

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
DECEMBER 11, 2023 1:30 PM
COUNTY ADMINISTRATION BUILDING

1. CALL TO ORDER – Michael Gordon, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – September 18, 2023
 - Regular Meeting Minutes – October 16, 2023
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. PRESENTATION OF TOURIST DEVELOPMENT TAX RESERVES
8. TAG! CHILDREN’S MUSEUM FUNDING REQUEST (**Action Required**)
Public Comment
9. ZORA NEALE HURSTON STATUE FUNDING REQUEST
10. TOURISM MARKETING RFP WORKING GROUP UPDATE
11. MONTHLY REPORTS PROVIDED IN PACKETS
12. MEMBER COMMENTS
13. NEXT MEETING DATE – February 5th
14. ADJOURN

TDC Regular Meeting – December 11, 2023

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

- Regular Meeting – September 18, 2023
October 16, 2023
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
September 18, 2023 - 1:30 p.m.

CALL TO ORDER

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

Present: Michael Gordon, Chair
Regina Phillips, Vice Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Don Samora, Mayor, City of St. Augustine Beach Representative
Charles Cox, District 3
Troy Blevins, District 5

Absent: Irving Kass, District 2
Michael Wicks, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Jennifer Zuberer, Manager of Tourism Promotional Programs
Jalisa Ferguson, Assistant County Attorney
Artricia K. Allen, Deputy Clerk

PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

Gordon welcomed the new Tourist Development Council Member, Charles Cox.

ROLL CALL

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

APPROVAL OF AGENDA

Gordon stated that Regular Agenda Item 10 was pulled from the agenda.

Motion by Gordon, seconded by Sikes-Kline, carried 7/0, to approve the Agenda, as amended.

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

APPROVAL OF MINUTES

Motion by Gordon, seconded by Sikes-Kline, carried 7/0, to approve the minutes for the August 21, 2023, meeting, as submitted.

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

PUBLIC COMMENT

Public Comment: Diana Jordan Baldwin (Exhibit A) provided public comment.

*Arnold requested Council consensus to hear the item at a future council meeting, regarding placing the Zora Neale Hurston monument sculpture at the Lincolnton Museum. **Consensus was given.** Meeks responded that the item would be heard at the October 16, 2023, meeting.*

TAG! CHILDREN'S MUSEUM PRESENTATION

Ben Platt, Director of the Board of Directors, and Kim MacEwan, Executive Director of the Board of Directors of Tag! Museum, presented the details of the request. Discussion ensued on the estimated visitors, the funding source, protecting investment returns, parking, utilizing Tourist Development Tax (TDT) funds, and the construction timeline. Sikes-Kline recommended that the item be heard by the Board of County Commissioners for the funding request. Additional comments provided by Tera Meeks, regarding the funding source.

Public Comment: There was none.

Motion by Sikes-Kline, seconded by Blevins, carried 7/0, via roll call vote, to send a recommendation to the BCC for funding of the new construction, as asked for, and marketing request, with how they [Tag! Children's Museum] are funded, and to what level they are funded, to be determined by the BCC.

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

ST. JOHNS CHAMBER OF COMMERCE PRESENTATION

Isabelle Renault, President of the St. Johns County Chamber of Commerce, presented the details of the Destination Architect Plan Update. Blevins recommended that the St. Johns County Chamber of Commerce work with the St. Johns County Council on Aging.

SPORTS MARKETING FUNDING REQUEST

- Florida State CFDA Championship - February 9-11, 2024, Recommended - \$2,500
- Santa Suits On The Loose 5K - December 9, 2023, Recommended - \$5,000
- PRIME Soccer Cup - October 6-8, 2023, Recommended - \$10,000
- Ponte Vedra Beach Triathlon - October 15, 2023, Recommended - \$6,500
- FL GA Pickleball Classic - October 27-29, 2023, Recommended - \$10,000
- Pickleball Veritas in the Ancient City - February 23-25, 2024, Recommended - \$10,000
- St. Augustine Amateur Golf - December 1-3, 2023, Recommended - \$15,000
- Jacksonville Classic Basketball - November 18-20, 2023, Recommended - \$20,000
- Perfect Game Fall Sunshine State Championships - Oct. 20-22, 2023, Recommended - \$8,500
- Perfect Game Fall Florida Premier Championships - Nov 3-5, 2023, Recommended - \$8,500
- Jacksonville Football Club Soccer Tournaments - January and February 2024, Recommended - \$7,500

Meeks presented the details of the proposed recommendations; with additional comments from Teddy Meyers, Facility Manager of St. Johns County Parks and Recreation. Meyers provided background information on the Jacksonville Classic Basketball event.

Motion by Blevins, seconded by Gordon, carried 7/0, to recommend the Board of County Commissioners, to approve the Fiscal Year 2024 sports marketing funding requests.

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

Nay: None

Absent: Wicks, Kass

MONTHLY REPORTS PROVIDED IN PACKETS

Christina Parrish Stone, Executive Director of the St. Johns County Cultural Council (SJCC), provided updates and details on the St. Johns Cultural Council monthly report. She reviewed grant growth, grant programs competing in their own category as separate entities, and the general atmosphere survey supporting year-round organizations.

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), provided updates and details on the VCB monthly report. Discussion ensued on tourism event numbers compared to statewide tourism event numbers, and the decrease of hotel stays in the month of September.

MEMBER COMMENTS

Blevins provided an update on the Sing Out Loud Festival including the total tickets sold and the Average Daily Rate (ADR) for hotels.

NEXT MEETING DATE

[The next meeting date was scheduled for October 16, 2023.]

ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 3:06 p.m.

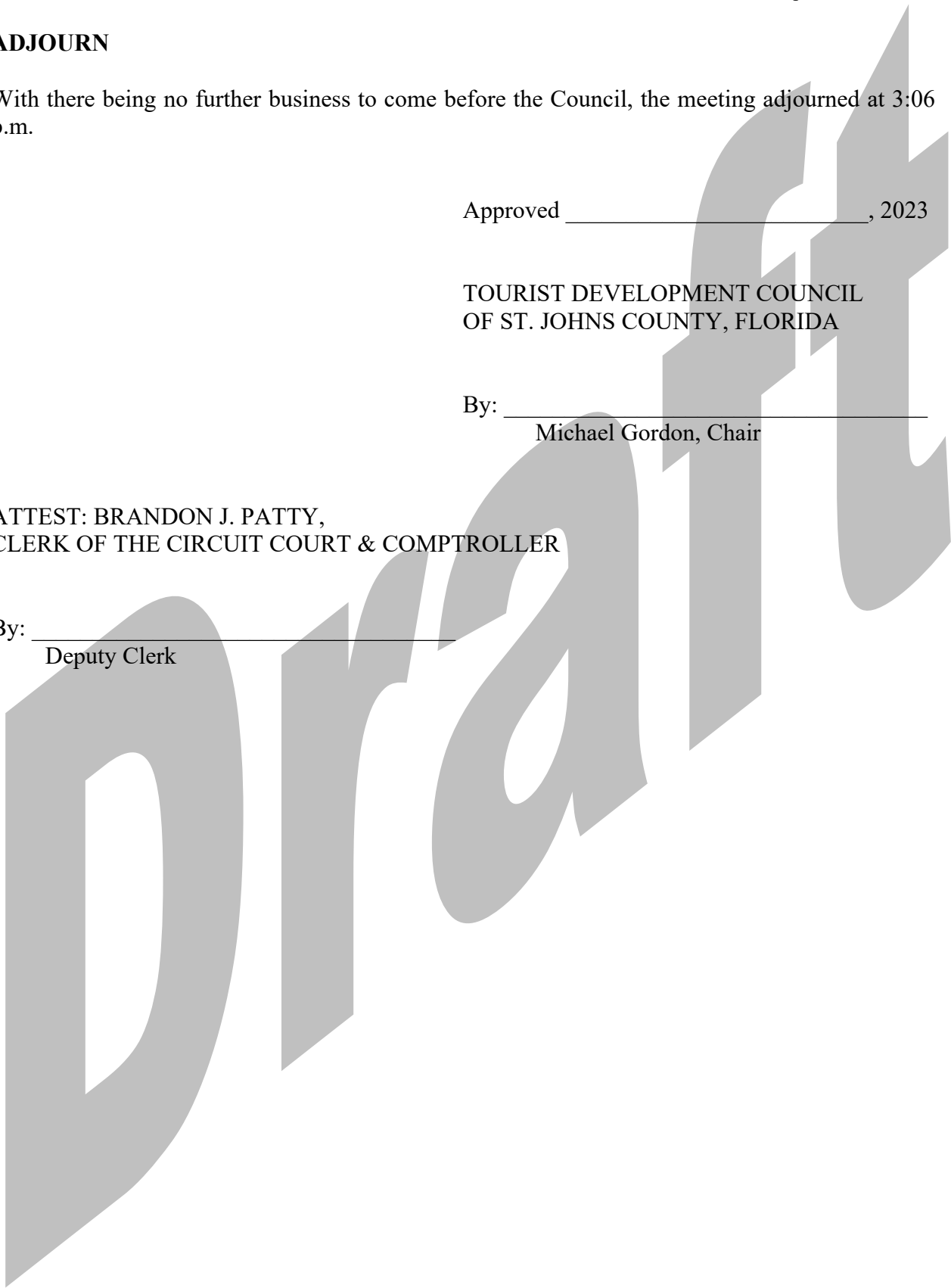
Approved _____, 2023

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Michael Gordon, Chair

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

By: _____
Deputy Clerk





Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
October 16, 2023 - 1:30 p.m.

1. CALL TO ORDER

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

Present: Michael Gordon, Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Don Samora, Mayor, City of St. Augustine Beach Representative
Irving Kass, District 2
Michael Wicks, District 4
Charles Cox, District 3
Troy Blevins, District 5

Absent: Regina Phillips, Vice Chair

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

2. PLEDGE OF ALLEGIANCE

Kass led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

Kass requested that two items be added to the agenda for discussion; TDC Roles, Policy and Reserves. He recommended that the items be heard prior to Agenda Item 7. Meeks provided details on council regulations and stated that the Zora Neale Hurston presentation wasn't included on the agenda but would be added as Agenda Item 7a. Discussion ensued on member comments, action items, and the TDC meeting agenda process. Ferguson provided the Council's requirements

regarding action items. In addition, Kass requested that Agenda Items 7 and 8 be continued to a future Tourist Development Council meeting.

Public Comment: Benjamin Platt, Diane Bradley, and David Bagnall provided public comment.

Motion by Kass, seconded by Cox, carried 7/1, with Wicks dissenting and Phillips absent, via roll call vote, to approve the Agenda, as amended, to add the Zora Neale Hurston statue presentation as Agenda Item 7a, pull Agenda Item 7 to be heard at a later date, and to add an agenda item regarding reserves at a future meeting.

Yea: Arnold, Blevins, Cox, Gordon, Kass, Samora, Sikes-Kline

Nay: Wicks

Absent: Phillips

5. APPROVAL OF MINUTES

Discussion ensued on the Tag! Children's Museum motion from the previous meeting minutes. Meeks provided a recommendation to have the clerk review/update the minutes, and have the Council reconsider the revised minutes at the next meeting.

6. PUBLIC COMMENT

Public Comment: Albert Syeles (Exhibit A), Michael Corrigan, Sherrie Provence, and Christine Parrish Stone provided public comment.

7. TAG! CHILDREN'S MUSEUM PRESENTATION

Agenda Item 7 was pulled from the agenda and continued to the next Tourist Development Council meeting.

7a. ZORA NEALE HURSTON PRESENTATION

Diana Jordan Baldwin and Tara Massey, Chair and Grant Coordinator for Tag!, provided details on the request for grant funding of \$75,000, that would include the creation and installation of the statue. Discussion ensued in support of the project, the process of reserve funding, and bringing the item back at a future meeting.

Motion by Gordon, seconded by Arnold, carried 8/0, with Phillips absent, to bring back the Zora Neale Hurston presentation at the next Tourist Development Council meeting.

Yea: Gordon, Arnold, Blevins, Cox, Sikes-Kline, Samora, Kass, Wicks

Nay: None

Absent: Phillips

8. TOURISM DESTINATION MARKETING DISCUSSION

Meeks provided the details of the St. Johns County Tourism Contract Working Group tasks and suggested the Council members present names for recommendation. In addition, she provided clarification on the tourism servicing contracts that expired on September 30, 2023, and moving forward with the two contracts as replacement services. Discussion ensued on the list of qualified participants, how many members would be in the group, creating another committee, hiring a contractor, and having a TDC workshop. Additionally, Ferguson provided legal information on the Request for Proposals (RFP) process and the renewal of contracts.

The Council members recommended the following candidates for the Tourism Destination Marketing RFP workshop group: Kimberly Wilson, Todd Hickney, and Phil McDaniel. Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau, commented regarding Wilson still being a participant of the VCB. Discussion ensued on Kimberly Wilson being on the VCB Board and the recommendation on adding another candidate.

Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Phillips absent, to appoint Kimberly Wilson, Todd Hickney, Phil McDaniel, and Gabe Pellicer, and if it is determined that Kimberly Wilson was not eligible to serve because she's not willing to resign her position with the VCB, then the Council would move forward with the other three candidates.

Yea: Arnold, Blevins, Cox, Gordon, Kass, Samora, Sikes-Kline, Wicks

Nay: None

Absent: Phillips

9. SING OUT LOUD DISCUSSION

Diana Markovits, Cultural Affairs Manager for St. Johns County Cultural Events, Inc., and Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau, presented the details of the Sing Out Loud mission. Discussion ensued on the support for, and the recurrence of, the event.

10. MONTHLY REPORTS PROVIDED IN PACKETS

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

11. MEMBER COMMENTS

Blevins said the policy and reserves agenda item that will be added on the next agenda should include the following: the percentage of spending of the budget, suggestions from staff, and the excess going to capital projects.

12. NEXT MEETING DATE

Meeks stated that the next meeting would be scheduled for December 11, 2023, or December 18, 2023.

13. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 3:46 p.m.

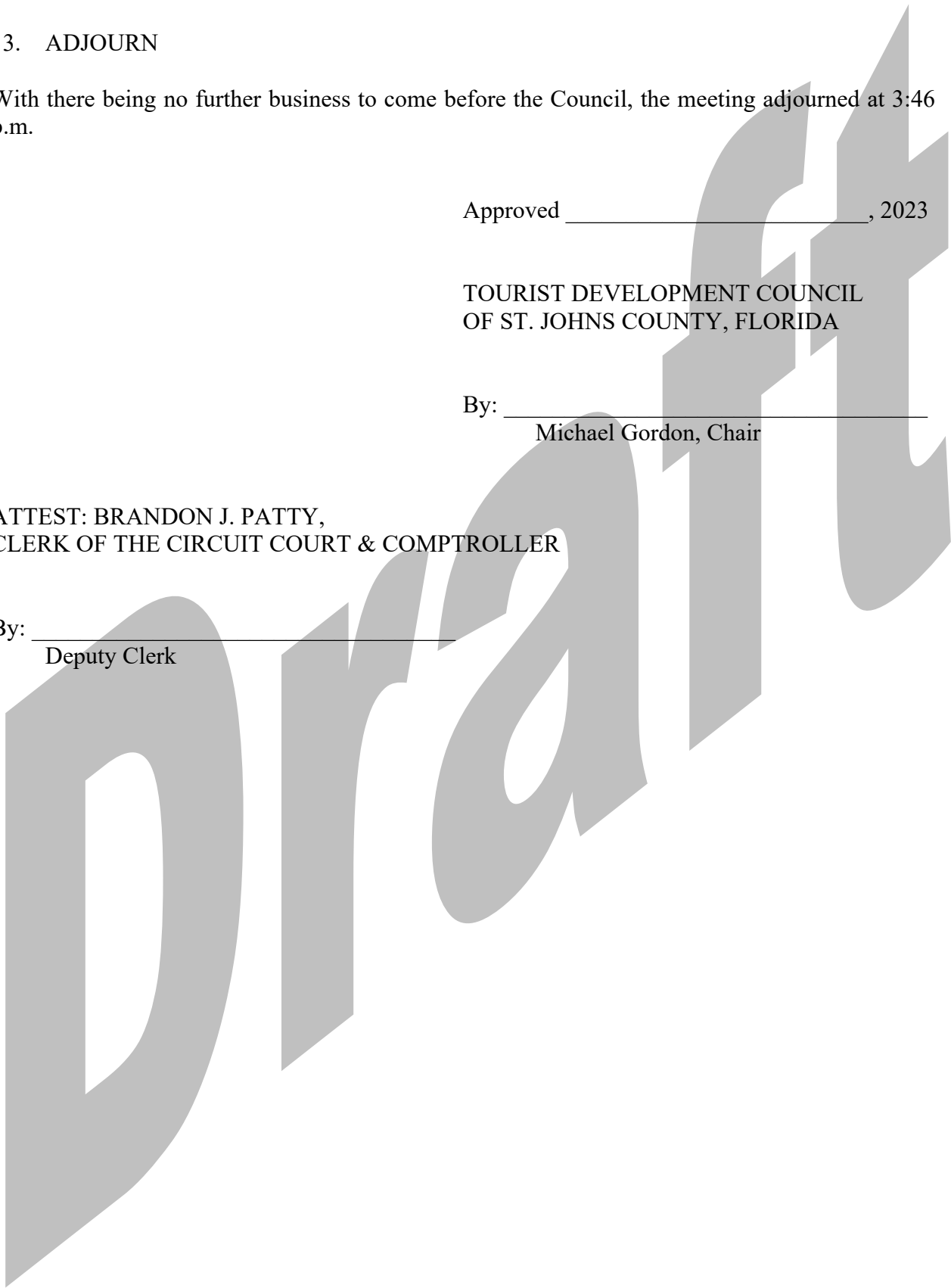
Approved _____, 2023

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Michael Gordon, Chair

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

By: _____
Deputy Clerk



TDC Regular Meeting – December 11, 2023

Agenda Item 9 – Zora Neale Hurston Statue Funding Request

Hurston statue

From: Kim Bradley [redacted]

To: [redacted]

Date: Saturday, September 16, 2023 at 06:21 PM EDT

① As a Southern writer based in St. Augustine, and an English professor of literature (having just taught a "Literary St. Augustine" course at Flagler College), I am writing in full support of the proposed Zora Neale Hurston statue to be created by sculptor Dana King and installed locally.

Hurston, one of Florida's most famous daughters, spent ample time in St. Augustine, and completed her autobiography, *Dust Tracks on a Road*, while living on King Street, and teaching at the former Florida Normal University. Her ties to area literary agents and other writers, such as Marjorie Kinnan Rawlings, are also of note. Hurston was both married and divorced in St. Augustine, collected her mail downtown, strolled our streets, and was very much part of our community; honoring her time here with a statue is fitting, and would be a point of pride for St. Augustine and its African American residents.

Furthermore, such a statue would be of interest for educators and their students, historians, and literary tourists. In conjunction with other area Hurston sites, this statue would add another important facet of commemoration and create a well-rounded St. Augustine Hurston experience—something akin to Fort Pierce's "Zora Neale Hurston Dust Tracks Heritage Trail," which is a popular attraction keeping the memory of Zora Neale Hurston alive for the benefit of all.

Therefore, I strongly urge county commissioners to approve the installation of the statue, which will be a noteworthy addition to St. Augustine's rich historical offerings, and further celebrate our city's valuable African American community.

Lauren Tivey, MFA
Visiting Lecturer, English Department
Flagler College
74 King Street
St. Augustine, FL 32084
Ltivey@flagler.edu

② From the former boarding house on King Street where she wrote *Dust Tracks on a Road* to the site of Florida Normal where she taught, Zora Neale Hurston's presence permeates St. Augustine. Each time I pass Ripley's Believe it or Not, site of the former Castle Warden Hotel where Hurston was known to rendezvous with Marjorie Kinnan Rawlings, I imagine the two of them on those back steps deep in conversation, or more than likely, raucous laughter. Hurston's legacy is a great source of pride for St. Augustine's literary community; her hardscrabble life and perseverance despite it, is an inspiration. My colleagues and I in the English department at Flagler College strive to pass on this love and admiration to our students. To honor her with this gorgeous statue that so exquisitely captures her essence is a wonderful, long-overdue tribute. I wholeheartedly encourage the county commission to support this.

Kim Bradley, MFA
Associate Professor, English Department
Flagler College
kbradley@flagler.edu

EXHIBIT A
TDC September 18, 2023
Agenda Item No. 10Bcom
Presenter: Diana Jordan Baldwin

September 15, 2023

My husband and I were recently made aware of the wonderful idea of a creation of a sculpture bust of the renowned black author Zora Neale Hurston. We understand that this bust will be situated in front of the Lincolnville Museum which, we think, is the perfect place.

Having lived in and visited many cities in the world, we feel so fortunate to have chosen St Augustine as our home mainly due to its historic ambiance. We have visited the Lincolnville Museum several times as it has grown. I remember being incredibly moved by a solo performance given there several years ago for a small group who were touring the facility. The person who gave this performance took on the persona of an ancestor of hers and made her come to life. This museum and the artifacts inside and outside are extremely important not only for the pride of the community but for visitors nationally and internationally.

To add this sculpture bust of this award-winning author to the grounds of the museum, we bequeath in death what we denied her in life.

Janet and Geoff Hewitt

461 Maribella Ct

St Augustine, FL 32086

Statue Request

From: Mike Gilligan (mikebike159@yahoo.com)

To: masht@aol.com

Date: Monday, September 18, 2023 at 12:24 PM EDT

I strongly support having a statue of Zora Neale Hurston erected in St. Augustine. Ms. Hurston is an important American writer with significant connections to St. Augustine, and a statue will bring attention to her contributions to literature and our remarkable city.

Sincerely,

Michael Gilligan
266 Roaring Brook Dr
St. Augustine, FL 32084

Sent from my iPhone

Zora Neale Hurston Monument

From: St. Augustine Connection (thestaugustineconnection@gmail.com)

To: [REDACTED]

Date: Sunday, September 17, 2023 at 08:10 PM EDT

To Whom It May Concern,

While the idea of a park dedicated to Zora Neale Hurston in St. Augustine is great, the busy intersection location where it is currently located has become a sad reminder of the treatment of blacks in St. Augustine. With the increasing amount of traffic on two sides and the encroaching development on the other side, this forgotten park is now equivalent to the inside of a roundabout in size, access, and location.

As someone who frequently drives by the "park" or rides by on bicycles with my children on our way to or from school and other activities, it is not a place we would ever frequent as a park, as it is unsafe, loud, dusty, and polluted from the vehicle exhaust of cars driving by or stopping at the intersection. The shade of the trees at the corner merely functions as a quick stop to rest on the sidewalk in the shade for a few seconds as we take a deep breath with gratitude that we were able to cross the dangerous intersection safely. Many pedestrians and bicyclists pass this small triangle every day, but the only people I have ever seen actually utilize it are the homeless.

Zora Neale Hurston deserves, if not a museum, at least the dignity of a proper park and/or a monument/sculpture dedicated to her that people want to visit, a place they can actually access, visit, and take their time to read about her significance to Florida's, St. Augustine's, and America's literary heritage. An ideal location would be at the St. Johns County Main Library, where those who appreciate her literary genius would be reminded of her connection to St. Augustine, or somewhere else where people frequent and can read about her story.

This summer my children and I have been reading *Their Eyes Were Watching God* together, and our family visited her once-forgotten grave in Fort Pierce as well as several other stops on the Zora Neale Hurston Dust Tracks Heritage Trail, which commemorates her life in Fort Pierce, Florida.

Hurston's literary talent and her connection to our area should be honored and celebrated in St. Augustine.

Respectfully,

Sine Boe

The St. Augustine Connection

Shining a Light on the Oldest City



(No Subject)

From: KRISTI PIERCE [redacted] [redacted]

To: [redacted]

Date: Saturday, September 16, 2023 at 01:12 PM EDT

Dear Tara,

I am in support of the project to bring a statue dedicated to Zora Neale Hurston to St. Augustine, based on her career, contributions, and connections to St. Augustine.

Sincerely,
Kristi Pierce
4515 Serena Circle
St. Augustine, 32084

A small committee was recently formed in St. Augustine after a deal to purchase the house on King Street commonly referred to as "The Hurston House" fell through. We understand that the county supports bringing further attention to Zora Neale Hurston, and wishes to highlight her influence on the community and how her career was enhanced by her time spent in St. Augustine.

To that end, it was suggested by one of the members that fix up the park at the corner of King and Rt. 1, but that idea was quickly abandoned when it became clear that many in the community feel that park is too small, unworthy, and inaccessible to tourists and the general community. Plus, the annual raising of a large billboard advertising Night of Lights for several months detracts. It was then decided that a sculpture in her honor erected in another location would be a better solution. We are asking the county to provide a grant to have the statue created. The total cost to create the statue and install in the ground would cost about \$75K.

The committee selected Dana King to be the figural sculptor. Her brief bio (and Dixon's) is at the end of this proposal. Also attached are several files detailing King's proposed bust and her process and rough vision. She feels so strongly about this assignment that she is giving us a huge cut in labor costs. And we feel strongly that the sculptor is from the black diaspora. Sculptors of color who do bronze figural and are on the level we want are few and far between. Our hope is that this project will not only highlight the subject but the artist as well.

We are not asking for any money from the Board. We are just hoping for a location that we believe works to honor her and her lifetime of writing and teaching. We also believe that this will bring more attention and tourism to your museum. We think it fits with your mission to "preserve, promote, and perpetuate the heritage of African Americans in Lincolnville and Northeast Florida." The pedestal will include Hurston's bio plus include quotes from her books and regarding her teaching and anthropology. We think this will enhance the display at the museum and the timing works with the 100-year anniversary. We would like get a full grant for the bust and installation.

Let us know if you need anything further.

Respectfully,

The Committee to Honor Zora Neale Hurston/St. Augustine

Diana Jordan-Baldwin, Chair and Grant coordinator

Tara Lynn Masih, co-chair and art coordinator

Michael Dixon, lead architect

Sine Boe, social media coordinator

Doretha Smith Williams, Advisor

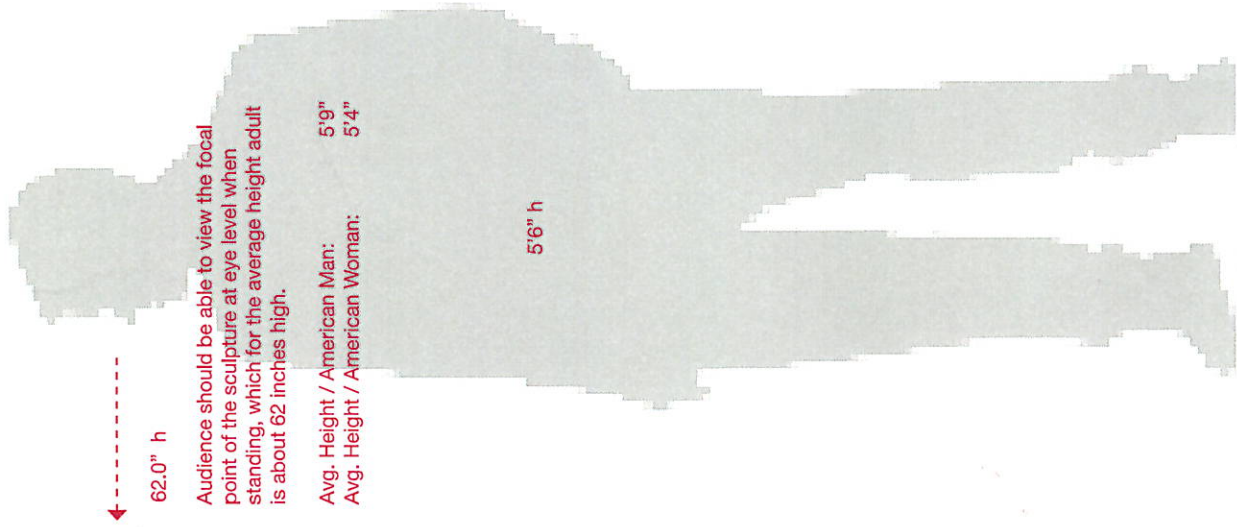
Brief Bios:

Dana King's public sculptures have been commissioned in the Bay Area and across the country. In addition to her most recently installed bronze bust located in West Oakland, CA (2021), her life size bronze artwork is in South Berkeley, California (dedicated to William Byron Rumford, the first African American member of the California State Assembly elected from Northern California in 1948; the art piece was the first in Berkeley to honor an African American); New Haven, Connecticut; and at the National Memorial for Peace and Justice in Montgomery, Alabama. In 2021, she also installed and dedicated "Monumental Reckoning" in San Francisco's Golden Gate Park, decolonizing the space as the first African American woman to create a sculptural installation in the park representing the history of African descendants.

King, an Emmy-award winning anchor and former co-host of "Good Morning America/Sunday," was recognized in 2020 as one of "10 Emerging Black Female Artists to Collect" by *Black Art in America*.

Michael A. Dixon, FAIA, Historic Preservation Architect: "I have designed several parks, especially in Ukraine when in the Peace Corps, including outdoor stages/bandshells. I did several, which got funded by the Ukrainian rock band Okean Elzy with lead signer Svyatoslav (Slava) Vakachuk."

Locally Dixon was involved in the revival of the Fort Mose Park and museum. Internationally he won an honorable mention for the redesign of Gorky Park in Vinnytsia, Ukraine, where he incorporated sculpture.



62.0" h

Audience should be able to view the focal point of the sculpture at eye level when standing, which for the average height adult is about 62 inches high.

Avg. Height / American Man: 5'9"
Avg. Height / American Woman: 5'4"

5'6" h

47.5" h



THOSE THAT DON'T GOT IT, CAN'T SHOW IT. THOSE THAT GOT IT, CAN'T HIDE IT. RESEARCHERS FOUND THESE DUSTY MEN. IT'S PAINTED AND PLYING WITH A PURPOSE. IT'S ABOUT THE LIFE OF A MAN WHO WAS BORN IN THE SOUTH AND TRAVELLED THROUGH THE NORTH AND SOUTH. THE FEELINGS DEEPER BY THOUGHT ENTICED BY WINDS, AND DEEPER STILL A SUIF OF FEARLESS FEELINGS UNWITTING BY THOUGHT.

LOVE MAKES YOUR SOUL CRAWL OUT OF ITS HIDING PLACE. GRAB THE BROOM

BARRACON THE STORY OF THE LAST "BLACK ONION" (1877)

LOVE IS LIKE THE SEA IT'S A MOVING THING, BUT STILL AND ALL. IT TAKES ITS SHARE FROM THE SHORE IT NEEDS, AND IT'S DIFFERENT WITH EVERY SHORE.

DUST TRACKS ON A ROAD (1942)

WHEN YOU AND ME, THE MAN HE MADE ON OUT OF SHIT THAT SING, ALL THE TIME AND CUTTING ALL OVER, LONG ANGLES GOT SEALING AND SHIPPED IN THE HILL HILLS OF PEASES, BY STILLE BE GUTTERED AND SHIPPED UP THE BEST AND SHIPPED UP THE BEST SHIPPERS BUT LITTLE SPIDER AND A SHIP AND A SHIP, SO THEY EXPLORED EACH ONE OVER WITH HIM, AND THE LONG COMPASS IN THE SPARS MADE THEM WANT FOR ONE ANOTHER.

MOSES, MAN OF THE MOUNTAIN (1939)

SOMETIMES I FEEL DISCRIMINATED AGAINST, BUT IT DOES NOT MAKE ME ANGRY. IT THEREBY ASTONISHES ME. HOW CAN ONE NOT GET THEMSELVES THE PLEASURE OF SPY COMPANY? IT'S BEYOND ME. MULES AND MEN (1935)



ZORA NEALE HURSTON
Jan. 7, 1891 - Jan. 28, 1960

Author of *Their Eyes Were Watching God*

The first African American woman to be elected to the National Academy of Arts and Letters. Her work is a blend of folk culture, African American history, and social commentary. She is best known for her novel *Their Eyes Were Watching God*, which is a celebration of the African American experience in the South. Her work is a blend of folk culture, African American history, and social commentary. She is best known for her novel *Their Eyes Were Watching God*, which is a celebration of the African American experience in the South.

TDC Regular Meeting – December 11, 2023

Agenda Item Monthly Reports (Information Only)

FY2024 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
October	\$ 1,502,822	2.0%
FYTD	\$ 1,502,822	2.0%
% OF BUDGET		8.3%
% OF FY		6.3%

BUDGETED \$ \$ 24,011,790

St. Johns County Tourist Development Taxes

FY 2023 - FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 966,625	64.3%	-3.2%	\$ 169,146	11.3%	-3.7%	\$ 273,465	18.2%	54.9%
November	\$ 929,682	64.2%	1.7%	\$ 147,183	10.2%	-22.4%	\$ 274,602	19.0%	38.6%
December	\$ 1,258,171	65.6%	-0.6%	\$ 197,554	10.3%	-12.3%	\$ 322,403	16.8%	26.2%
2023 January	\$ 975,482	56.0%	17.1%	\$ 269,059	15.4%	52.9%	\$ 327,089	18.8%	51.6%
February	\$ 1,159,536	58.3%	10.2%	\$ 342,566	17.2%	-10.9%	\$ 333,150	16.8%	15.8%
March	\$ 1,723,615	60.8%	4.8%	\$ 388,742	13.7%	-9.2%	\$ 526,660	18.6%	29.2%
April	\$ 1,376,723	55.3%	-5.0%	\$ 434,408	17.5%	3.0%	\$ 493,201	19.8%	40.2%
May	\$ 1,132,566	58.4%	-4.7%	\$ 303,960	15.7%	-1.5%	\$ 378,007	19.5%	33.3%
June	\$ 1,115,918	48.3%	-5.0%	\$ 557,783	24.1%	10.8%	\$ 510,594	22.1%	18.2%
July	\$ 1,222,622	46.4%	-2.5%	\$ 667,467	25.3%	-5.4%	\$ 634,621	24.1%	27.7%
August	\$ 794,090	55.4%	-13.6%	\$ 246,231	17.2%	-3.8%	\$ 321,646	22.4%	12.0%
September	\$ 835,715	58.8%	-0.2%	\$ 193,006	13.6%	-8.5%	\$ 301,850	21.2%	24.7%

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 50,054	3.3%	8.9%	\$ 43,541	2.9%	-33.7%	\$ 1,502,830.66
November	\$ 48,721	3.4%	-13.6%	\$ 48,498	3.3%	-40.8%	\$ 1,448,686.66
December	\$ 52,838	2.8%	-16.7%	\$ 86,130	4.5%	11.9%	\$ 1,917,095.73
2023 January	\$ 97,212	5.6%	44.5%	\$ 73,929	4.2%	-1.2%	\$ 1,742,770.75
February	\$ 83,894	4.2%	17.5%	\$ 68,565	3.4%	-3.3%	\$ 1,987,710.57
March	\$ 72,650	2.6%	5.5%	\$ 124,010	4.4%	48.2%	\$ 2,835,677.90
April	\$ 100,278	4.0%	8.5%	\$ 84,785	3.4%	22.4%	\$ 2,489,394.25
May	\$ 62,062	3.2%	12.2%	\$ 61,928	3.2%	-3.1%	\$ 1,938,522.85
June	\$ 63,828	2.8%	-8.2%	\$ 62,006	2.7%	16.6%	\$ 2,310,128.83
July	\$ 58,652	2.2%	4.9%	\$ 53,758	2.0%	-5.6%	\$ 2,637,119.47
August	\$ 38,416	2.7%	-12.8%	\$ 34,080	2.4%	-16.5%	\$ 1,434,461.82
September	\$ 39,356	2.8%	16.2%	\$ 51,073	3.6%	27.2%	\$ 1,421,000.05

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									
December									
2024 January									
February									
March									
April									
May									
June									
July									
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							
December							
2024 January							
February							
March							
April							
May							
June							
July							
August							
September							

FY 2023/24 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2023												
OCT	\$ 415,640	27.7%	-11.1%	\$ 357,846	23.8%	13.5%	\$ 583,683	38.8%	4.1%	\$ 18,949	1.3%	51.1%
NOV	\$ 417,227	28.8%	1.3%	\$ 272,268	18.8%	-7.0%	\$ 618,910	42.7%	2.7%	\$ 24,357	1.7%	-10.0%
DEC	\$ 540,722	28.2%	0.2%	\$ 302,312	15.8%	5.9%	\$ 904,075	47.2%	-1.3%	\$ 31,296	1.6%	39.3%
JAN	\$ 587,071	33.7%	41.9%	\$ 285,908	16.4%	41.0%	\$ 708,461	40.7%	16.8%	\$ 39,575	2.3%	69.1%
FEB	\$ 712,203	35.8%	1.8%	\$ 368,085	18.5%	21.6%	\$ 731,483	36.8%	4.1%	\$ 40,142	2.0%	56.3%
MAR	\$ 970,477	34.2%	3.3%	\$ 599,477	21.1%	9.9%	\$ 1,067,618	37.6%	15.1%	\$ 24,694	0.9%	-24.7%
APR	\$ 954,858	38.4%	7.5%	\$ 518,456	20.8%	10.4%	\$ 832,047	33.4%	-1.2%	\$ 57,618	2.3%	119.7%
MAY	\$ 708,377	36.5%	8.4%	\$ 386,674	19.9%	-3.9%	\$ 703,901	36.3%	2.5%	\$ 26,783	1.4%	31.4%
JUN	\$ 1,031,406	44.6%	1.3%	\$ 417,699	18.1%	8.7%	\$ 716,062	31.0%	4.2%	\$ 27,888	1.2%	30.8%
JUL	\$ 1,238,713	47.0%	3.0%	\$ 467,023	17.7%	5.1%	\$ 798,514	30.3%	3.1%	\$ 25,622	1.0%	3.0%
AUG	\$ 557,343	38.9%	-3.3%	\$ 269,866	18.8%	-8.5%	\$ 500,570	34.9%	-9.6%	\$ 17,594	1.2%	13.2%
SEP	\$ 477,383	33.6%	3.0%	\$ 293,470	20.7%	3.8%	\$ 544,772	38.3%	10.4%	\$ 17,519	1.2%	4.1%
FY YTD	\$ 8,611,420			\$ 4,539,084			\$ 8,710,097			\$ 352,036		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$ 106,358	7.1%	17.0%	\$ 14,588	1.0%	48.6%	8.0%	\$ 5,767	0.4%	3.5%	\$ 1,502,830.66
NOV	\$ 93,239	6.4%	5.7%	\$ 14,680	1.0%	19.7%	7.4%	\$ 8,005	0.6%	37.4%	\$ 1,448,686.66
DEC	\$ 105,650	5.5%	8.6%	\$ 18,875	1.0%	9.2%	6.5%	\$ 14,165	0.7%	84.9%	\$ 1,917,095.73
JAN	\$ 99,582	5.7%	12.5%	\$ 16,344	0.9%	-35.8%	6.7%	\$ 5,830	0.3%	-2.0%	\$ 1,742,770.75
FEB	\$ 112,638	5.7%	1.1%	\$ 15,491	0.8%	-15.4%	6.4%	\$ 7,669	0.4%	18.0%	\$ 1,987,710.57
MAR	\$ 138,013	4.9%	-4.2%	\$ 26,134	0.9%	-18.6%	5.8%	\$ 9,265	0.3%	-17.4%	\$ 2,835,677.90
APR	\$ 99,066	4.0%	-21.8%	\$ 18,102	0.7%	-19.7%	4.7%	\$ 9,246	0.4%	-2.7%	\$ 2,489,394.25
MAY	\$ 90,610	4.7%	-15.4%	\$ 14,099	0.7%	-33.8%	5.4%	\$ 8,079	0.4%	-7.5%	\$ 1,938,522.85
JUN	\$ 93,207	4.0%	-2.1%	\$ 15,836	0.7%	-10.3%	4.7%	\$ 8,031	0.3%	-10.6%	\$ 2,310,128.83
JUL	\$ 87,957	3.3%	-6.8%	\$ 9,885	0.4%	-41.3%	3.7%	\$ 9,405	0.4%	-15.5%	\$ 2,637,119.47
AUG	\$ 75,571	5.3%	-12.7%	\$ 7,356	0.5%	-29.0%	5.8%	\$ 6,162	0.4%	-35.8%	\$ 1,434,461.82
SEP	\$ 76,761	5.4%	-14.1%	\$ 6,524	0.5%	-46.4%	5.9%	\$ 4,571	0.3%	-24.9%	\$ 1,421,000.05
FY YTD	\$ 1,178,653			\$ 177,914				\$ 96,195.42			\$ 23,665,399.54

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												
DEC												
JAN												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 458,785			\$ 346,735			\$ 598,594			\$ 21,515		

	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											
DEC											
JAN											
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 90,337			\$ 11,063				\$ 6,462			\$ 1,533,492

VCB Report to the Tourist Development Council

December 11, 2023



Smith Travel Research October 2023

Occupancy (%)	FY 2023			FY 2024	Running 12 Months		
	Aug	Sep	Oct		2021	2022	2023
This Year	54.0	54.6	60.4		62.5	67.8	66.3
Last Year	60.7	58.8	63.9		51.0	62.5	67.8
Percent Change	-11.1	-7.0	-5.5		22.5	8.4	-2.3

ADR	FY 2023			FY 2024	Running 12 Months		
	Aug	Sep	Oct		2021	2022	2023
This Year	154.54	165.41	166.58		153.61	172.68	179.42
Last Year	152.85	154.38	162.26		128.44	153.61	172.68
Percent Change	1.1	7.1	2.7		19.6	12.4	3.9

RevPAR	FY 2023			FY 2024	Running 12 Months		
	Aug	Sep	Oct		2021	2022	2023
This Year	83.38	90.39	100.68		96.02	117.07	118.87
Last Year	92.80	90.73	103.75		65.54	96.02	117.07
Percent Change	-10.2	-0.4	-3.0		46.5	21.9	1.5

Supply	FY 2023			FY 2024	Running 12 Months		
	Aug	Sep	Oct		2021	2022	2023
This Year	209,188	202,440	212,908		2,383,177	2,436,128	2,455,217
Last Year	206,460	202,470	209,219		2,323,809	2,383,177	2,436,128
Percent Change	1.3	0.0	1.8		2.6	2.2	0.8

Demand	FY 2023			FY 2024	Running 12 Months		
	Aug	Sep	Oct		2021	2022	2023
This Year	112,860	110,619	128,675		1,489,734	1,651,500	1,626,669
Last Year	125,348	118,992	133,782		1,185,747	1,489,734	1,651,500
Percent Change	-10.0	-7.0	-3.8		25.6	10.9	-1.5

Revenue	FY 2023			FY 2024	Running 12 Months		
	Aug	Sep	Oct		2021	2022	2023
This Year	17,441,685	18,298,035	21,434,630		228,838,973	285,188,907	291,855,242
Last Year	19,160,008	18,370,445	21,707,186		152,302,238	228,838,973	285,188,907
Percent Change	-9.0	-0.4	-1.3		50.3	24.6	2.3

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Smith Travel Research October 2023

Current Month October 2023 vs October 2022								
	Occ %		ADR		Percent Change from October 2022			
	2023	2022			Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	68.5	150.93			-14.1	-2.2	-16.0	-17.4
Nassau County, FL	65.3	235.97			8.1	-1.4	6.6	6.6
Pinellas County, FL	60.7	162.81			-15.2	-1.1	-16.1	-14.6
St. Johns County, FL	60.4	166.58			-5.5	2.7	-3.0	-1.3
Charleston, SC	72.9	181.45			0.2	2.1	2.3	2.9
Jacksonville, FL	66.5	138.41			-4.2	0.4	-3.8	-2.6
Myrtle Beach, SC	46.8	97.71			-10.5	4.0	-6.9	-8.9
Orlando, FL	70.6	189.24			-10.1	-0.2	-10.3	-10.2
Sarasota, FL	60.1	153.36			-27.5	-19.3	-41.5	-41.5
Savannah, GA	74.6	155.55			0.3	-1.2	-0.9	-0.1
Fort Walton Beach, FL	56.1	157.98			-3.1	-5.4	-8.3	-6.9
Daytona Beach, FL	49.2	130.86			-17.0	0.4	-16.7	-17.4
Zip Code 32084+	61.6	149.95			-7.1	0.8	-6.4	-2.8
Zip Code 32080+	59.7	153.05			1.2	6.8	8.1	8.8
Zip Code 32092+	60.4	108.77			-12.7	-2.2	-14.6	-14.9
Ponte Vedra+	63.7	287.57			-1.1	1.8	0.7	0.7

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



Vacation Rental Analytics October 2023

<p>ADR [⊕]</p> <p>\$187 primary</p> <p>▼2%</p> <p>\$190 compare</p>	<p>Guest Nights [⊕]</p> <p>31.7K primary</p> <p>▲20%</p> <p>26.4K compare</p>
<p>Nights Available [⊕]</p> <p>89.7K primary</p> <p>▲17%</p> <p>76.4K compare</p>	<p>RevPAR [⊕]</p> <p>\$44 primary</p> <p>▲5%</p> <p>\$42 compare</p>
<p>Revenue [⊕]</p> <p>\$5.9M primary</p> <p>▲18%</p> <p>\$5M compare</p>	<p>Paid Occupancy % [⊕]</p> <p>23.7% primary</p> <p>▲7%</p> <p>22.1% compare</p>
<p>Avg. Length of Stay [⊕]</p> <p>4.4 primary</p> <p>▼8%</p> <p>4.7 compare</p>	<p>Avg. Booking Window [⊕]</p> <p>53 primary</p> <p>▼10%</p> <p>58 compare</p>



Glossary of Terms

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



TDT Collections

October 2023

October (Net Collections)	\$	1,502,822	2.0%
YTD Net Collections October	\$	1,502,822	2.0%

YTD Collections by Area	October	YTD
Anastasia Island and St. Augustine Beach (32080)	30%	30%
Ponte Vedra Beach (32082)	23%	23%
St. Augustine, Vilano and North Beach (32084)	39%	39%
St. Augustine Shores/South/207 (32086)	1%	1%
World Golf Village and west of I-95 (32092)	6%	6%
I-95&SR 16/Palencia (32095)	1%	1%
Other	0.4%	0.4%



Website Campaign Updates

October 2023

Top Level Performance

Visits to Website	158,297
Pageviews	290,361
Engaged Sessions	95,656
Engagement Rate	60.43%
Avg Engagement Time per session	4:08

Organic Performance

Visits to Website	76,542
Pageviews	128,128
Time on Site	4:20

Hispanic Microsite - ViajaStAugustine.com

Visits to Website	1,130
Organic Sessions	974
Pageviews	2,282
Engaged Sessions	776
Engagement Rate	68.67%
Avg Engagement Time per session	3:56

Key Performance Indicators

Guides Ordered	581
eNewsletter Signups	486
Clicks on Partner Listings	9,261
BookDirect Clicks (lodging)	4,071

- 35% increase in YOY engaged sessions
- 13% increase in YOY engagement rate - currently at 60.43%
- 298% increase in YOY eNewsletter signups



VIC Visitation

October 2023

SJCC –PVBD Visitor & Information Center

	Oct-23	Oct-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visitors	14	33	0.01%	14	33	416

City of St. Augustine Downtown Visitors Center

	Oct-23	Oct-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visitors	47,876	42,332	25%	47,876	42,332	601,740

St. Augustine Beach Visitors Center

	Oct-23	Oct-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visitors	4,837	4,375	3%	4,837	4,375	31,905

Jacksonville Airport Visitor Information Center

	Oct-23	Oct-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visits	1,158	1,022	1%	1,158	1,022	6,094

Total Inquiries at Visitors Centers

	Oct-23	Oct-22	FYTD 2024	FYTD 2023	Total FY 2023
Total Inquiries	189,485	47,762	53,885	47,762	640,155



Departmental Reports



Social Media October 2023

Social Media		YOY Change
Facebook		
Fans added In October	1,815	
Total Facebook Fans	535,754	1.9%
Facebook Impressions	2,441,619	
Engagement Rate	4.2%	
Reach	832,829	
Instagram		
Instagram Followers	48,165	9.0%
Instagram Impressions	472,134	
Reach	202,310	
Twitter		
Twitter Followers	14,078	-0.4%
Twitter Impressions	27.2K	
TikTok (launched 7/4/22)		
TikTok Followers	8,653	157.6%
TikTok Likes	125.4K	
TikTok Total Video Views	564K	
YouTube		
Views To Date	459,729	8.5%

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



Communications Summary

October 2023

	October	FYTD	FYTD 23	
Total Impressions	8,967,288,694	8,967,288,694	12,137,408,514	-26%
VCB Supported Stories <i>in publication or broadcasted</i>	188	188	304	-38%

Sales Measurement Summary

October 2023

	October	Monthly % Actual vs Goal	YTD	YTD % Actual vs Goal
Solicitation Emails/Calls	227	7%	227	7%
Total Leads Distributed	27	0%	27	0%
Lead Room Nights	10,075	-6%	10,075	-6%

Florida's First Coast of Golf

October 2023

	Oct-23	Oct-22	% Change
Rooms	6,583	6,541	1%
	Oct-23	Oct-22	% Change
Rounds	25,317	25,157	1%

Precipitation	2023	2022	Change
	4.16	1.2	2.95

Temperature (Avg High)	2023	2022	Change
	73	70	3

Digital Traffic

Oct-23	Oct-22	% Change
16,017	11,941	34%
2023 YTD	2022 YTD	% Change
188,335	144,563	30%



CEO's Comments

- October Traditional Lodging Stats: Occupancy 60.4% (-5.50%), ADR \$165.58 (+2.7%), RevPAR \$100.68 (-3.0%), Demand -3.8%, Supply is +1.8%
- October Vacation Rental Stats: Occupancy +23.7% (+7%), ADR \$187 (-2%), RevPAL \$44 (+5%), Demand +17%, Gross Rev +18%
- October Publicity: Supported stories FYTD 188, -38% to FYTD 2023 (October 2022 had significant Hurricane Ian news coverage)
- October Sales team lead distribution YTD goal was met, with solicitations at +7% of goal.
- New 30th anniversary Nights of Lights logo was shared with the City of St. Augustine, the St. Johns County Chamber of Commerce, and Old Town Trolley Tours for use in signage and Nights of Lights holiday materials.
- Hired new Social Media Coordinator, Kaycee Sapp, who is also a St. Augustine native.
- Posted new Manager of Research & Promotions job. Interviews have started and one very well qualified will be here for an in-person tour and interview December 18th-19th.
- Working with Downs & St. Germain Research on a Nights of Lights abbreviated economic impact study for the 30th anniversary as well as preparation for a full in-depth study starting November 2024. We are also working with Downs & St. Germain to obtain an update to the July 2021-June 2022 destination economic impact study.
- Congratulations to the Hastings team for being designated as a Florida Main Street, in addition to hosting a very successful Thanksgiving Weekend Art Show. There are great things happening in Hastings and throughout St. Johns County!
- Continuing strategic development plan (digital and video) with PMA to promote leisure and select B2B verticals (sports tourism, agri-tourism, weddings, off-the-beaten-path, cultural travel) with end of 1Q2024 launch.
- Working with the St. Johns County legislative team to pull together a St. Johns County destination pitch for the proposed Florida Black History Museum. Presentations and pitch materials are due this Friday, December 1st to the State's Task Force Committee for review and subsequent oral presentation (date TBD).



Update: October – December Annual Promotion Plan FY2024



ST. JOHNS
CULTURAL COUNCIL

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



FY2024 Objectives

**Increased Focus on Product Development &
Support Services**

Development of new St. Johns County Cultural Plan

**Continuing Commitment to Brand Promise &
Goals of Existing Three Year Promotion Plan**

BRAND PROMISE

Only in St. Johns County can you experience five centuries of diverse, authentic heritage and cultural assets with an overwhelming number of “firsts” and “only” in the United States of America, housed among expansive cultural landscapes, beautiful beaches and friendly Florida hospitality.

GOALS

Utilize Existing St. Johns County Cultural Assets

Attract and Retain New “Cultural Visitors”

Increase Year-Round Tourism

Increase Tourism throughout St. Johns County

**Establish St. Johns County as an Important Cultural Destination
in the United States and the World**

CULTURAL ASSETS

America's Oldest Multi-Cultural City

Five Centuries of Architecture

African American Heritage

Literary, Visual & Performing Arts

Agriculture and Culinary

Cultural Landscapes

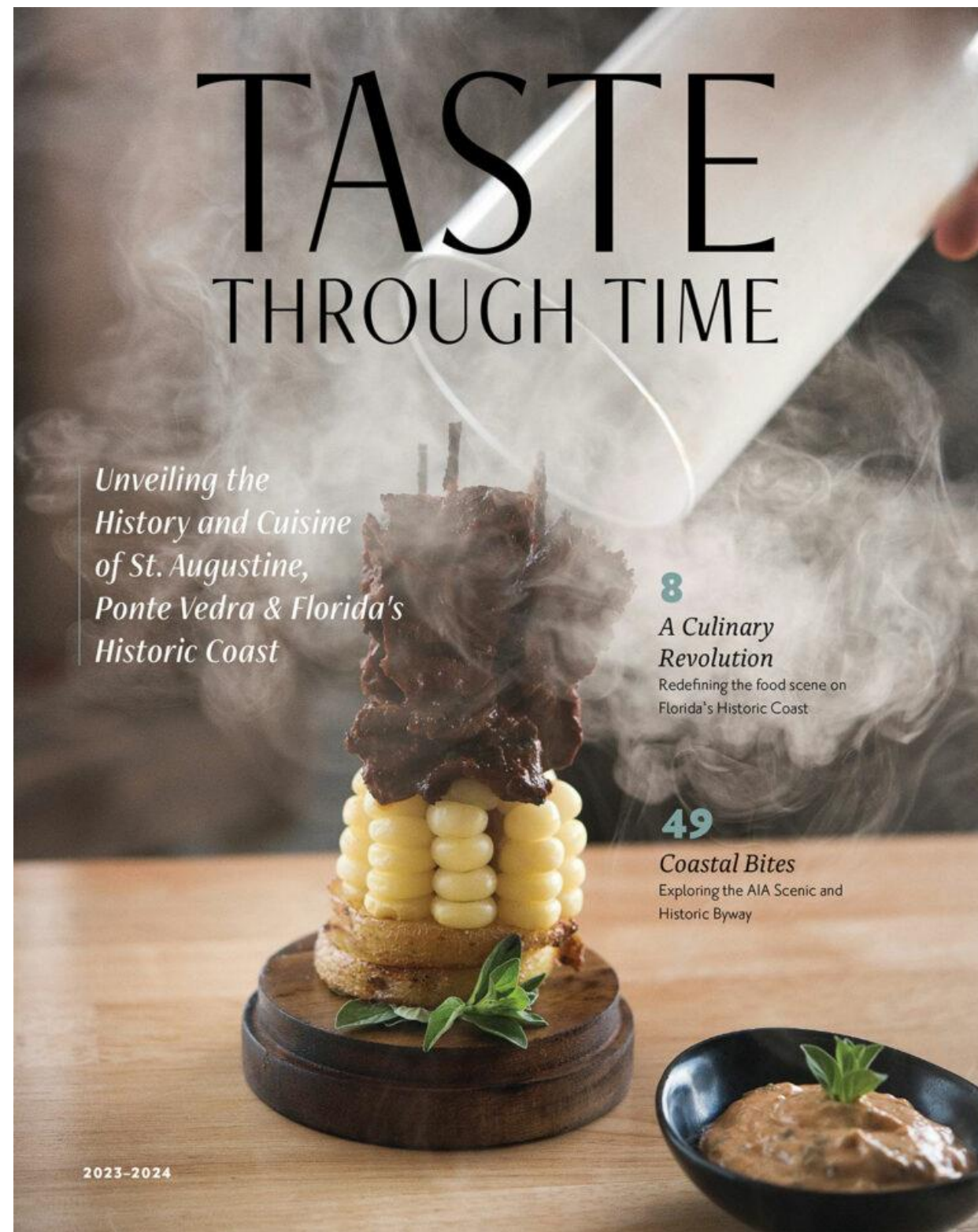
PRODUCT DEVELOPMENT

Collaborate with stakeholders to expand existing events and programs and to create new ones, focusing on authenticity, quality, and opportunities to include every part of the County especially during non-peak periods

Create collateral materials such as guides, maps, & itineraries to support goals

Capture video and photography of events and programs to enhance marketing efforts

**Published and
Distributed
new
Culinary Guide
to
St. Johns
County**



Developed and distributed in partnership with The Local Palate, this guide is available in print and digital versions, through www.HistoricCoastCulture.com; Visit Florida's Welcome Centers; at St. Johns County Visitor Information Centers; and locally through lodging; as well as by direct mail in response to leads and visitor requests. Copies were delivered to all subscribers of The Local Palate along with that publication's annual holiday double issue in November, 2023.

**Published and
Distributed
English & Spanish
St. Johns County
Cultural Guides**

Published new pocket-sized cultural guide, available in both English and Spanish, in print and digital versions, through www.HistoricCoastCulture.com; Visit Florida's Welcome Centers; at St. Johns County Visitor Information Centers; and locally through lodging; as well as by direct mail in response to leads and visitor requests.



Presented SEA Community Gullah Geechee Heritage Festival: December 2, 2023

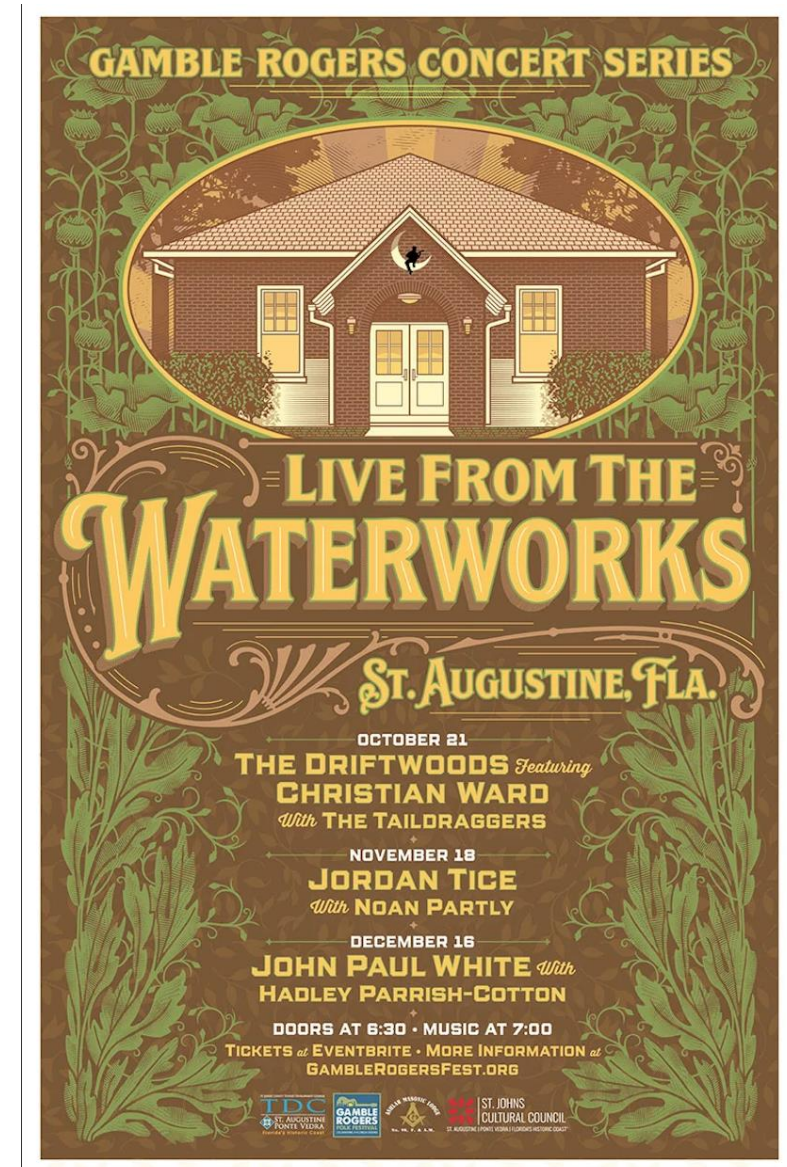


With attendance of more than 2,500, this event was acknowledged by the
Gullah Geechee Cultural Heritage Corridor as the largest in Florida.

Visitors traveled from as far away as Michigan, Maine and Texas to attend the Festival.

Cycle Here Media engaged to create video documenting this year's festival. Festival website launched earlier this year.

Gamble Rogers Folk Festival & Concert Series



National headliners announced for 2024 Festival
October, November and December 2023 concerts all “sold out”

Released “sizzle reel” and longer video to promote festival; large photo library created

African American Heritage Trail, Guide & Celebration of the 60th Anniversary of the St. Augustine Civil Rights Demonstrations



Partnering with more than a dozen organizations to present multiple events throughout the month of June, 2024 including a Juneteenth Concert at Lewis Auditorium featuring the Marcus Roberts Trio with orchestra. Trail & Guide to African American History to be completed by December, 2024.

William Bartram 250th Anniversary

Partnering with SJC Parks
to expand the annual
Bartram Bash at Alpine Groves Park
and present related events, including
an art exhibition, film, lectures, and
reenactments to celebrate
the 250th anniversary of
Bartram's travels in
St. Johns County



Cultural Arts Center at the St. Augustine Beach Hotel

Contract awarded and permitting finalized; construction underway
with estimated completion before June, 2024



Support Services: Grants Administration and Capacity Building

Closed out all FY2023 Grants

Distributed contracts for all FY2024 Grants

Launched FY2024 Marketing Coop – October 1, 2023

Hosted Grantee Marketing Workshop – October 19, 2023

Hosted Grant Management Workshop – November 16, 2023

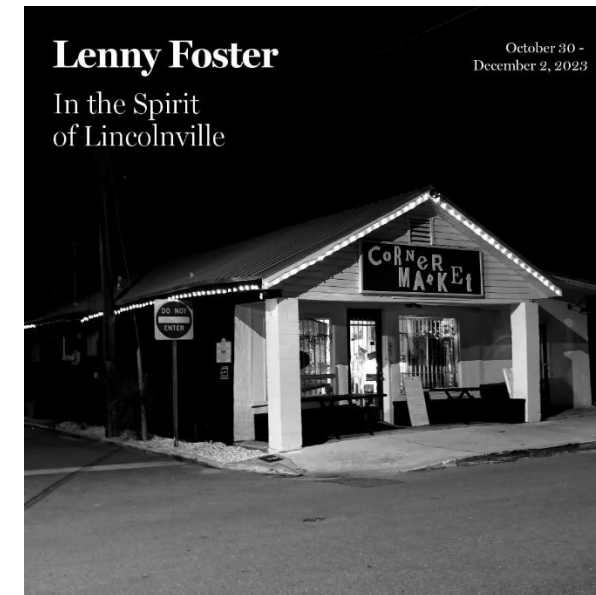
Launched new “Arts for All” Grant Program funded by NEA to support smaller organizations in St. Johns County – grant panel meeting to award funds on December 11, 2023.

Attended & evaluated all grant funded programming

TDC Grant Funded Programs and Events: October through December, 2023



**EMMA Concert Series:
Holiday Pops with the
Jacksonville Symphony**



**Crisp - Ellert Art Museum:
Lenny Foster – In the
Spirit of Lincolnville**



**EMMA Concert Series:
Bad Boys of Opera**



**Ximenez-Fatio House Museum:
A Celebration of Art and History**

TDC Grant Funded Programs and Events: October through December, 2023



FIRST COAST OPERA
'23-24 SEASON
Curtis Tucker, General Dir.

COPLAND'S AMERICA
October 27 & 28, 2023

LA BOHÈME
December 30 & 31, 2023

ROARING '20S GALA
February 14, 2024

THE PIRATES OF PENZANCE
March 15 & 17, 2024

Plus more outings and opportunities.
Visit our website for details.
FIRSTCOASTOPERA.COM

*"Floral Acta" by Alain Hentschel
Acrylic on canvas. © 2023*

Logos for: Florida Arts & Culture, St. Johns Cultural Council, and other partners.

First Coast Opera:
Copland's America and La Boheme



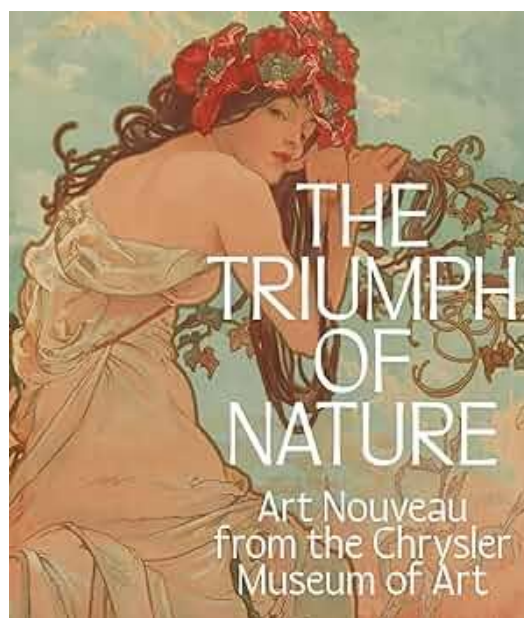
St. Augustine Lighthouse & Maritime Museum

Lighthouse Illuminations
Tides, Tidings, & Trees

November 22 - January 13
Select nights during St. Augustine, Florida's Nights of Lights

TICKETS
staugustinelighthouse.org
Click on Tickets

St. Augustine Lighthouse & Maritime Museum:
Lighthouse Illuminations



THE TRIUMPH OF NATURE

Art Nouveau
from the Chrysler
Museum of Art

Lightner Museum:
The Triumph of Nature



HISTORIC LINCOLNVILLE
Festival
November 10th-12th, 2023

Map showing streets: Bravo St, Sanford St, Bridge St, Saint George St, Charlotte St, Saint Francis, De Ha St, Wenden St, Orange St, Duquesne St, Bay Ave.

Lincolnville Preservation Society:
Historic Lincolnville Festival

TDC Grant Funded Programs and Events: October through December, 2023



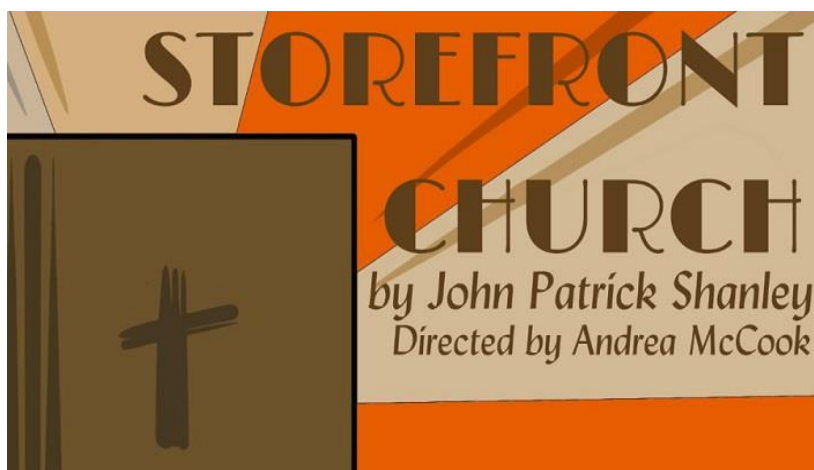
Limelight Theatre:
The Music Man



St. Augustine Art Association:
Hastings Main Street
Fall Festival of Art



Adfish Group:
Whiskey, Wine and Wildlife



Limelight Theatre:
Storefront Church



Vilano Beach Main Street:
Holiday Village

St. Johns County Cultural Plan

October 2023:

Began research on consultants and plans created for comparable communities

November and December 2023:

Completed meetings with all five County Commissioners to receive input

January 2024:

Publish Request for Qualifications

March 2024:

Select consultant

April through December 2024:

Conduct research and stakeholder meetings; compile data

January through March, 2025:

Plan and host community meetings

April, 2025 and beyond: Implement plan

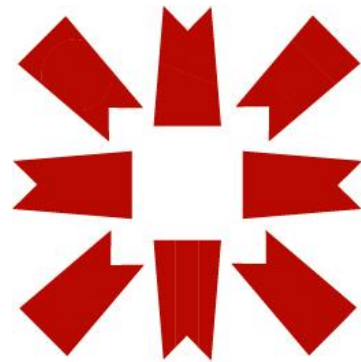
Questions?

Please contact

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Executive Director

christina@historiccoastculture.com



**ST. JOHNS
CULTURAL COUNCIL**

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