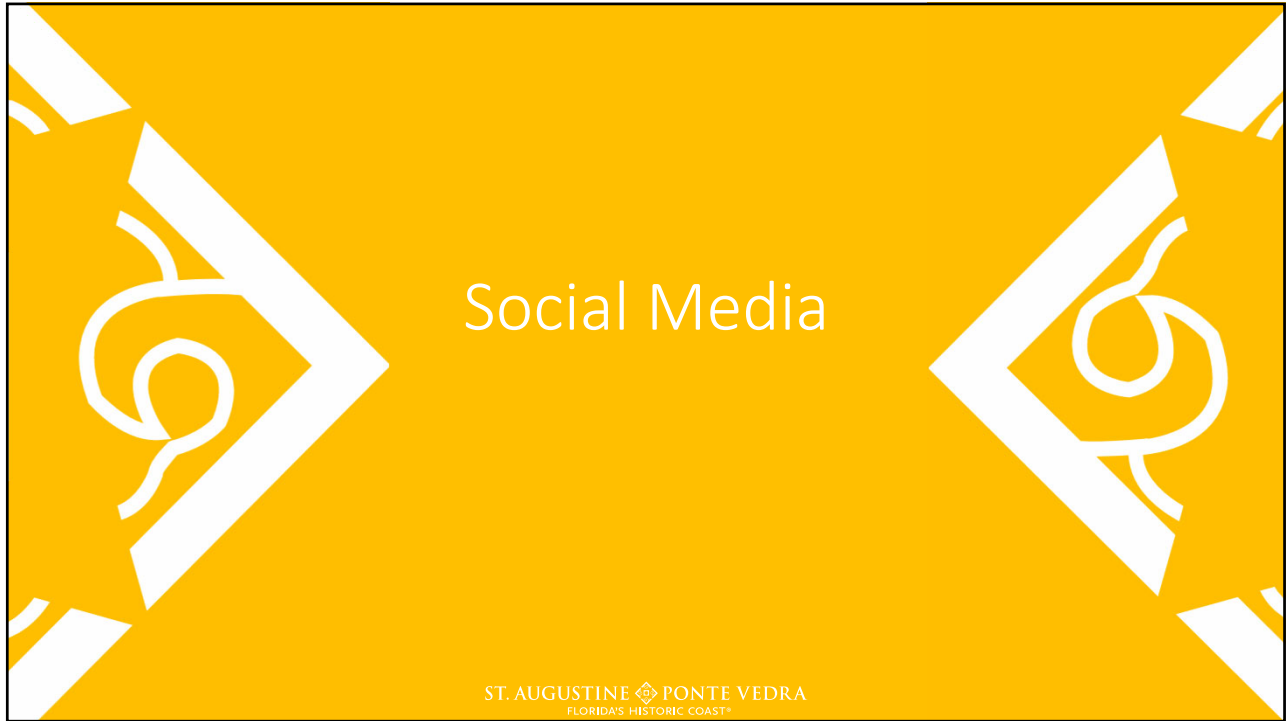
BookDirect Clicks September 2024

- **BookDirect clicks** increased for **September 2024** to **4,587 clicks (+24.5% YOY)**

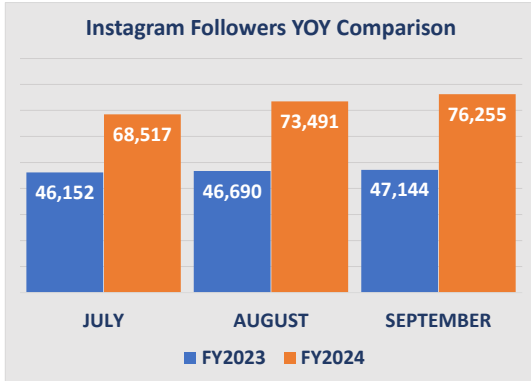








Social Media September 2024

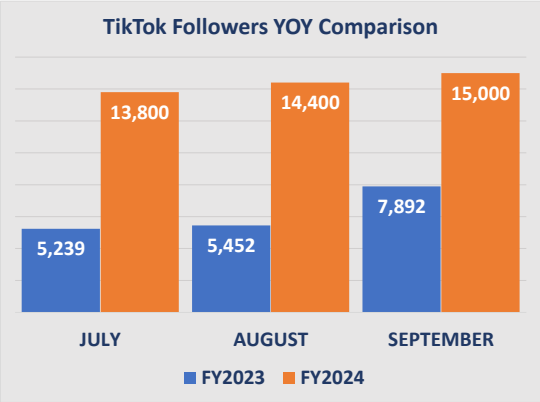


Instagram Followers September 2024

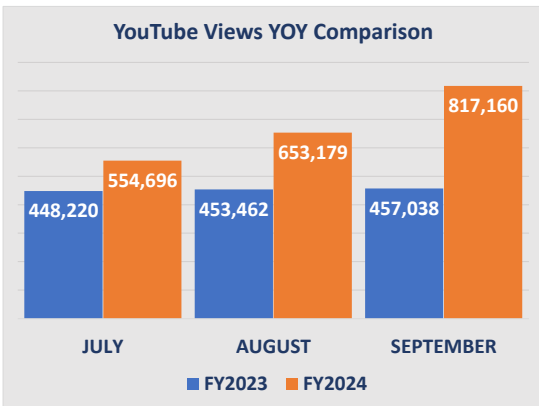
- Instagram grew in September 2024 +61.7% YOY

TikTok Followers September 2024

- TikTok Followers increased in September 2024 +90.1% YOY

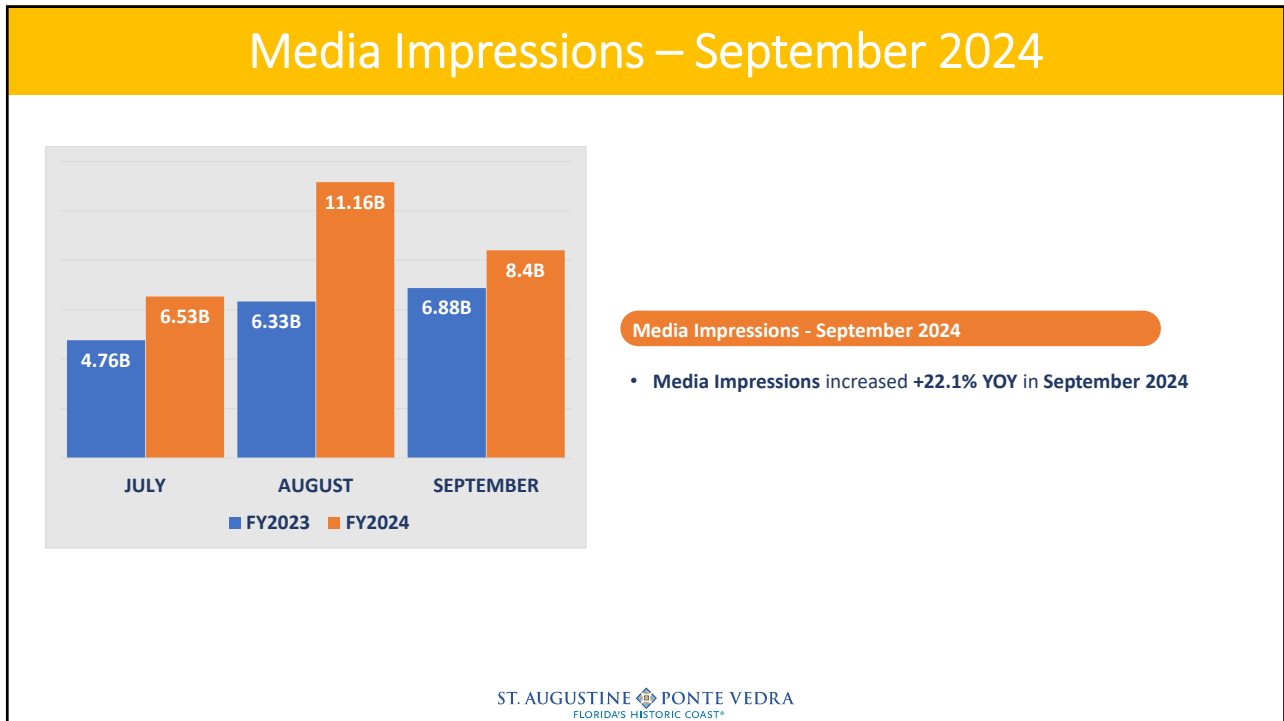
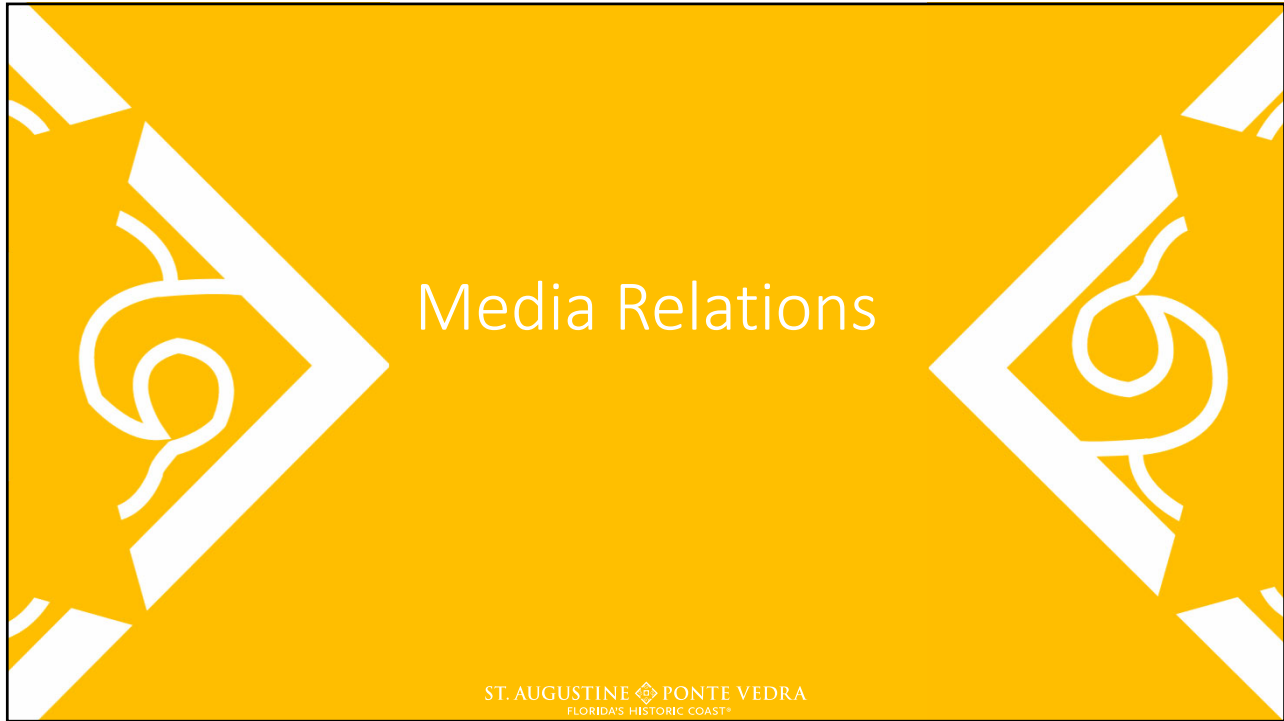


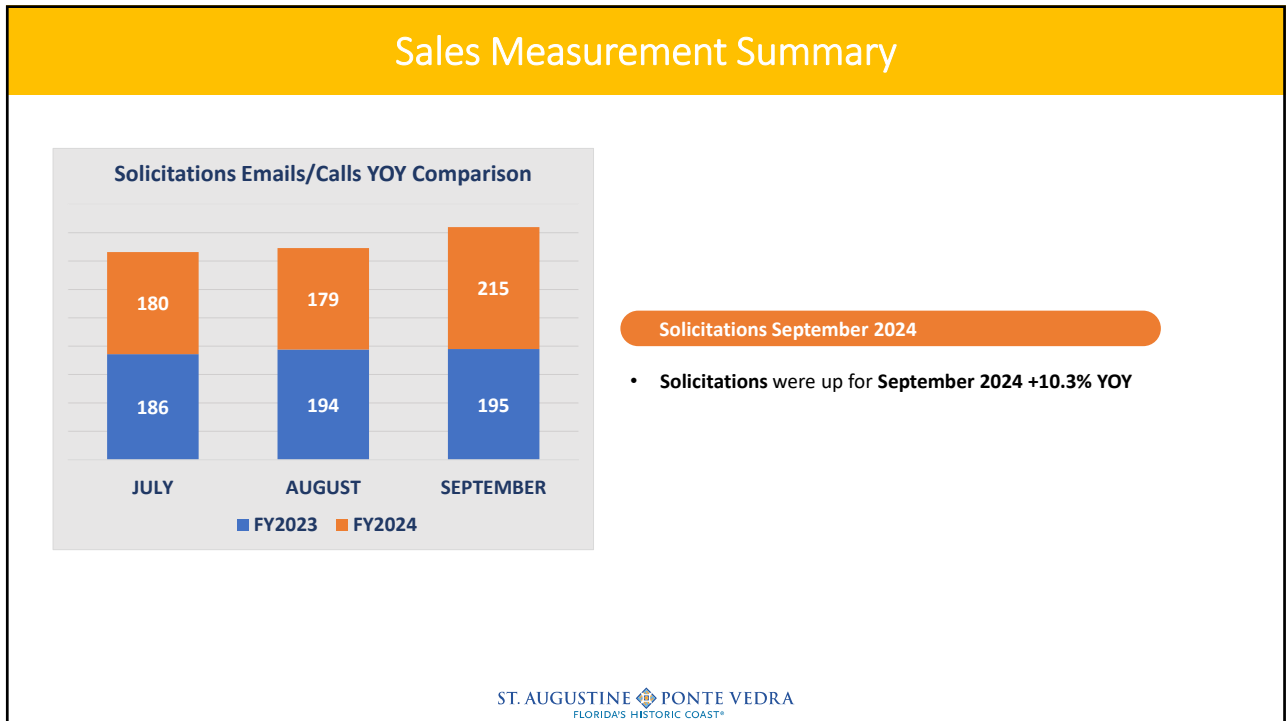
Social Media September 2024



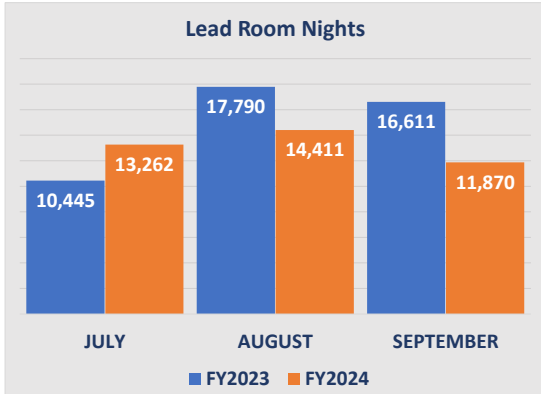
YouTube Views September 2024

- YouTube Views increased in September 2024 +78.8% YOY





Sales Report September 2024

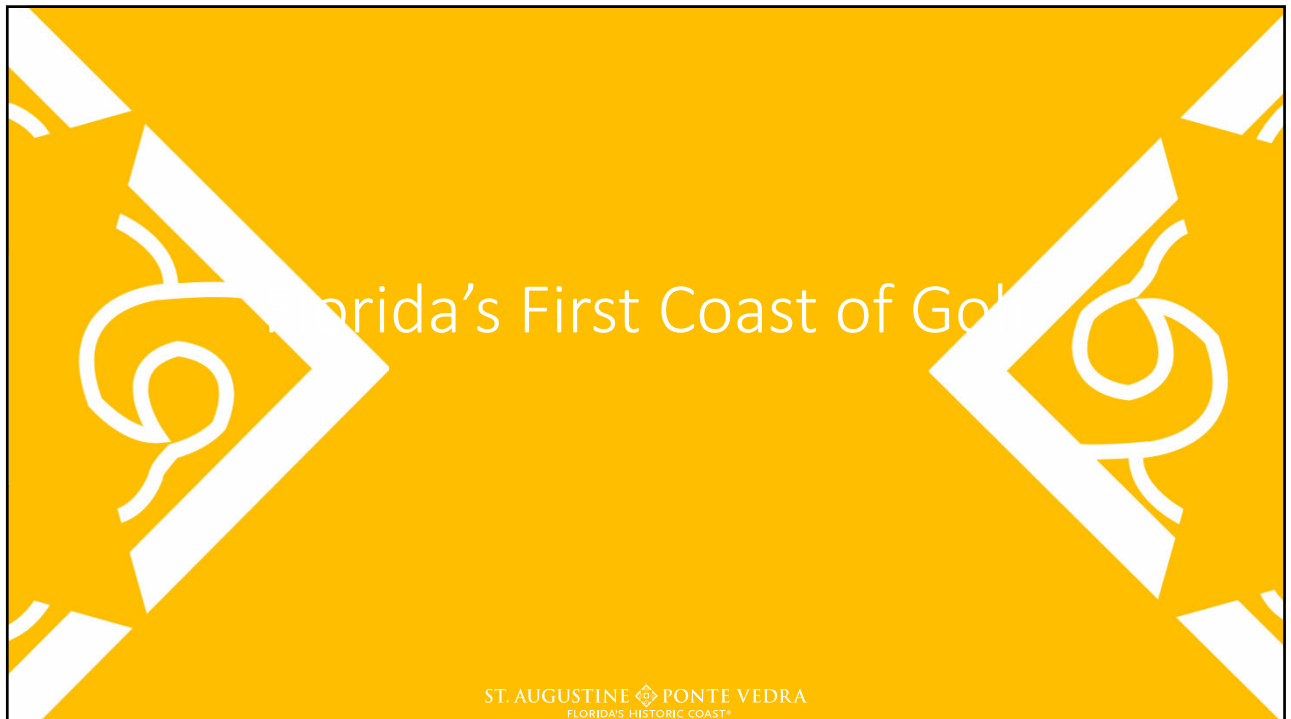
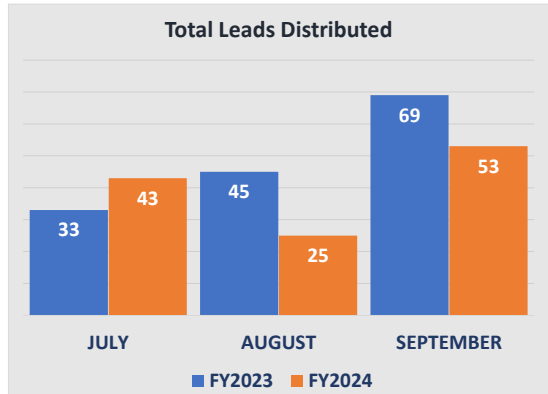


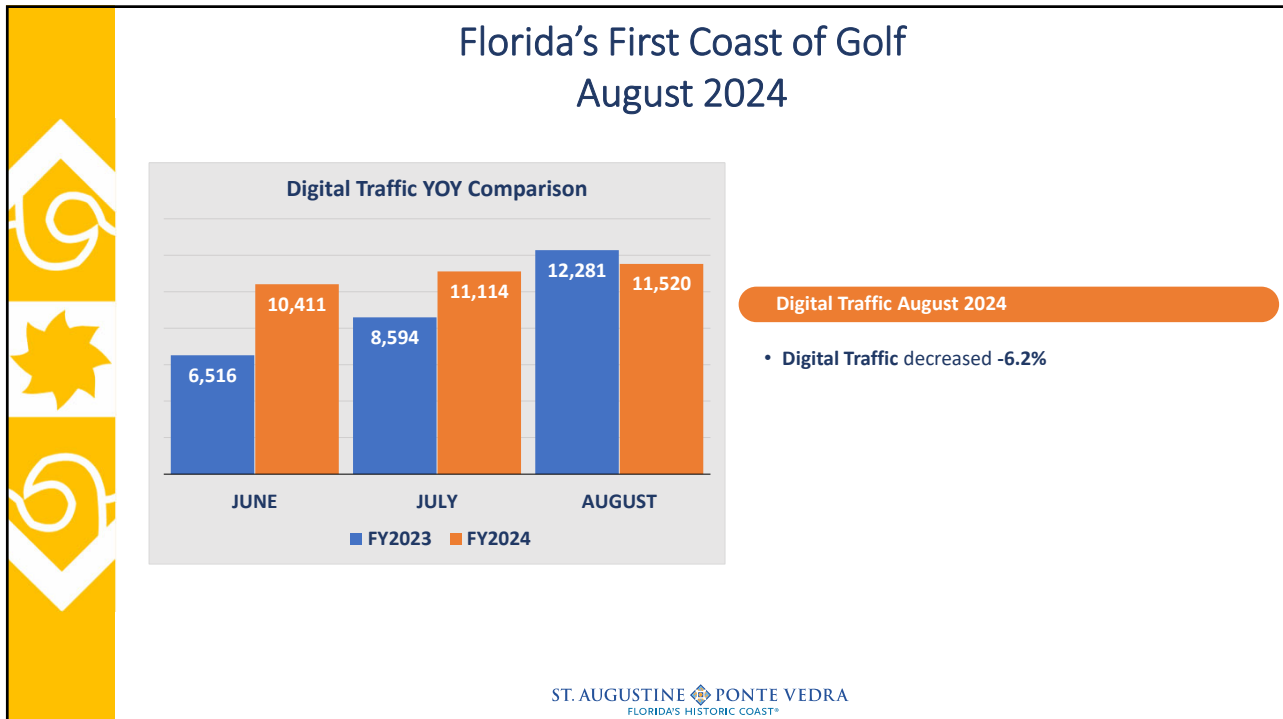
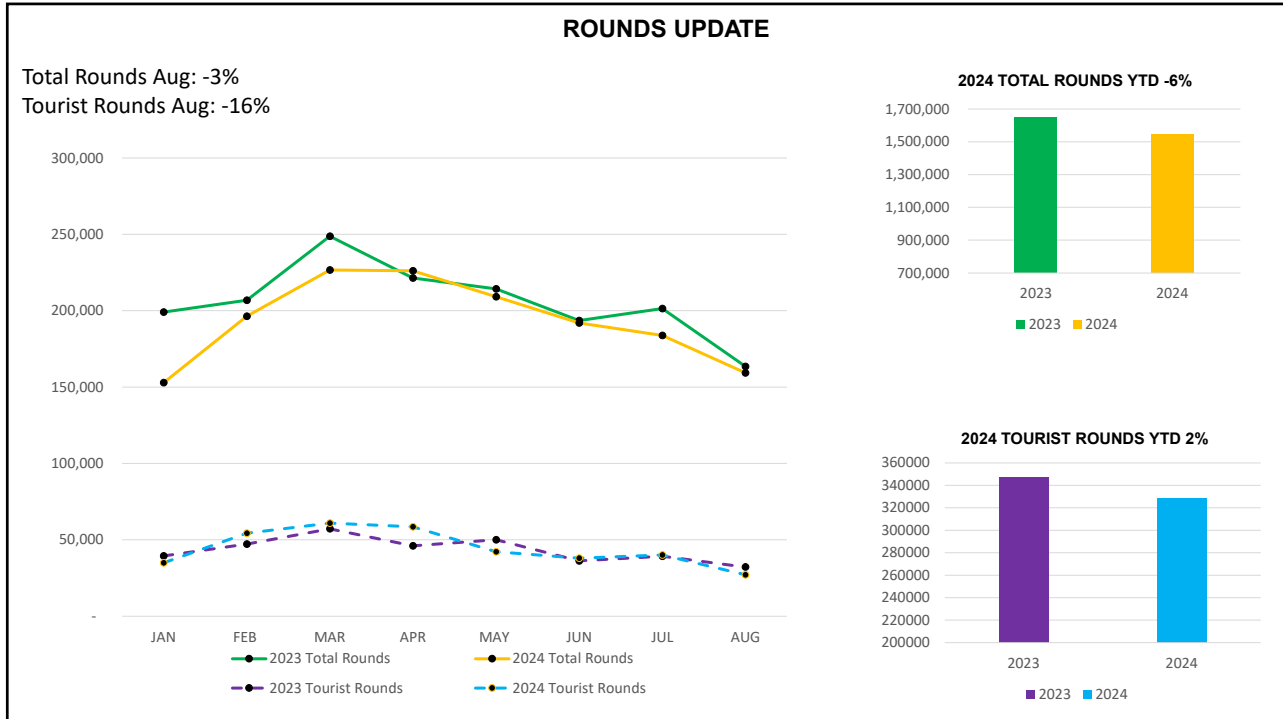
Lead Room Nights September 2024

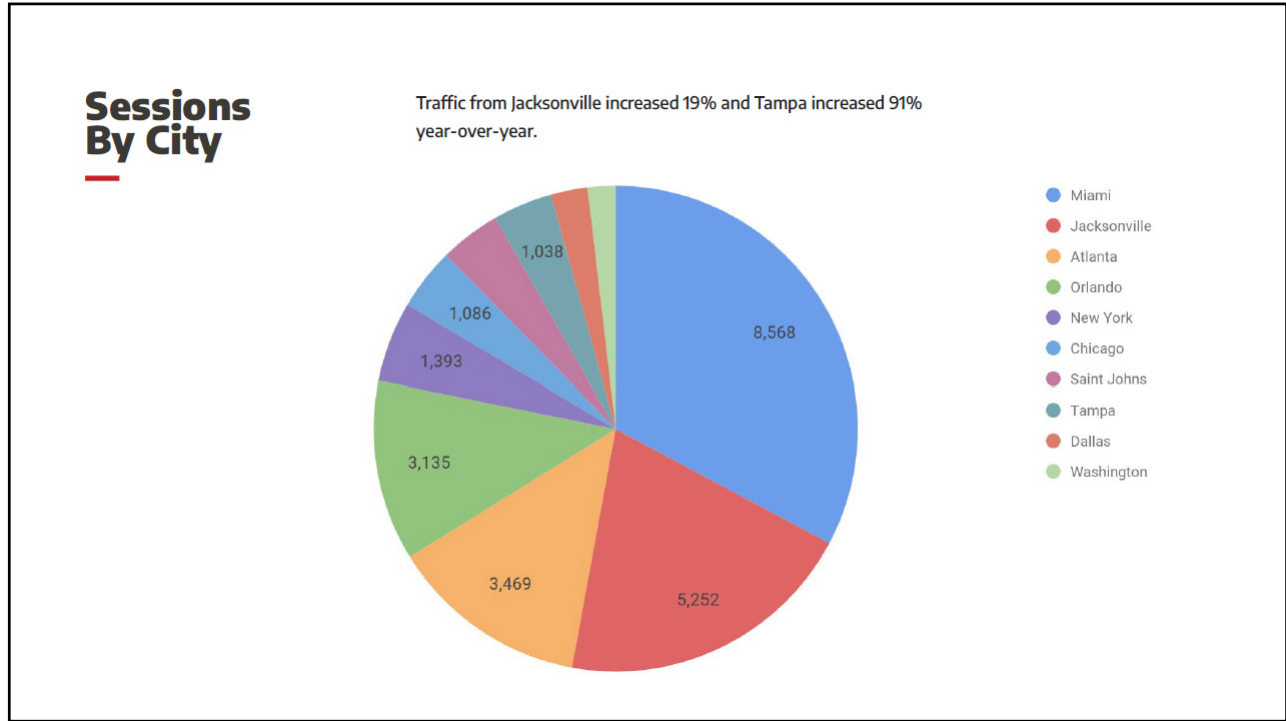
- September 2024 Lead Room Nights are down -28.5% YOY

Lead Distribution September 2024

- September 2024 Lead Distribution is down -23.2% YOY



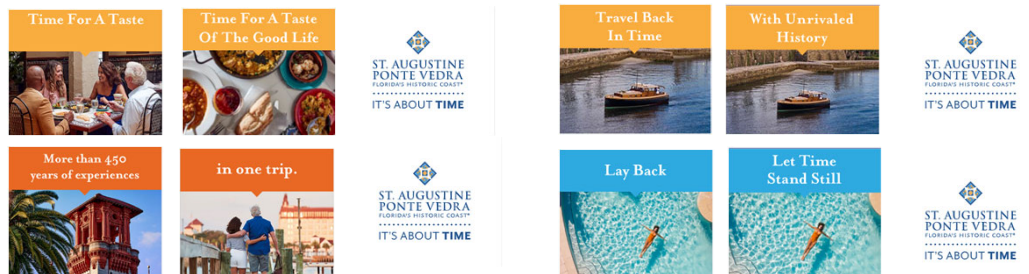




Creative: B2C

Digital

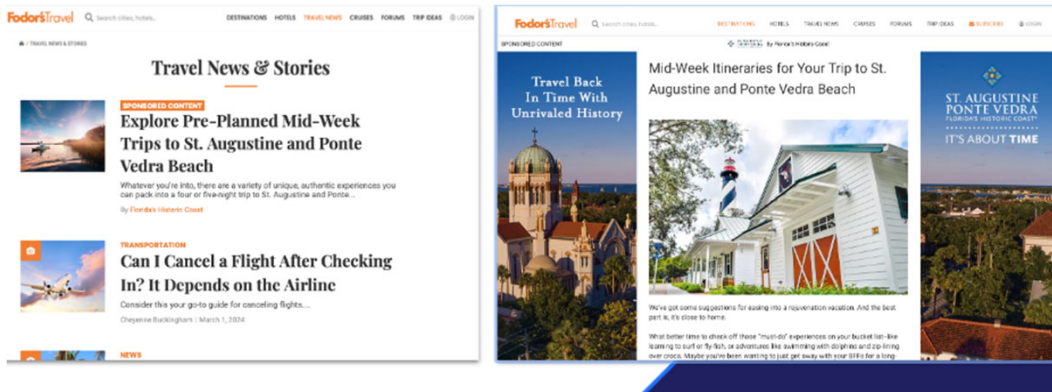
- In September 2024, Google Paid Search delivered 174,500 impressions from 9/1-9/15/2024
- In September 2024, Tripadvisor’s annual delivered 13,821 impressions from 9/1-9/15/2024
- Facebook/Instagram multiple campaigns delivered 6,087,362 impressions from 9/1-9/30/2024
- In September 2024, YouTube delivered 3,015,081 impressions from 9/1-9/30/2024



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Nativo Native Unit

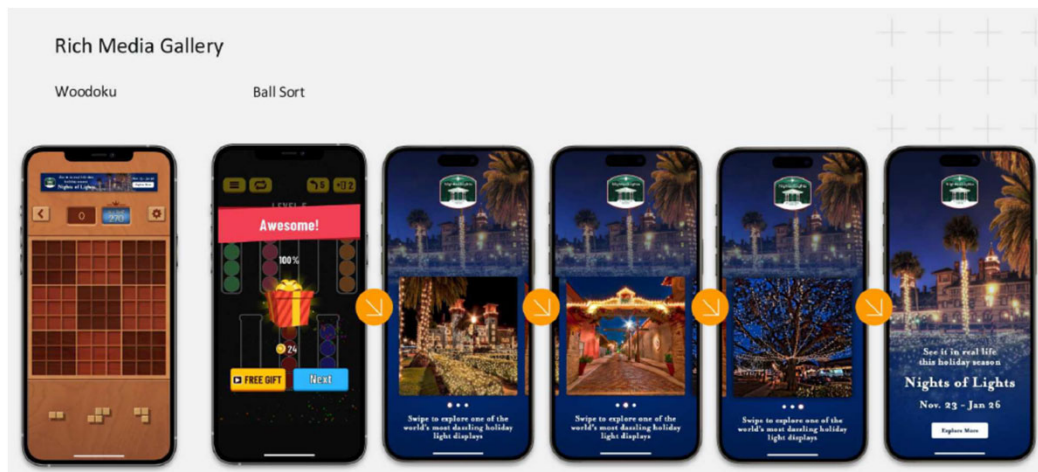
- Nativo native campaign for flight #2 ended in September 2024



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Jun Group Rich Media Campaign

- Rich Media campaign for Nights of Lights delivered 1,658,921 impressions in September 2024



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Nights of Lights Campaign

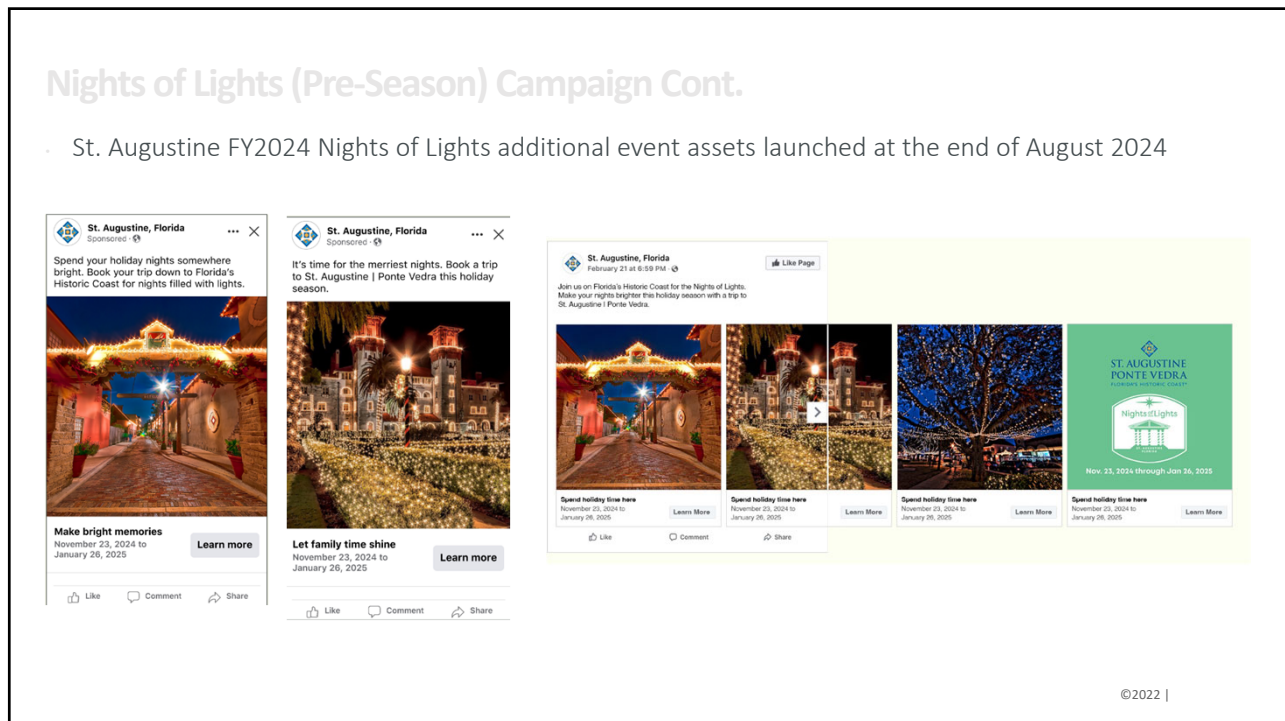
- St. Augustine FY2024 Nights of Lights additional event assets launched at the end of August 2024



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Nights of Lights (Pre-Season) Campaign Cont.

- St. Augustine FY2024 Nights of Lights additional event assets launched at the end of August 2024



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Ponte Vedra Beach Campaign


Ponte Vedra Beach display, and social creative wrapped at the end of September 2024

The image displays a collection of social media posts and print creatives for the Ponte Vedra Beach campaign. The social posts, from St. Augustine, Florida, feature various scenes: a woman in a bathrobe, a pool, and a couple on a balcony. Each post includes the text "Book your stay at Ponte Vedra Beach" and "Where leisure meets luxury", along with a "Book Now" button. The print creatives include a large banner with a couple on a balcony and a smaller one with a couple on a beach, both with "Book Now" buttons. The campaign logo, "ST. AUGUSTINE PONTE VEDRA FLORIDA'S HISTORIC COAST IT'S ABOUT TIME", is prominently displayed throughout the creatives.

Print Creative: B2C

2025 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.

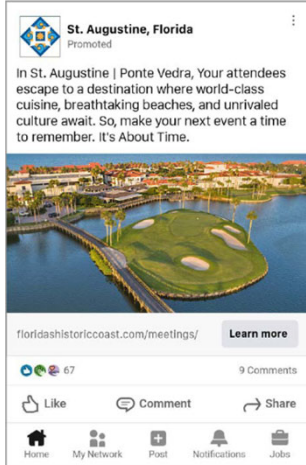
Visit FloridasHistoricCoast.com to learn more.

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

Digital Creative: B2B

Digital

- LinkedIn ended in September 2024 and delivered 80,396 impressions from 9/1-9/15/2024



©2022 |



PETERMAYER

CEO's Comments

- August 2024 Traditional Lodging Stats: Occupancy 55.0% (+1.9%), ADR \$152.20 (-1.6%), RevPAR \$83.66 (+0.3%), Demand +3.4%, Supply is +1.5%.
- August 2024 Vacation Rental Stats: Paid Occupancy 31% (+6.9%), ADR \$240 (+7.6%), RevPAL \$71 (+2.9%); Demand -3.2%.
- September 2024 Website: Continued positive YOY trends with site up +75.0% YOY and significant increase in site visitation from Tampa (+91%) and Jacksonville (+19%).
- September 2024 Publicity: +22.1% YOY.
- September 2024 Sales team lead room nights are down -28.5% YOY. Solicitations are up +10.3% YOY.
- The Nights of Lights and Holiday Luxury campaign (digital, paid social, search) ended in mid September and relaunched the first week of October and will continue until late December 2024.
- In addition to our "It's About Time" campaign, our attractions-focused paid social campaign targeting 500,000+ households within a three-hour drive market, outside of SJC continues to perform well. The goal is to offset market softness and generate awareness and bookings for our attractions/lodging for short getaways. The results to date through 10/6/2024 are a reach of 5.70 Million; 13.3 Million impressions; .13 CPR; and 5.83% CTR. The parallel digital/paid social lodging campaign's results to date through 10/6/2024 are a reach of 2.45 Million reach; 7.46 Million impressions; .20 CPR and 4.81% CTR.
- Due to Hurricane Milton, October advertising was pulled on 10/7/2024 and reinstated on 10/14/2024. Post-Milton recovery messaging started on Friday, 10/11/2024 with hotels re-opening from the mandatory evacuation orders. The "We're Here for You" campaign was launched on 10/11/2024 with Facebook/Instagram via reels followed by a PR Newswire press release with a "We're Here for You" video on 10/14/2024. Assets are being shared with VISIT FLORIDA® who will provide us with social media support. All Florida AAA offices will also receive the press release and video.

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FLORIDA'S HISTORIC COAST®



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