

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
JANUARY 31, 2022 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Michael Gordon, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – October 18, 2021
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. SELECTION OF NEW CHAIR AND VICE CHAIR (**Action Required**)
 - Public Comment
8. TDC MEMBER APPLICATION RECOMMENDATIONS (**Action Required**)
 - Public Comment
9. SPORTS TOURISM GRANT APPROVALS (**Action Required**)
 - Update on grant award for AJGA Junior Championship - \$10,000 requested
 - Perfect Game Baseball (2) Events
 - 2022 North Florida Kickoff Classic – \$7,500 Recommended
 - 2022 9U-14U North FL Super Regional NIT – \$7,500 Recommended
 - Veritas Ancient City Pickleball Tournament - \$10,000 Recommended
 - St. Augustine Race Week Sailing Regatta - \$7,500 Recommended
 - Professional Redfish League Tournament - \$5,000 Recommended
 - Public Comment
10. FY23 ACH GRANT GUIDELINES RECOMMENDATION (**Action Required**)
 - Public Comment
11. COUNTY TOURISM PROMOTIONAL STRUCTURE/CONTRACT DISCUSSION
12. MONTHLY REPORTS PROVIDED IN PACKETS
13. MEMBER COMMENTS
14. NEXT MEETING DATE – March 21st
15. ADJOURN

TDC Regular Meeting – January 31, 2022

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

- Regular Meeting – October 18, 2021

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
OCTOBER 18, 2021
1:30 P.M.**

Proceedings of a regular meeting of the Tourist Development Council (TDC) of St. Johns County, Florida, held in the auditorium at the County Administration Building, 500 San Sebastian View, St. Augustine, Florida.

Present: Joe Finnegan, Vice Chair
Paul Waldron, BCC Representative
Don Samora, Vice Mayor, City of St. Augustine Beach Representative
Kathy Fleming, District 5
Danny Berenberg, District 4
Sindy Wiseman, Deputy Clerk

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

Absent: Michael Gordon, Chair; Nancy Sikes-Kline, Vice Mayor, City of St. Augustine Representative; Troy Blevins, District 5; and Michael Wicks, District 4

(10/18/21 - 1 - 1:34 p.m.)

1. CALL TO ORDER

Finnegan called the meeting to order.

(10/18/21 - 1 - 1:35 p.m.)

2. PLEDGE OF ALLEGIANCE

Berenberg led the Pledge of Allegiance.

(10/18/21 - 1 - 1:35 p.m.)

3. ROLL CALL

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

(10/18/21 - 1 - 1:36 p.m.)

4. APPROVAL OF AGENDA

Motion by Waldron, seconded by Berenberg, carried 6/0, with Gordon, Sikes-Kline, Wicks, and Blevins absent, to approve the agenda, as submitted.

(10/18/21 - 2 - 1:36 p.m.)

5. APPROVAL OF MINUTES

Motion by Samora, seconded by Waldron, carried 6/0, with Gordon, Sikes-Kline, Wicks, and Blevins absent, to approve the minutes for the September 20, 2021, meeting, as submitted.

(10/18/21 - 2 - 1:37 p.m.)

6. PUBLIC COMMENT

There was none.

(10/18/21 - 2 - 1:37 p.m.)

7. SPORTS TOURISM GRANT APPROVALS

- AJGA Junior Championship - \$10,000

Meeks explained the reason for the request and the allocation of funds.

(1:40 p.m.) Ted Meyer, Parks and Recreation Facility Manager, presented the details of the request.

(1:43 p.m.) Motion by Berenberg, seconded by Fleming, carried 6/0, with Gordon, Sikes-Kline, Wicks, and Blevins absent, to approve the Recreation Advisory Board's recommendation to fund the AJGA Junior Championship, scheduled for January 14, 2022, in an amount not to exceed \$10,000.

(10/18/21 - 2 - 1:43 p.m.)

8. FY22 PROMOTION PLAN UPDATES

Meeks noted that the presentations were on how the additional dollars would be spent, that each respective organization received, as a result of levying of the 5th cent bed tax.

- Promotion Plan Update for the Cultural Council Contract

(1:45 p.m.) Christina Parrish Stone, St. Johns County Cultural Council, provided an update on the Cultural Council's promotion plan, including the allocation of the funding received, as a result of the levied 5th cent bed tax, via PowerPoint.

(1:50 p.m.) Fleming asked about the collaboration with the VCB. Parrish-Stone responded. Discussion ensued on the continuing collaboration.

- Promotion Plan Update for the VCB Contract

(1:54 p.m.) Richard Goldman, VCB, provided an update on the VCB's promotion plan, including the allocation of the funding received, as a result of the levied 5th cent bed tax, and the Small Community Air Service Development Fund, via PowerPoint.

(2:03 p.m.) David Crane, Vice President and Director of Account Management, PeterMayer, provided a background of the PeterMayer Marketing Agency.

(2:06 p.m.) Jordy Luft, Associate Media Director, PeterMayer, spoke on marketing St. Johns County, including media landscape, target audience, strategy, purpose pursuers, scheduling, and budget summaries.

(2:24 p.m.) Fleming spoke on the growing Hispanic market and asked if it was enough to serve that population. Luft responded.

(2:25 p.m.) Finnegan spoke on the different language used in marketing being confusing to their meaning. Goldman said he would generate a glossary of the term meanings. Discussion ensued. Berenberg also commented on the growth in published print, resulting in additional mailing cost.

(2:32 p.m.) Finnegan commented on the budgeted amount to the Cultural Council. He questioned Parrish-Stone why she only reported on the \$185,000. Parrish-Stone said that not all of the funding in Category 2 went to the Cultural Council and that \$185,000 was the funding added to the Cultural Council's contract for this year. Discussion ensued.

(10/18/21 - 3 - 2:35 p.m.)

9. COUNTY TOURISM PROMOTIONAL STRUCTURE/CONTRACT OVERVIEW

Tera Meeks, Tourism and Cultural Development Director, presented the details of the item, via PowerPoint. She gave a breakdown of the four main promotional contracts with the County.

(2:46 p.m.) Berenberg asked about the Chamber of Commerce for St. Augustine. Meeks noted that the Chamber of Commerce for St. Augustine was managed by the City of St. Augustine.

(2:49 p.m.) Samora spoke on the total number of visitors recorded in September through the Visitor's Information Center (VIC). Berenberg commented on the difficulty of the

location of the VIC in Ponte Vedra and questioned whether it would be beneficial to move it to another location. Meeks responded.

(10/18/21 - 4 - 2:55 p.m.)

10. MONTHLY REPORTS PROVIDED IN PACKETS

Meeks commented that the bed tax collection for FY 2021 exceeded the previous year by 20 percent. Samora said that he noticed that supply of available lodging was down and asked for clarification. Goldman responded that the number of available VRBO and Airbnb rentals had declined; however, the number of available hotels had increased.

(3:00 p.m.) McCormack questioned whether the adoption of short-term rental regulations had affected the decline. Goldman responded that the regulations had not had a negative effect on the number of short-term rentals.

(10/18/21 - 4 - 3:02 p.m.)

11. MEMBER COMMENTS

Waldron thanked Berenberg for his service.

(3:03 p.m.) Berenberg commented on the knowledge he had attained since his appointment to the Council. He noted that he asked the reenactors to create a short video for the TDC, to show their significance to the County and intended to show it at the January meeting.

(10/18/21 - 4 - 3:06 p.m.)

12. NEXT MEETING DATE

January 31, 2022

(10/18/21 - 4 - 3:07 p.m.)

13. ADJOURN

With there being no further business to come before the Council, Finnegan adjourned the October 18, 2021, meeting at 3:07 p.m.

Approved _____, 2021

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Michael Gordon, Chair

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

By: _____
Deputy Clerk

Draft

TDC Regular Meeting – January 31, 2022

Agenda Item 8 – TDC BOARD MEMBER RECOMMENDATION – Tera Meeks (Action Required)

There are currently two (2) Vacancies

Due to Expiring Term of Michael Gordon - Accommodation Member

Due to Expiring Term of Danny Berenberg - Non-Accommodation Member

Per Florida Statute 125.0104 up to four (4) members (but not less than 3 members) are owner or operators of tourist accommodations, which are subject to the bed tax. The remaining members are persons currently involved in tourist related businesses other than accommodations. All members must be electors in St. Johns County. A notice of the committee vacancy was sent out by the BCC Office.

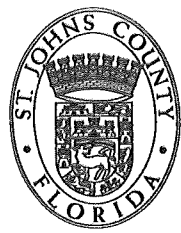
The following table list the applicants and their affiliation.

Agenda Item 8 - TDC Board Member Recommendation 2022 TDC APPLICANTS

TDC ACCOMODATION APPLICANTS			
NAME	ACCOMODATION	POSITION	AFFILIATIONS
Michael Gordon	Ponte Vedra Inn & Club	General Manager Ponte Vedra Inn & Club	

TDC NON-ACCOMODATION APPLICANTS			
NAME	ORGANIZATION/EMPLOYMENT	POSITION	AFFILIATIONS
Ann Breslauer	Historian	N/A	Volunteer Lincolnton Museum
Michael Diaz	St. Augustine Distillery City Gate Spirits	Owner	Rotary Club of Deerwood BOD Baptist Hospital BOD (Current Chair) Baptist Hospital Found BOD
Kimberly Keen	Flagler County Schools	Educator	Flagler County Educators Association MHS Gay Straight Alliance Sponsor National Educator's Association Women's March Alliance of North Florida
Albert Syeles	Romanza - St. Augustine Epicenter Alliance, Inc	President	Visit Florida Culture Heritage Committee
Thomas Walsh	Retired - City of Chicago Police	Sargent	St. Josephs Academy
Sarina Wiechens	Visit Jacksonville	Chief Operating Officer	Florida Restaurant & Lodging Association Florida Elite Soccer Academy Bartram Trail HS Athletic Booster/PO/Band Duval County Tourist Dev Council; Visit Florida

recvd - 8-27-21
Lemon 2-27-21
1400-8-27-22



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

8-27-21 UAT
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Ann Breslauer District #: 5

Address: 215 7th Street

City: St Augustine State: FL Zip: 32080

Phone #: 617-233-2211 E-mail Address: akennonbreslauer@yahoo.com

How long have you been a legal resident of St. Johns County? 6 years

Most recent occupation/employer: n/a

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: _____

Educational background: BA in social work; MA in Statistics (emphasis on sociological data).

Past work experience: Started the 1st PTSD yoga therapy at the V.A. Hospital in Boston, MA. (certified);
Genealogical researcher; Social worker for senior services.

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- | | |
|------------------------------|-----------------------------------|
| 1. <u>Lincolntown Museum</u> | 2. <u>St Augustine Lighthouse</u> |
| 3. <u>St Francis House</u> | 4. _____ |

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
Residential property on 7th street in St Augustine Beach. We are not in a homeowners association. Parcel ID :
1695850060. Acreage 0.120

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) _____
None

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

- | | |
|---|--|
| 1. <u>Mid - Anastasia Design Review Board</u> | 2. <u>Cultural Resource Review Board</u> |
| 3. <u>LAMP Conservation Board</u> | 4. <u>Tourist Development Council</u> |

List three (3) personal or professional references:

1. Gayle Phillips, Executive Director of The Lincolnton Museum and Cultural Center
2. William McNaught. Anastasia State Park Ranger
3. Commissioner Trish Becker (SJC Mosquito control)

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

I am an historian. I have researched at the National Archives in DC for The Anastasia Park Service.

I regularly research St Augustine history and answer tourist questions at the museum where I volunteer as well as other local womens groups.

I am involved with 2 local resident groups in planning recreational, historical, and social service assisting events and projects.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.



Signature

August 24, 2021

Date

Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538

Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____

Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____



BOARD OF COUNTY COMMISSIONERS
BOARD / COMMITTEE APPLICATION

November 3, 2021
DATE RECEIVED BY ST. JOHNS COUNTY

rec 11/3/21
6 mon 5/3/22
1 year 11/3/21

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners.

Name: Michael K. Diaz District #: 5

Address: 112 Riberia St

City: St Augustine State: FL Zip: 32084

Phone #: (904) 608-6236 E-mail Address: mike@staugustinedistillery.com

How long have you been a legal resident of St. Johns County? 9 Yr Bus. Owner

Most recent occupation/employer: Distillery Owner

I am [] am not [x] a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: Florida CPA (Inactive)

Educational background: University of FL- Bachelors of Accounting, University of FL- Masters of Taxation

Past work experience: KPMG - 1986-1994, Acosta Sales - 1994 - 2009, Black Diamond Performance Reporting 2009 - 2012, St Augustine Distillery 2013 - Present

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- 1. Rotary Club of Deerwood (Board of Directors) 2. Baptist Hospital Jacksonville BOD (Current Chair)
3. Baptist Hospital Foundation (Board of Directors) 4.

Please list the location and size of all parcels of property in St. Johns County of which you have ownership: 112 Riberia St, 8,000 sq ft

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)

St Augustine Distillery, LLC, Riberia Partners, Ancient City Mixers

(Over)

Received 5.21.21
6 months 11.21.21
1 year 5.21.22



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

05/21/2021 LAT
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).

Name: Kimberly Keen District #: 3

Address: 7020 Charles Street

City: Saint Augustine State: FL Zip: 32080

Phone #: 678-576-8011 E-mail Address: mrskimberlykeen@gmail.com

How long have you been a legal resident of St. Johns County? 8 years

Most recent occupation/employer: Educator / Flagler County Schools

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: Exceptional Student Education

Educational background: B.S. Ed. - Special Education, M.Ed. - Special Education

Past work experience: Fulton County Schools (Special Education Teacher) 2001 - 2012, Flagler County Schools (ESE Teacher / MTSS Coordinator) 2013-present

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- 1. Flagler County Educators Association
- 2. National Educator's Association
- 3. MHS Gay Straight Alliance Sponsor
- 4. Women's March Alliance of North Florida

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
n/a

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
n/a

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. Tourist Development Council
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Dr. Phyllis Pearson - 386-627-3677
2. Dr. Zachary Friis - 404-660-0448
3. Ken Seybold - 386-569-5910

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
As an advocate for youth with disabilities and artist, I seek to provide creative opportunities that will benefit the economy and the heart of my community. I seek to bring the world to Saint Augustine to broaden educational opportunities for all learners through culture, science and innovation, and the arts. I seek to make Saint Augustine even more welcoming for individuals with disabilities. As a mother, educator, and member of this community, I have unique knowledge of how to showcase Saint Augustine for the whole family.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.


Signature

5/21/21
Date

Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538

Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____

Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____

received - 5-10-21
Lemon - 11-10-21
1 year - 5-10-22



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

5/10/21 LAT
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s)).

Name: Albert Syeles District #: 5

Address: 83 Bridge Street

City: Saint Augustine State: FL Zip: 32084

Phone #: 904-501-4336 E-mail Address: asyeles@gmail.com

How long have you been a legal resident of St. Johns County? 16 years

Most recent occupation/employer: Romanza - St. Augustine

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: _____

Certified Management Accountant (CMA retired)

Educational background: Duquesne University - BA

Past work experience: _____

Executive Director SBC Communications (AT&T) Washington, DC; Corporate Accounting Policy Director (SBC I

Please list **all** civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. 1. Visit Florida CHRN Committee (Culture, Heritage, 2. _____

3. 2. 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:

83 Bridge Street small single-family residence (Lincolville)

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) _____

Romanza -St. Augustine, Inc, President

EpiCentre Alliance, Inc., President

(Over)

RECEIVED
FEB 25 2021

2-25-21
Lemon 8-25-21
1 year 2-25-22



**BOARD OF COUNTY COMMISSIONERS
BOARD / COMMITTEE APPLICATION**

2/25/21 LAT
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Thomas M. Walsh District #: 5

Address: 1505 San Rafael Ct.

City: St. Augustine State: FL Zip: 32080

Phone #: (773)851-1926 E-mail Address: wthompat@aol.com

How long have you been a legal resident of St. Johns County? 6 years

Most recent occupation/employer: Sergeant of Police / City of Chicago, 26 years

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: See Attached Resume

Educational background: See Attached Resume

Past work experience: See Attached Resume

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- 1. Involved with volunteer St. Joseph Academy
- 2. _____
- 3. _____
- 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
Residence, 1505 San Rafael Ct., St. Augustine

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
None

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

- | | |
|---------------------------------|--|
| 1. Value Adjustment Board | 2. Affordable Housing Advisory Committee |
| 3. Adjustment and Appeals Board | 4. Tourist Development Council |

List three (3) personal or professional references:

1. Mike Waters, 1501 San Rafael Ct., St. Augustine Fl. 32080, (904)545-2499
2. Mary Jo Flynn, 1031 San Rafael St., St. Augustine Fl. 32080 (904)584-4906
3. Diane Rimkus, 525 115 ave. Treasure Island Fl. 33706, (727) 421-1022

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
As a Sergeant with the Chicago I had the opportunity to work with, and in junction with all governmental agencies. Working knowledge of laws and municipal regulations. Experience with problem solving societal/governmental issues with the use of governmental and private resources.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.


Signature

February 13, 2021
Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

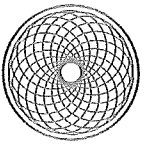
Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____

Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____



PROFESSIONAL SUMMARY

Vision-driven change agent with career-long record of security, law enforcement, and conflict management success for leading organizations

Proven talent for aligning strategy and objectives with established law enforcement and safety management paradigms to ensure the optimal security of personnel and assets. Quality-focused thought leader with expertise spanning law enforcement, security management, conflict management, team leadership, issue resolution, program development, staff training and development, emergency response, event safety, strategic planning, military operations, and project management. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as change management, policy development, and resource allocation expertise.

PROFESSIONAL EXPERIENCE

SERGEANT OF POLICE | CHICAGO POLICE DEPARTMENT, CHICAGO, IL, 1991 TO 2016

Promoted to Sergeant in 2003

- Provided dynamic and comprehensive leadership to four teams of 10 police officers each, within a major metropolitan department, including delegating tasks and orchestrating training.
- Implemented a new bicycle patrol initiative for a department with 12K+ members, including defining policies and best practices, leading officer trainings, and acquiring equipment.
- Charted the successful development and integration of a crowd control bicycle training program.
- Cultivated and maintained positive, trust-based relationships with local colleges and universities.
- Promoted a positive and knowledgeable work environment by mentoring and training subordinates, including developing confidence in executing ethical decisions based on police principles.
- Ensured optimal compliance with internal and external regulations, protocols, standards, and best practices.
- Addressed inefficiencies or issues regarding officer performance, uniforms, or equipment and initiated corrective action or recognition measures as needed.
- Aligned objectives and bridged communications with specialized units, including detective and tactical, to ensure provision of an organized approach to solve criminal gang/narcotics crime disorder.
- Demonstrated expertise in responding to emergency situations, including riots, catastrophic events, and major criminal investigations.
- Gained experience working in and patrolling several Chicago districts, including the 009th District, 018th District, 007th District (the most dangerous in the city), and 001st Downtown Business District.
- Played a key role as the Saturation Team Sergeant focused on proactive response to high crime and Tactical Team Sergeant focused on plain clothes response to high crime.

INSTRUCTOR OF POLICE AND SECURITY | NORTH EAST MULTI-REGIONAL TRAINING, NORTH AURORA, IL, 1997 TO 2016

- Entrusted with establishing and communicating comprehensive policies and training criteria for bicycle patrol initiatives spanning local/state/federal agencies and college campuses in the Chicago area.
- Led dynamic and engaging bicycle patrol trainings for 1.5K+ police and security officers, including providing certifications through the State of Illinois and NEMRT.
- Acquired and maintained instructor certifications from the International Police Mountain Bicycle Association and the State of Illinois.

MANAGER OF SECURITY | HYATT REGENCY HOTELS, CHICAGO, IL, 1988 TO 1991

- Maintained full responsibility for the security of a 2,032-room hotel while overseeing a high-performing team of 10 security officers and staff members.
- Orchestrated, managed, and directed security for high-risk events, including presidential stays and major conventions.

SERGEANT, FIRE SUPPORT SPECIALIST | ILLINOIS ARMY NATIONAL GUARD, GALESBURG, IL, 1982 TO 1988

- Performed the duties of the position while maintaining dual enrollment in the Reserve Officer Training Corp. (ROTC) program at Western Illinois University.

EDUCATION AND CREDENTIALS

BACHELOR OF SCIENCE (B.SC.) IN LAW ENFORCEMENT & JUSTICE ADMINISTRATION, 1988

Western Illinois University, Macomb, IL, USA

ADDITIONAL CREDENTIALS

Incident Response to Terrorist Bombings (IRTB) Certification, New Mexico Tech Energetic Materials Research and Testing Center, Socorro, NM, 2009

Train the Trainer in IRTB Response Training, New Mexico Tech Energetic Materials Research and Testing Center, Socorro, NM, 2009

Law Enforcement Prevention and Deterrence of Terrorist Acts Awareness, U.S. Department of Homeland Security, 2009

WMD Standardized Awareness Training Program (AWR-160), FEMA, 2009

Honoring the Badge: Ethical Issues for Police Officers and Administrators, Josephson Institute for Police Ethics, 2009

Modern Terrorism Training, Federal Bureau of Investigation, 2008

Hazardous Materials Awareness Refresher Course, Illinois Emergency Management Agency, 2003

Coursework towards Master of Public Administration (M.P.A.), Illinois Institute of Technology, 2000

Hazardous Waste Operations and Emergency Response Training, Illinois Emergency Management Agency, 1999

Internship, Illinois State Police, Division of Criminal Investigation, Palos Park, IL, 1988

AWARDS AND HONORS

- Life Saving Award, Chicago Police Department
- Department Commendation (X6), Chicago Police Department
- Unit Meritorious Performance Award, Chicago Police Department
- Honorable Mention (X54), Chicago Police Department
- Problem Solving Award, Chicago Police Department
- Joint Operations Award, Chicago Police Department
- Deployment Operations Center Award (X2), Chicago Police Department
- Special Service Award, Chicago Police Department
- 2004 Crime Reduction Ribbon, Chicago Police Department
- 2009 Crime Reduction Award, Chicago Police Department
- 2008 Presidential Election Deployment Award, Chicago Police Department
- NATO Summit Service Award, Chicago Police Department
- Democratic National Convention Award, Chicago Police Department
- Attendance Recognition Award (X2), Chicago Police Department
- Complimentary Letter (X15), Chicago Police Department
- Emblem of Recognition – Physical Fitness (X2), Chicago Police Department
- Certificate of Appreciation – Routes & Rest Stops Committee, 25th Annual Walk & Roll Chicago, American Cancer Society, 1997
- Certificate of Appreciation – Route Designer, 24th Annual Walk & Roll Chicago, American Cancer Society, 1996

VOLUNTEERISM

- Donate time at with daughter's high school sports team as well as at my church.

ADDITIONAL INFORMATION

Technical Proficiencies: Windows, Mac OS, servers, routers, LAN, wireless LAN, Microsoft Exchange, Active Directory, Microsoft Office Suite, Crystal Reports, LEADS

Interests: Cycling, golfing

References Available Upon Request

rec'd - 4.30.21
wmon. 10.30.21
1 year 4.30.22



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

4.30.21 LFT
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s)).

Name: Sarina Wiechens District #: 1

Address: 853 Grove Bluff Circle North

City: St. Johns State: FL Zip: 32259

Phone #: 904-315-9320 E-mail Address: sarina.wiechens@gmail.com

How long have you been a legal resident of St. Johns County? 21 years

Most recent occupation/employer: Visit Jacksonville, Chief Operating Officer

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: Certified Public Accountant, Florida; MBA

Educational background: Master of Business Administration; Accounting Bachelor's Degree

University of North Florida 1995-2000

Past work experience: Duval County Tax Collector, Chief Compliance Officer (oversaw all aspects of Tourist Development Tax Collections including audits, delinquencies, Airbnb negotiations)

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. Florida Restaurant & Lodging Association
2. Bartram Trail HS Athletic Boosters/PTO/Band
3. Florida Elite Soccer Academy/ Treasurer
4. Duval County Tourist Dev Council; Visit Florida

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
853 Grove Bluff Circle N, 32259; 0.50 acre residential home

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
Manning Building Supplies (husband owner stake <10%)

(Over)

TDC Regular Meeting – January 31, 2022

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

Perfect Game, Inc.

Funding requests from Perfect Game, Inc. for two youth baseball events. North Florida Kick Off Classic, scheduled March 4 – 6, 2022 and the North Florida Super Regional NIT, scheduled for April 8 – 10, 2022.

Both events will utilize baseball fields throughout St. Johns County as well as various high school fields. The applications were reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$7,500 for each tournament. Funding has been allocated in the FY22 Sports Marketing Budget.

Event Detail

EVENT: 2022 NORTH FLORIDA KICKOFF CLASSIC

DATE(S) MARCH 4-6, 2022 SPORT: BASEBALL

LOCATION St. Johns County

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

HAVE YOU SECURED FACILITY(IES) (explain)? YES

FACILITY CONTACT (name and phone number)? Teddy Meyer – (904)347-7585

PARTICIPATION

TEAMS 50 # INDIVIDUAL COMPETITORS 600

COACHES/TRAINERS 150 # SPECTATORS 1,200

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria):

Top youth baseball teams 14 years old and younger from throughout the Southeast United States and Florida will travel to this event in St. Johns County. Team participation is as follows:

- 2019 – 37 teams
- 2020 – 45 teams
- 2021 – 47 teams
- 2022 target is 50+ teams

DESCRIPTION OF SECURED MEDIA COVERAGE: (Please indicate which media has committed to providing coverage and any media coverage for which you are paying a fee)

The Perfect Game website is the primary media marketing tool to advertise the event. Social media will be utilized prior to and during to promote the action on the field.

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		6,000	
Housing		2,500	
Food		2,200	
Sanction Fees			
Site Fees			3,000
Rights/Guarantees Fees			
Officials		10,000	
Awards*		1,800	
Equipment			
Rentals			
Insurance			
Security			
Labor		6,500	7,000
Marketing/Promotions		1,000	
Administrative Costs			
OTHER EXPENSES (Please Itemize Below)			
Supplies/ Expo			
Traffic Control			
Athlete Items			
Volunteers			
Sub-Totals	\$	30,000	\$10,000
		TOTAL EXPENSE	40,000.00

* Please note that awards and administrative expenses are not allowable reimbursement items for TDC funds.

PROJECTED INCOME		
	In-Kind	Cash
Admissions		48,000
Contributions		
Grants (Include TDC Funding here)		10,000
Sponsorships		
Sales (Merchandise, Concessions, etc.)		3,000
Room Rebates		2,500
OTHER INCOME (Please Itemize)		
SUB TOTALS	\$	63,500.00
TOTAL INCOME		63,500.00

Please note: If TDC funds are awarded, payment/reimbursement occurs after the event by submitting an invoice for the amount awarded together with any requested post event forms.

PLEASE LIST BENEFITS / CONSIDERATIONS GIVEN TO SPONORS AND THE VALUE OF THOSE BENEFITS: As a token of our appreciation for the support from St. John's County Tourist Development Council will receive a gold level sponsorship with \$15,000 dollars' worth of marketing benefits.

PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE:
Benefit List is attached (next page)

FOLLOWING THIS PAGE, PLEASE ATTACH A COPY OF THE:

- (A) EVENT MARKETING PLAN –
- (B) EVENT ATTENDANCE MONITORING PLAN –
- (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES –
- (D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –
- (E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000. -

ECONOMIC IMPACT STATEMENT

Group Meal/Banquets Paid for by Organizer: \$ _____

Please Explain:

Accommodations:

1. (A) Number of Competitors (B) Length of Stay (C) ADR for Month

(A) 600 x (B) 2 x (C) 99.00 = \$ 118,800.00

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month

(Include coaches & trainers in # of officials)

(D) 150 x (B) 2 x (C) 99.00 = \$ 29,700.00

3. (E) Number of Spectators (B) Length of Stay (C) ADR for Month

(E) 1,200 x (B) 2 x (C) 99.00 = \$ 237,600.00

Please List Properties You Are Utilizing:

Property

Contact

Renaissance Resort @ World Golf Village

St. Augustine Hotel & Suites

Jay Bird's Inn

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ 7,000.00 For Park maintenance

\$ 3,000.00 For Site fees

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____

\$ _____ For _____



PERFECT GAME

**2022 NORTH FLORIDA KICKOFF CLASSIC
MARCH 4-6, 2022
ST. JOHNS COUNTY, FL**

(A) EVENT MARKETING PLAN –

- Annually Perfect Game website gets more than 12 million visitors
- Our team has a track record of running great events
- Our network of youth baseball teams throughout the country allows us to highlight this event in St. Johns County
- The St. Johns County area is a place within the State of Florida that families want to visit
- Adding this youth baseball tournament makes for a partnership to drive more teams to the destination

(B) EVENT ATTENDANCE MONITORING PLAN –

- In 2019, we had a total of 37 teams participate in this event
- In 2020, we had a total of 45 teams participate in this event
- In 2021, we had a total of 47 teams participate in this event
- In 2022, the target number of teams is 50+

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

- In 2019, with 37 confirmed teams the tourism statistics were as follows:
 - More than 100 room nights to St. Johns County, FL
 - More than 1,000 citizens and visitors
- In 2020, with 45 confirmed teams the tourism statistics were as follows:
 - More than 150 room nights to St. Johns County, FL
 - More than 1,500 citizens and visitor
- In 2021, with 47 confirmed teams the tourism statistics were as follows:
 - More than 200 room nights to St. Johns County, FL
 - More than 1,750 citizens and visitors



PERFECT GAME

(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –

- **Signature events hosted by our team:**
 - **PG Baseball Championship Series**
 - **PG World Wood Bat Association Championships**
 - **PG Underclass World Championships**
 - **PG National & Junior National Showcase**
 - **PG All-American Game**
 - **PG 13U & 14U Baseball Select Festivals**
- **Additional events being hosted in St. Johns County, FL:**
 - **2022 PG North Florida Super Regional NIT – April 8-10**
 - **2022 Battle at the Beach – May 27-30**
 - **2022 PG Sunshine State Championships – June 10-12**

(E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000. -



PERFECT GAME

**2022 Perfect Game 9U-14U North Florida Super Regional NIT
APRIL 8-10, 2022
ST. JOHNS COUNTY, FL**

(A) EVENT MARKETING PLAN –

- Annually Perfect Game website gets more than 12 million+ visits
- Our team has a track record of running great events
- Our network of youth baseball teams throughout the country allows us to highlight this event in St. Johns County
- The St. Johns County area is a place within the State of Florida that families want to visit
- Adding this youth baseball tournament makes for a partnership to drive more teams to the destination

(B) EVENT ATTENDANCE MONITORING PLAN –

- In 2019, we had a total of 45 teams that played in this event
- In 2020, this event was cancelled
- In 2021, we had a total of 36 teams that played in this event

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

- In 2019, with 45 confirmed teams the tourism statistics were as follows:
 - More than 190 room nights to St. Johns County, FL
 - More than 1,500 citizens and visitors
- In 2021, with 36 confirmed teams the tourism statistics were as follows:
 - More than 200 room nights to St. Johns County, FL
 - More than 1,250 citizens and visitors

(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER –

- Signature events hosted by our team:
 - PG Baseball Championship Series
 - PG World Wood Bat Association Championships
 - PG Underclass World Championships
 - PG National & Junior National Showcase
 - PG All-American Game
 - PG 13U & 14U Baseball Select Festivals



PERFECT GAME

- **Additional events being hosted in St. Johns County, FL:**
 - **2022 North Florida Kickoff Classic – March 4-6**
 - **2022 Battle at the Beach – May 27-30**
 - **2022 PG Sunshine State Championships – June 10-12**

(E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000. -



St. Johns County Board of County Commissioners

Parks & Recreation Department

RECREATION ADVISORY BOARD

Meeting Minutes – Wednesday December 8, 2021

Board Members Present: Casey Van Rysdam, Chair; Harold Dockins, Brad Long, Marty McEachean

Board Members Absent: Deb Chapin

Also Present: Deputy County Administrator Sarah Taylor; Commissioner Paul Waldron; Parks & Recreation Director Ryan Kane, Assistant Director Jamie Baccari, Recreation Facilities Maintenance Superintendent David Cañon, Natural Resources Superintendent Nathan Otter, Recreation Facilities Manager Teddy Meyer, Facility Coordinators Ernie Edwards & Joe Kustra, Project Specialist Diane Gorski; Newly appointed, soon to be formalized RAB members Bill Bowen & Lauren Watkins.

Chair called the meeting to order at 1:30 PM and asked for a motion to approve the November meeting minutes. Motion by Dockins, second by McEachean. Approved 4/0.

Public Comments

Requests for a much needed playground at Cornerstone Park:

- Marianne Voight, 112 Canary Isle Court, Ponte Vedra Beach
- Jessica Lampley, 149 Seaside Circle, Ponte Vedra Beach
- Janina Bartels, 140 Seaside Circle, Ponte Vedra Beach, also spoke to the need for a playground at Cornerstone Park and offered to help with fundraising for the playground. Kane explained that logistics was first priority as the property is shared with the Concert Hall. He said that a playground would work on the property and that community interest and funding would be considered if funding through the budget process was not timely.

George Vancore, 1920 Peregrine Circle, St. Johns, announced that he was here to invite the RAB and Administration to the opening day and celebration of the Field of Dreams (FOD) 11th season on February 5, 2022. Vancore explained that the Field of Dreams is a specially designed turf baseball field that allows children with mental or physical disabilities living in or near St. Johns County the opportunity to play baseball, to wear a uniform and play as a member of a team and serves over 225 children. He mentioned the FOD Big Buddy Program and how the program relies solely on volunteers. He encouraged everyone to come out to the field to witness the excitement and comradery between the player and the buddy during the game. He announced the completion of Phase II, a playground for special needs children, was nearing completion and thanked the BOCC, Parks and Recreation, the NW Communications Tower Committee, donors and fundraisers for their help and continued support of the program. He thanked Creeks Athletic Association and Prime Sports for supplying the FOD with support and buddies. He looked forward to the final phase being completed. The Chair mentioned that Bert Watson, who passed away recently, was a staunch supporter of the FOD and Vancore concurred.

Chair asked for the location of the nearest playground to Cornerstone Park and Baccari responded the DeLeon Shores was about five (5) miles north on A1A and then Davis Park. Chair asked if there was space at the park for a playground. Baccari said that there is. She stated that today was the first we'd heard that the Cultural Center was no longer interested in the Cornerstone Park property and that staff would confirm this with Administration. Once availability is confirmed staff will coordinate with the Ponte Vedra Athletic Association to position a playground at that park. Dockins asked for the number of acres and if there was a desire for a playground at the park and if there were other amenities. Baccari replied that there are four (4) baseball fields, a multipurpose field, two (2) tennis courts and a pavilion on the property. McEachean asked if the park had lights and Baccari replied no, but that lighting was being considered for the athletic fields. Kane explained that staff would begin planning for FY23 and that a playground would be included, either design or design and construction. Chair was concerned about the amount of time the government budgeting process takes. Kane stated that the Board of County Commissioners decided what to fund and a final budget. Chair asked for a presentation to understand what the costs are and any opportunities to partner with the community.

Reports

Chair reminded the RAB members of the attendance requirement and the importance of attending meetings so that there is a quorum. He recognized Lauren Watkins and Bill Bowens as the newest members of the board and welcomed them to actively participate once the paperwork has been taken care of. He emphasized how important it is for the RAB members to respond to the Parks and Recreation staff requests in a timely manner and to send an answer to emails so that staff knows the emails were received. He asked RAB members to never reply to all when replying to emails. The Chair reminded everyone that the election for Chair and Vice Chair will be in January if the new members have been vetted. He thanked staff for providing the project list. He asked the RAB members to familiarize themselves with the projects in their areas. He mentioned that he, Ryan and Sarah have started working on strategies for the Master Plan.

Paul Waldron, County Commissioner confirmed that the BOCC had reappointment Casey VanRysdam approved the RAB recommendations for new appointments and welcomed Bowen and Watkins to the RAB. He said it was great to have more people involved in the advisory board. Waldron said he will look into the Cornerstone Park issue when staff has something prepared and he will touch base with Gabe Pellicer about the potential remodel of the Concert Hall/Cornerstone property. Waldron said the BOCC was looking forward to all of the new projects coming on board.

Paul Abbatinuzzi, School Board Representative shared that the district has 48,000 students registered including Pre-K and Charter schools. He mentioned the naming of the new Beachside High School and the hiring of Jen Harmon as the new Athletic Director and that they would be registering the high school athletic programs with the Florida High School Athletic Association prior to April 1, 2022.

New Business

Chair introduced David Cañon, Recreation Facilities Maintenance Superintendent. Cañon provided the RAB with a review of his duties and responsibilities of managing the day to day maintenance operations of athletic facilities and community parks consisting of overseeing just over 45 sites with over 220 acres of athletic turf. He said that he oversees several contracts budgets reaching up to \$300,000 including weed and pest control for the fields, trash collection and pond maintenance. He said that he directly oversees the yearly maintenance budget that exceeds \$750,000. He stated that he worked with the Director and Management Team on millions of dollars' worth of projects. He is responsible for managing over 40 employees. He provided a brief overview of his career in Parks and Recreation and shared his love and commitment to his family. He has spent countless hours in St. Johns County parks with his sons as they have and still do participate in local sports. He is an avid boater and golfer.

Dockins asked why there were no soap dispensers in parks. He asked if it would be appropriate to have a placard telling people the number to call when they are missing. Cañon explained that destroying soap dispensers is ignited by social media challenging kids to do so. Cañon said that maintenance is doing the best they can under the circumstances and will continue to work towards a solution. Discussion ensued. Kane explained that there would be new park signs installed in the near future and a number to call to report issues to the department and Sheriff's Office would be on the new signs.

Chair introduced Nathan Otter, Natural Resources Superintendent who provided the RAB with a review of his duties and responsibilities in overseeing 38 sites: passive parks, natural areas, beach operations, and waterway access points and this includes 12 boat ramps. He said that he also had oversight of 42 beach access points. He provided a brief overview of his career with St. Johns County. Otter stated that his division was responsible for maintaining and growing beach and boat access throughout the county. He said that there were many new projects and improvements on the horizon. He also shared his love of family and their love of spending time outdoors.

Van Rysdam asked if the complaints about the Butler West boat ramp had been resolved. Otter answered that the project was currently out for a RFQ that included a redesign of that location. He said there were quite a few projects in pipeline. He mentioned the Butler East improvements already completed and additional improvements currently funded. Chair asked if there was recognition of the African American Beach at Butler East and Otter answered that there would be new signs sharing this information in the future.

Chair instructed Meyer to stand at the podium during the partnership request presentation to answer questions. He asked Meyer to provide a brief update on what the partnership means. Meyer explained that the department did not have the staff to provide programs so local organizations stepped up and as such, are given priority scheduling on the athletic fields. We currently have 14 partners, although some are not active. Partners do not pay a field rental fee during a recognized athletic season, they only pay a participation fee. Non- partners pay an hourly field rental fee and a participation fee during each season. He shared the youth sports seasons. Discussion ensued.

Kevin Harrison, Field Director, Web Master and Interim Athletic Director of Bartram Trail Athletic Association (BTAA) introduced himself. He provided an overview on the 501(c) 3 organization offering cheer and football opportunities for the Rivertown area of the Northwest part of St. Johns County. He said that BTAA offers flag and tackle football and sideline cheer and competitive cheer programs. He explained that the request for a partnership stems from the desire to continue to have access to the Rivertown Fields for the participants who live and want to continue to play in the area. He said that BTAA has been offering programming at the Rivertown Fields since they opened and that they work very closely with Prime Sports to schedule and maintain the facility. Van Rysdam asked Harrison about the BTAA Board of Directors and Harrison replied that there were 8 board members, all volunteers with full-time jobs. He said that BTAA operates solely with volunteers. No one is paid. All coaches and board members have full-time jobs and volunteer their time to BTAA. Board members all have kids within the organization. 95% of participants in the program are St. Johns County residents. Chair asked about field usage. Harrison explained that they use two fields at Rivertown for 6 football and 4 cheerleading squads during the fall. They use the fields in the winter but are limited without lights. BTAA is looking for indoor space for winter cheer, but cheer is at Rivertown as weather permits. BTAA hopes to expand use once lights are available and hope to continue to share space with Prime Sports. A discussion about the years in service requirement for partnership and allowable waiver was had. Dockins asked about capacity and usage of Rivertown and if there any conflicts. Meyer stated that there were no conflicts, that lights were going to be added and that the department was working on expanding parking. Scheduling is handled by staff who manage the site. Dockins motioned to approve the partnership request from Bartram Trail Athletic Association with the 5 year requirement waived. Seconded by Long. Approved 4/0.

Felipe Munoz, President of Florida Prime Sports introduced himself, gave a brief background of the last 20 years in NE Florida working in youth sports. His children were the inspiration for creating Prime Sports. Prime Sports was created to provide a youth sports club for working families and give options for young athletes in the Rivertown and CR210 West community where the majority of players reside. Munoz stated that Prime was not focused on winning but on building a good foundation and environment for the players to experience. He said that the group has built a successful partnership with Bartram and that Prime offered a valuable youth sports option in the area. He asked for the RAB to grant them membership status to ensure the program can continue meeting the needs of families in the Rivertown, CR210 area. Rivertown Park. He said that 40% of Prime Staff is female and that they are trying to build a strong organization recognizing the contributions of women. He explained that Prime was determined to build a strong female presence in youth sports. He introduced Sandra Orloff of the Prime Sports Foundation. She provided a brief synopsis of her education and experience with youth sports. She emphasized that Prime Sports staff were skilled and experience with a proven track record of providing successful youth sports programming. Lauren Kelly, Director of Marketing shared that she was personally involved with sports at the collegiate and professional levels and that she was impressed with Prime Sports programming and player development. She explained the Prime W program which is dedicated to educating, equipping and empowering youth female athletes in the Prime Organization for sports participation and life beyond sports. Prime W hopes to provide female, diverse, roll models to the community and players in the programs. She explained their vision for the future. Orloff mentioned Prime's involvement with the Field of Dreams and St. Johns Cares and as well as additional altruistic endeavors with organizations that have the same vision as Prime.

Peggy Bebb, 22 Bagpipe Court, St. Johns, spoke in support of Prime Sports. She explained the importance of having Prime Sports Soccer Program as another youth sports programming option because it provides leadership and mentoring and helps her son build confidence, and contributes to his ability to thrive and grow without fear of bullying from coaches which had been his experience with another local soccer organization. She supported their request for partnership status.

George Vancore, 1920 Peregrine CR 13 South, St. Johns, wanted to address Meyer's comment about sports seasons. He explained that all sports played all year around. He said Prime offered many sports programs and that the organization continues to bring on good talent. He said that Prime volunteers staff and time to the Field of Dreams program. Vancore supports the group being given partnership status

Trey Knight, 204 Mahogany Bay Drive., St. Johns, said that he and his wife strongly believe that parents, teachers and coaches are the three (3) most impactful people in building a kid's foundation and that Prime Sports offers leadership, life and development skills. He believes that families need to have options so that the can choose the right sports program for their family. He shared that he is military and is away for long periods of time. He is confident that his son's coach is teaching the right skills and that he is learning to become a better man. He mentioned that Prime Sports support for local and small businesses and their referrals are a huge asset to the local business economy. He mentioned the 5k Food Drive and other selfless events that Prime spearheads. He hoped that the RAB would approve the Prime Sports partnership request.

Katie Schmidt, 105 Plumpton Ct. St. Johns, FL 32259 spoke on behalf of Prime Sports. She stated that both of her children have been involved with Prime Sports programs and training. She explained that Prime was the right choice for her family due to their

emphasis on the development of the person and not only the athlete. She explained that the coaching staff were all NE Florida residents. She said that she appreciated that Prime teams played against other local teams and did not have to travel out of St. Johns County. She asked the RAB to issue a preferred partnership to Prime Sports to ensure that Prime can secure field space and continue to offer a stellar youth sports program.

Long said that he supported Prime Sports. Dockins asked for an explanation of the sports seasons and what Prime was doing in the off months. Munoz said that Prime takes a 6-8 week break during the winter and an 8 week break during the summer because Prime feels that families should have time off to focus on other things. Dockins asked for details on the organization. Munoz stated that they had incorporated in 2021 and have been in business since 2020. He said that Prime provides working families a place for their kids to play locally. He said that 95% of games are played on Saturdays so that families had Sundays free. Dockins asked what field's Prime uses and Munoz said that half of the membership is always scheduled at Rivertown Fields.

McEachean motioned to approve granting preferred partnership status to Prime Sports and waiving the (5) five year requirement. Seconded by Long. Approved 4/0.

Chair stated that he was in discussion with Kane to consider setting up a 5 year partnership review to ensure that the partnership was still valuable to St. Johns County and that this would be a RAB agenda item at a future meeting. Long said that he would be checking out both Prime and Bartram programs.

Old Business

Chair reminded the RAB members that the Perfect Game TDC Category III grant request was a carryover from the December meeting so that the members to decide whether or not to approve the request for marketing event dollars and if approved for what amount. Meyer provided an overview of the request for \$10,000 for each event. Discussion related to the grant requests procedures, calculations and post event reporting. Preference is given to the Visitor Convention Bureau for the tourism aspect of events although some groups have their own relationships with hotels. Meyer stated that there could be a streamline post event reporting form and that he was meeting with the VCB and would add this to the conversation. Event packages, locations and options were reviewed. Motion by Dockins to approve \$10,000 for each request failed for lack of a second. Motion by Long to approve \$7,500 for each event, seconded by Dockins. Approved 4/0.

Meyers provided an updated TDC Grant request and award listing to the RAB. Conversation regarding new events, field availability and the roll of the TDC and VCB ensued.

Baccari stated that there are 32 pavilions in Parks and Recreation inventory and 16 on them are rented. She said the pavilions were available to rent 7 days a week and that there are (2) two (4) four hour slots each day. The rental fees are \$30/\$40 per 4 hour block (SJC resident/Non-resident). The document included in the agenda packet lists names and location of all 32 pavilions and provides details about the rentals.

Staff Reports

Ryan Kane, Director, said that the park projects sheet had been updated with Commission District added and that a copy was provided the RAB. He announced that the Golf Course and Club House bids have been awarded, the course would close December 31, 2021 and work will begin sometime in January. Kane mentioned that the golf course will reopen in October/November 2022. He said the contract to purchase new golf carts will be on the January 18, 2022 agenda. Chair asked about Disc Golf course, Kane said that staff was working on the RFQ and once completed it would follow the bid process. He stated that beach passes were on sale. He said that Butler West boat ramp redesign was out for RFQ, and that the Rivertown project is on schedule. Kane explained that he and Van Rysdam met with Sarah Taylor to discuss the Recreation Master Plan. It was decided that Parks & Recreation staff will reference the Master Plan to ensure that it's being used as intended. Staff will meet with each County Commissioner to obtain their perspective of the Master Plan and then revise the plan to include Commissioner Recommendations and use it as a working document. Staff will develop an internal strategic plan working towards accomplishing the goals identified in the Master Plan in one, two and three year planning cycles.

Jamie Baccari, Assistant Director, mentioned Phone Calls to Santa and the Hastings Christmas Parade, Art in the Park and other upcoming programs and the Beach Blast-Off Fireworks at the pier on New Year's Eve.

Long motioned to adjourn. Motion seconded by Dockins. Approved 4/0. Meeting adjourned.

TDC Regular Meeting – January 31, 2022

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

Knights of Columbus

Funding request from Knights of Columbus for Veritas in the Ancient City Pickleball Tournament, scheduled February 25 – 27, 2022.

The event will take place at Treaty Park in St. Johns County. The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$10,000. Funding has been allocated in the FY22 Sports Marketing Budget.

St. Johns County Tourist Development Council
Sports Event Funding
Application Summary

Event Name: Pickleball Veritas in the Ancient Sport: Pickleball

Legal Name of Host Organization: Knights of Columbus

This Organization is:

Independently chartered Private
 city/county/state organization Non-profit

Other (please describe) _____

Date(s) of Event: Feb 25,26,& 27th 2021 Location of Event : Treaty Park, St. Augustine,

Primary Contact Person:

Anthony Cutright Title: Chairman & Executive Director

Phone Numbers: (W) 904.718.5445 (C) 904.718.5445

Fax: _____ E-Mail: anthonycutright@bellsouth.net

Address: 627 Wandering Woods

City Ponte Vedra State Florida Zip 32081

Secondary Contact Person:

Mike Guyot Title: VP

Phone Numbers: (W) _____ (C) 813,789,4757

Fax: _____ E-Mail: mike.guyot@gmail.com

Address: 757 Outlook Drive

City Ponte Vedra State FL Zip _____

Organization or Event Website: _____

TOTAL EVENT BUDGET AMOUNT \$ \$27,000 GRANT REQUESTED \$ 15,000

ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION? no

 CASH: Amount Requested: \$ _____

 IN-KIND: Value \$ _____

Event Detail

EVENT:

DATE(S) February 25,27,27, 2021 SPORT: Pickleball

LOCATION: Treaty Park, 1595 Wildwood Dr, St. Augustine, FL

FACILITY(IES): Treaty Park Pickleball Courts, Tennis Courts and Pickleball

HAVE YOU SECURED FACILITY(IES) (explain) ? YES

FACILITY CONTACT (name and phone number)? Teddy Meyers,
904,209,0382

PARTICIPATION

TEAMS 450 # INDIVIDUAL COMPETITORS 450

COACHES/TRAINERS _____ # SPECTATORS 150

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria)

Men's Doubles, Women's Double, Mixed Doubles, Single.s Men, Single Women
Age Divisions for each group: 17-34m 50-59, 60-64, 65-69, 70+
Skill Divisions, 2.5-3,0, 3.5, 4.0, 4.5, 5.0, Open

DESCRIPTION OF SECURED MEDIA COVERAGE: (Please indicate which media has committed to providing coverage, and any media coverage for which you are paying a fee)

200,000 Views on Nation Wide Pickleballtournaments.com
50,000 views on local Web Sites
1010XL 92.5
Public Service Announcements

EVENT BUDGET DETAIL
Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		1642.90	
Housing			
Food		2095	
Sanction Fees		5000	
Site Fees			
Rights/Guarantees Fees			
Officials			
Awards*		1088	
Equipment		2900	
Rentals			
Insurance		600	
Security			
Labor			
Marketing/Promotions			12,000
Administrative Costs			
OTHER EXPENSES (Please Itemize Below)			
Supplies		475	
Sub-Totals	\$	\$ 13800	\$ 12720
		TOTAL EXPENSE	\$ 26520

* Please note that awards and administrative expenses are not allowable reimbursement items for TDC funds.

PROJECTED INCOME		
	In-Kind	Cash
Admissions		20000
Contributions		
Grants (Include TDC Funding here)		15000
Sponsorships		2000
Sales (Merchandise, Concessions, etc.)		
Room Rebates		
OTHER INCOME (Please Itemize)		
SUB TOTALS	\$	\$ 41000
TOTAL INCOME		\$ 41000

Please note: If TDC funds are awarded, payment/reimbursement occurs after the event by submitting an invoice for the amount awarded together with any requested post event forms.

PLEASE LIST BENEFITS / CONSIDERATIONS GIVEN TO SPONORS AND THE VALUE OF THOSE BENEFITS:

PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE:

FOLLOWING THIS PAGE, PLEASE ATTACH A COPY OF THE:

- (A) EVENT MARKETING PLAN**
- (B) EVENT ATTENDANCE MONITORING PLAN**
- (C) THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES**
- (D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER**
- (E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000.**



St. Johns County Board of County Commissioners

Parks & Recreation Department

Recreation Advisory Board Meeting Minutes

1:30 pm Wednesday January 12, 2022

Board Members Present: Casey Van Rysdam, Brad Long, Marty McEachean, Harold Dockins, Bill Bowen, Lauren Watkins
Absent: Deb Chapin

Also Present: Parks & Recreation Director Ryan Kane, Assistant Director Jamie Baccari, Administrative Manager Stacia Cotter, Programming Manager Tess Simpson, Natural Resources Program Manager Sydney Lindblad, Recreation Facilities Manager Teddy Meyer, Project Specialist Diane Gorski, Jaya Dillard, Visitors Convention Bureau.

Chair called the meeting to order at 1:30 pm and asked for a motion to approve the December meeting minutes. Motion by Long, seconded by McEachean. Approved 6/0.

There were no Public Comments.

Chair announced the Field of Dreams grand opening on Saturday February 5th at 9 am. He said the Recreation Master Plan was available on the Parks & Recreation website. He mentioned that the TDC post event reporting requirement would be presented by staff after the TDC items are heard. He stated that the first quarter report on Key Performance Indicators (KPI) for the Recreation Department was included in the RAB packet and to follow up with Stacia Cotter with questions. The KPI Dashboard will be discussed at the February RAB meeting.

Commissioner Paul Waldron spoke to the well-attended St. Johns Golf Course ground breaking ceremony. He stated that the project should be completed in October and that the clubhouse renovations will start soon and be completed in the same timeframe. He added future plans to build a new fire station, sheriff's department facility and disc golf course.

Chair mentioned that School Board Representative Paul Abbatonozzi was unable to attend today's meeting but that he had provided information regarding sports season opening dates and Beachside High School sheet in the agenda packet.

Chairman opened up the election of Chair and Vice Chair. Motion to re-elect Casey Van Rysdam as the Chairman by Long, seconded by Dockins. Approved 5/0 with Van Rysdam abstaining. Dockins nominated Long for Vice Chair and McEachean seconded. Approved 5/0 with Long abstaining.

Chair introduced Sydney Lindblad, Natural Resources Programs Manager who gave a brief personal history, provided her educational background, travel experiences and shared her employment history within the Parks and Recreation Department including the Beaches division. She stated that she was responsible for overseeing the Toll Booths, Pier Gift shop, Water Access Management Plan grants and special events. She expressed her interest and involvement in sports and passion for her job.

Chair introduced Tess Simpson Recreation Programming Manager who also gave a brief personal history, provided her educational background, travel experiences and shared her employment history with Parks and Recreation in Miami and Putnam County. She mentioned adding STEM training to afterschool programming and adding a Limelight Theater program to the Ketterlinus and W.E. Harris programs. She mentioned the start of a kayaking and fishing program for Veterans at no cost to the participant. She explained that the goal was to provide meaningful programming to veterans for one year and then partnering with the local Veteran's Administration to receive grants for future programming. She announced the River Blessing on January 29, 2022 and invited all to attend. She stated that Steven Lightfoot was now supervising the Hastings programs and working on expanding opportunities and programming to meet the needs of the community. Brief discussion followed.

Teddy Meyer, Recreation Facility Manager mentioned that he is a native Floridian. He explained that he was an avid soccer player and earned a Flagler College soccer scholarship to go to college. Received a Masters from Winthrop University. He provided an overview of his education. He mentioned his employment as a college soccer coach at every level at Northwestern University, Westminster College and Winthrop College, and a women's coach at Flagler for 14 years. He was the Director of Coaching in Palm Coast. He has offered camps and clinics throughout the country. He is involved in recruitment of high school players for colleges. His current position has him involved with youth sports, field management, project management, tourist development and sports events and management of two staff positions.

Ron Davidson explained the Adult Softball League's request to post a sign recognizing Rick Johnson, as the Senior Adult Softball Founder at Treaty Park softball. There was a lengthy discussion that resulted in Baccari saying that the department would work to confirm that Mr. Johnson as the founder, and explore the Commemorative Policy and Application as an option for the signage. Follow up on this request at the February RAB meeting.

Presentations were provided by each of the TDC Category III applicants. Discussion followed each presentation. The RAB weighed the importance and value of each request to the community and businesses. Staff will provide historic information on repeat grant funding requests.

Veritas in Ancient City Pickleball Tournament was given the recommendation of \$10,000 in grant funding to be approved by the Tourist Development Council at their next meeting. Motion by Long, seconded by McEachean. Approved 6/0. A motion by Dockins to provide a \$15,000 grant had failed due to a lack of a second.

St. Augustine Race Week 2022 – Sailing Regatta Competition was given the recommendation of \$7,500 in grant funding to be approved by the Tourist Development Council at their next meeting. Motion by Dockins, seconded by Van Rysdam. Approved 5/1 with Bowen dissenting.

Professional Redfish League Tournament Event was given the recommendation of \$5,000 in grant funding to be approved by the Tourist Development Council at their next meeting. Motion by Van Rysdam, seconded by McEachean. Approved 6/0.

Chair requested developing a method of reporting on prior events for the February meeting. The idea would be to have the data needed to quantify the request. Meyer will work with the TDC and Visitor Convention Bureau (VCB) to determine the format. He introduced Jaya Dillard who explained the how the VCB obtained data relating to hotel stays. Discussion ensued.

The possibility of completing a 5 year Association Partnership Review was discussed. Meyer explained what a youth sports partnership offers and the requirements for partnership status. He suggested ways of measuring successful programs. Discussion followed. It was agreed that the topic would be continued to the February meeting. Kane reminded everyone that a list of partners and an example from the Ponte Vedra Athletic Association (PVAA) that documents the fields they use, participation numbers, and expected growth was included in the agenda packet.

Director Kane stated he had met with the new RAB members individually last week. He said that the Shore Drive trail grant application had ranked 8th overall in the Recreation Trails Program and that no additional information was available. He stated that the Request For Quote for the Disc Golf Course had been drafted and was with the Purchasing team with the timeline for the RFQ posting on February 1, closing on March 1 with selection being made, the contract signed on April 15 and the design work beginning May 1, 2022. The design will provide cost estimates and the item will then go to the Board to request funding. He announced the countywide partnership meeting on January 26, 2022 and his intention to meet with individual athletic organizations throughout the year. Kane said that the site coordinators were meeting with associations at the fields to assess needs. He provided an update on the playground request at Cornerstone Park. He mentioned that construction has begun on the golf course with a finish date of October or November.

Assistant Baccari said that Parks and Recreation had a new Public Affairs representative and that changes to social media and the newsletter were forthcoming. She stated that the community program team was continuously looking for more opportunities to provide programming to the public.

Long provided an update on the Park Foundation. He said the Memorandum of Understanding between the Foundation and County would be on the February 1, 2022 Board of County Commissioner Agenda. He said they were looking to fill one additional Board seat and working on a job description for the Director.

Watkins asked the RAB members to consider updating the TDC scoring sheet. She provided suggestions for consideration. There was a consensus of the board to add this item to the February agenda. Watkins agreed to work with Meyer to bring a new document that includes detailed instruction on how to rank the request using the form.

Chair provided the following items to be included in the February meeting:

- Partnership review
- Post event memorialization and reporting of heads in beds etcetera
- Grant scoring form template and process

Motion to adjourn by McEachean, seconded by Long. Approved 6/0.

DRAFT

TDC Regular Meeting – January 31, 2022

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

First Coast Sailing Association, Inc.

Funding request from First Coast Sailing Association for St. Augustine Race Week Regatta Competition, scheduled March 26 – April 2, 2022.

The event will take place throughout St. Johns County and the City of St. Augustine. The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$7,500. Funding has been allocated in the FY22 Sports Marketing Budget.

St. Johns County Tourist Development Council

Sports Event Funding Application

St. Augustine Race Week 2022



St. Johns County Tourist Development Council

Sports Event Funding

Application Summary

Event Name: St. Augustine Race Week 2022 Sport: Sailing - Regatta Competition

Legal Name of Host Organization: First Coast Sailing Association, Inc.

This Organization is: Independently chartered Private

city/county/state organization X Non-profit

Other (please describe) _____

Date(s) of Event: Saturday March 26 – Saturday April 2, 2022

Location of Event : City of St. Augustine Municipal Marina, Bayfront Lawn, St. Augustine Yacht Club

Primary Contact Person: Dan Floryan Title: Co-chair

Phone Numbers: (H)___904-824-6304_____ (C) 904-687-5145

Fax:_____904-824-6304_____ E-Mail: dfloryan1@comcast.net

Address: 204 Islamarada Ct.

City: St. Augustine State: Florida Zip: 32084

Secondary Contact Person: Guy Anderson Title: Co-chair

Phone Numbers: (W)_____ (C) 678-296-8888

Fax:_____ E-mail: guykanderson@att.net

Address: 8343 Barquero Ct. N.

City: Jacksonville State: Florida Zip: 32217

Organization or Event Website: www.staugustineraceweek.com

TOTAL EVENT BUDGET AMOUNT \$ 82,250.00 GRANT REQUEST \$ 15,000.00

ARE YOU REQUESTING ASSISTANCE FROM ANY OTHER SJC GOVERNMENT ORGANIZATION? NO

CASH: Amount Requested: \$ N/A IN-KIND: Value \$ N/A

Event Detail

EVENT: St. Augustine Race Week 2022

DATE(S) Sat.-Sat. 03/26-04/2/2022 SPORT: Sailing – Regatta Competition

LOCATION: This Multi Venue Regatta will be presented throughout the City of St. Augustine and Vilano Beach areas. The City of St. Augustine Marina & Lawn, and Bayfront, Atlantic Offshore, Tolomato River Inshore. The Youth Sailing Invitational Regatta includes Jr. Sailors sailing a series of short races in 420 Dinghies, on the Bayfront in the Matanzas River. Inshore boats will sail north of Vilano Bridge, just north of the St. Augustine Inlet. Offshore boats will do courses close to the Reef Restaurant for viewer enjoyment. Each boat will be adorned with SARW flags.

FACILITY(IES): City of St. Augustine Municipal Marina, CoSA Marina Lawn, St. Augustine Yacht Club, Reef Restaurant. We anticipate viewing by boat and on the bayfront and Reef Restaurant venues and from Lighthouse Park. St. Augustine Marine and Vilano boat ramp launch facilities will also be utilized as needed.

HAVE YOU SECURED FACILITY(IES) (explain)? Yes. Reservation for the St. Augustine Municipal Marina confirmed with CoSA Harbormaster Eric Mauldin, ph. 904-825-1026. St. Augustine Yacht Club (SAYC) has confirmed they will host Race Week Registration & Crew-Skipper Meeting Wed. 03/30/22, Awards Banquet and other venue participation.

FACILITY CONTACT (name and phone number)? CoSA Harbormaster Eric Mauldin, ph. 904-825-1026 fax 904-209-4335 e-mail marina@citystaug.com SAYC - Dan Floryan ph. 904-687-5145 e-mail dfloryan1@comcast.net

PARTICIPATION

TEAMS 100 +/- # INDIVIDUAL COMPETITORS > 250

COACHES/TRAINERS 35-40 # SPECTATORS 1000+/-

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria)

Participants include visiting Yachts from the Carolinas thru the Florida Keys. All Teams will subscribe to the Performance Handicap Racing Fleet (PHRF) standards. PHRF is a handicapping system used for yacht racing in North America that allows dissimilar classes for sailboats to be raced against each other and conforms to Olympic Sailing Standards. There are 7 categories in which to compete, Offshore, Inshore and for the Jr. Sailors race courses set on the Matanzas River Downtown. Offshore race features Spinnaker Class, two Cruising Classes and Non-Spinnaker Class vessels. Inshore race includes Sport & PERF Boats. Jr. Sailing Race includes the 420 Dinghy class. Race Week features an all-inclusive multi-course strategic sailing event requiring all skill levels from the Skipper, Navigator and Crew.

A variety of events make up SARW!!!

One Design Class Races - J24 Sail Boats are the most popular one design Keelboats ever made, and the perfect vessel for all ages. Safe, fast and easy, J24's fly a symmetrical spinnaker and the boat can easily be sailed by amateurs and die-hard professionals. J24 Sail boats

conform easily to PHRF rules and can compete with larger class sailboats. Members of the International J24 Class Association have been invited to compete at St. Augustine Race Week.

Jeanneau 349 has become a popular class of cruising/racing boats in St. Augustine, and there are now enough of them locally to form a One Design class as well.

Corsair Trimaran Class Race – Corsair Trimarans are a popular trailerable boat that is fast and seaworthy. A Corsair class competes throughout the Southeast and is a perfect fit for Race Week. In 2018 and 2019 one Corsair joined the races (the 2019 entrant came from Ontario, Canada); in 2022 we plan to have a separate class of at least five of these exciting boats.

DESCRIPTION OF SECURED MEDIA COVERAGE: (Please indicate which media has committed to providing coverage and any media coverage for which you are paying a fee)

SARW 2022 will have coverage from First Coast News, Action News Jax Chanel 47 CBS WJAX-TV, First Coast TV, St. Augustine Record, Florida Time Union, Tampa Bay Times, The Florida Star, The Charleston Post & Courier, Savannah Morning News, Old City Life (OCL Media Sponsor) St. Augustine Entertainer (SAE Media Sponsor) , The Brunswick News, News Journal, Orlando Sentinel, St. Simons Islander, Sailing World, Fort Lauderdale Sun Sentinel, Miami Herald, Key West the Newspaper, KeyNews.com, Addison Fitzgerald Photography, Justin Itnyre Photography, Beach 105.5FM Onsite Radio Broadcast, First Coast Sailing Association News, Smyrna Yacht Club – The Yardarm, Epping Forest Yacht Club “News & Happenings”, St. Augustine Yacht Club “Telltales News” ,North Florida Cruising Club, Navy Jax Yacht Club “Docklines”, Halifax River Yacht Club “Waterways”, Florida Yacht Club News, Rudder Club of Jacksonville News. SARW will utilize our event poster, rack card, and earned media impressions on Facebook, Twitter, and Instagram & SARW.com to generate thousands of social media marketing impressions.

These media sources will consist of paid and unpaid coverage. We anticipate spending over \$10,000 for advertising in 2022.

**Event Budget Detail Total Event Budget
(Expenses / Income)**

PROJECTED EXPENSES

	In - Kind	Cash	TDC
Travel		\$ 400.00	
Housing			
Food	\$ 2,500.00	\$ 1,350.00	
Sanction Fees			
Site Fees		\$ 1,400.00	\$ 1,000.00
Rights / Guarantee Fees			
Officials	\$ -		
Awards*	\$ 1,750.00	\$ 3,200.00	
Equipment	\$ 1,100.00	\$ 1,300.00	
Rentals	\$ 1,200.00	\$ 2,300.00	\$ 3,000.00
Insurance		\$ 850.00	\$ 500.00
Security		\$ 750.00	
Labor			
Marketing / Promotions	\$ 3,100.00	\$ 4,700.00	\$ 10,500.00
Administrative Costs	\$ -	\$ 2,902.20	
Other Expenses (Itemized)			
Beverage Costs	\$ 1,500.00	\$ 4,040.00	
Retail Costs		\$ 2,677.50	
Entertainment		\$ 14,000.00	
Committee Boat & Mgmt.		\$ 3,200.00	
Contingency & Misc	\$ 800.00	\$ 2,700.00	
Sub Totals	\$ 11,950.00	\$ 45,769.70	\$ 15,000.00
	Total Expense		\$ 71,719.70

Event Budget Detail
Total Event Budget (Expenses / Income)

PROJECTED INCOME

	In-Kind	Cash
Admissions (Race Registrations)	\$ -	\$ 16,250.00
Contributions		
Grants (Include TDC Funding Here)		\$ 15,000.00
Sponsorships	\$ 12,200.00	\$ 16,800.00
Sales (Merchandise, Concessions, etc)		\$ 22,670.00
Room Rebates		
Other Income (Itemize)		
Sub Totals	\$ 12,200.00	\$ 70,720.00
	Total Income	\$ 82,920.00

PLEASE LIST BENEFITS / CONSIDERATIONS GIVEN TO SPONSORS AND THE VALUE OF THOSE BENEFITS:

Our current Sponsors List includes: Meehan's Irish Pub, Johnny's Oyster Bar, Pussers Rum, Champion Brands (Heineken & Miller Lite Beer), Sysco, and St. Johns Food Service Inc., and Cheney Brothers. Old Town Trolley Tours provides free transportation between Marinas along with Florida Water Taxi Shuttle Service. Marker 8 Marina provided slips for the Offshore Races and Youth Regatta. TextEventPics provided a service for uploading photographs from the public and participants to a gallery in real time. Rock Star Sailing, Fantasea, Kathleen Floryan - Realtor, John Grannis – UBS, St. Barts – Beneteau Yachts, Raintree Restaurant, Reef Restaurant, Atlas Yacht Sales, St. Augustine Sailing, Yacht Sales by Rose Ann, Southeast Sailing, Flagler Health Orthopedics & Sports Medicine, Mack Sails, North Sails, Hurricane Patty's, Five Star Pizza, St. Augustine Marine, Oasis Boatyard and Marina, Sailors Exchange, Irish Sail Lady, Cooper's Canvas, Sadler Point Marine & Wind Dancer Sails all have provided cash and/or in-kind services. Our Sponsors benefits include VIP Tickets for sponsors and their guests, VIP Parking Passes, Apparel for Officials, VIP boat ride for viewing events with hospitality, food and beverages. Our partners enjoy year round recognition and heightened visibility in our media marketing program, as their company logo is included in all printed marketing materials and banners, and major sponsors have events held in their name. Additionally we promote sponsors businesses with thousands of impressions via social media. Our Facebook stats reveal over 700 followers and thousands of unique views. We strive to increase their image, prestige, and credibility by providing a unique opportunity for them to help the First Coast Sailing Association expand the Youth Sailing Scholarship Program which sends underprivileged youngsters to summer sailing camps free of charge.

Total value of benefits generally will exceed donation by 50%. For example, a \$1,000 sponsor should receive a minimum of \$1,500 in benefits. In addition, SARW 2020 generated over \$8,000 for youth sailing of which the benefit at this time is immeasurable.

PLEASE EXPLAIN ANY PROMOTIONAL VALUE THE TDC WILL RECEIVE: Should St. Augustine Race Week 2022 be awarded another grant, the St. Johns Co. Tourist Development Council logo will have named recognition on all materials including, banners, posters & programs, all website promotion, radio, concert promo signs, T.V, & print. SARW will in turn promote the TDC and VCB's select lodging partners for participants, spectators and officials. Branding of the SARW events throughout the Eastern Sailing region will allow the SARW to bring in all types of boaters from around the state and region with the potential to become as large as Charleston Race Week or Key West Race Week.

FOLLOWING THIS PAGE, PLEASE ATTACH A COPY OF THE: (A) EVENT MARKETING PLAN

(B) EVENT ATTENDANCE MONITORING PLAN

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

(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER

(E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000

EVENT MARKETING PLAN for St. Augustine Race Week 2022

Print Media will include 10,000 Rack Card distribution placements in Nassau, Duval, Clay, St. Johns & Volusia Counties. 2,500 Posters and rack cards will be distributed throughout Marinas & Yacht Clubs on Eastern Seaboard. Initial direct mailer (Save the Date) planned for Dec 2021 to include 1000 address database. Second direct event mailer is planned for February 2022.

Because billboards have the lowest cost per thousand of impressions than all other media types, SARW will place 24 4x8 billboards at strategic locations throughout St. Johns Co. several of these billboards will be placed outside of St. Johns Co. to allow us to efficiently increase our branding strategy for the St. Augustine Race Week event. We also intend to do full size billboards, informational flyers at event and multiple other print media.

Local Fundraising parties are scheduled to benefit Jr. Sailor Scholarships at the seven Member Yacht Clubs of the First Coast Sailing Association. SARW Volunteers will participate in regional Regatta's & Yacht Club meetings throughout the year. We have implemented a plan to send a Captain & Professional Speaker to educate area Yacht Clubs and Marinas to inform and reach area Captains and Teams about the SARW event & their participation.

Broadcast Media – We will secure thousands of radio spots working with WSOS 99.50 FM & 1170 AM, WFOY 1240, WAOC 1240, Beach 105.5 FM, WFCF 88.5 Flagler College Radio. We will employ the two largest ownership groups Cox Radio & Clear Communications to reach our Day Tripper Audience in Duval Co and beyond.

Poster Distribution – Print run of 2,500, will be placed 2 months prior to Race Week 2022 and include Marinas located in the Carolinas thru the Florida Keys. Corporate Sponsors will provide on premise promotion. Our Corporate Sponsors will utilize their distribution system to place SARW posters in St. Johns & Duval Counties on premise accounts. (Hundreds of Bars and Restaurants) SARW 2022 Promotion will include partnerships with local Reception Tour Companies to design a unique Maritime History Showcase.

Web

www.staugustineraceweek.com Earned Media content ,impressions & photographs will be sent regularly to - U.S. Sailing Association at ussailing.org First Coast Sailing Association – sailjax.com , Member Clubs of the FCSA – Florida Yacht Club at thefloridayachtclub.org Epping Forest Yacht Club at efyc.com , Rudder Club of Jacksonville at rudderclub.com , North Florida Cruising Club at nfccsail.com , St. Augustine Yacht Club at staugustineyachtclub.com, Halifax River Yacht Club at

hryc.com , Smyrna Yacht Club at smyrnayachtclub.com , Halifax Youth Sailing, SARW Facebook, Instagram, Twitter, our partnership with the St. Augustine Visitors and Convention Bureau (VCB) at Floridashistoriccoast.com. We will also provide St. Johns Co. web portals with photos and regular event updates – these sites include oldcitylife.com, visitstaug.com, augustine.com, staugustinesocial.com, Jacksonville.com, folioweekly.com, j24class.org, and hobieclass.com.

EVENT ATTENDANCE MONITORING PLAN for St. Augustine Race Week 2022

Sailors

All Participant registrations for races are managed through St. Augustine Race Week Roster registration program, collected by the First Coast Sailing Association & St. Augustine Yacht Club. This data collection will provide detailed reporting including graphs that outline the Sailor's, Vessels and Visitor expenditures, a survey expense questionnaire has been added to all registration forms.

Vendors/Sponsors

Vendors and sponsors employees, Captains and Crew will be surveyed directly through phone calls and email requests.

Spectators/Visitors

SAYC & SARW Volunteers will count Spectators at the Inshore Jr. Sailing Race & will count all Visitors whom attend the FREE Concerts on Thursday 3/31/22 & Friday 4/1/22.

Post Event: Within 2 weeks

Our data collection will use a custom designed methodology to account for our Participants & Visitors. We will follow up with all hotels indicated through sponsor partnerships, Visitor and Convention Bureau (VCB) leads, area Lodging Partnerships & listings indicated on surveys to obtain, verify and quantify the overnight hotel lodging that result from St. Augustine Race Week. We will utilize information provided by the City of St. Augustine Marina to document how many Out of County boats, visiting solely due to SARW event pay for dockage at the Marina and at Camachee Cove.

THREE YEAR HISTORY OF EVENT INCLUDING VERIFIABLE LODGING STATS & ATTENDANCE FIGURES

2014 In her 10th year, The First Coast Offshore Challenge was a series of three races representing more than 100 miles of offshore sailing, with the Nation's oldest port, St. Augustine, as both the start and stop point for each race. With 18 boats registered, 100 Individual Competitors participated. Visitor attendance was less than 200.

2015 St. Augustine Race Week The regatta went through a major management change and had 45 Yachts registered to race in 2015. The Jr. Sailing Regatta had 35 Participants with a total of 23 Optima's & 420 Dinghies for a total of more than 280 Individual Competitors in the entire regatta. The City of St. Augustine's Municipal Marina reported a 37% increase in berth slips April 9-12 2015 vs. same time prior year. During St. Augustine Race Week 75% of the competitor boats at the City Municipal Marina were from outside of St. Johns Co. Four free concerts were presented on the lawn at the City Marina. Reggae bands Ivibes and OHNO took the stage Thursday evening and on Friday 418 opened for headliner act Preston Pohl, a finalist

of The Voice, 1,350 Visitors enjoyed good music and fine food all while taking an opportunity to inspect many of the competing Yachts moored at the City Marina. Many more enjoyed viewing all of the maritime activity on the bayfront.

2016 St. Augustine Race Week

On March 31 to April 3, 2016 the First Coast Sailing Association conducted the second annual Race Week (SARW) on St. Augustine's downtown bay front, on the Tolomato River north of the Vilano Bridge, and on the Atlantic Ocean. Fifty offshore and inshore sailboats (approx.. 200 racers, each boat flying a Race Week burgee), and twenty-five Youth Sailing Regatta boats (37 racers) participated in the sailboat races, along with three committee boats (ten people), a mark boat (two people), and numerous chase boats (approx. ten people) supporting the various races. New to Race Week this year, thirteen paddle board and kayaks and two twenty man dragon boats registered for this event, designed to entertain over three hundred boaters and their families and several hundred spectators who lined the city's seawall. SARW provided a running commentary for the public as the paddle boards and Youth Sailing Regatta competed on the bay front. There was no fee for the public to watch the races; individual skippers or paddlers paid registration fees to participate, except for the Youth Sailing Regatta, which was open by invitation-only to participants with no fee.

Race Week again included a party tent on the lawn at the St. Augustine Municipal Marina on Thursday, March 31 and Friday, April 1, where four well-known bands entertained the boaters and the public, and where everyone could enjoy food and beverages (sold by SARW Volunteers) while being entertained. Over twenty volunteers from the St Augustine Yacht Club and the St Augustine boating community staffed the party tents and supported the activities. Daily race awards were presented at the party tent each night, and a final awards ceremony was held on Saturday, April 2 for the Paddle Boarders and sailors, and on Sunday, April 3 for the Youth Regatta sailors, at the St. Augustine Yacht Club. City of St. Augustine Mayor Nancy Shaver assisted in presenting the trophies on Friday, Saturday and Sunday.

2017 St. Augustine Race Week

On March 22-March 26, 2017 the First Coast Sailing Association conducted the third annual Race Week, following the same format as the previous year. Participation of PHRF boats was slightly lower due to the effects of Hurricane Matthew, but the Youth Regatta participation increased with the addition of 10 sailors from the Dunedin and Lake Eustis Youth Sailing organizations. Participation on the part of the public also grew from the prior year.

2018 St. Augustine Race Week

On April 4 – April 8, 2018 the First Coast Sailing Association conducted the fourth annual Race Week. Due to hurricane damage at the City Municipal Marina the boats that attended stayed at Marker 8 Marina as well as the Municipal Marina, and the parties on Thursday and Friday were held at the St. Augustine Yacht Club. Attendance was comparable to the previous year. The Offshore Race on Friday included a turning buoy opposite the Reef Restaurant, providing a convenient venue for the public to watch the ocean race for the first time. Also for the first time TextEventPics provided a free service for uploading photographs from the public and participants to a gallery in real time.

2019 St. Augustine Race Week

On March 23 – March 30, 2019 the First Coast Sailing Association conducted the fifth annual Race Week. With hurricane damage at the City Municipal Marina repaired, the boats that attended again stayed there, and at Marker 8 Marina, and the parties on Thursday and Friday were again held on the marina lawn. Attendance was increased relative to the previous year. Conditions of the inlet led to bringing the Offshore races inshore on Thursday and Friday, with sailing held on the Tolomatos River. The Offshore Race on Saturday included a turning buoy opposite the Reef Restaurant, providing a convenient venue for the public to watch the ocean race for the first time. Also for the second time TextEventPics provided a free service for uploading photographs from the public and participants to a gallery in real time.

2020 St. Augustine Race Week

The sixth annual Race Week was scheduled to occur for March 14 to March 21, 2020. Forty-four offshore and inshore sailboats (approx. 180 racers), and ten Youth Sailing Regatta 420 boats (20 racers) were scheduled to participate in the sailboat races, along with three committee boats (ten people), three mark boats (six people), and numerous chase boats (approx. eight people) supporting the various races.

Two days before the first event (the Youth Regatta) was set to begin the Covid-19 pandemic struck, leaving the Race Week Committee no choice but to postpone all the week's activities. Race Week was rescheduled from March to the week of August 15 to August 22, 2020, based on the expectation that the Covid-19 pandemic would have subsided by then. Unfortunately, that was not the case. Florida encountered a resurgence of cases in the June-July timeframe, and the difficult decision was made to shrink the size of the event by postponing the Dragon Boat races, the Inshore races, and the Offshore races and associated parties until April, 2021.

We were able to conduct the Race Week Youth Regatta however, since it involved fewer participants and could be done safely. Over one hundred boaters and their families and several hundred spectators lined the city's seawall to watch the Youth Regatta on August 15 and 16. SARW provided a running commentary for the public as thirty-two 420 sailors in sixteen boats representing four different sailing clubs in Florida competed on the bay front. There was no fee for the public to watch the races; individual skippers paid registration fees to participate. The four sailing clubs represented were St. Augustine Yacht Club, Florida Yacht Club, Halifax Youth Sailing and US Sailing Center Martin County.

A final awards ceremony was held on Sunday, August 16, for the Youth Regatta sailors, at the St. Augustine Yacht Club. The Youth Regatta first place winners were Will Weinbecker / Maggie McLauchlin (Florida Yacht Club). Second place winners were Scott Busey / Cohen Chesser (Florida Yacht Club). Third place winners were Charlie Lawrence / Alex Patangen (Florida Yacht Club).

2020/2021 St. Augustine Race Week

Race Week 2020 for Inshore and Offshore Racers was finally held on April 20-24, 2021. The Youth Regatta 2021 was held on April 17-18, 2021. There were 38 participants for Offshore and Inshore Races, and 36 participants (18 boats) in the Youth Regatta 420 races. Visiting boats stayed at the city marina and at Marker 8 marina nearby, and the parties on Thursday and

Friday were again held on the marina lawn. Attendance by the public and the participants was very good, and a Covid-19 plan was in place to maintain safety. Winners of each event are posted on the St. Augustine Race Week website.

(D) LIST OF OTHER EVENTS PRODUCED BY ORGANIZER

St. Augustine Race Week 2015, 2016, 2017, 2018, 2019 and 2020, St. Augustine Holiday Regatta of Lights , 2010-2012 Celtic Festival, & St. Augustine Blessing of the Fleet.

(E) PROVIDE PROOF OF INSURANCE LISTING ST. JOHNS COUNTY AND THE ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS AS AN ADDITIONAL INSURED AND AS CERTIFICATE HOLDERS, AT LEAST SIXTY DAYS BEFORE THE EVENT, WITH A MINIMUM LIABILITY COVERAGE OF \$300,000.

ECONOMIC IMPACT STATEMENT

Group Meal/Banquets Paid for by Organizer: \$ 7,500 Please Explain: Skippers bags have a total of \$40 in food/beverage tickets included with registration fee as well as two tickets to awards banquet valued at \$25 each. In addition SARW paid for all youth meals for the kids and parent's breakfast, lunch and dinner. SARW also provided, through in kind sponsors, a light breakfast every morning for all skippers and crew.

Accommodations

1. (A) Number of Competitors (B) Length of Stay (C) ADR for Month

A) 300 x (B) 4 x (C) 112 = \$ 134,400

2. (D) Number of Officials (B) Length of Stay (C) ADR for Month

(Include coaches & trainers in # of officials)

(D) 40 x (B) 4 x (C) 112 = \$ 17,920.00

3. (E) Number of Spectators (B)Length of Stay (C) ADR for Month

(E) 1,000 x (B) 4 x (C) 112 = \$ 448,000.00

Please List Properties You Are Utilizing:

Property**Contact**St. Augustine Yacht ClubDan FloryanCoSA St. Augustine Municipal MarinaEric Mauldin

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ 5,000 For: Printing of Posters & Event Program\$ 6,500 For: Equipment rental\$ 6,000 For: food & beverage\$ 3,200 For: Awards\$ 4,000 For: Retail Items\$ 5,000 For: Entertainment\$ 6,000 For: Race management, Committee Boats and Misc Expenses



St. Johns County Board of County Commissioners

Parks & Recreation Department

Recreation Advisory Board Meeting Minutes

1:30 pm Wednesday January 12, 2022

Board Members Present: Casey Van Rysdam, Brad Long, Marty McEachean, Harold Dockins, Bill Bowen, Lauren Watkins
Absent: Deb Chapin

Also Present: Parks & Recreation Director Ryan Kane, Assistant Director Jamie Baccari, Administrative Manager Stacia Cotter, Programming Manager Tess Simpson, Natural Resources Program Manager Sydney Lindblad, Recreation Facilities Manager Teddy Meyer, Project Specialist Diane Gorski, Jaya Dillard, Visitors Convention Bureau.

Chair called the meeting to order at 1:30 pm and asked for a motion to approve the December meeting minutes. Motion by Long, seconded by McEachean. Approved 6/0.

There were no Public Comments.

Chair announced the Field of Dreams grand opening on Saturday February 5th at 9 am. He said the Recreation Master Plan was available on the Parks & Recreation website. He mentioned that the TDC post event reporting requirement would be presented by staff after the TDC items are heard. He stated that the first quarter report on Key Performance Indicators (KPI) for the Recreation Department was included in the RAB packet and to follow up with Stacia Cotter with questions. The KPI Dashboard will be discussed at the February RAB meeting.

Commissioner Paul Waldron spoke to the well-attended St. Johns Golf Course ground breaking ceremony. He stated that the project should be completed in October and that the clubhouse renovations will start soon and be completed in the same timeframe. He added future plans to build a new fire station, sheriff's department facility and disc golf course.

Chair mentioned that School Board Representative Paul Abbatonozzi was unable to attend today's meeting but that he had provided information regarding sports season opening dates and Beachside High School sheet in the agenda packet.

Chairman opened up the election of Chair and Vice Chair. Motion to re-elect Casey Van Rysdam as the Chairman by Long, seconded by Dockins. Approved 5/0 with Van Rysdam abstaining. Dockins nominated Long for Vice Chair and McEachean seconded. Approved 5/0 with Long abstaining.

Chair introduced Sydney Lindblad, Natural Resources Programs Manager who gave a brief personal history, provided her educational background, travel experiences and shared her employment history within the Parks and Recreation Department including the Beaches division. She stated that she was responsible for overseeing the Toll Booths, Pier Gift shop, Water Access Management Plan grants and special events. She expressed her interest and involvement in sports and passion for her job.

Chair introduced Tess Simpson Recreation Programming Manager who also gave a brief personal history, provided her educational background, travel experiences and shared her employment history with Parks and Recreation in Miami and Putnam County. She mentioned adding STEM training to afterschool programming and adding a Limelight Theater program to the Ketterlinus and W.E. Harris programs. She mentioned the start of a kayaking and fishing program for Veterans at no cost to the participant. She explained that the goal was to provide meaningful programming to veterans for one year and then partnering with the local Veteran's Administration to receive grants for future programming. She announced the River Blessing on January 29, 2022 and invited all to attend. She stated that Steven Lightfoot was now supervising the Hastings programs and working on expanding opportunities and programming to meet the needs of the community. Brief discussion followed.

Teddy Meyer, Recreation Facility Manager mentioned that he is a native Floridian. He explained that he was an avid soccer player and earned a Flagler College soccer scholarship to go to college. Received a Masters from Winthrop University. He provided an overview of his education. He mentioned his employment as a college soccer coach at every level at Northwestern University, Westminster College and Winthrop College, and a women's coach at Flagler for 14 years. He was the Director of Coaching in Palm Coast. He has offered camps and clinics throughout the country. He is involved in recruitment of high school players for colleges. His current position has him involved with youth sports, field management, project management, tourist development and sports events and management of two staff positions.

Ron Davidson explained the Adult Softball League's request to post a sign recognizing Rick Johnson, as the Senior Adult Softball Founder at Treaty Park softball. There was a lengthy discussion that resulted in Baccari saying that the department would work to confirm that Mr. Johnson as the founder, and explore the Commemorative Policy and Application as an option for the signage. Follow up on this request at the February RAB meeting.

Presentations were provided by each of the TDC Category III applicants. Discussion followed each presentation. The RAB weighed the importance and value of each request to the community and businesses. Staff will provide historic information on repeat grant funding requests.

Veritas in Ancient City Pickleball Tournament was given the recommendation of \$10,000 in grant funding to be approved by the Tourist Development Council at their next meeting. Motion by Long, seconded by McEachean. Approved 6/0. A motion by Dockins to provide a \$15,000 grant had failed due to a lack of a second.

St. Augustine Race Week 2022 – Sailing Regatta Competition was given the recommendation of \$7,500 in grant funding to be approved by the Tourist Development Council at their next meeting. Motion by Dockins, seconded by Van Rysdam. Approved 5/1 with Bowen dissenting.

Professional Redfish League Tournament Event was given the recommendation of \$5,000 in grant funding to be approved by the Tourist Development Council at their next meeting. Motion by Van Rysdam, seconded by McEachean. Approved 6/0.

Chair requested developing a method of reporting on prior events for the February meeting. The idea would be to have the data needed to quantify the request. Meyer will work with the TDC and Visitor Convention Bureau (VCB) to determine the format. He introduced Jaya Dillard who explained the how the VCB obtained data relating to hotel stays. Discussion ensued.

The possibility of completing a 5 year Association Partnership Review was discussed. Meyer explained what a youth sports partnership offers and the requirements for partnership status. He suggested ways of measuring successful programs. Discussion followed. It was agreed that the topic would be continued to the February meeting. Kane reminded everyone that a list of partners and an example from the Ponte Vedra Athletic Association (PVAA) that documents the fields they use, participation numbers, and expected growth was included in the agenda packet.

Director Kane stated he had met with the new RAB members individually last week. He said that the Shore Drive trail grant application had ranked 8th overall in the Recreation Trails Program and that no additional information was available. He stated that the Request For Quote for the Disc Golf Course had been drafted and was with the Purchasing team with the timeline for the RFQ posting on February 1, closing on March 1 with selection being made, the contract signed on April 15 and the design work beginning May 1, 2022. The design will provide cost estimates and the item will then go to the Board to request funding. He announced the countywide partnership meeting on January 26, 2022 and his intention to meet with individual athletic organizations throughout the year. Kane said that the site coordinators were meeting with associations at the fields to assess needs. He provided an update on the playground request at Cornerstone Park. He mentioned that construction has begun on the golf course with a finish date of October or November.

Assistant Baccari said that Parks and Recreation had a new Public Affairs representative and that changes to social media and the newsletter were forthcoming. She stated that the community program team was continuously looking for more opportunities to provide programming to the public.

Long provided an update on the Park Foundation. He said the Memorandum of Understanding between the Foundation and County would be on the February 1, 2022 Board of County Commissioner Agenda. He said they were looking to fill one additional Board seat and working on a job description for the Director.

Watkins asked the RAB members to consider updating the TDC scoring sheet. She provided suggestions for consideration. There was a consensus of the board to add this item to the February agenda. Watkins agreed to work with Meyer to bring a new document that includes detailed instruction on how to rank the request using the form.

Chair provided the following items to be included in the February meeting:

- Partnership review
- Post event memorialization and reporting of heads in beds etcetera
- Grant scoring form template and process

Motion to adjourn by McEachan, seconded by Long. Approved 6/0.

DRAFT

TDC Regular Meeting – January 31, 2022

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

Professional Redfish League, LLC

Funding request from Professional Redfish League for the Professional Redfish Tournament, scheduled February 25 – 26, 2022.

The event will take place throughout St. Johns County. The application was reviewed by the Recreation Advisory Board and recommended for funding in the amount of \$5,000. Funding has been allocated in the FY22 Sports Marketing Budget.

___ **CASH:** Amount Requested: \$ _____

___ **IN-KIND:** Value \$ _____

Event Detail

EVENT: Professional Redfish League Florida Division Tournament Two

DATE(S) February 25 & 26 **SPORT:** Professional Redfish Fishing Tournament

LOCATION 2/24 Captain's Meeting: Fish Bites Trading Post, 170 Nix Boatyard Rd, St. Augustine, FL 32084

2/25 & 2/26 Launch: Vilano Boat Ramp, 101 Vilano Causeway (West of Vilano Bridge on A1A)

St. Augustine, FL

2/25 & 2/26 Weigh-In: Fish Bites Trading Post, 170 Nix Boatyard Rd, St. Augustine, FL 32084

FACILITY (IES): Vilano Boat Ramp, 101 Vilano Causeway (West of Vilano Bridge on A1A)

St. Augustine, FL / Fish Bites Trading Post, 170 Nix Boatyard Rd, St. Augustine, FL

HAVE YOU SECURED FACILITY(IES) (explain)? Yes, secured facility with St. John's County Parks & Recreation Department. Yes, Fish Bites Trading Post secured with Fish Bites.

FACILITY CONTACT (name and phone number)? Sydney Lindblad (904) 209-0382 SJC Parks & Rec. / Martin Simmons (904) 827-9441

PARTICIPATION

TEAMS 35+ # INDIVIDUAL COMPETITORS 70+

COACHES/TRAINERS 6 # SPECTATORS 50-100

DESCRIPTION OF PARTICIPANTS (Team names, geographic or qualifying criteria):

Anglers from Texas to Florida to South Carolina, the best of the best, convene in different venues to determine who has the talent and skill to become Divisional Team of the Year and ultimately, Professional Redfish League Redfish World Series National Champions.

Fifteen qualifying tournaments combined with over 200 teams, competing to make their way to the Professional Redfish League Redfish World Series and the 2023 Excalibur Tour.

Along with the anglers always come their fans. Cheering on their team following them in person and virtually at every stop. Excitement every step of the way. Tournament competition at its best!

DESCRIPTION OF SECURED MEDIA COVERAGE: (Please indicate which media has committed to providing coverage and any media coverage for which you are paying a fee)

Press Releases to local media outlets will be sent (will not know committed coverage until closer to the event)

Saltwater Angler Magazine paid advertisement biweekly - Jan 2022 – Dec 2022

Facebook paid advertising throughout the year

Instagram paid advertising throughout the year

Social media following unpaid exposure:

Facebook combined following: 38K

Instagram combined following: 15K

TikTok combined following: 7.2K

YouTube combined following: 551

Twitter combined following: 304

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		\$1,000	
Housing		\$2,000	
Food		\$2,000	
Sanction Fees			
Site Fees			
Rights/Guarantees Fees			
Officials		\$500	
Awards*		\$26,750	
Equipment			
Rentals		\$3,000	
Insurance		\$300	
Security			
Labor		\$1,000	
Marketing/Promotions		\$1,500	
Administrative Costs		\$1,000	
OTHER EXPENSES (Please Itemize Below) Photography / Video Banners / Boat Numbers		\$5,000	
Supplies/ Expo		\$500	
Traffic Control			
Athlete Items			
Volunteers			
Sub-Totals	\$		\$
		TOTAL EXPENSE	\$44,050

* Please note that awards and administrative expenses are not allowable reimbursement items for TDC funds.

ECONOMIC IMPACT STATEMENT

Group Meal/Banquets Paid for by Organizer: \$ 1,000

Please Explain: Captain's Meeting food and beverage

Accommodations:

1. (A)Number of Competitors (B)Length of Stay (C)ADR for Month

(A) 70 x (B) 7 x (C) 150 = \$ 73,500

2. (D)Number of Officials (B) Length of Stay (C) ADR for Month

(Include coaches & trainers in # of officials)

(D) 6-10 x (B) 4 x (C) 150 = \$ 3,600

3. (E)Number of Spectators (B)Length of Stay (C) ADR for Month

(E) 50-100 x (B) 2 x (C) 150 = \$ 15,000

Economics of the event: We know from previous events and from our many combined years in the industry that each event brings a base cash influx to the community of between \$185,000 and \$280,000 dollars. Larger events like our Championship are even more productive. Hoping to bring the Redfish World Series to St. Augustine by 2024!

Please List Properties You Are Utilizing:

Property

Contact

TBD

PLEASE LIST EVENT RELATED EXPENDITURES EXPECTED IN ST. JOHNS COUNTY

\$ 2,000 For Lodging

\$ 1,000 For Travel Meals for Crew

\$ 1,000 For Catering for Captain's Meeting

\$ 250 For Fuel

\$ 500 For Supplies

\$ 1,000 For Miscellaneous



FOR IMMEDIATE RELEASE

Ron Hene, Jr. – PROFESSIONAL REDFISH LEAGUE
361.438.7572
ron@professionalredfishleague.com



Professional Redfish League acquires Redfish World Series
*PRL National Championship now Redfish World Series
for the unification of the sport of redfishing*

CORPUS CHRISTI, TX (December 25, 2021) – The Professional Redfish League (PRL) recently acquired Redfish World Series (RWS) in an effort to unify the sport of competitive redfishing.

“We are super excited to expand and grow our portfolio,” said Ron Henne, Jr., Professional Redfish League. “This is a big move for our organization. Acquiring the Redfish World Series created an opportunity for us to convert our National Championship into the Redfish World Series.”

Since its inception in 2019, the Redfish World Series has been recognized as the most prestigious redfish competition in the world, bringing together the top redfish anglers in the country. The fierce four-day competition determines the true Redfish World Champion. After only two years, the Redfish World Series gained worldwide recognition as one of the world’s most important fishing tournaments with inclusion in Robert “Fly” Navarro’s book BEST CATCH 2020 celebrating the best fishing tournaments from Canada to Chile.

“This is a win-win for the sport of redfishing,” said Mark ‘Gritter’ Griffin, Redfish World Series founder. “My dream of elevating redfishing to the level of professionalism it deserves has come true. The PRL team did a great job building a strong qualifying platform from Texas to Florida and this just makes sense.”

Griffin, will continue to be an integral part of the production as RWS Master of Ceremonies.

In 2022, anglers who are members of the Professional Redfish League will be eligible to compete as a team towards Divisional Team of the Year and qualify to compete in the Professional Redfish League Redfish World Series. Divisional Team of the Year competitors’ cumulative weight for each division plus the total weight from the first two days of the Redfish World Series determines the winner in each division. Teams must fish three divisional events or three divisional events plus an additional tournament (depending on commitment) to be invited to compete in the Professional Redfish League Redfish World Series.

“Hearing of this new acquisition gives me a confident feeling that both PRL & RWS are united together for growth and commitment to the future vision of professional redfishing,” says Capt. Graham Taylor, a professional tournament angler from Florida.

“This really shows the dedication to the sport of redfishing and the anglers that support it,” said Dwayne Eschete, 2021 PRL National Champion from Texas. “This wasn’t anything the PRL ‘needed’ to do (acquiring the RWS), they already had an extraordinary tournament trail. Now this makes an even bigger statement, they want to be bigger and better in the tournament world. The anglers are the winners in this purchase!”

Sponsored by Majek Boats, Mercury Marine, Power-Pole (JL Marine), Lithium Pros, Redtail Republic, Yamaha, and many others, the Professional Redfish League is comprised of four divisions (Texas South, Texas Southeast, Florida, & Louisiana). Each division hosts three two-day events for a total of 12 national competition venues. Teams may fish in any division and as many events as they wish and weights accumulated stay in the Division. Fifteen qualifying tournaments combined with over 200 teams, compete to make their way to the Professional Redfish League Redfish World Series.

Competitions begin in January 2022 and end in September 2022. The top ranked teams will earn an invitation to the 2022 Professional Redfish League Redfish World Series. All of the events are team events and only competing teams that are members of the PRL will be able to qualify for the Professional Redfish League in September/October. The Redfish World Series is the most prestigious and most sought-after accomplishment in the redfish fishing tournament circuit.

About the Professional Redfish League:

The Professional Redfish League is an organization designed to build, grow, and unify the sport of competitive redfishing. It was created to build an infrastructure expressly for the unification and camaraderie of competitive redfish events. The supervision, management, and operations and its entire structure are under the direct control of its Board of Directors whom design, develop and strategically configure the national competitive redfishing events, ensuring they are unprecedented and authentic. With a structure that is based on honesty, integrity, fair play, and professionalism in all matters, its sole purpose is building, promoting, and advancing the sport of competitive redfishing on a national level. This structure legitimizes the sport and the industry leaders that support it. The unified framework across all events utilizes the same rules, formats, methods of measurement, weighing, payback structure, and production thereby creating a truly level playing field for competitive redfish anglers across the country.

The Professional Redfish League determines its champions through end-of-year standings and a systematic playoff championship, Redfish World Series that is comprised of four Divisions and a Grand Finale. Each Division holds three qualifying events annually. Qualified teams from four divisions remain for the Grand Finale of the Professional Redfish League season. The Redfish World Series is the Grand Finale to every year; the biggest league sporting event in redfishing, and it is where the World Champions are crowned. www.professionalredfishleague.com

Facebook	@professionalredfishleague
Instagram	@professionalredfishleague
Twitter	@redfish_prl
TikTok	@proredfishleague

###

If you would like more information about this topic, please call Ron Henne, Jr, at 361.438.7572 or email ron@professionalredfishleague.com.



MARKETING PLAN

2022 Professional Redfish League

Overview

Background

The Professional Redfish League is comprised of four divisions (Texas South, Texas Southeast, Florida, & Louisiana) that host three two-day events for a total of 12 national competition venues. Teams may fish in any division and as many events as they wish and weights accumulated stay in the Division.

History

The Professional Redfish League six person team collectively has **over 34 years** experience running fishing tournaments in Texas, Florida and Louisiana. Team members all hold various talents that together accomplish great feats in the world of tournament fishing. Together the team built an organization with the vision to build, grow, and unify the sport of competitive redfishing. It was created to build an infrastructure expressly for the unification and camaraderie of competitive redfish events.

The supervision, management, and operations and its entire structure are under the direct control of its team whom design, develop and strategically configure the national competitive redfishing events, ensuring they are unprecedented and authentic. With a structure that is based on honesty, integrity, fair play, and professionalism in all matters, its sole purpose is building, promoting, and advancing the sport of competitive redfishing on a national level. This structure legitimizes the sport and the industry leaders that support it. The unified framework across all events utilizes the same rules, formats, methods of measurement, weighing, payback structure, and production thereby creating a truly level playing field for competitive redfish anglers across the country.

Most recently, Professional Redfish League acquired the **Redfish World Series** in an effort to continue the unification of the sport of competitive redfishing.

Basics

Competitions begin in January 2022 and end in September 2022. That will complete the qualifying year and the top ranked teams will earn an invitation to the 2022 Professional Redfish League Redfish World Series. All of the events are team events and only competing teams that are members of the Professional Redfish League will be able to qualify for the Professional Redfish League in September / October. Our Redfish World Series is the most prestigious and most sought after accomplishment in the redfish fishing tournament circuit.

The entry fee is \$750.00 per tournament, per team with a yearly membership fee of \$200 per angler. Local fishing enthusiasts, bystanders, and observers regularly attend the weigh-ins cheering on their favorite team.

Communication Strategies

- professionalredfishleague.com
- redfishworldseries.com
- Social media network of over 60K followers
- Monthly e-newsletter updates to ~1,200 subscribers
- Tournament e-updates and e-communications to anglers
- SMS promotion and updates to anglers

Public Relations

- Strategy and execution
 - Press Release is launched two weeks prior to each event to the local media outlets
 - Press Releases / updates are continually launched via social media
 - Tournament Directors boast the PRL in all public appearances throughout the year

Advertising



- Strategy and execution
 - ▣ Saltwater Angler Magazine advertisements bi-weekly
January thru December
 - ▣ Facebook paid advertising throughout the year
 - ▣ Instagram paid advertising throughout the year

2021 Sponsors





St. Johns County Board of County Commissioners

Parks & Recreation Department

Recreation Advisory Board Meeting Minutes

1:30 pm Wednesday January 12, 2022

Board Members Present: Casey Van Rysdam, Brad Long, Marty McEachean, Harold Dockins, Bill Bowen, Lauren Watkins
Absent: Deb Chapin

Also Present: Parks & Recreation Director Ryan Kane, Assistant Director Jamie Baccari, Administrative Manager Stacia Cotter, Programming Manager Tess Simpson, Natural Resources Program Manager Sydney Lindblad, Recreation Facilities Manager Teddy Meyer, Project Specialist Diane Gorski, Jaya Dillard, Visitors Convention Bureau.

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Chair mentioned that School Board Representative Paul Abbatonozzi was unable to attend today's meeting but that he had provided information regarding sports season opening dates and Beachside High School sheet in the agenda packet.

Chairman opened up the election of Chair and Vice Chair. Motion to re-elect Casey Van Rysdam as the Chairman by Long, seconded by Dockins. Approved 5/0 with Van Rysdam abstaining. Dockins nominated Long for Vice Chair and McEachean seconded. Approved 5/0 with Long abstaining.

Chair introduced Sydney Lindblad, Natural Resources Programs Manager who gave a brief personal history, provided her educational background, travel experiences and shared her employment history within the Parks and Recreation Department including the Beaches division. She stated that she was responsible for overseeing the Toll Booths, Pier Gift shop, Water Access Management Plan grants and special events. She expressed her interest and involvement in sports and passion for her job.

Chair introduced Tess Simpson Recreation Programming Manager who also gave a brief personal history, provided her educational background, travel experiences and shared her employment history with Parks and Recreation in Miami and Putnam County. She mentioned adding STEM training to afterschool programming and adding a Limelight Theater program to the Ketterlinus and W.E. Harris programs. She mentioned the start of a kayaking and fishing program for Veterans at no cost to the participant. She explained that the goal was to provide meaningful programming to veterans for one year and then partnering with the local Veteran's Administration to receive grants for future programming. She announced the River Blessing on January 29, 2022 and invited all to attend. She stated that Steven Lightfoot was now supervising the Hastings programs and working on expanding opportunities and programming to meet the needs of the community. Brief discussion followed.

Teddy Meyer, Recreation Facility Manager mentioned that he is a native Floridian. He explained that he was an avid soccer player and earned a Flagler College soccer scholarship to go to college. Received a Masters from Winthrop University. He provided an overview of his education. He mentioned his employment as a college soccer coach at every level at Northwestern University, Westminster College and Winthrop College, and a women's coach at Flagler for 14 years. He was the Director of Coaching in Palm Coast. He has offered camps and clinics throughout the country. He is involved in recruitment of high school players for colleges. His current position has him involved with youth sports, field management, project management, tourist development and sports events and management of two staff positions.

Ron Davidson explained the Adult Softball League's request to post a sign recognizing Rick Johnson, as the Senior Adult Softball Founder at Treaty Park softball. There was a lengthy discussion that resulted in Baccari saying that the department would work to confirm that Mr. Johnson as the founder, and explore the Commemorative Policy and Application as an option for the signage. Follow up on this request at the February RAB meeting.

Presentations were provided by each of the TDC Category III applicants. Discussion followed each presentation. The RAB weighed the importance and value of each request to the community and businesses. Staff will provide historic information on repeat grant funding requests.

Veritas in Ancient City Pickleball Tournament was given the recommendation of \$10,000 in grant funding to be approved by the Tourist Development Council at their next meeting. Motion by Long, seconded by McEachean. Approved 6/0. A motion by Dockins to provide a \$15,000 grant had failed due to a lack of a second.

St. Augustine Race Week 2022 – Sailing Regatta Competition was given the recommendation of \$7,500 in grant funding to be approved by the Tourist Development Council at their next meeting. Motion by Dockins, seconded by Van Rysdam. Approved 5/1 with Bowen dissenting.

Professional Redfish League Tournament Event was given the recommendation of \$5,000 in grant funding to be approved by the Tourist Development Council at their next meeting. Motion by Van Rysdam, seconded by McEachean. Approved 6/0.

Chair requested developing a method of reporting on prior events for the February meeting. The idea would be to have the data needed to quantify the request. Meyer will work with the TDC and Visitor Convention Bureau (VCB) to determine the format. He introduced Jaya Dillard who explained the how the VCB obtained data relating to hotel stays. Discussion ensued.

The possibility of completing a 5 year Association Partnership Review was discussed. Meyer explained what a youth sports partnership offers and the requirements for partnership status. He suggested ways of measuring successful programs. Discussion followed. It was agreed that the topic would be continued to the February meeting. Kane reminded everyone that a list of partners and an example from the Ponte Vedra Athletic Association (PVAA) that documents the fields they use, participation numbers, and expected growth was included in the agenda packet.

Director Kane stated he had met with the new RAB members individually last week. He said that the Shore Drive trail grant application had ranked 8th overall in the Recreation Trails Program and that no additional information was available. He stated that the Request For Quote for the Disc Golf Course had been drafted and was with the Purchasing team with the timeline for the RFQ posting on February 1, closing on March 1 with selection being made, the contract signed on April 15 and the design work beginning May 1, 2022. The design will provide cost estimates and the item will then go to the Board to request funding. He announced the countywide partnership meeting on January 26, 2022 and his intention to meet with individual athletic organizations throughout the year. Kane said that the site coordinators were meeting with associations at the fields to assess needs. He provided an update on the playground request at Cornerstone Park. He mentioned that construction has begun on the golf course with a finish date of October or November.

Assistant Baccari said that Parks and Recreation had a new Public Affairs representative and that changes to social media and the newsletter were forthcoming. She stated that the community program team was continuously looking for more opportunities to provide programming to the public.

Long provided an update on the Park Foundation. He said the Memorandum of Understanding between the Foundation and County would be on the February 1, 2022 Board of County Commissioner Agenda. He said they were looking to fill one additional Board seat and working on a job description for the Director.

Watkins asked the RAB members to consider updating the TDC scoring sheet. She provided suggestions for consideration. There was a consensus of the board to add this item to the February agenda. Watkins agreed to work with Meyer to bring a new document that includes detailed instruction on how to rank the request using the form.

Chair provided the following items to be included in the February meeting:

- Partnership review
- Post event memorialization and reporting of heads in beds etcetera
- Grant scoring form template and process

Motion to adjourn by McEachan, seconded by Long. Approved 6/0.

DRAFT

TDC Regular Meeting – January 31, 2022

Agenda Item 10 – FY23 Arts, Culture and Heritage Grant Guidelines (**Action Required**)

Review and/or Approval of the Arts, Culture & Heritage Grant Guidelines for Fiscal year 2023.



[Draft TDC Meeting – January 31, 2022](#)

St. Johns County Tourist Development Council

Arts, Culture and Heritage Grants

For programs and activities occurring between October 1, [2021-2022](#) and September 30, [2022-2023](#)

Visit StJohnsCulture.Com for application deadlines and mandatory workshop dates

St. Johns Cultural Council

St. Augustine, Florida

To support and enhance St. Johns County as a culturally interesting and vibrant destination, the St. Johns County Board of County Commissioners has allocated a portion of the Tourist Development Tax to aid in the operations and promotion of arts, cultural, and heritage activities that have - as a main purpose - the attraction of visitors as evidenced by promotion to tourists. A portion of these funds support an Arts, Culture and Heritage Grant program administered by the St. Johns County Cultural Council and supervised by the St. Johns County Tourist Development Council. Funding recommendations for Arts, Culture and Heritage Grants must be approved by the Board of County Commissioners.

Applications will be scored by an evaluation team that will present its funding recommendations to the Tourist Development Council for review and to the Board of County Commissioners for final approval. Evaluation team meetings are open to the public. Notice of such meetings will be provided in advance.

The total estimated award amount for the Fiscal Year ~~2022-2023~~ Arts, Culture and Heritage Grant Program will be determined as part of the County's annual budget process.

Organizations that wish to apply for funding must complete ~~an application, the online Letter of Intent found here no later than May 12, 2021~~ [an application, the online Letter of Intent found here](#) no later than ~~May 12, 2021~~ [May 15, 2024](#). ~~Organizations who are eligible to apply for funding will be notified by date TBD May 16, 2021~~ [Organizations who are eligible to apply for funding will be notified by date TBD May 16, 2024](#). ~~At least one staff member of each eligible organization must attend a mandatory grant workshop held in May or June. After notification of eligibility and completion of the workshop, a complete application must be submitted~~ before the published deadline, with all requested information, through the online portal [insert web address]

The deadline for ~~FY2022-FY2023~~ applications is 5 p.m. on Friday, ~~June 25, 2021~~ [May 31, 2024](#).

Questions regarding any portion of the application or application process must be submitted in writing via email to grants@historiccoastculture.com. The deadline for submitting questions is ten (10) calendar days before the application deadline. All questions will be answered and posted to StJohnsCulture.com.

The funding process is not over until the final award decisions are made by the St. Johns County Board of County Commissioners. To ensure fair consideration for all applicants, communication regarding this funding process to or with any County department, employee, elected official or any other person involved in evaluation of or consideration of the applications, until the County Commission has formalized its funding decision, is prohibited. The County's representative may initiate communication with an applicant in order to obtain information.

The intent of the ACH Grant Program is to accept and fund applications which, in the County's judgment, best serve the interests of the County and its residents and support a vibrant cultural atmosphere that is attractive to visitors. St. Johns County reserves the right to accept or reject any application in whole or in part and to waive technicalities.

Responses to this grant and related documents and communications become public records subject to the provisions of Chapter 119, Florida Statutes, the Florida Public Records Law.

Applicants that are non-profit organizations with a primary mission of producing arts, culture or heritage programming for public audiences may request funding based on operating revenues reported in the organization's most recent 990 tax return. [Applicants must also provide a separate program financial statement itemizing revenues and expenses directly supporting the grant-funded program\(s\).](#) [Volunteer hours and in-kind contributions may be included in the budget.](#) Funding levels are as follows:

Annual budget over \$500,000: *maximum request equal to 10% of operating revenue, up to a maximum of \$60,000.*

Annual budget of \$300,000 to \$499,999: *maximum request equal to 15% of operating revenue, up to a maximum of \$50,000.*

Annual budget of \$200,000 to \$300,000: *maximum request equal to 20% of operating revenue, up to a maximum of \$45,000.*

Annual budget of \$50,000 to \$199,999: *maximum request equal to 25% of operating revenue, up to a maximum of \$40,000.*

Annual budget of up to \$50,000: *maximum request equal to 30% of operating revenue; volunteer hours and in-kind contributions may be included in calculation of operating revenue; up to a maximum of \$12,500.*

For-profit organizations, organizations not based in St. Johns County, and applicants whose primary organizational purpose or mission is **not** to attract an audience for arts, culture and heritage programming must also provide a [tax return for the most recent year, along with a separate event](#) financial statement itemizing revenues and expenses directly supporting the grant-funded program. Maximum funding will be based on the program budget rather than the overall organizational budget, and volunteer hours and in-kind contributions may not be included in the budget. Special events that have received funding in more than **five** previous years may apply for out-of-county marketing support **only**, for up to 30% of the event budget but no more than \$20,000.

A minimum of 25% of the grant award must be spent on out-of-county marketing. Out-of-county marketing is defined as advertising, promotion, publicity and sales activities that take place and are directly targeted to persons and groups residing outside the boundaries of St. Johns County, Florida. For media that reaches audiences both within and without St. Johns County, at least ~~51~~80% of the listeners / readers / viewers of that media must reside outside of St. Johns County.

All applicants must meet the following requirements at the time of application:

1. Only nonprofit arts, culture and heritage organizations with documented 501(c)3 status may apply for funding to support year-round programming, based on annual operating revenue.
2. For-profit businesses, institutions of higher education and municipalities located in St. Johns County may apply for funding for special events, based on the event budgets, but must be qualified to do business in Florida. A single application may be submitted for multiple events produced by a municipality or institution of higher education.

3. All grant funded activities must occur within St. Johns County.
4. The proposed annual programming or event must have a primary purpose of attracting visitors to St. Johns County, as evidenced by the promotion of the programming or event to tourists.
- 4.5. ~~If the proposed annual programming or event Grant funds are not available consists of lable for the presentation of a performances, the performance must either be that are not part of a series with at least four programs or events occurring spread over three or more days or the performance must be presented as part of a multi-day cultural festival that highlights a unique aspect of St. Johns County cultural heritage.~~

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All grantees must include the Historic Coast Culture and St. Johns County Tourist Development Council logos and the statement “funded in part by the St. Johns County Tourist Development Council” on all event or program related websites and promotional materials, with a link to historiccoastculture.com whenever possible.

This grant is a reimbursement grant. Proof of compliance with marketing requirements (i.e. proof of payment and tear sheets), ~~and~~ a log of all grant funded expenses by type as outlined in the grant application budget (e.g. contracted services, performers, etc) which includes proof of payment for individual expenses \$5,000 and over, ~~along with and~~ a year-to-date financial statement, must accompany all requests for funds. Organizations with annual programming or multiple events may request reimbursement, with proper documentation, one time in each calendar quarter. Requests for reimbursement for annual events must be requested within 60 days after conclusion of the event and all requests must be received by October 10, 2022. All grantee reports are subject to audit; if selected for audit, grantee will provide copies of receipts and proof of payment for all expenses included in the report(s). Failure to provide appropriate records will result in repayment of the grant funds and grantee will be ineligible to apply for future grants.

The following expenditures are NOT reimbursable by grant funds:

Salaries, benefits, travel or expenses of personnel not directly related to the creation of programs, events or attractions that are open to the public with a focus on the attraction of visitors;

Payment of rent, mortgage, or utilities;

Real property or capital improvements, including but not limited to new construction, renovation restoration, installation or replacement of fixtures and tangible personal property;

Interest or reduction of deficits or loans, fines, penalties or cost of litigation;

Expenses incurred or obligated prior to or after the funding period;

Member-only events, entertainment, or food or beverages;

Events which are restricted to private or exclusive participation;

Advertising, printing or other expenses that omit the required logos and support statement;

Benefits, projects and fundraisers that benefit organizations or individuals other than the contracted applicant;

Prize money, scholarships, awards, plaques, certificates, or contributions;

Political or religious events;

Food or beverage; and

Any expenditure not authorized by the St Johns County Code of ordinances.

Application Instructions

All applicants must attend a grant workshop, virtually or in person, and complete and provide:

~~1.~~ [Online Letter of Intent](#)

~~2.~~[1. Online Grant Application](#)

~~3.~~[2. Up to 3 letters of support from sources outside of your organization](#)

~~4.~~[3. Up to 5 supporting documents, which may include examples of marketing materials and analytics; event programs; program reviews; photographs and video of past programming / events, or any other material that illustrates the quality of organizational programming](#)

~~5.~~[4. Proof of organizational status from the Florida Department of State](#)

~~6.~~[5. Board of Directors List, including names, business affiliation, and contact information for each board member](#)

~~7.~~[6. Financial information described below](#)

Required Financial Information

A complete copy of the organization's most recently filed [U.S. tax return/IRS Form 990, 990EZ](#) or – for organizations with revenues below \$50,000 - a statement of revenues and expenses for the most recently completed fiscal year, signed by Board Chair / President or Executive Director.

The first page of the IRS Form 990 for the previous two years.

~~For profit organizations and organizations whose primary organizational purpose or mission is not to attract audience members must provide the tax return or financial statement required above AND a detailed project / event budget for the [program\(s\)](#), special event(s) or activity(s) [focused on attracting tourists](#), signed by Board Chair / President or Executive Director.~~

~~In the case of for [For profit organizations and organizations whose primary organizational purpose or mission is not to attract audience members](#), funding request amounts must be based on the project budget rather than the organizational budget.~~

Municipalities and institutions of higher learning must submit a detailed project / event budget for their special events or activities, signed by the appropriate staff member. Funding request amounts shall be based on the project / event budget.

FAILURE TO PROVIDE A COMPLETE COPY OF THE MOST RECENTLY FILED TAX RETURNS ~~IRS Form 990, 990-EZ or 990N (if required)~~ and ~~/or~~ detailed event budget statements will disqualify the application.

Scoring of Grant Application

Each grant application will require information and shall be scored as follows:

Section 1. Attendance (30 total points)

- a. Attendance Ratio Score (see calculation below) (20 points)
- b. Detailed explanation of how attendance estimates were determined (5 points)
- c. Report of attendance over previous two years with description of how attendance is tracked and verified based on ticket sales, research, surveys, etc. **Include specific information about attendance by out-of-county visitors, including estimated room nights generated** (5 points)

Attendance Ratio Score

A significant percentage of the score for each grant application will be based on the Attendance Ratio. The Attendance Ratio is calculated by dividing the funding request by estimated event or program attendance. Points awarded per ratio score are as follows:

Ratio Score	Points
9.9 and below	20
10 – 14.9	15
15 and higher	10

Example: An event requesting \$40,000 in funding for attendance of 2,000 would have a Ratio Score of 20 and would receive 10 points.

Section 2: Cultural Significance, Quality and Community Support (35 total points)

1. Provide a history of your organization and its contribution to the cultural development of St. Johns County (5 points)
2. Provide detailed information about the programming you will provide during this fiscal year. If you are requesting a grant for a special event, provide dates and times of programming. If you are an organization providing an annual calendar of programming, provide the number of days and hours you are open to the public or presenting performances with a description of permanent exhibitions, special events and / or performances supported by this grant. How will this grant allow you to expand your existing programming? What is the artistic and / or cultural significance of this programming? How will you ensure that this programming and / or event is of high quality and likely to attract visitors to St. Johns County? (25 points)
3. Community support, grants, collaborations and / or in-kind contributions – help us understand the level of support your programming receives from the community by providing information about grants, volunteer support, collaboration with other organizations, and in-kind contributions. (5 points)

Excellent: 30 - 35 points. Organizational timeline and cultural contributions clearly demonstrate growth, sustainability, and expansion with specific examples. Projects are well-defined, achievable unique, and reflect excellence and strong interest to visitors. Organization clearly follows best practices in multi-sourced funding strategies with examples of diversified and broad-based community support. The quality of the programming / event is so high that a significant number of overnight stays in paid accommodations are extremely likely to occur.

Good: 25 – 29 points. Organizational timeline and cultural contributions are defined. Projects are defined and achievable. Substantial examples of outside support. Evidence that programming is of good quality and of interest to visitors and likely to generate overnight stays in paid accommodations.

Fair: 15 - 24 points. Limited evidence of cultural contribution, sustainability or growth. Programs are not well defined or achievable. Other funding sources are lacking and there is limited evidence of broader community support. Overnight stays by visitors are not likely to be generated by this activity.

Section 3: Marketing Plan (25 total points)

1. Describe your marketing plan including out-of-county marketing, and how your event or programming will be promoted to tourists (10 points)
2. Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists (10 points)
3. Provide supporting documents such as examples of past print advertising, social media posts and analytics, radio or television spots, etc. to illustrate the quality of your marketing efforts (5 points)

Excellent: 21 – 25 points. Well-defined marketing plan to grow attendance and attract tourists. Includes strategic use of multiple platforms (social, radio, web, etc.). Articulates understanding of target markets and the demographic profile of attendees. Includes plans for editorial press coverage. Clearly defines a return on investment for marketing and advertising expenditures.

Good: 16 – 20 points. Marketing plan should attract and grow attendance including out of county visitors. Includes multiple platforms.

Fair: 10 - 14 points. Undefined marketing plan; no clear evidence it will attract and grow audience.

Section 4: Financial Information (10 total points)

Financial information will be reviewed for accuracy and reasonableness and evidence of organizational sustainability.

Excellent: 10 points. Financials provide strong support for long-term success of the organization. All of the financial information appears reasonable for the type of programming

or event proposed. Financial information supports a conclusion that the organization has excellent financial management. [The need for grant funding to support the programming or event is clear.](#)

Good: 7 - 9 points. Organization appears to be financially stable and all financial information appears reasonable. [The need for grant funding to support the programming or event is clear.](#)

Fair: 4 - 6 points. Financial information provided suggests a lack of financial strength. Event budget is unclear or unrealistic.

Section 5: Optional Points for Exceptional First-Time Events (10 total points)

Because a new event will not have previous attendance data or examples of past marketing efforts available, reviewers may award up to ten additional points to first-time events that provide exceptional value to visitors. Total points for the application may not exceed 100.

Section 6: Mandatory Deduction for Events Occurring in Peak Season (5 point deduction)

Special events or a series of events with most dates occurring during a peak visitor season (as defined by TDC staff) will receive an automatic 5 point deduction. This deduction will not apply to nonprofit organizations offering year-round programming.

Scoring and Award Ratios

<u>Description of Total Score</u>	<u>Score</u>	<u>Funding</u>
Exemplary demonstration of the public value of arts, culture & heritage. Extremely likely to generate a large number of overnight stays. Merits investment of St. Johns County funding.	90-100	up to 100%
Strongly demonstrates public value of arts, culture and heritage. Very likely to generate overnight stays. Merits investment of St. Johns County funding.	80-89.9	up to 78 85%

Demonstrates public value of arts culture and heritage. ~~70~~75-79.9 up to
~~75~~50%
Attractive to visitors. Merits investment of St. Johns County funding.

Makes an inadequate case for the public value of proposed below ~~70~~75 No Funding
arts, culture or heritage programming. Information is
confusing, unclear, and lacks specific details. Does not merit
investment of St. Johns County funding.

The evaluation team will present award recommendations to the Tourist Development Council for review and approval before the recommendations are submitted to the Board of County Commissioners for final approval. It may be necessary to apply a ratio to the amount each applicant qualifies for. The ratio will be determined by dividing the total funds available by the total eligible amount of all of the applicants.

For example: 30 organizations are eligible for funding totaling \$1,200,000, but only \$600,000 in funding is available. Available funding will be divided by eligibility ($600,000 / 1,200,000$) to arrive at a ratio of .50. The actual funding amount will be 50% of the eligible funding amount, so an applicant who is eligible for \$20,000 in funding based on the scoring methodology will receive 50% of that amount, or \$10,000.

Arts, Culture and Heritage Grant Application

Grant Application Cover Page

Requested Amount: \$ _____

Organization Name:

Mailing Address:

City / State / Zip:

Primary Contact Name:

Primary Contact Email:

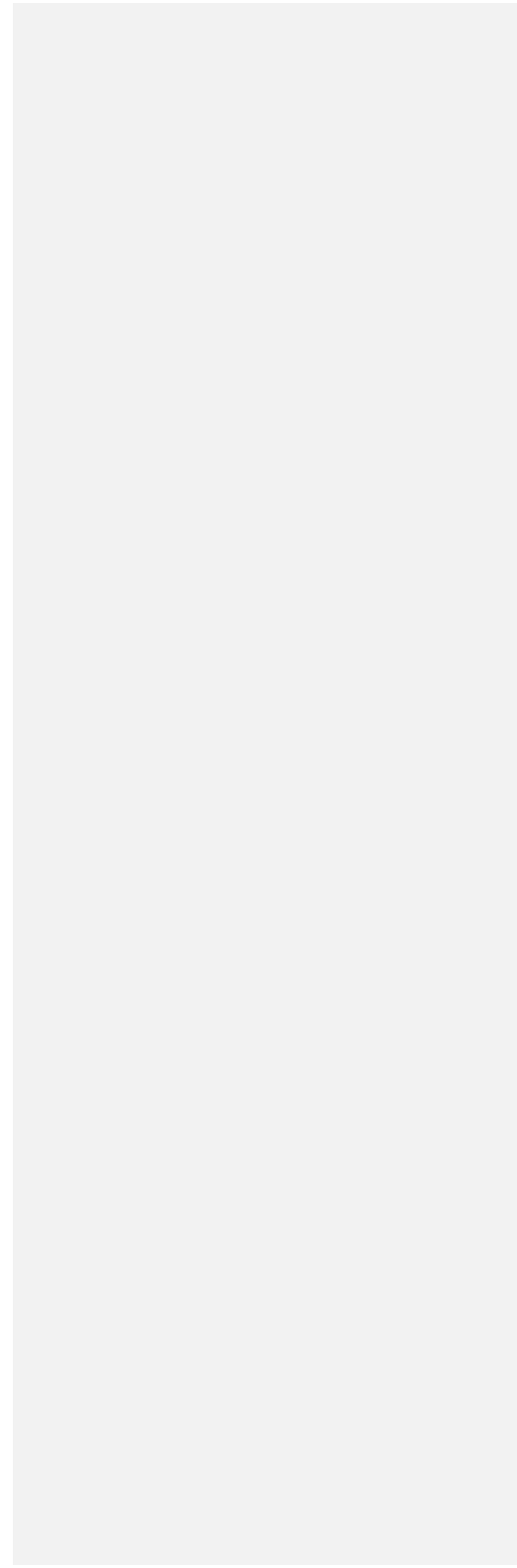
Primary Contact Telephone:

Board President / Chair Name:

Board President / Chair Email:

Program / Event Name:

Program / Event Dates:



Section A. Attendance (30 Possible Points)

1. Calculate your attendance ratio score: Funding Request / Total Attendance
2. Provide a detailed explanation of how attendance estimates were determined (250 words | 5 points)
3. Provide a report of attendance over the previous two years, including an explanation of how attendance is tracked and verified (ticket sales, research, surveys, etc). Include specific information about attendance by out of county visitors (300 words | 5 points)

Section B. Cultural Significance, Excellence and Community Support (35 Possible Points)

1. Provide the history of your organization and its contribution to the cultural development of St. Johns County. (400 words | 10 points)
2. Describe your proposed annual program or special event. Specifically explain how this grant will allow you to expand and / improve your annual program. Provide detailed information about its artistic and / or cultural significance and explain how you will ensure that it is of excellent quality and appealing to out of county visitors (500 words | 20 points)
3. Provide evidence of community support, including complete information about additional funding sources, volunteer participation, collaborations with other organizations, and in-kind contributions. Upload up to 3 letters of support. (300 words | 5 points).

Section C. Marketing (25 Possible Points)

1. Describe your marketing plan, including out-of-county marketing, and how the proposed programming or event will be promoted to tourists (500 words | 10 points)
2. Provide a detailed description, with a budget breakdown, of how 25% of requested grant funding will be spent to attract out of county visitors (400 words | 10 points)
3. Marketing Support Documents – please provide examples from previous years, such as print ads; social media posts and analytics; media reviews; radio spots etc. to help us evaluate the quality of your marketing efforts. (upload | 5 points)

Section D. Financial Information (10 Possible Points)

1. Upload proof of organizational status from SunBiz.
2. Upload required tax return.
3. Upload ~~event~~ specific budget for grant funded programming, if appropriate.

Section E. Acknowledgements

The undersigned acknowledges, on behalf of the organization, that

All printed and / or digital collateral and advertisements, the event website, program newsletters and email notifications promoting funded programming must include the Historic Coast Culture and St. Johns County Tourist Development Council logos (with a link to HistoricCoastCulture.com);

Events and programs will credit the St. Johns County Tourist Development Council as a sponsor at the level equal to the grant award amount. For example, if the award is \$10,000 and that is a gold level sponsor, the TDC will be listed in all materials as a Gold Sponsor.

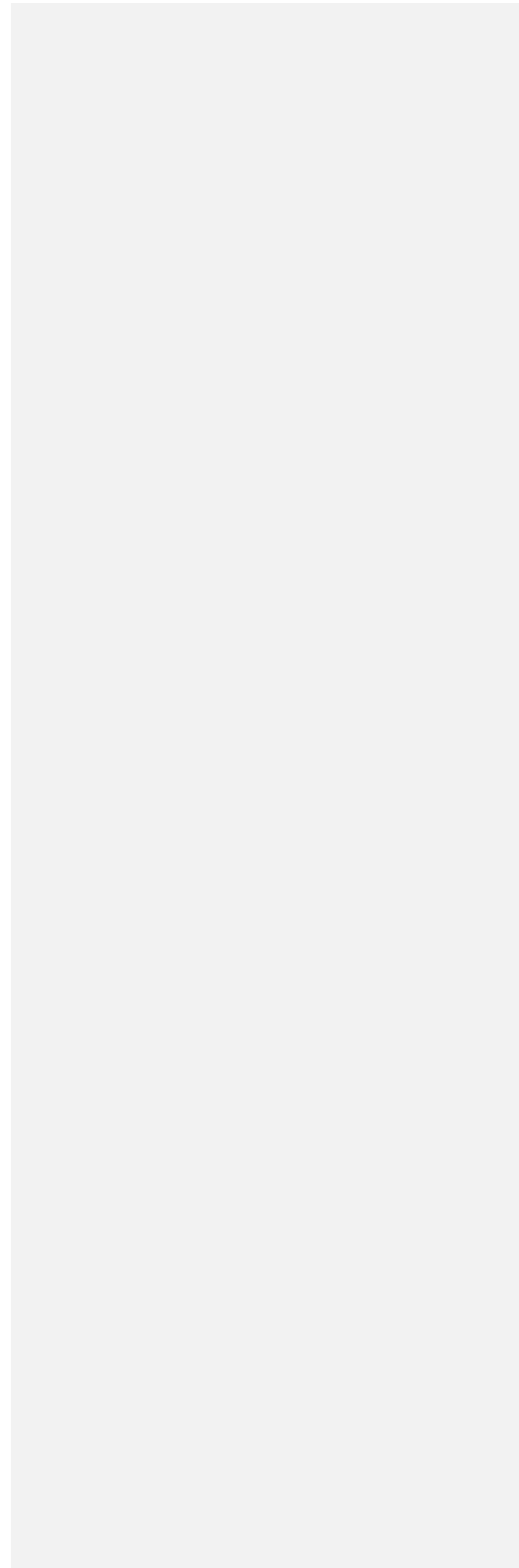
Event tickets for the appropriate sponsorship level must be delivered to the St. Johns Cultural Council.

All reporting requirements must be satisfied in order to receive reimbursement dollars.

I certify that the information provided response to the application, including any uploaded material, is true and correct.

Print Name: _____

Title: _____



TDC Regular Meeting – January 31, 2022

Agenda Item Monthly Reports (Information Only)

- YTD Bed Tax Collections
- VCB Monthly Report
- SJCC Monthly Report

FY2022 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
November	\$ 1,411,921	92.3%
FYTD	\$ 2,845,169	89.90%
% OF BUDGET		16.7%
% OF FY		18.80%

BUDGETED \$ \$ 15,130,362

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2022

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$ 30,454,161.70	51.0%	\$ 29,892,062.94	54.1%								
EXEMPT RECEIPTS	\$ (1,088,786.30)	104.5%	\$ (919,500.94)	72.2%								
TAXABLE RECEIPTS	\$ 29,365,375	49.6%	\$ 28,972,562	53.6%								
TOTAL TAX COLLECTED (*Increased to 5%)	\$ 1,468,269	87.0%	\$ 1,448,628	92.0%								
ADJUSTMENTS	\$ -		\$ -									
TOTAL TAX DUE	\$ 1,468,269	87.0%	\$ 1,448,628	92.0%								
LESS COLLECTION ALLOWANCE	\$ (7,589.53)	29.0%	\$ (8,361.64)	40.8%								
PLUS PENALTY	\$ 1,753.33		\$ 457.45									
PLUS INTEREST	\$ 66.12		\$ 11.43									
TOTAL AMOUNT REMITTED	\$ 1,462,499	87.6%	\$ 1,440,735	92.3%	\$ -		\$ -		\$ -		\$ -	
LESS TAX COLLECTOR & CLERK	\$ (29,250)	87.6%	\$ (28,815)	92.3%								
NET TO TDC	\$ 1,433,249	87.6%	\$ 1,411,921	92.3%								

	APR	% PY	MAY	% PY	JUN	% PY	JUL	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS													\$ 60,346,225
EXEMPT RECEIPTS													\$ (2,008,287)
TAXABLE RECEIPTS													\$ 58,337,937
TOTAL TAX COLLECTED													\$ 2,916,897
ADJUSTMENTS													
TOTAL TAX DUE													\$ 2,916,897
LESS COLLECTION ALLOWANCE													\$ (15,951)
PLUS PENALTY													\$ 2,211
PLUS INTEREST													\$ 78
TOTAL AMOUNT REMITTED	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 2,903,234
LESS TAX COLLECTOR & CLERK													\$ (58,065)
NET TO TDC													\$ 2,845,169

Budgeted \$	15,130,362
% of Budget	16.7%
% of FY	18.8%

FY 2022 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 998,795	68.3%	112.6%	\$ 175,554	12.0%	43.8%	\$ 176,544	12.1%	59.3%
November	\$ 914,520	63.5%	102.9%	\$ 189,787	13.2%	75.7%	\$ 198,154	13.8%	82.9%
December									
2022 January									
February									
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 45,980	3.1%	46.3%	\$ 65,625	4.5%	44.0%	\$ 1,462,498.69
November	\$ 56,409	3.9%	55.2%	\$ 81,865	5.7%	78.7%	\$ 1,440,735.34
December							
2022 January							
February							
March							
April							
May							
June							
July							
August							
September							

FY 2022 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2022												
OCT	\$ 467,652	32.0%	66.4%	\$ 315,331	21.6%	125.4%	\$ 560,656	38.3%	85.4%	\$ 12,539	0.9%	186.1%
NOV	\$ 412,011	28.6%	68.7%	\$ 292,685	20.3%	127.2%	\$ 602,694	41.8%	93.7%	\$ 27,049	1.9%	141.1%
DEC												
JAN												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 879,663			\$ 608,016			\$ 1,163,350			\$ 39,588		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$ 90,936	6.2%	86.1%	\$ 9,814	0.7%	2620.8%	6.9%	\$ 5,572	0.4%	110.5%	\$ 1,462,498.69
NOV	\$ 88,210	6.1%	100.3%	\$ 12,260	0.9%	80.6%	7.0%	\$ 5,826	0.4%	93.4%	\$ 1,440,735.34
DEC											\$ -
JAN											\$ -
FEB											\$ -
MAR											\$ -
APR											\$ -
MAY											\$ -
JUN											\$ -
JUL											\$ -
AUG											\$ -
SEP											\$ -
FY YTD	\$ 179,146			\$ 22,074				\$ 11,397			\$ 2,903,234.03

VCB Report to the Tourism Development Council

January 31, 2022



Combined Lodging Metrics

December 2021

Occupancy (%)	FY 2022			
	Oct	Nov	Dec	FYTD
This Year	55.3	54.4	58.3	56
Last Year	47.1	43.8	47.2	46.1
Percent Change	17.3	24.1	23.6	21.6

ADR	FY 2022			
	Oct	Nov	Dec	FYTD
This Year	181.41	179.31	199.76	187.12
Last Year	152.16	150.33	159.39	154.05
Percent Change	19.2	19.3	25.3	21.5

RevPAR/L	FY 2022			
	Oct	Nov	Dec	FYTD
This Year	100.31	97.56	116.52	104.82
Last Year	71.71	65.91	75.19	70.97
Percent Change	39.9	48.0	55.0	47.7

Supply	FY 2022			
	Oct	Nov	Dec	FYTD
This Year	310,063	301,576	306,426	918,065
Last Year	315,041	302,930	307,099	925,070
Percent Change	-1.6	-0.4	-0.2	-0.8

Demand	FY 2022			
	Oct	Nov	Dec	FYTD
This Year	171,458	164,079	178,736	514,273
Last Year	148,484	132,823	144,857	426,182
Percent Change	15.5	23.5	23.4	20.7

Gross Revenue	FY 2022			
	Oct	Nov	Dec	FYTD
This Year	31,103,565	29,420,443	35,704,656	96,228,664
Last Year	22,593,070	19,967,465	23,091,289	65,651,824
Percent Change	37.7	47.3	54.6	46.6

Combined STR Traditional Lodging and Vacation Rental Performance Metrics



Smith Travel Research

December 2021

Occupancy (%)	FY 2022		
	Oct	Nov	Dec
This Year	64.0	64.4	69.0
Last Year	51.4	49.8	54.8
Percent Change	24.4	29.5	25.9

Running 12 Months		
2019	2020	2021
65.7	48.5	65.2
66.1	65.7	48.5
-0.6	-26.1	34.4

ADR	FY 2022		
	Oct	Nov	Dec
This Year	160.45	160.03	183.53
Last Year	124.47	127.06	139.81
Percent Change	28.9	26.0	31.3

Running 12 Months		
2019	2020	2021
143.96	130.81	163.99
140.09	143.96	130.81
2.8	-9.1	25.4

RevPAR	FY 2022		
	Oct	Nov	Dec
This Year	102.63	103.13	126.57
Last Year	64.02	63.22	76.56
Percent Change	60.3	63.1	65.3

Running 12 Months		
2019	2020	2021
94.56	63.47	106.92
92.54	94.56	63.47
2.2	-32.9	68.5

Supply	FY 2022		
	Oct	Nov	Dec
This Year	203,236	196,680	203,236
Last Year	202,399	195,870	202,399
Percent Change	0.4	0.4	0.4

Running 12 Months		
2019	2020	2021
2,334,203	2,306,615	2,359,639
2,269,273	2,334,203	2,306,615
2.9	-1.2	2.3

Demand	FY 2022		
	Oct	Nov	Dec
This Year	129,995	126,752	140,157
Last Year	104,098	97,463	110,833
Percent Change	24.9	30.1	26.5

Running 12 Months		
2019	2020	2021
1,533,208	1,119,121	1,538,449
1,498,944	1,533,208	1,119,121
2.3	-27.0	37.5

Revenue	FY 2022		
	Oct	Nov	Dec
This Year	20,857,715	20,284,257	25,723,212
Last Year	12,957,544	12,383,555	15,495,959
Percent Change	61	63.8	66.0

Running 12 Months		
2019	2020	2021
220,722,509	146,393,729	252,290,959
209,990,982	220,722,509	146,393,729
5.1	-33.7	72.3

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



Smith Travel Research

December 2021

	Current Month December 2021 vs December 2020							
	Occ %		ADR		Percent Change from December 2020			
	2021	2021	Occ	ADR	RevPAR	Room Rev		
Hillsborough County, FL	72.3	131.69	53.7	48.7	128.5	136.5		
Nassau County, FL	56.1	225.64	51.7	52.9	132.0	154.9		
Pinellas County, FL	65.6	168.81	35.6	43.0	93.9	98.5		
St. Johns County, FL	69.0	183.53	25.9	31.3	65.3	66.0		
Charleston, SC	55.9	144.30	38.2	42.3	96.7	103.9		
Jacksonville, FL	65.2	127.06	26.5	33.0	68.3	75.1		
Myrtle Beach, SC	38.2	95.17	40.4	23.0	72.8	72.2		
Orlando, FL	68.8	148.94	75.0	54.1	169.8	211.0		
Sarasota-Bradenton, FL	68.8	183.61	38.5	46.7	103.2	110.9		
Savannah, GA	62.9	126.44	35.2	33.5	80.6	87.0		
Fort Walton Beach, FL	42.0	115.46	31.6	18.8	56.4	61.0		
Daytona Beach, FL	52.7	120.95	34.4	27.5	71.3	73.5		
Zip Code 32084+	77.9	192.15	19.0	29.3	53.8	68.4		
Zip Code 32080+	66.3	180.91	14.5	30.9	49.9	49.9		
Zip Code 32092+	65.3	112.42	37.9	30.0	79.3	49.5		

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



AllTheRooms.com Analytics

December 2021

Active Listings	FY 2022		
	Oct	Nov	Dec
This Year	5,443	5,377	5,447
Last Year	5,229	5,199	5,215
Percent Change	4.1	3.4	4.4

Supply	FY 2022		
	Oct	Nov	Dec
This Year	106,827	104,896	103,190
Last Year	112,642	107,060	104,700
Percent Change	-5.2	-2.0	-1.4

Occupancy (%)	FY 2022		
	Oct	Nov	Dec
This Year	38.8	35.6	37.4
Last Year	39.4	33.0	32.5
Percent Change	-1.5	7.7	15.0

Demand	FY 2022		
	Oct	Nov	Dec
This Year	41,463	37,326	38,579
Last Year	44,386	35,360	34,042
Percent Change	-6.6	5.6	13.3

ADR	FY 2022		
	Oct	Nov	Dec
This Year	247.10	244.74	258.73
Last Year	217.10	214.48	223.12
Percent Change	13.8	14.1	16.0

Revenue	FY 2022		
	Oct	Nov	Dec
This Year	10,245,850	9,135,130	9,981,444
Last Year	9,635,526	7,583,910	7,595,330
Percent Change	6.3	20.5	31.4

RevPAL	FY 2022		
	Oct	Nov	Dec
This Year	95.90	87.09	96.73
Last Year	85.50	70.84	72.54
Percent Change	12.1	22.9	33.3



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

AllTheRooms.com Analytics

December 2021

Area Comparison	Occupancy	ADR	RevPAL	Supply	Demand
32080	34%	\$ 234.46	\$ 79.42	3,086	20,145
32082	29%	\$ 358.53	\$ 103.19	418	2,300
32084	49%	\$ 274.83	\$ 135.05	1,426	13,426
32092	36%	\$ 193.72	\$ 70.44	272	1,468



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Bed Tax Collections

November 2021

November (Net Collections)	\$ 1,411,921	92%	(+92% over 2019)
YTD Net Collections November	\$ 2,845,169	90%	(+86% over 2019)

YTD Collections by Area	November	YTD
Anastasia Island and St. Augustine Beach (32080)	29%	30%
Ponte Vedra Beach (32082)	20%	21%
St. Augustine, Vilano and North Beach (32084)	42%	40%
St. Augustine Shores/South/207 (32086)	2%	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

December 2021

Top Level Performance

Visits to Website	188,271
Pageviews	312,868
Time on Site	1:50
Bounce Rate	52.22%
Scroll Depth	30.09%

Organic Search

Visits to Website	117,688
Pageviews	198,524
Time on Site	2:05
Bounce Rate	47.37%

Key Performance Indicators

Guides Ordered	426
eNewsletter Signups	121
Clicks on Partner Listings	19,214
BookDirect Clicks (lodging)	1,719



VIC Visitation

December 2021

SJCC –PVB Visitor & Information Center						
	Dec-21	Dec-20	% of Total Visitors	FYTD 2022	YTD FY 2021	Total FY 2021
Total Visitors	54	51	0.19%	103	33	456

City of St. Augustine Downtown Visitors Center						
	Dec-21	Dec-20	% of Total	FYTD 2022	YTD FY 2021	Total FY 2021
Total Visitors	83,361	72,528	90%	50,003	33,768	569,995

St. Augustine Beach Visitors Center						
	Dec-21	Dec-20	% of Total	FYTD 2022	YTD FY 2021	Total FY 2021
Total Visitors	3,817	4,098	6%	3,294	4,949	37,492

Jacksonville Airport Visitor Information Center						
	Dec-21	Dec-20	% of Total	FYTD 2022	YTD FY 2021	Total FY 2021
Total Visitors	35	0	4%	1,987	6,892	4,547

Total Inquiries at Visitors Centers						
	Dec-21	Dec-20		FYTD 2022	YTD FY 2021	Total FY 2021
	55,387	47,548		55,387	45,642	612,490



Departmental Reports



Social Media

December 2021

Social Media			YOY Change
Facebook			
Fans added In December	394		
Total Facebook Fans	518,974		0.6%
Facebook Impressions	2,846,326		
Engagement Rate	3%		
Reach	908,195		
Instagram			
Instagram Followers	41,588		14%
Instagram Impressions	320,830		
Twitter			
Twitter Followers	13,426		-0.7%
Twitter Impressions	283,377		
YouTube			
Views To Date	407,289		9%

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



Communications Summary

December 2021

	December	FYTD	FYTD 21	
Total Impressions	6,545,977,274	8,766,942,805	6,232,631,296	41%
VCB Supported Stories <i>in publication or broadcasted</i>	536	563	884	-36%



Promotions – December 2021

2021 NIGHTS OF LIGHTS / EARLY WINTER 2022 PROMOTIONS

- VISIT FLORIDA® "Trips Under the Tree" holiday promotion with WXTU-FM in Philadelphia ran November 22-December 17, 2021. Four weekly prizes were awarded and included 4 day/3 night accommodations for two, dining, and attraction tickets. The promotion was expected to generate 3.5 million impressions and included 100 recorded promo spots, 100 live liners, e-mail distribution, and homepage exposure.
- The "Escape to the Sunshine State" sweepstakes with VISIT FLORIDA and the New York Daily News ran January 9-January 15, 2022 with six full-color, full page ads, banner ads, and sweepstakes entry page and was expected to generate 8,096,398 impressions. The sweepstakes prize included one vacation package for two with five nights accommodations, activities, attraction tickets, and dining.
- Finalizing a total of 48 new sweepstakes promotions with iHeart corporate to include promotions in Atlanta, Chicago, Orlando, Baltimore, New York City, Philadelphia, Tampa, and southern Florida. These promotions will run in 1-2Q2022 and will highlight spring and summer travel options to Florida's Historic Coast.
- Finalizing January 2022 Facebook promotion in which two round-trip tickets on Elite Airways from EWR (Newark International Airport) to UST (Northeast Florida Regional Airport) will be awarded.
- Developing promotional sweepstakes program with a Florida Hispanic media company to target Hispanic listeners for travel to Florida's Historic Coast during Spring 2022.
- Developing a promotional sweepstakes with NextFish Outdoor Media to promote areas to stay, eat and fish within St. Johns County. Promotion will be featured on several angler digital platforms, a pre-fishing roadmap, on YouTube and social media during Spring 2022.

DATABASE MARKETING

- Subscriber base is now at 195,909; 99% retention rate.



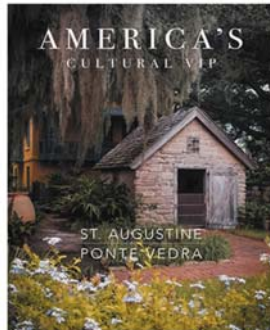
CEO's Comments

- December Combined Traditional and Vac Rental Lodging: Occupancy +23.6%, ADR +25.3%, RevPAR/L +55.0%, Demand +23.4%, Supply -0.2%
- December Traditional Lodging Stats: Occupancy +25.9% (+8.8% over 2019), ADR +31.3% (+28.8% over 2019), RevPAR +65.3% (+40.1% over 2019), Demand +26.5% (+13.2% over 2019), Supply +0.4% (+4.0% over 2019)
- December Vacation Rental Stats: Occupancy +15.0% (+8.7% over 2019), ADR +16.0% (+22.9% over 2019), RevPAL +33.3% (+33.7% over 2019), Demand +13.3% (-6.2% below 2019 due to significantly lower supply), Gross Rev +31.4% (+15.2% over 2019) and Supply -1.4% (-13.8 below 2019)
- November Attractions (n=17, within three of those reporting in 2019) report that attendance was up +44.0% to 2020, but -30.5% below 2019 (n=20): FY was also up +39.2% to 2020
- November B&B Lodging stats (n=11): Occ +21.1% (+18.2% over 2019), ADR +3.9% (+12.3% over 2019), RevPAR +25.8% (+32.8% over 2019), Demand +22.2% (+5.1% over 2019). FYTD Occ +18.5%, ADR +5.4%, RevPAR +24.9%, Demand +19.3%
- December Publicity: Supported stories FYTD 563, -36% to FYTD 2021.
- December Sales team lead room night production was +93% YTD goal, with solicitations +12% ahead of goal.
- In December, conducted/finalized promotions in PHL, NYC. Finalized a total of 48 new sweepstakes promotions with iHeart corporate to include promotions in Atlanta, Chicago, Orlando, Baltimore, New York City, Philadelphia, Tampa, and southern Florida.
- Working with Elite Airways to support non-stop flights between NFRA and Newark-NYC
- Met with members of NE Florida legislative delegation on tourism industry priorities





**Destination Marketing &
Arts, Culture and Heritage Grants
Update
January 31, 2022**



**Published
Cultural Guide to
St. Johns County**

- Available online as a flipbook and downloadable pdf
- Distributed at all Visit Florida Welcome Centers
- Distributed at St. Augustine Visitor Information Center
- Available for Lodging Partners – currently in rooms at The Collector, Casa Monica Resort & Spa, St. Francis Inn, and St. George Inn
- 50,000 copies delivered to subscribers of Preservation Magazine located in metropolitan areas with direct flights to Jacksonville and St. Augustine

Secured National Trust for Historic Preservation Marketing Partnership

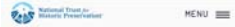
Digital, print and website package including interactive online guide to Florida's Historic Coast with links to ten historic sites / museums



St. Augustine Lighthouse and Maritime Museum
The St. Augustine Lighthouse & Maritime Museum is a private, nonprofit museum dedicated to its mission "to discover, preserve, present and keep alive the stories of the Nation's Oldest Port..." The Lighthouse, constructed in 1874, stands 165 feet above sea level, overlooking the Matanzas Bay and the Atlantic Ocean from Anastasia Island. Visitors can climb its 278 steps for a spectacular view of the city and ocean.



Castillo de San Marcos National Monument
America begins here. Built by the Spanish in St. Augustine to defend Florida and the Atlantic trade route, Castillo de San Marcos National Monument preserves the oldest masonry fortification in the continental United States and interprets more than 400 years of cultural interactions.



Explore St. Augustine, Ponte Vedra, and Florida's Historic Coast

In 1513 explorer Ponce de Leon landed near St. Augustine and claimed La Florida for the King of Spain. Five hundred years later, St. Augustine remains the single most important place to experience America's cultural beginnings. Home to two national monuments, the nation's oldest port, and the first free African American settlement in North America, St. Augustine boasts five centuries of stunning architecture, ranging from Spanish Colonial homes to Gilded Age palaces featuring the world's largest collection of Tiffany stained glass. Today, you can enjoy a vibrant arts and culinary scene surrounded by these beautifully preserved buildings and gorgeous cultural landscapes.

<https://savingplaces.org/guides/explore-floridas-historic-coast>

Executed Agreement with Samantha Brown's Places to Love



Projected for filming in Spring of 2022; subject to renewal of PBS series



<https://samantha-brown.com/>

**Completed Cultural Video Series:
“This is a Very Important Place”**

15, 30 and 60 second videos highlighting the cultural assets of St. Johns County



[African American Heritage](#)



[Cultural Landscapes](#)



[Gilded Age Architecture](#)

**Completed ACH Grant & Visitor Experience Programming:
October to December 2021**

- St. Augustine Songwriter’s Festival
- Ponte Vedra Auto Show
- Regatta of Lights
- Monthly “Saunters” by Historic Interpreters
- Colonial Night Watch
- EMMA Concert Series – Holiday Pops
- Lightner Museum Exhibitions
- St. Augustine Lighthouse Exhibits and Events
- Lincolnville Museum Exhibits and Events
- St. Augustine Art Association / Art Galleries of St. Augustine Exhibits and Events
- First Coast Opera – La Traviata





Upcoming ACH Grant & Visitor Experience Programming: January to March 2022

- First Coast Opera – La Traviata; National Opera Conference
- St. Augustine Film Festival
- St. Augustine Celtic Festival
- Fort Mose – Flight to Freedom
- Discover Fort Mose Jazz and Blues Series
- ACCORD Museum Tours with Historian David Nolan
- Lincolnville Museum Jazz Series
- Monthly “Saunters”
- EMMA Concert Series – multiple events
- Lightner Museum Exhibitions
- St. Augustine Lighthouse Exhibits and Events
- St. Augustine Art Association / Art Galleries of St. Augustine Exhibits and Events



Product Development Efforts: Civil Rights Trail

Following a lengthy application process led by the Cultural Council, the St. Augustine Beach Hotel and Beachfront was added to the National Register of Historic Places on January 11, 2022. The designation was made at a national level of significance in connection with the Civil Rights Movement.

This recognition will raise awareness of the important role St. Augustine played in the passage of the 1964 Civil Right Act. We are working with the City of St. Augustine Beach to design interpretive signage for the site.




**Product Development Efforts:
Public Art / Visual Art Exhibitions**

THE ST JOHNS CULTURAL COUNCIL PRESENTS

Fine Art Photographer


LENNY FOSTER



WHERE WE STAND

February 15 to April 22, 2022

Rotunda Gallery
St. Johns County Administration Building
500 San Sebastian View
St. Augustine, Florida



Upcoming Contract Events:

ACH Grant and Tourism Stakeholder Workshops
(jointly presented with VCB): February 8th and 9th

ACH Grant Applications Open: April 1st

ACH Grant Workshops: April 5, 7, & 13

ACH Grant Applications Close: May 31st

Questions? Please contact us by
email to
info@historiccoastculture.com



**ST. JOHNS
CULTURAL COUNCIL**

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