

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
APRIL 21, 2025 - 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Irving Kass, Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**) (Pages 2 -6)
 - Regular Meeting Minutes – March 10, 2025
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. REVENUE ANALYSIS REPORT (Pages 7-9)
8. SPORTS TOURISM GRANT POLICY (**Action Required**) (Pages 10 – 13)
 - Public Comment
9. NIGHTS OF LIGHTS UPDATE/DISCUSSION (Pages 14 – 20)
10. MONTHLY REPORTS PROVIDED IN PACKETS (Pages 21 – 90)
11. MEMBER COMMENTS
12. NEXT MEETING DATE – May 19, 2025
13. ADJOURN

TDC Regular Meeting – April 21, 2025

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting Minutes – March 10, 2025
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
March 10, 2025 - 1:30 p.m.

1. CALL TO ORDER

Kass called the meeting to order at 1:33 p.m.

Present: Irving Kass, Chair
Regina G. Phillips, District 2
Krista Joseph, BCC Representative
Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2
Charles Cox, District 5
Michael Gordon, District 4

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

Staff Present: Sarah Maxfield, Economic Development Director
Dena Masters, Tourist Development Council Program Specialist
Jesse Dunn, Deputy County Administrator
Jalisa Ferguson, Assistant County Attorney
Saundra Hutto, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Kass led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

Motion by Rumrell, seconded by Joseph, carried 6/0, with Blevins, Sikes-Kline, and Wicks absent, to approve the Agenda, as submitted.

Yea: Rumrell, Joseph, Kass, Phillips, Gordon, Cox

Nay: None

Absent: Blevins, Sikes-Kline, Wicks

5. APPROVAL OF MINUTES

Motion by Rumrell, seconded by Joseph, carried 6/0, with Blevins, Sikes-Kline, and Wicks absent, to approve the minutes for the January 27, 2025, meeting, as submitted.

Yea: Rumrell, Joseph, Kass, Phillips, Gordon, Cox

Nay: None

Absent: Blevins, Sikes-Kline, Wicks

6. PUBLIC COMMENT

There was none.

7. TOURIST DEVELOPMENT COUNCIL (TDC) MEMBER APPLICATION RECOMMENDATIONS

Maxfield presented the details of the recommendations and confirmed that they could nominate a hotel or attractions representative.

Motion by Cox, seconded by Gordon, carried 6/0, with Blevins, Sikes-Kline, and Wicks absent, to nominate Michael Wicks to the TDC Board.

Yea: Cox, Gordon, Rumrell, Joseph, Phillips, Kass

Nay: None

Absent: Blevins, Sikes-Kline, Wicks

8. MARKETING MANAGEMENT SUB-CONTRACT STATUS UPDATE

Maxfield welcomed Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), who provided an update on the contract, and the number of applicant proposals. She also announced the selection of Tinsley Advertising from Miami, Florida, as the new marketing agency and highlighted their accomplishments.

Joseph and Kass expressed their appreciation for the new agency.

9. SING OUT LOUD UPDATE

Diana Markovits, St. Johns County Cultural Events, Inc., provided an update on the Sing Out Loud Festival. Discussion ensued on pre-hotel sales and hotel occupancy percentage rates.

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), spoke about collaborating with Cultural Events and advertising with Visit Florida.

10. NIGHTS OF LIGHTS UPDATE AND DISCUSSION CONTINUED

Maxfield provided an update on the Nights of Lights. Discussion ensued on funding coming from the Tourist Development Council (TDC), transitioning to a smoother process, the City of St. Augustine contributing to funding and hiring a consultant, improving advertising quality, community safety, clearing up the ownership between the City of St. Augustine and TDC, and traffic control. Kass requested contacting The City of St. Augustine for an update.

11. MONTHLY REPORTS

Maxfield introduced Jeff Potts, Executive Director of the St. Johns Cultural Council, who provided his work history and expressed appreciation for the opportunity to work in St. Johns County.

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), updated the monthly reports. Discussion ensued on room nights being down and advertising the Nights of Lights until January.

Maxfield reviewed the Tourist Development Tax (TDT) collections. Discussion ensued on adding an agenda item regarding revenue analysis reports at the beginning of each meeting. Dunn provided information on the budget discussion process, with additional discussion on where the revenue should begin. Kass requested *consensus to start the revenue as a flat line*. **Consensus was given.**

12. MEMBER COMMENT

There were none.

13. NEXT MEETING DATE

Maxfield stated that the next meeting was scheduled for April 21, 2025.

14. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 2:31 p.m.

Approved _____, 2025

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Irving Kass, Chair

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

By: _____
Deputy Clerk

Draft

TDC Regular Meeting – April 21, 2025

Agenda Item 7 – Revenue Analysis Report (Information Only)

TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATION TYPE

	H/M	% Total	Condo	% Total	Apts	% Total	Camp	% Total	B&B	% Total	TOTAL
FY16	\$ 6,594,709	65.4%	\$ 2,285,121	22.7%	\$ 442,211	4.4%	\$ 248,222	2.5%	\$ 509,817	5.1%	\$ 10,080,080
FY17	\$ 6,846,879	67.7%	\$ 2,069,871	20.5%	\$ 476,571	4.7%	\$ 234,769	2.3%	\$ 478,419	4.7%	\$ 10,106,509
FY18	\$ 7,656,436	66.5%	\$ 2,319,501	20.1%	\$ 725,073	6.3%	\$ 277,970	2.4%	\$ 536,878	4.7%	\$ 11,515,859
FY19	\$ 7,832,455	64.8%	\$ 2,123,177	17.6%	\$ 1,196,387	9.9%	\$ 392,187	3.2%	\$ 543,632	4.5%	\$ 12,087,837
FY20	\$ 5,693,306	59.1%	\$ 1,860,647	19.3%	\$ 1,241,335	12.9%	\$ 411,802	4.3%	\$ 419,570	4.4%	\$ 9,626,661
FY21	\$ 8,464,994	57.7%	\$ 2,881,686	19.6%	\$ 2,204,745	15.0%	\$ 522,515	3.6%	\$ 605,794	4.1%	\$ 14,679,734
FY22	\$ 13,530,269	59.7%	\$ 3,985,367	17.6%	\$ 3,634,877	16.0%	\$ 724,483	3.2%	\$ 778,183	3.4%	\$ 22,653,180
FY23	\$ 13,490,744	57.0%	\$ 3,917,107	16.6%	\$ 4,697,286	19.8%	\$ 767,961	3.2%	\$ 792,302	3.3%	\$ 23,665,400
FY24	\$ 13,206,489	55.8%	\$ 3,842,407	16.2%	\$ 5,188,457	21.9%	\$ 675,819	2.9%	\$ 744,325	3.1%	\$ 23,657,497

FY25 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATION TYPE

	H/M	% Total	Condo	%	Apts	% Total	Camp	% Total	B&B	% Total	TOTAL
October	\$ 831,589	63.0%	\$ 150,640	11.4%	\$ 258,888	19.6%	\$ 33,042	2.5%	\$ 45,961	3.5%	\$ 1,320,121
November	\$ 1,118,949	65.2%	\$ 157,385	9.2%	\$ 338,867	19.7%	\$ 38,681	2.3%	\$ 62,220	3.6%	\$ 1,716,102
December	\$ 1,423,365	62.1%	\$ 196,801	8.6%	\$ 507,726	22.2%	\$ 67,928	3.0%	\$ 95,875	4.2%	\$ 2,291,694
January	\$ 1,070,233	57.5%	\$ 258,708	13.9%	\$ 404,603	21.7%	\$ 65,610	3.5%	\$ 63,331	3.4%	\$ 1,862,487
February	\$ 1,089,405	57.1%	\$ 323,881	17.0%	\$ 357,851	18.8%	\$ 77,164	4.0%	\$ 59,205	3.1%	\$ 1,907,505
FY25 YTD	\$ 5,533,542	60.8%	\$ 1,087,416	12.0%	\$ 1,867,935	20.5%	\$ 282,425	3.1%	\$ 326,591	3.6%	\$ 9,097,909

TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE, FY16 through FY24

	Anastasia Island		Ponte Vedra Beach		St. Augustine/ Villano/N. Bch		Shores/South/207		WGV + west of I95		I95&SR16 + Palencia		Other		
	32080	% Total	32082	% Total	32084	% Total	32086	% Total	32092	% Total	32095	% Total	OTHER	% Total	TOTAL
FY16	\$ 3,402,894	33.8%	\$ 2,237,272	22.2%	\$ 3,399,917	33.7%	\$ 46,317	0.5%	\$ 799,659	7.9%	\$ 147,864	1.5%	\$ 46,155	0.5%	\$ 10,080,079
FY17	\$ 3,300,396	32.7%	\$ 2,207,743	21.8%	\$ 3,504,561	34.7%	\$ 63,401	0.6%	\$ 827,048	8.2%	\$ 153,758	1.5%	\$ 49,602	0.5%	\$ 10,106,509
FY18	\$ 3,714,721	32.3%	\$ 2,629,109	22.8%	\$ 4,081,024	35.4%	\$ 97,837	0.8%	\$ 854,768	7.4%	\$ 85,523	0.7%	\$ 52,876	0.5%	\$ 11,515,858
FY19	\$ 4,308,104	35.6%	\$ 2,531,345	20.9%	\$ 4,159,634	34.4%	\$ 112,932	0.9%	\$ 807,893	6.7%	\$ 112,251	0.9%	\$ 55,678	0.5%	\$ 12,087,837
FY20	\$ 3,792,503	39.4%	\$ 1,734,140	18.0%	\$ 3,297,613	34.3%	\$ 103,326	1.1%	\$ 559,523	5.8%	\$ 97,682	1.0%	\$ 41,874	0.4%	\$ 9,626,661
FY21	\$ 5,609,445	38.2%	\$ 2,685,205	18.3%	\$ 5,284,352	36.0%	\$ 160,774	1.1%	\$ 761,200	5.2%	\$ 128,333	0.9%	\$ 50,425	0.3%	\$ 14,679,734
FY22	\$ 8,274,843	36.5%	\$ 4,222,752	18.6%	\$ 8,353,846	36.9%	\$ 269,103	1.2%	\$ 1,219,794	5.4%	\$ 216,079	1.0%	\$ 96,763	0.4%	\$ 22,653,181
FY23	\$ 8,611,420	36.4%	\$ 4,539,084	19.2%	\$ 8,710,097	36.8%	\$ 352,036	1.5%	\$ 1,178,653	5.0%	\$ 177,914	0.8%	\$ 96,195	0.4%	\$ 23,665,400
FY24	\$ 8,469,241	35.8%	\$ 4,568,516	19.3%	\$ 8,911,250	37.7%	\$ 302,335	1.3%	\$ 1,125,988	4.8%	\$ 169,831	0.7%	\$ 110,338	0.5%	\$ 23,657,497

FY25 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

	Anastasia Island		Ponte Vedra Beach		St. Augustine/ Villano/N. Bch		Shores/South/207		WGV + west of I95		I95&SR16 + Palencia		Other		
	32080	% Total	32082	% Total	32084	% Total	32086	% Total	32092	% Total	32095	% Total	OTHER	% Total	TOTAL
OCT	\$ 388,398	29.4%	\$ 249,064	18.9%	\$ 542,601	41.1%	\$ 22,126	1.7%	\$ 87,517	6.6%	\$ 14,403	1.1%	\$ 16,013	1.2%	\$ 1,320,121
NOV	\$ 502,601	29.3%	\$ 304,702	17.8%	\$ 774,005	45.1%	\$ 12,746	0.7%	\$ 98,375	5.7%	\$ 16,880	1.0%	\$ 6,792	0.4%	\$ 1,716,102
DEC	\$ 658,288	28.7%	\$ 241,631	10.5%	\$ 1,186,923	51.8%	\$ 43,263	1.9%	\$ 120,448	5.3%	\$ 23,201	1.0%	\$ 17,941	0.8%	\$ 2,291,694
JAN	\$ 555,175	29.8%	\$ 369,761	19.9%	\$ 789,635	42.4%	\$ 33,834	1.8%	\$ 91,329	4.9%	\$ 13,512	0.7%	\$ 9,239	0.5%	\$ 1,862,487
FEB	\$ 664,841	34.9%	\$ 317,754	16.7%	\$ 762,460	40.0%	\$ 39,144	2.1%	\$ 95,973	5.0%	\$ 16,560	0.9%	\$ 10,774	0.6%	\$ 1,907,505
FY25 YTD	\$ 2,769,303	30.4%	\$ 1,482,912	16.3%	\$ 4,055,624	44.6%	\$ 151,113	1.7%	\$ 493,642	5.4%	\$ 84,555	0.9%	\$ 60,759	0.7%	\$ 9,097,909

TDC Regular Meeting – April 21, 2025

Agenda Item 8 – Sports Tourism Grants Policy (Action Required)

Updates to the Sports Tourism Grant Policy. The policy was reviewed and approved by the Recreation Advisory Board at its most recent meeting on 4/9/25.

Sports Tourism Grant Policy (Updated April 2026)

Grant Request Criteria

- a. Grant requests can only be based on site fees, 10% of official/referee costs, and direct event marketing materials.
- b. Direct marketing materials are defined as advertising, promotion, publicity, and sales activities cost that take place and are directly targeted to tourists, who are defined as persons and groups residing outside the County.

Application Requirements

- a. The grantee must apply within the timeframe provided by staff at the start of the grant portal opening.
- b. The grantee must use the designated online system to submit their application for consideration.
- c. It is the grantee's responsibility to ensure that their application is submitted with all required information.
- d. Submission of an application and funding request does not guarantee approval or funding.
- e. The event name must only represent St. Johns County and its geographic location.
- f. The event/grantee must market the Tourist Development Council (TDC) by:
 - Using the TDC Logo on marketing materials for the event.
 - Use the TDC Logo on their website, if the organization has a website.
 - Embedding the destination video on their website, if the organization has a website.
- g. Failure to agree and meet these requirements will result in the grant being removed from consideration.

Evaluation Process

- a. Each application will be reviewed by an evaluation panel consisting of:
 - Two Parks and Recreation staff members
 - One Visitor and Convention Bureau (VCB) member
 - One Recreation Advisory Board (RAB) member

- b. A new RAB member must be appointed to the panel annually.
- c. Grants will be scored according to the established guidelines. If scores are outside of these guidelines, they will either be rounded to the nearest value or the evaluator's score will be removed.
- d. The scores will be presented at a formal panel review meeting.

This meeting:

- Prohibits discussion of other evaluators' scores.
 - Is open to the public, with attendance options in person, by phone, or via Zoom.
- e. The scores from all four evaluators will be averaged and finalized at the panel review meeting.

Approval Process

- a. Finalized scores and grant funding recommendations will be presented at the following RAB meeting for approval.
- b. The RAB may recommend changes to grant funding at this meeting if deemed necessary.
- c. Grants, along with RAB recommendations, will then be submitted to the Tourist Development Council (TDC) Board for final approval.
- d. The TDC Board reserves the right to change or eliminate grants as they see fit.

Post-Event Requirements

- a. After the grantee's event, they must submit post-event information within 60 days of the event's conclusion.
- b. Failure to complete the post-event submission within the specified timeframe will result in the grant being rescinded.
- c. The post-event information will be reviewed. If significant discrepancies are identified, the RAB may modify or rescind the grant amount. A 15% buffer will be given, and any discrepancy outside of the buffer can result in the grant being re-evaluated, with the funding being reduced or rescinded.
- d. Site fees, 10% of official/referee cost, and direct event marketing materials invoices are required to be uploaded in the grant interface.
- e. Room night verification is required and will be verified. The grantee must provide documentation of room nights generated by the event, and this will be reviewed for accuracy and compliance with the grant criteria.

General Conditions

a. The Sports Grant Policy is subject to updates and modifications as deemed necessary by the Parks and Recreation Department or governing boards to ensure fairness, transparency, and accountability.

b. Phase 1 – Events from October 1 – March 31st:

- Events held during this period will be reviewed under the criteria and guidelines specific to Phase 1, with grant allocations available during this timeframe.

c. Phase 2 – Events from April 1st – September 30th:

- Events held during this period will be reviewed under the criteria and guidelines specific to Phase 2, with grant allocations available during this timeframe.

TDC Regular Meeting – April 21, 2025

Agenda Item 9 – Nights of Lights Discussion

As a continuation of our discussion on Nights of Lights, the attached document is a working draft and is intended to support further conversation and collaboration.

Nights of Lights a Community Collaborative Solution April 2025

For 31 years, our community elevated Nights of Lights with hard work, dedication and pride. Developing an event which has an annual impact of hundreds of millions of dollars is amazing. We are proud that our community envisioned this celebration which touches hundreds of thousands of individuals lives. It's truly a Hollywood Holiday Story.

Florida's substantial growth since COVID dramatically increased the market for Nights of Lights. Our unique city radiates charm, coupled with millions of lights and holiday spirit, it's second to none. Most Floridians, especially St. Johns County Residents, look forward to experiencing this world class event.

Over the last few years, our entire community experienced the impact of growth and increase in demand. Most people were cognizant by early December that 2024 would emphasize the challenges of maintaining status quo.

Nights of Lights, scheduled November 15, 2025 and concluding January 11, 2026, is a 58-day event. During this period, there are 19 high demand days equating to 33% of the event. Adding back two weeks in January reduces impact to 27% and generates over one hundred million dollars in additional economic activity.

At a recent Commission meeting and a workshop by the City Manager, there was passionate discussion about improving the experience. Our community's hard work, dedication and pride made this a world class event.

The City of St. Augustine Commission was in a tough situation. Unfortunately, a well-intended solution did not solve the core issues, jeopardizing the chance for future success. It's completely understandable to provide the residents a show of action. We must show leadership and tap into our deep resources to resolve through a proactive solution. We must address the root problems.

Since the commission meeting on Monday, March 24, we have been working aggressively to develop a comprehensive, synergistic solution for 2025. Through collaboration, we identified numerous items which need to be addressed. To simplify the process, we have divided the subjects into three categories.

- **Logistics and Parking**
- **Operation and Experience**
- **Marketing and Communication**

We are setting up three teams to manage.

Team One: Logistics and Parking

- City of St. Augustine Commissioner
- City of St. Augustine Beach Commissioner
- St. Johns County Commissioner
- TDC Board Member
- City Administration
- County Administration
- Beach Administration
- Local Stakeholder with Transportation Background
- Local Stakeholder with Large Employee Team
- Resident
- Department of Transportation
- Chief of Police St. Augustine
- Chief of Police St. Augustine Beach
- St. Johns County Sheriff
- St. John County School Administration
- Fire Chief

Team Two: Operation and Experience

- City of St. Augustine Commissioner
- City of St. Augustine Beach Commissioner
- St. Johns County Commissioner
- TDC Board Member
- City Administration
- County Administration
- Beach Administration
- Local Stakeholder with Restaurant Experience
- Local Stakeholder with Attraction Experience
- Resident

Team Three: Marketing and Communication

- City of St. Augustine Commissioner
- City of St. Augustine Beach Commissioner
- St. John County Commissioner
- TDC Board Member
- City Administration
- County Administration
- Beach Administration
- Local Stakeholder with Marketing Experience
- VCB President
- Resident
- Cultural Council Director

Items to Address

Team One: Logistics and Parking

1. Parking Paid
 - Francis Field
 - Main Garage
 - City Lots
 - Meters
 - Private Lots
2. Parking Employees
 - Define Lots
 - Pricing
 - Busing
3. Remote Lots Free Parking
 - Define lots/coordinate with School Board, other lots
4. Uber/Lyft/Taxi
 - Central location for drop off pick up
5. Busing
 - Secure buses and set schedule to serve all pick-up areas
6. Parking Pass Sales
 - Develop software for parking

7. Closing Streets

- Potential on high demand nights close downtown at Castillo Drive, Bridge of Lions and King Street
- Consider a toll to enter downtown

8. Law Enforcement / PSA

- Identify where officers need to be placed

9. Bus Lane

- Ensure special lanes and closure of streets for buses and Uber/Lyft

10. Emergency Access

- Create streets for police, life safety and fire to access all residents and businesses

11. Local Pass

Items to Address

Team Two: Operation and Experience

1. Bathroom

- Develop and implement appropriate plan

2. Waste

- Develop and implement appropriate plan

3. Enforcement

- Define inspection and enforcement

4. Signage

- Effective, easily modified signage through county

5. Parking Fines

- Must be high enough to change behavior

6. Vendors

- Standards and rules, appropriate vetting process

7. Community Involvement

- County wide to volunteer to have ownership in improving experience
- Develop a program like Players Red Coats

8. Quality

- Volunteers to spot problem

Items to Address

Team Three: Marketing and Communication

1. Funding
 - Develop plan to generate funding, including sponsorship and licensing, products, and parking
2. Grass Roots
 - Attend Rotary, Lions, Radio, TV, social club etc.
3. Brand Integrity
 - Set advertising standard for communications and educate on standard
4. Social Media
 - November 1 through January 11, actively help all to understand all aspects of Nights of Lights
5. NOL App
 - Develop an app with all NOL information for guests to access on phone
 - Promote app in all ads
6. Communication
 - Complete strategy of all communications, including standards for all ads that mention Nights of Lights, to manage expectations
7. Restaurant Reservation Parking
 - All reservation confirmations, including through Open Table and Resy, explain logistics
8. Attraction Parking
 - Plan to update each attraction's website to inform users on the occurrence of Nights of Lights

The issues are complex, but solvable. The most critical item to address and implement is mobility with a dedicated bus lane from both the North and South. Without addressing this element, we will never make substantial gains.

We strongly believe that if we come together as a community, we can exceed everyone's expectations and deliver what we thought was impossible. We have numerous community commitments. We have reached out to experts in the event world, including the Leadership Team of The Players and SP Plus Corporation, a major event company who handles numerous world-class events.

Over the last two weeks, we have spoken to numerous locals throughout the county. Nights of Lights is top of mind to most of the St. Johns County residents.

If we look inward and use our talents, this is an achievable task. If we choose to put up barriers and look for reasons not to be successful, we will fail. Failure is not an option. We cannot let our team members and residents down. This is what leadership is all about.

Thank you.

TDC Regular Meeting – April 21, 2025

Agenda Item Monthly Reports (Information Only)

FY2025 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
February	\$ 1,869,355	-6.3%
FYTD	\$ 8,915,951	0.0%
% OF BUDGET		41.7%
% OF FY		35.5%

BUDGETED \$ \$25,084,566

February 25 Collection Accounts

Description	Count
RV/MH Park or	28
Campground	
Hotel or Motel	89
Condo / COOP	2336
Apartment / House /	2267
Mobile Home	
Bed & Breakfast	32
Other	6
Unknown	1
Total	4759

FISCAL YEAR 2025

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	\$ 40,719,522.38	-3.5%						
EXEMPT RECEIPTS	-\$2,541,163.98	92.3%						
TAXABLE RECEIPTS	\$ 38,178,358.40	-6.6%						
TOTAL TAX COLLECTED	\$ 1,908,917.92	-6.6%						
ADJUSTMENTS	\$ -							
TOTAL TAX DUE	\$ 1,908,917.92	-6.6%						
LESS COLLECTION ALLOWANCE	-\$14,216.41							
PLUS PENALTY	\$ 12,500.79							
PLUS INTEREST	\$ 302.88							
TOTAL AMOUNT REMITTED	\$ 1,907,505.18	-6.3%						
LESS TAX COLLECTOR & CLERK	\$ (38,150.10)	-6.3%						
NET TO TDC	\$ 1,869,355.08	-6.3%						

[illegible]

St. Johns County Tourist Development Taxes

FY 2024 - FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$831,589.44	63.0%	-13.9%	\$150,640.19	11.4%	-13.8%	\$258,887.70	19.6%	-11.0%
November	\$1,118,948.60	65.2%	12.3%	\$157,385.40	9.2%	12.4%	\$338,867.19	19.7%	4.4%
December	\$1,423,365.12	62.1%	6.0%	\$196,800.91	8.6%	-9.3%	\$507,725.79	22.2%	21.7%
2025 January	\$1,070,233.46	57.5%	10.1%	\$258,708.48	13.9%	-8.4%	\$404,603.49	21.7%	12.2%
February	\$1,089,405.16	57.1%	-5.5%	\$323,880.55	17.0%	-4.3%	\$357,851.32	18.8%	-8.4%
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$33,042.41	2.5%	-28.0%	\$45,960.89	3.5%	-18.2%	\$ 1,320,120.63
November	\$38,680.67	2.3%	-33.9%	\$62,219.86	3.6%	-6.6%	\$ 1,716,101.72
December	\$67,927.97	3.0%	32.1%	\$95,874.68	4.2%	-7.7%	\$ 2,291,694.47
2025 January	\$65,609.95	3.5%	-19.6%	\$63,331.38	3.4%	-10.5%	\$ 1,862,486.76
February	\$77,163.52	4.0%	-6.3%	\$59,204.63	3.1%	-16.5%	\$ 1,907,505.18
March							
April							
May							
June							
July							
August							
September							

FY 2025 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 2025												
OCT	\$388,397.75	29.4%	-15.3%	\$249,063.57	18.9%	-28.2%	\$542,600.54	41.1%	-9.4%	\$22,125.58	1.7%	2.8%
NOV	\$502,601.36	29.3%	18.8%	\$304,702.42	17.8%	-3.1%	\$774,005.27	45.1%	7.5%	\$12,746.40	0.7%	-56.6%
DEC	\$658,287.57	28.7%	4.7%	\$241,630.95	10.5%	-11.4%	\$1,186,923.21	51.8%	10.7%	\$43,263.01	1.9%	82.3%
JAN	\$555,175.32	29.8%	-3.3%	\$369,761.37	19.9%	23.1%	\$789,635.44	42.4%	6.9%	\$33,834.34	1.8%	-15.5%
FEB	\$664,840.53	34.9%	-5.2%	\$317,754.18	16.7%	-15.9%	\$762,459.53	40.0%	-3.0%	\$39,143.53	2.1%	-5.0%
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 2,769,303			\$ 1,482,912			\$ 4,055,624			\$ 151,113		

	WGV + west of I95			I95&SR16 + Palencia				Other			TOTAL
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	
OCT	\$87,517.29	6.6%	-3.1%	\$14,402.56	1.1%	30.2%	7.7%	\$16,013.34	1.2%	147.8%	\$1,320,120.63
NOV	\$98,374.55	5.7%	21.3%	\$16,879.96	1.0%	23.4%	6.7%	\$6,791.76	0.4%	37.7%	\$1,716,101.72
DEC	\$120,448.10	5.3%	12.1%	\$23,200.63	1.0%	32.2%	6.3%	\$17,941.00	0.8%	79.9%	\$2,291,694.47
JAN	\$91,329.46	4.9%	5.6%	\$13,512.13	0.7%	-5.7%	5.6%	\$9,238.70	0.5%	-28.3%	\$1,862,486.76
FEB	\$95,972.78	5.0%	-8.4%	\$16,560.17	0.9%	-0.7%	5.9%	\$10,774.46	0.6%	42.7%	\$1,907,505.18
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 493,642			\$ 84,555				\$ 60,759			\$ 9,097,909

VCB Report to the Tourist Development Council April 21, 2025



ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®



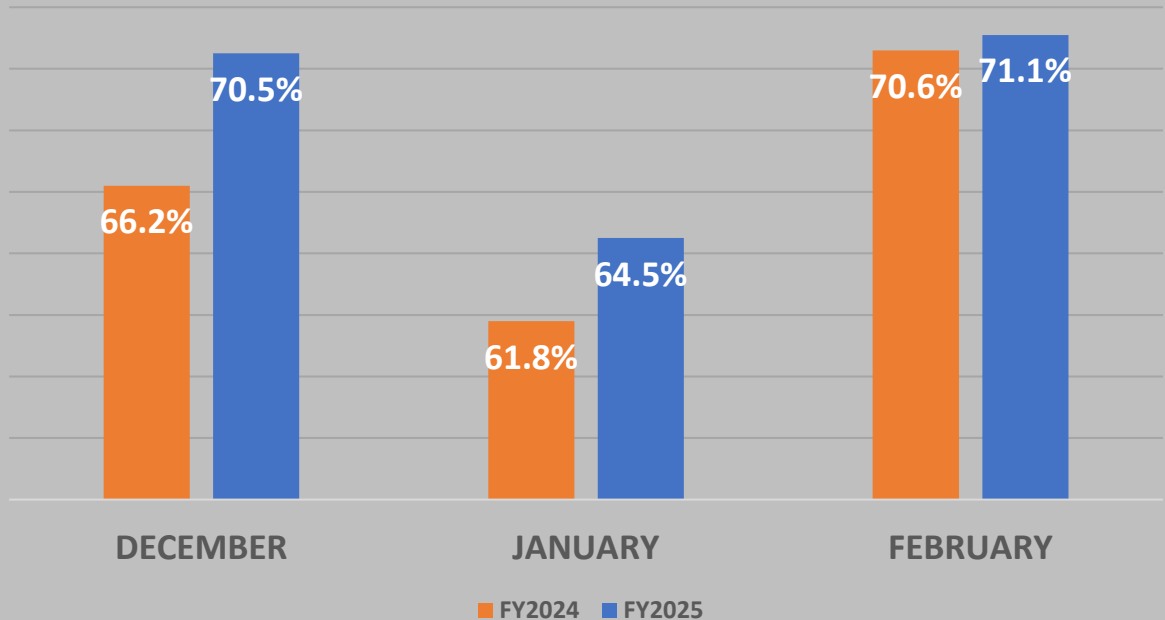
Smith Travel Research

February 2025

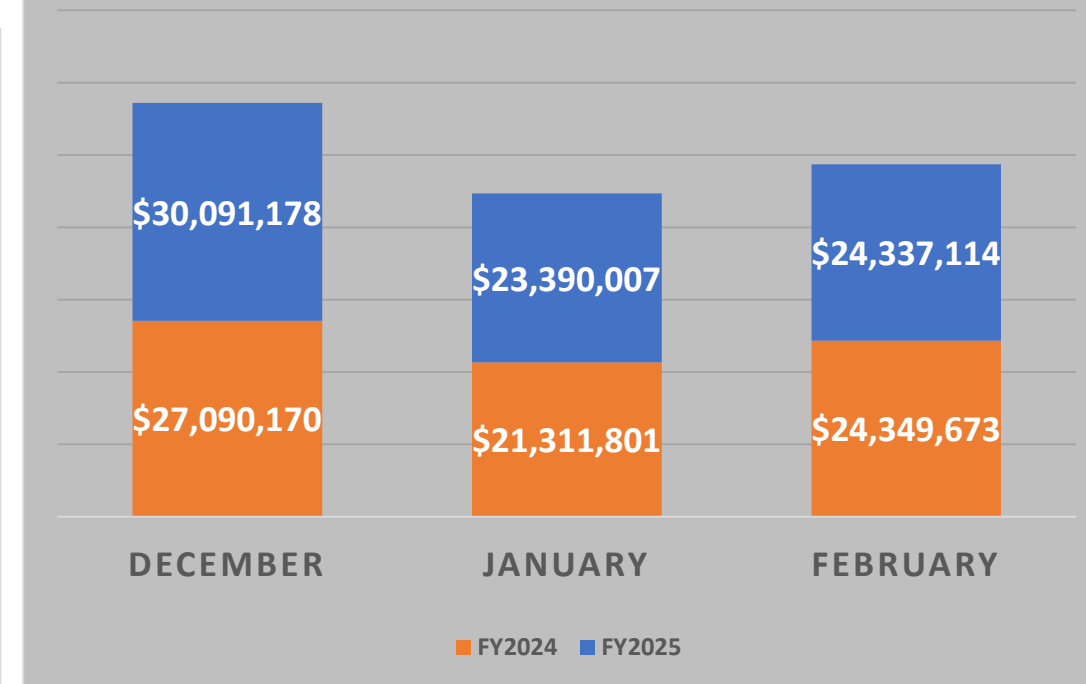
Occupancy % February 2025

- February 2025 Occupancy % increased +0.7% YOY

OCCUPANCY % YOY COMPARISON



TOTAL REVENUE YOY COMPARISON



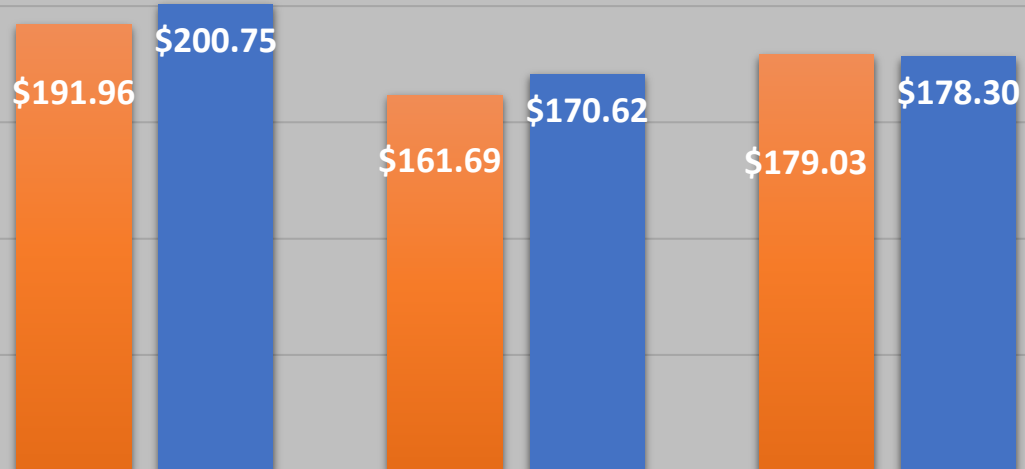
Total Revenue February 2025

- February 2025 Total Revenue decreased -0.1% YOY

Smith Travel Research

February 2025

ADR YOY COMPARISON



DECEMBER

JANUARY

FEBRUARY

FY2024 FY2025

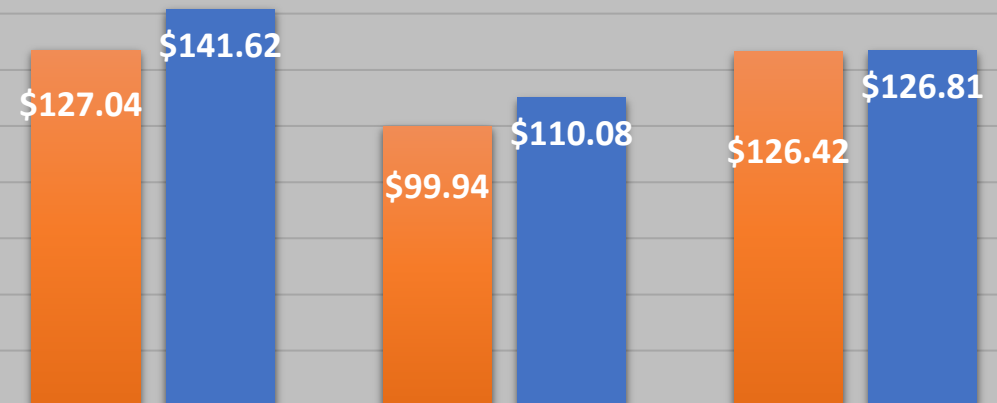
ADR February 2025

- **ADR for February 2025 decreased -0.4% YOY**

RevPAR February 2025

- **RevPAR for February 2025 increased +0.3% YOY**

REVPAR YOY COMPARISON



DECEMBER

JANUARY

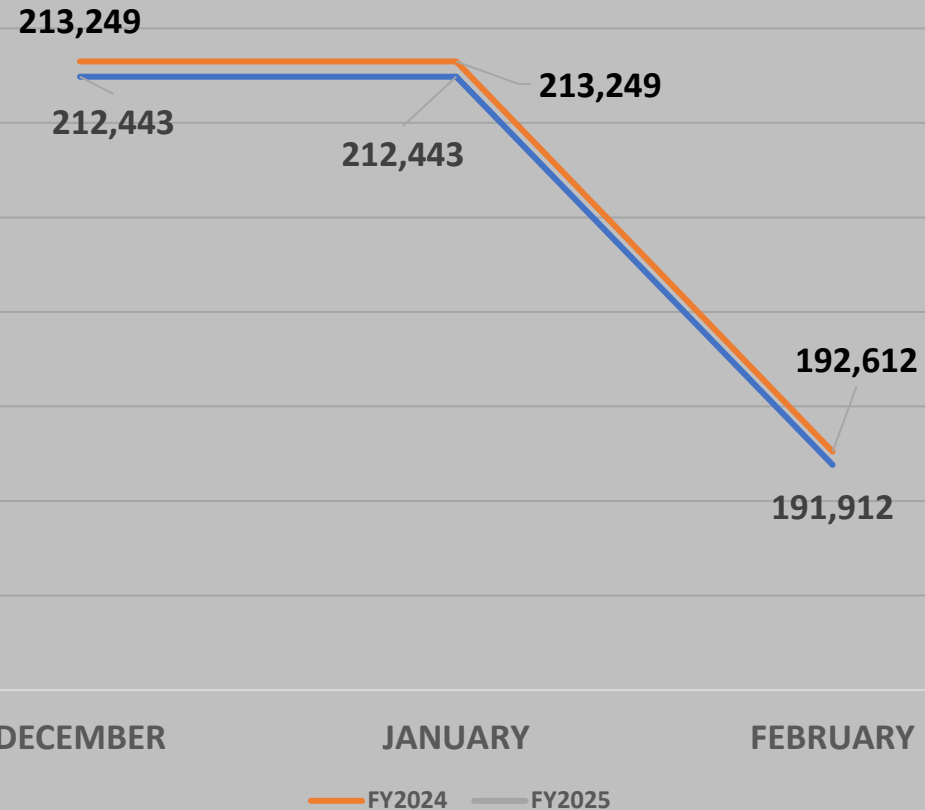
FEBRUARY

FY2024 FY2025

Smith Travel Research

February 2025

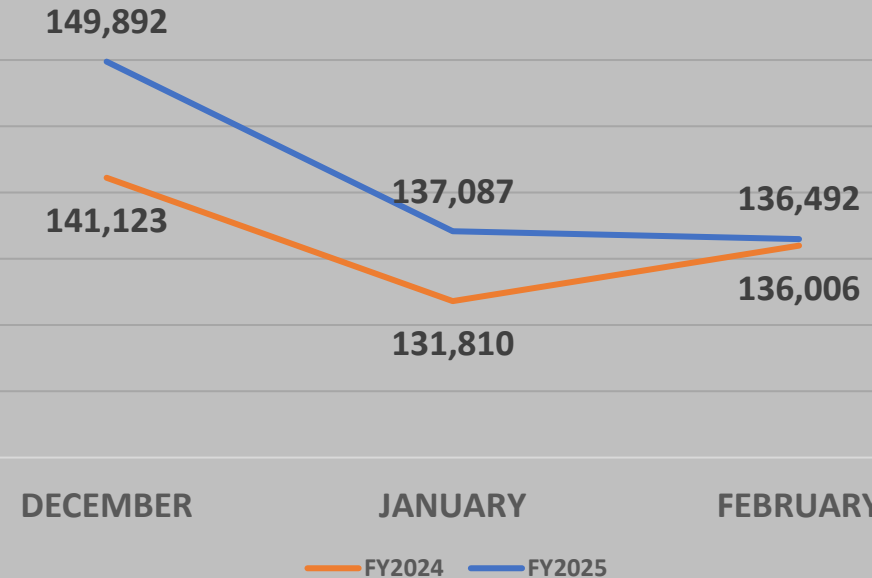
SUPPLY YOY COMPARISON



Demand February 2025

- February 2025 Demand increased +0.4% YOY

DEMAND YOY COMPARISON



Supply February 2025

- February 2025 Supply decreased -0.4% YOY

February 2025 vs. February 2024 Comp Set

	Current Month - February 2025 vs February 2024					
	Occ %	ADR	Percent Change from February 2024			
	2025	2025	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	86.7	213.50	6.0	8.9	15.4	15.3
Nassau County, FL	68.2	250.17	-1.1	6.0	4.8	-1.1
Pinellas County, FL	86.3	231.13	12.2	4.6	17.3	12.8
St Johns County, FL	71.1	178.30	0.7	-0.4	0.3	-0.1
Charleston, SC	66.8	162.33	-0.6	4.6	4.0	2.4
Jacksonville, FL	72.2	142.14	-0.1	0.1	0.0	0.8
Myrtle Beach, SC	40.9	85.85	-8.2	7.1	-1.7	-1.6
Orlando, FL	80.4	225.50	1.6	3.7	5.3	5.6
Sarasota, FL	82.4	261.75	1.8	2.7	4.6	6.7
Savannah, GA	69.9	143.10	-3.1	3.2	-0.0	3.3
Fort Walton Beach, FL	51.7	114.25	-4.7	0.5	-4.2	-2.1
Daytona Beach, FL	65.7	196.82	0.5	6.9	7.4	7.9
Zip Code 32084+	74.7	173.17	-0.4	2.2	1.8	1.8
Zip Code 32080+	70.3	164.68	2.2	-0.7	1.5	1.5
Zip Code 32092+	69.3	122.16	-0.7	3.2	2.5	2.5
Ponte Veda+	67.8	280.49	1.5	-5.9	-4.4	-6.7

Glossary of Terms

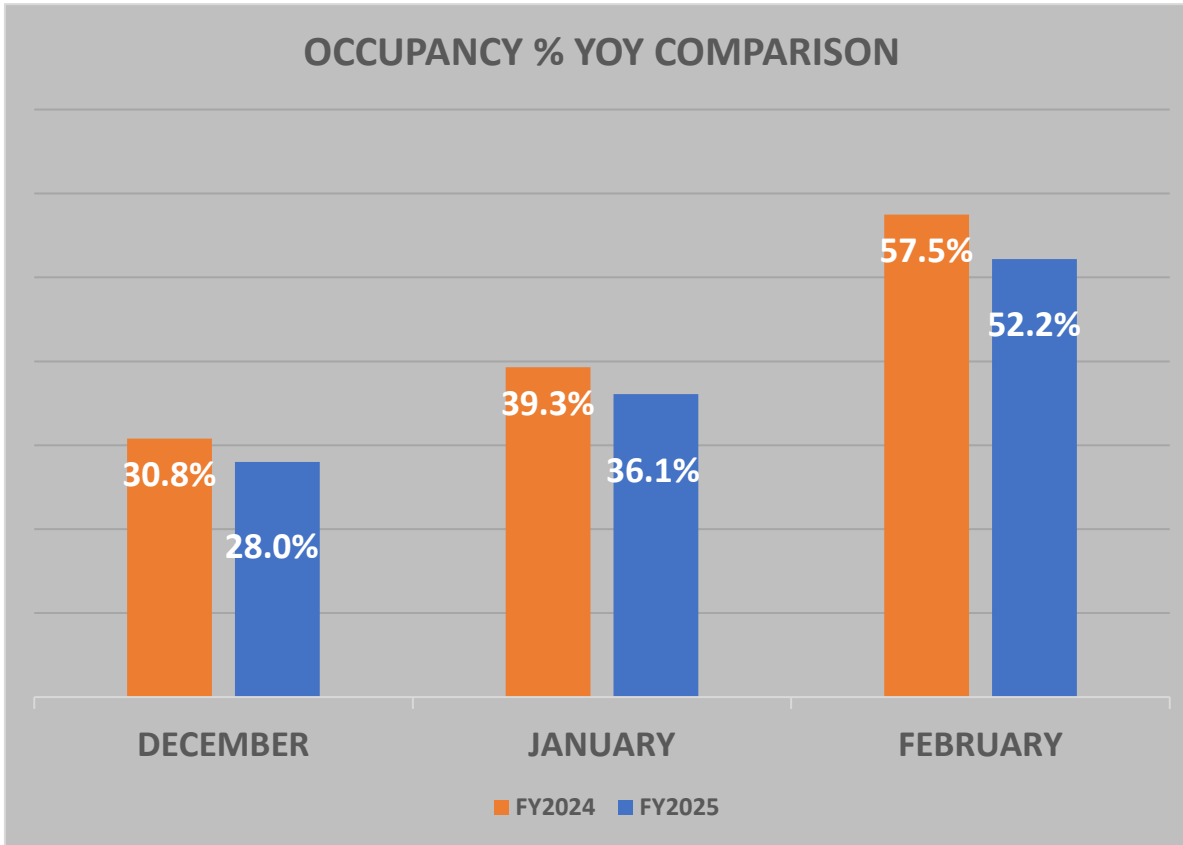
- Room Night=> One room times one night, it is a basic component of calculations for occupancy, demand, supply, ADR and RevPAR/L;
- Occupancy=> Percent of available room nights that are occupied in a given period of time (Room nights sold divided by available room nights expressed as a percentage);
-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

Vacation Rental Analytics (Key Data) + Tourist Development Tax Collections

Vacation Rental Analytics

February 2025

OCCUPANCY % YOY COMPARISON



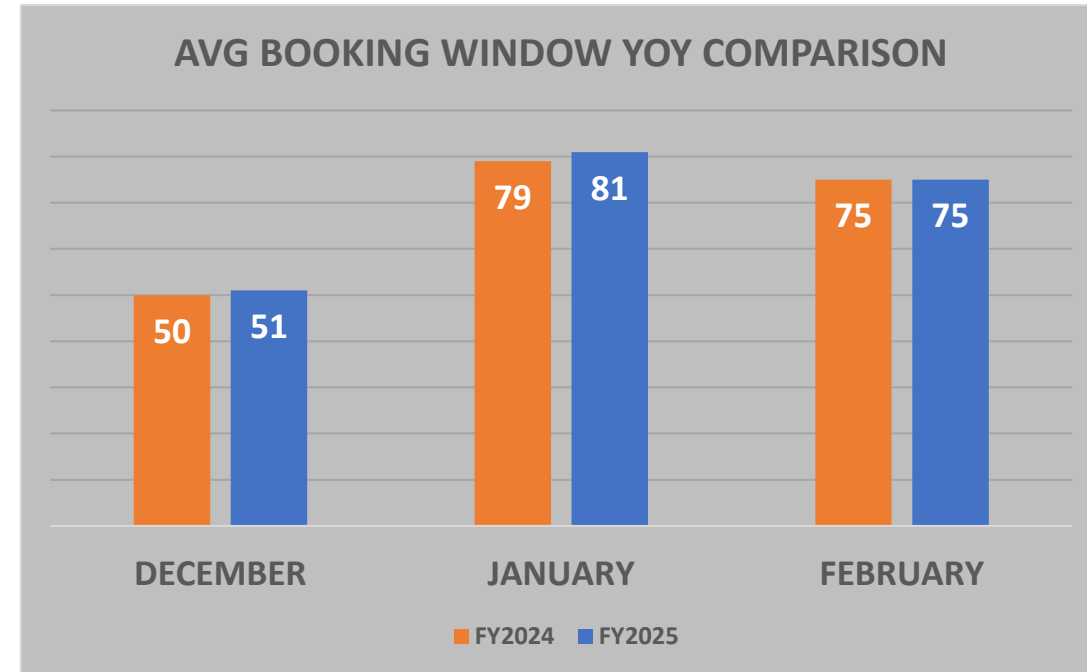
Paid Occupancy % February 2025

- Paid Occupancy % for February 2025 decreased **-9.2% YOY**

Average Booking Window February 2025

- Average Booking Window for February 2025 was **FLAT**

AVG BOOKING WINDOW YOY COMPARISON



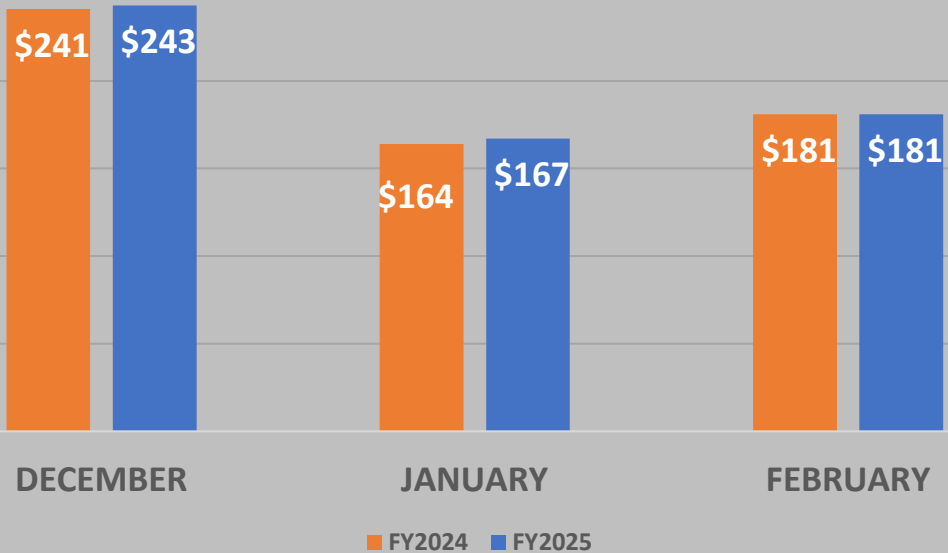
Vacation Rental Analytics

February 2025

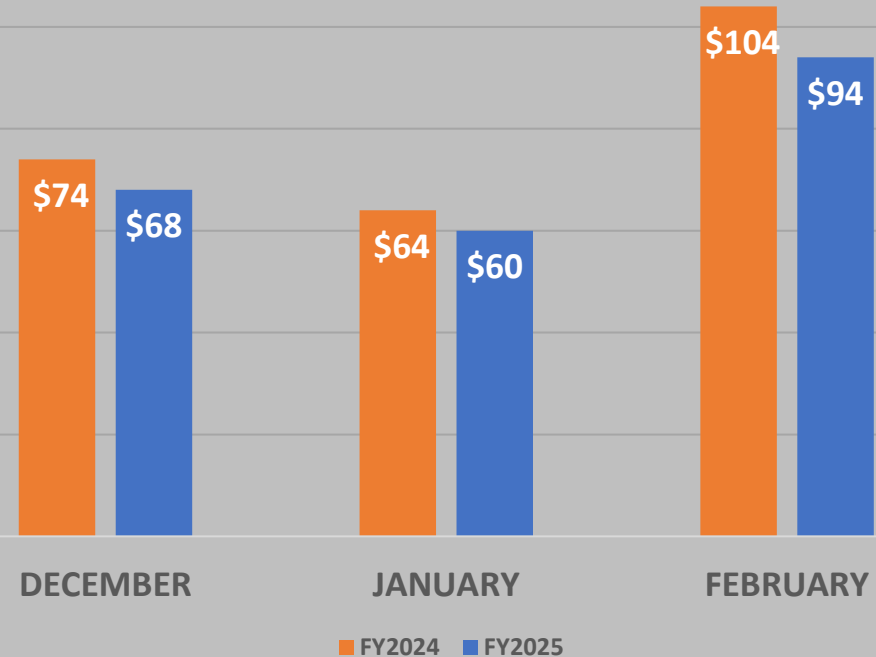
ADR February 2025

- **ADR YOY** was **FLAT** for **February 2025**

ADR YOY COMPARISON



REVPAL YOY COMPARISON



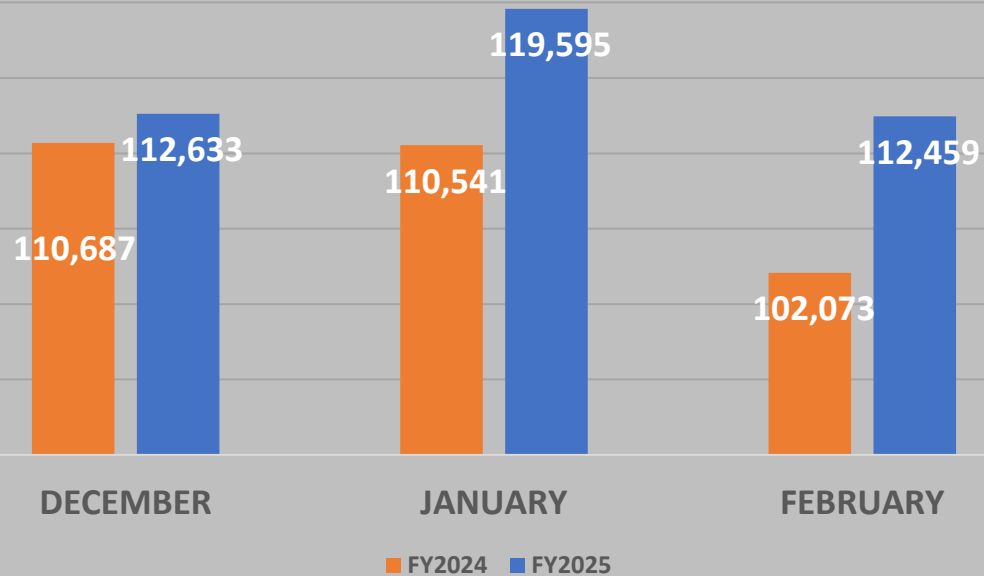
RevPAL February 2025

- **RevPAL** decreased **-9.6% YOY** in **February 2025**

Vacation Rental Analytics

February 2025

SUPPLY YOY COMPARISON



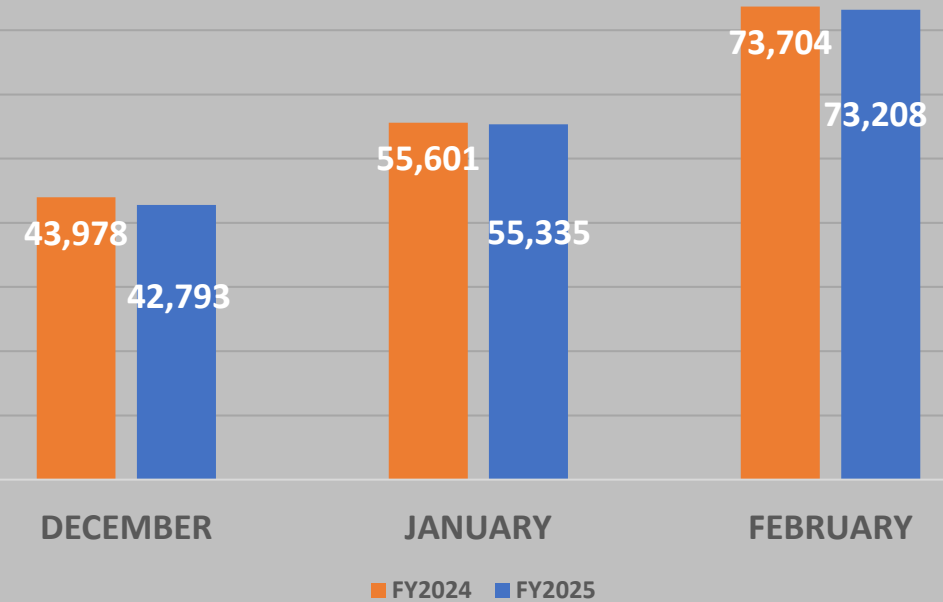
Supply February 2025

- February 2025 Supply increased **+10% YOY**

Demand February 2025

- February 2025 Demand decreased **-0.7% YOY**

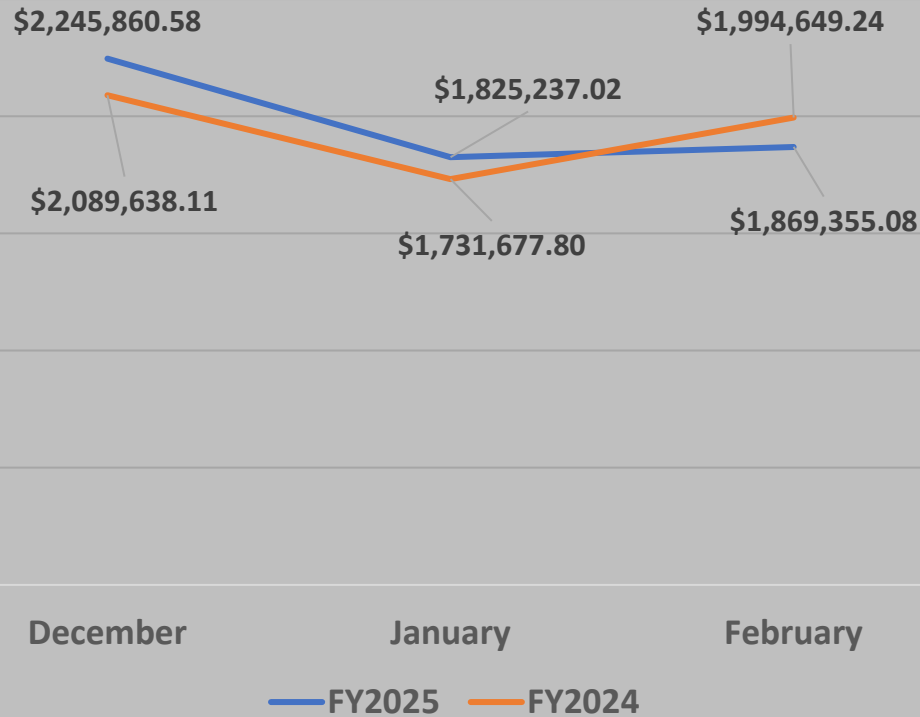
DEMAND YOY COMPARISON



Tourist Development Tax Collections

February 2025

TDT COLLECTIONS MONTHLY YOY COMPARISON



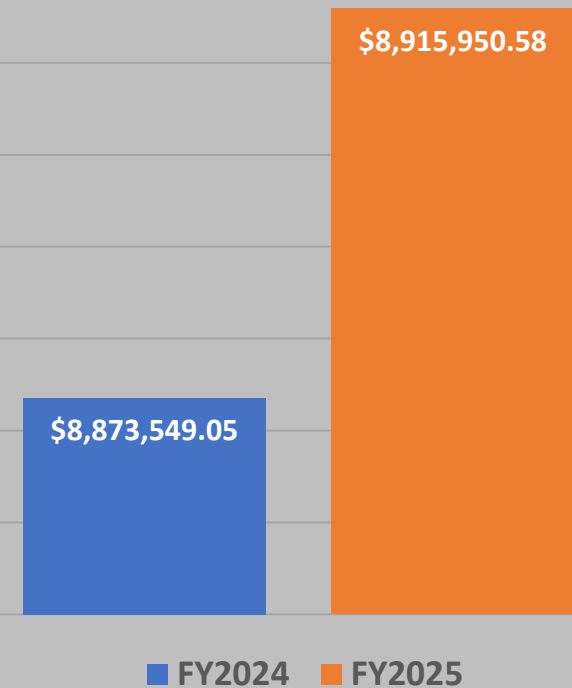
TDT Collections February 2025

- February 2024 TDT Collections increased -6.3% YOY

FYTD TDT Collections February 2025

- FYTD TDT Collections increased +0.5% YOY

FYTD TDT COLLECTIONS YOY COMPARISON



Website + eCRM

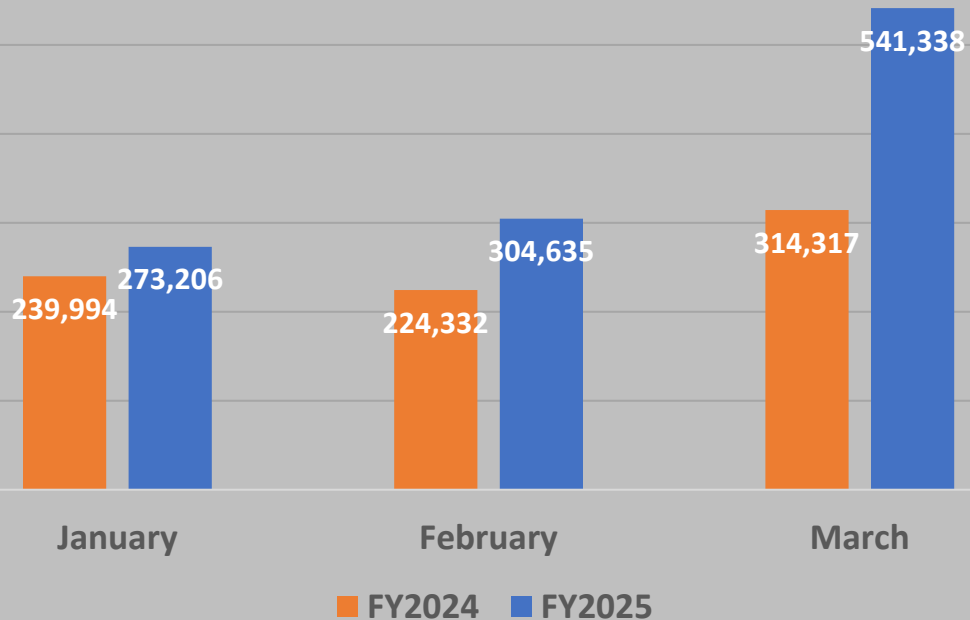
Website Report

March 2025

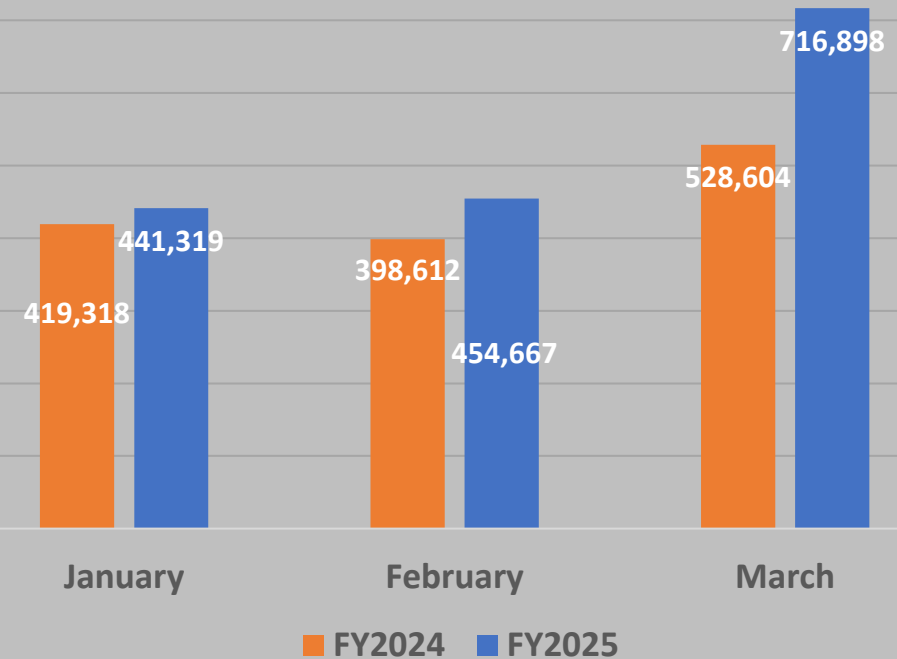
Website Visitation March 2025

- VCB website visitation increased **+72.2% YOY** for March 2025

VISITS TO WEBSITE



PAGEVIEWS



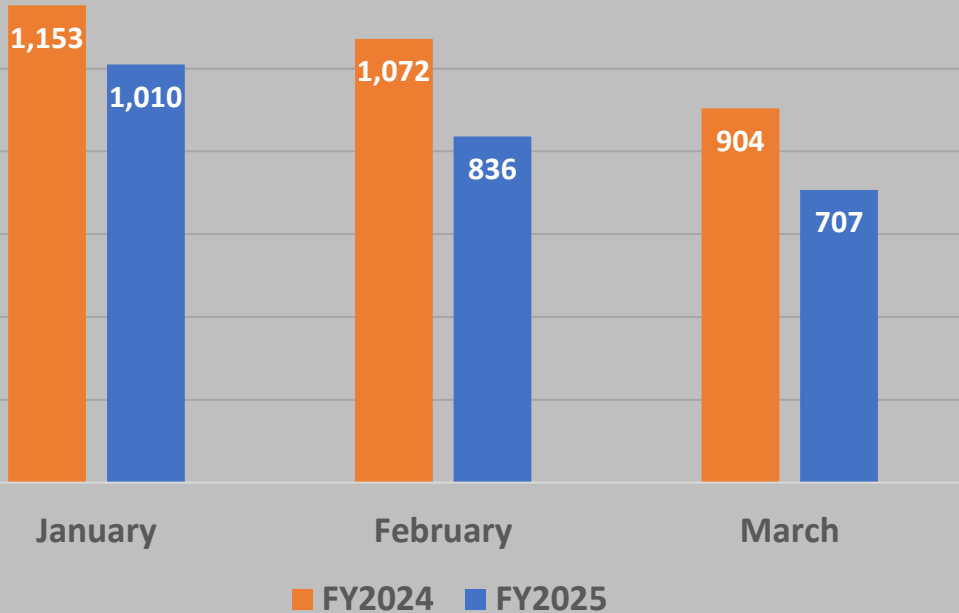
Website Page Views March 2025

- Page Views increased **+35.6% YOY** in March 2025

Website Report

March 2025

TRAVEL PLANNERS ORDERED



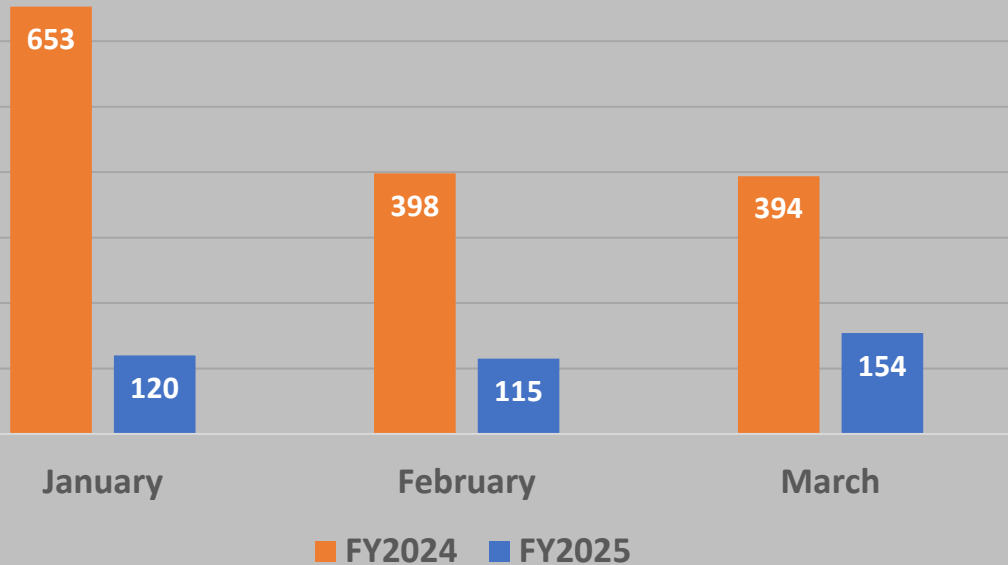
Guides Ordered March 2025

- **Guides ordered** decreased for **March 2025**, down **-21.8% YOY**

eNewsletter Signups March 2025

- **March 2025 eNewsletter signups** decreased **-60.9% YOY**

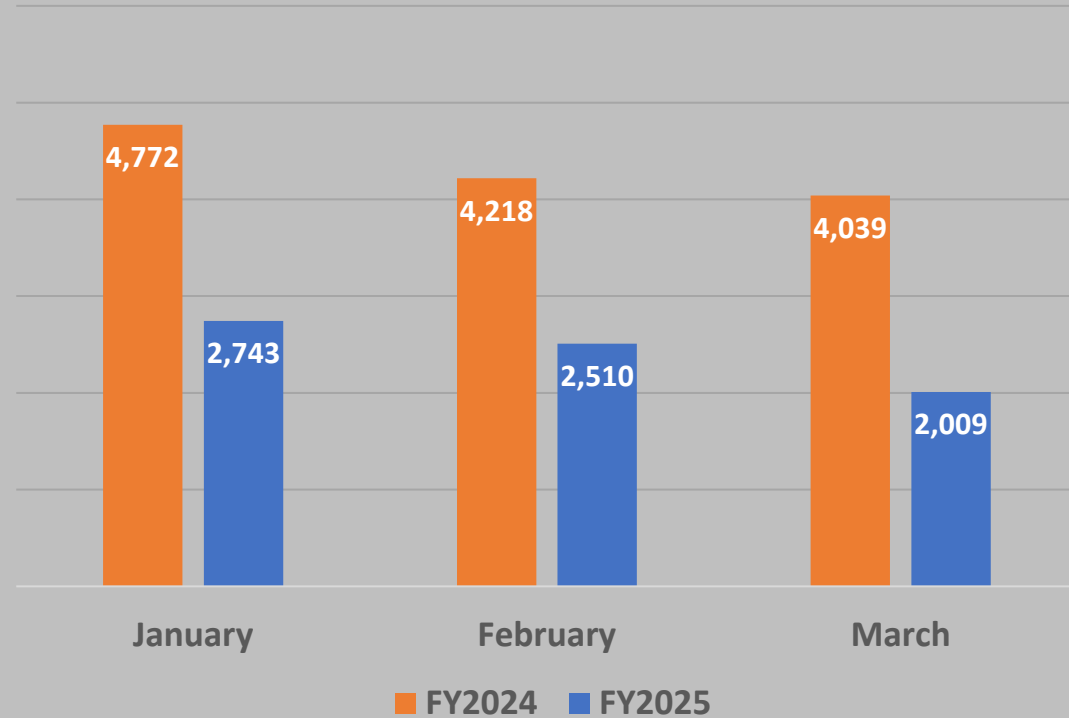
E-NEWSLETTER SIGNUPS



Website Report

March 2025

BOOK DIRECT CLICKS (LODGING)
YOY COMPARISON

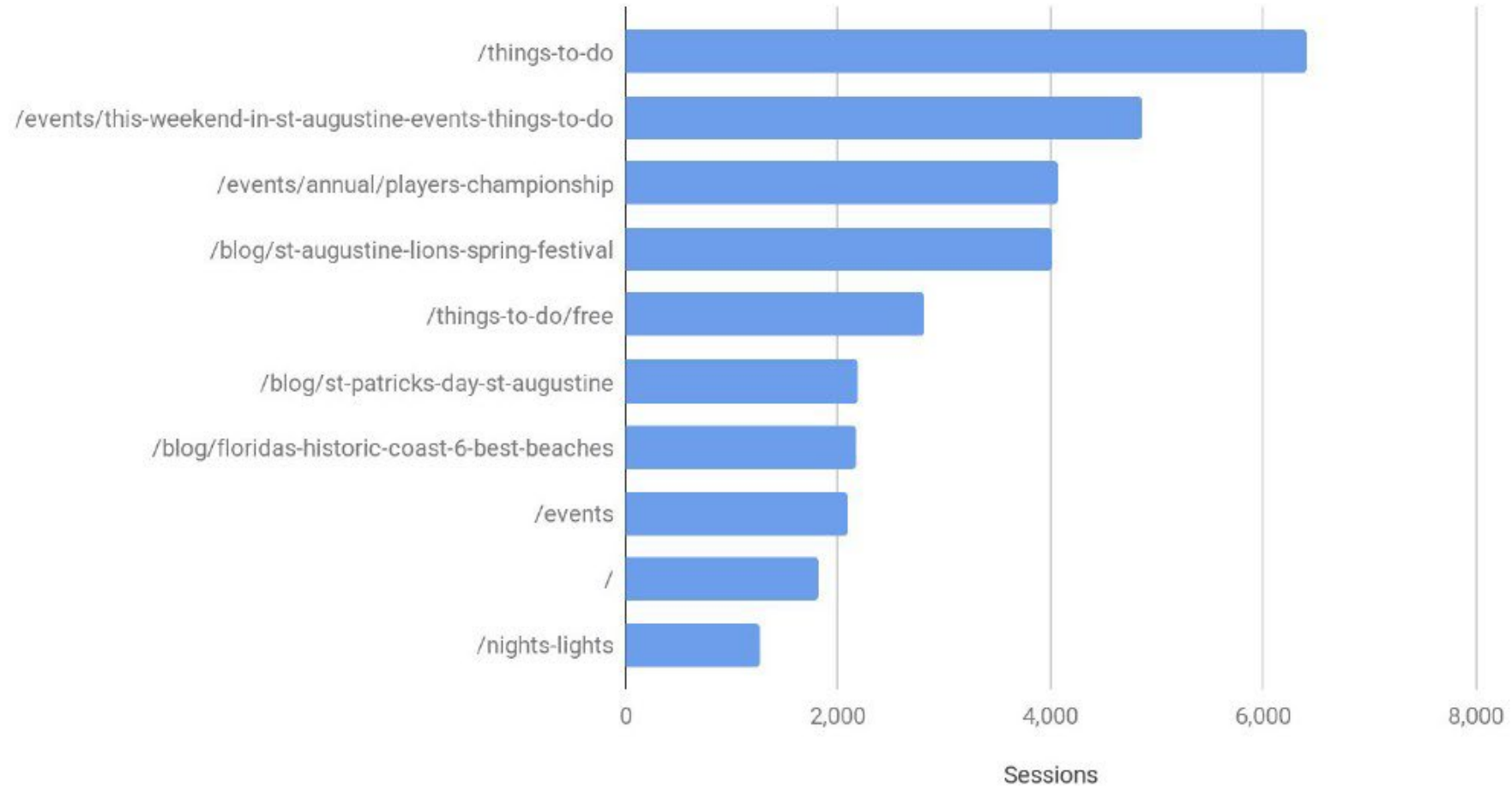


BookDirect Clicks March 2025

- BookDirect clicks decreased for **March 2025** to **2,009** clicks (**-50.3% YOY**)

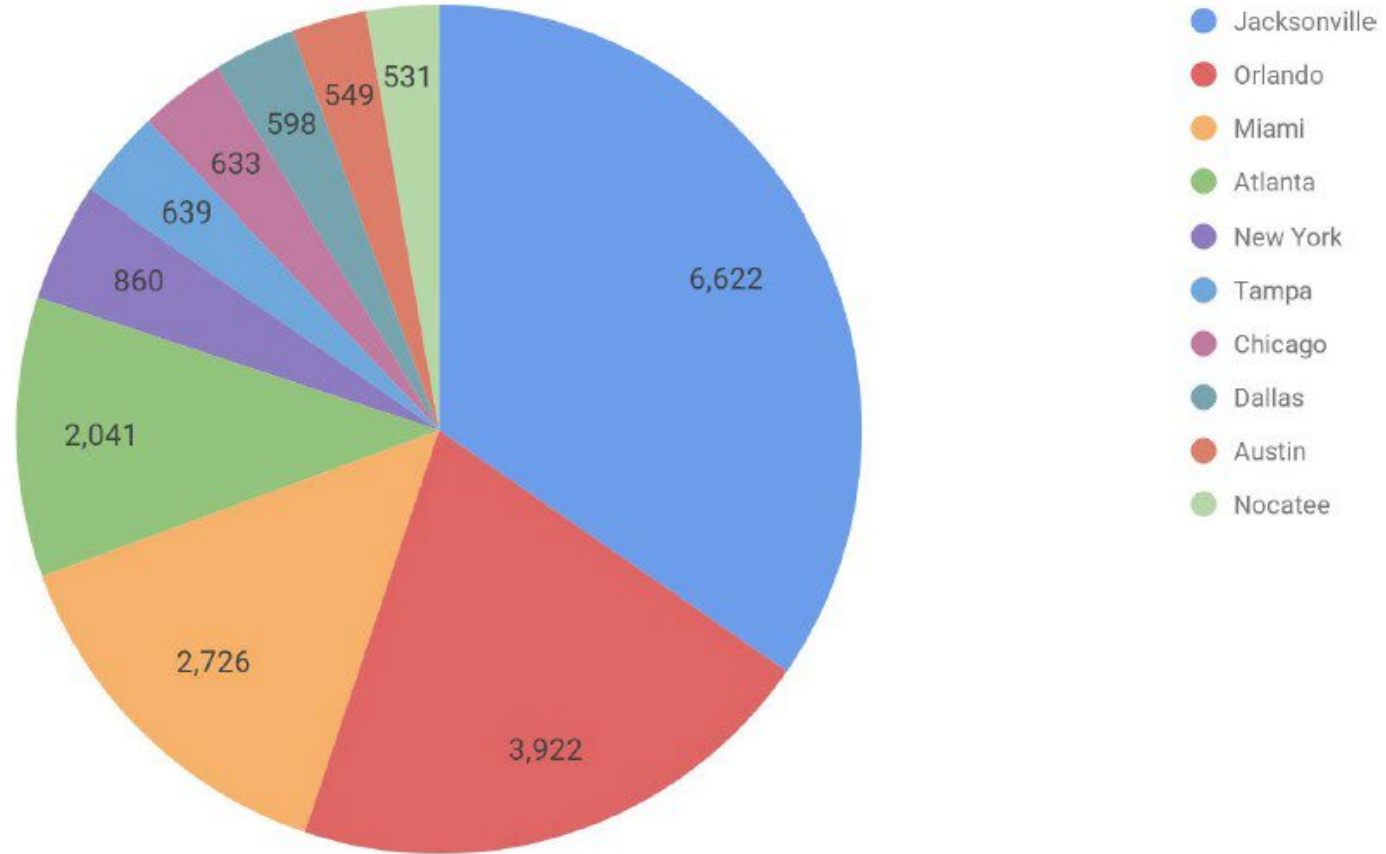
Top Landing Pages

The Lion Spring Festival (+268%), St. Patrick's Day blog (+242%) and the Things to Do page (+103%) saw huge year-over-year increases.



Sessions By City

Austin traffic increased 449% compared to last year.



Top Level Performance

541,338

VISITS TO WEBSITE

+72% YOY

447,260

WEBSITE USERS

+71% YOY

82,997

VISIT FROM ORGANIC

-15% YOY

716,898

PAGE VIEWS

+36% YOY

0:00:25

AVERAGE ENGAGEMENT TIME
PER SESSION

-48% YOY

189,128

ENGAGED SESSIONS

+26% YOY

34.94%

ENGAGEMENT RATE

-13% YOY

Hispanic Microsite Performance

1,082

VISITS TO WEBSITE

-27% YOY

929

TOTAL USERS

-27% YOY

927

VISIT FROM ORGANIC

-22% YOY

2,103

PAGE VIEWS

-39% YOY

0:01:42

AVERAGE ENGAGEMENT TIME
PER SESSION

-9% YOY

838

ENGAGED SESSIONS

-17% YOY

77.45%

ENGAGEMENT RATE

+9% YOY

Email Performance

Opt-in Subscribers

36,324

MESSAGES SENT

33%

CTOR

1,055

SESSIONS

04:53

AVG. SESSION
DURATION

Other Source Subscribers

162,527

MESSAGES SENT

50%

CTOR

643

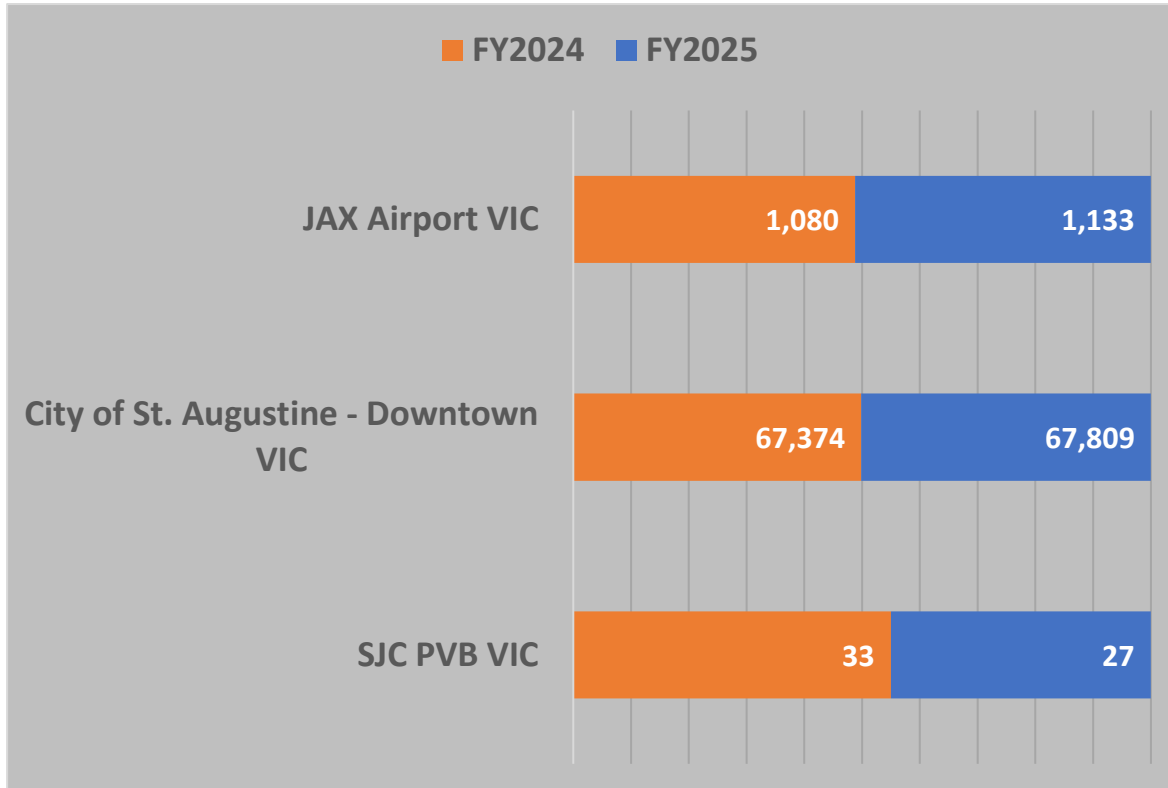
SESSIONS

05:19

AVG. SESSION
DURATION

Visitor Information Centers Visitation

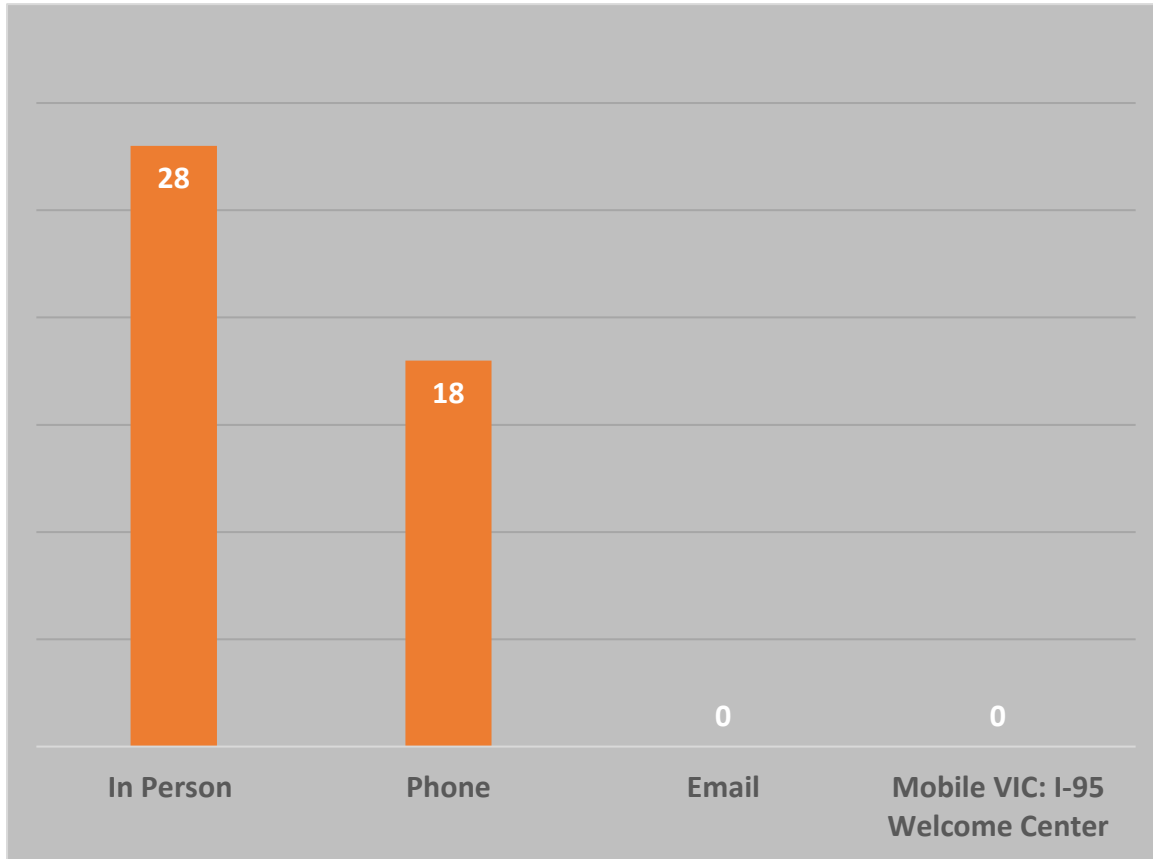
VIC Visitation March 2025



VIC Visitation - March 2025

- Visitation to the **SJC PVB Visitor Information Center** decrease **-18.18% YOY**
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+0.65% YOY**
- Visitation to the **Jacksonville Airport Visitor Information Center** increased **+4.91% YOY**
- **St. Augustine Beach Visitor Information Center** was closed for renovations in March

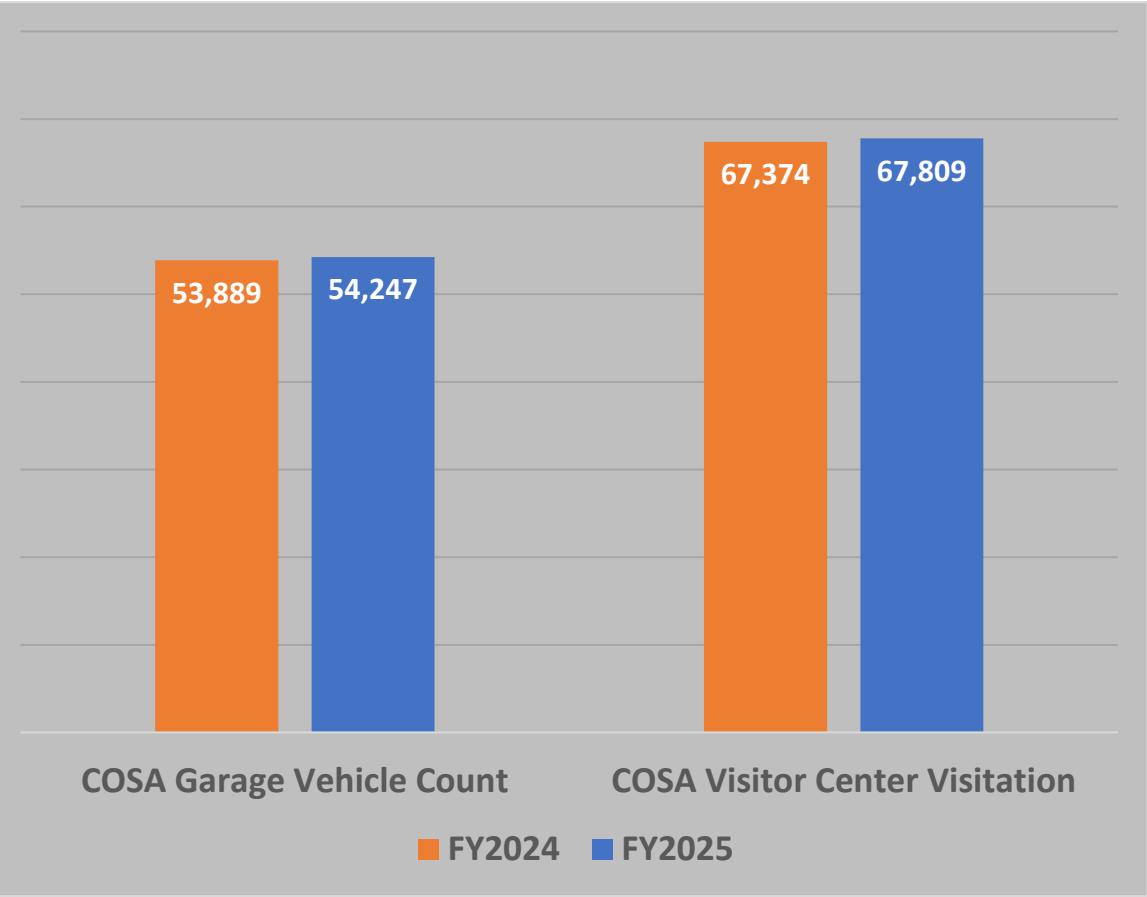
Ponte Vedra VIC Visitation March 2025



Ponte Vedra VIC Visitation - March 2025

- Visitors Served In-Person 28
- Visitors Served by Phone 18
- Visitors Served by Email 0
- Mobile VIC I-95 Welcome Center 0

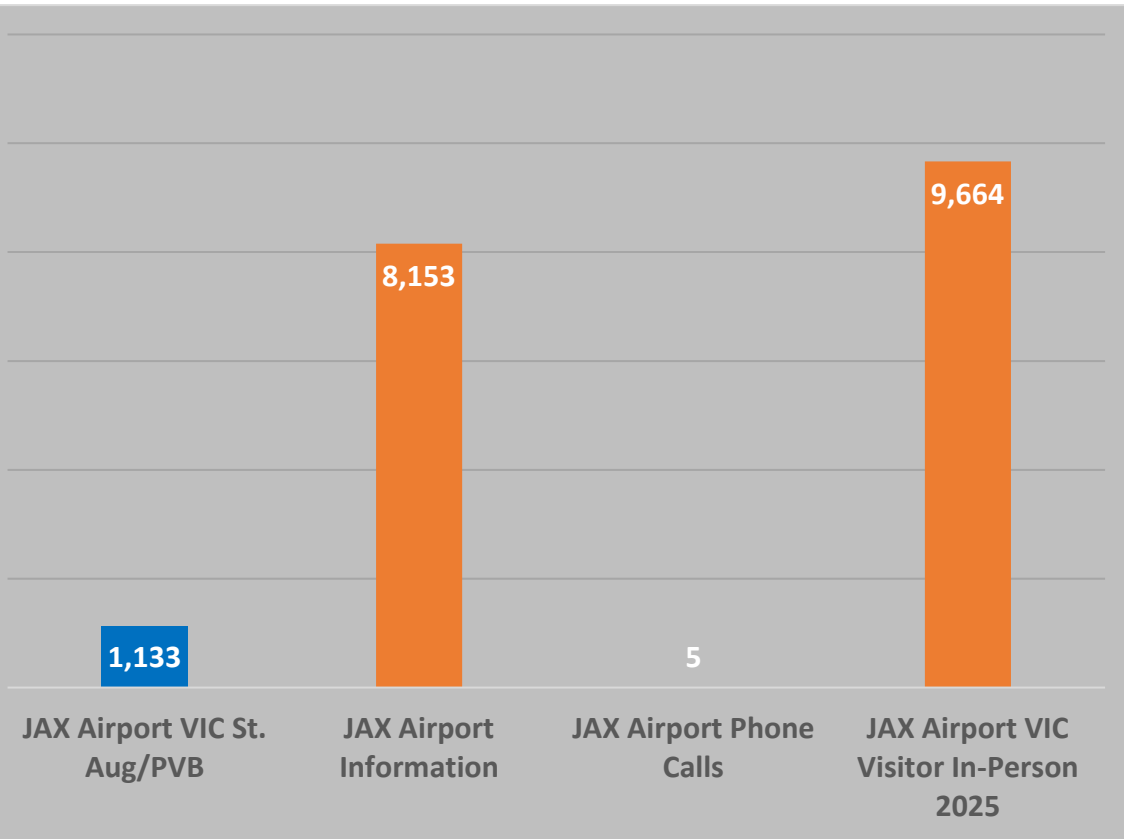
City of St Augustine Downtown VIC Visitation March 2025



City of St Augustine Downtown VIC Visitation - March 2025

- Visitor Information Center Vehicle Count 2024 53,889
- Visitor Information Center Vehicle Count 2025 54,247
- Visitor Information Center In-Person 2024 67,374
- Visitor Information Center In-Person 2025 67,809

Jacksonville Airport VIC Visitation March 2025



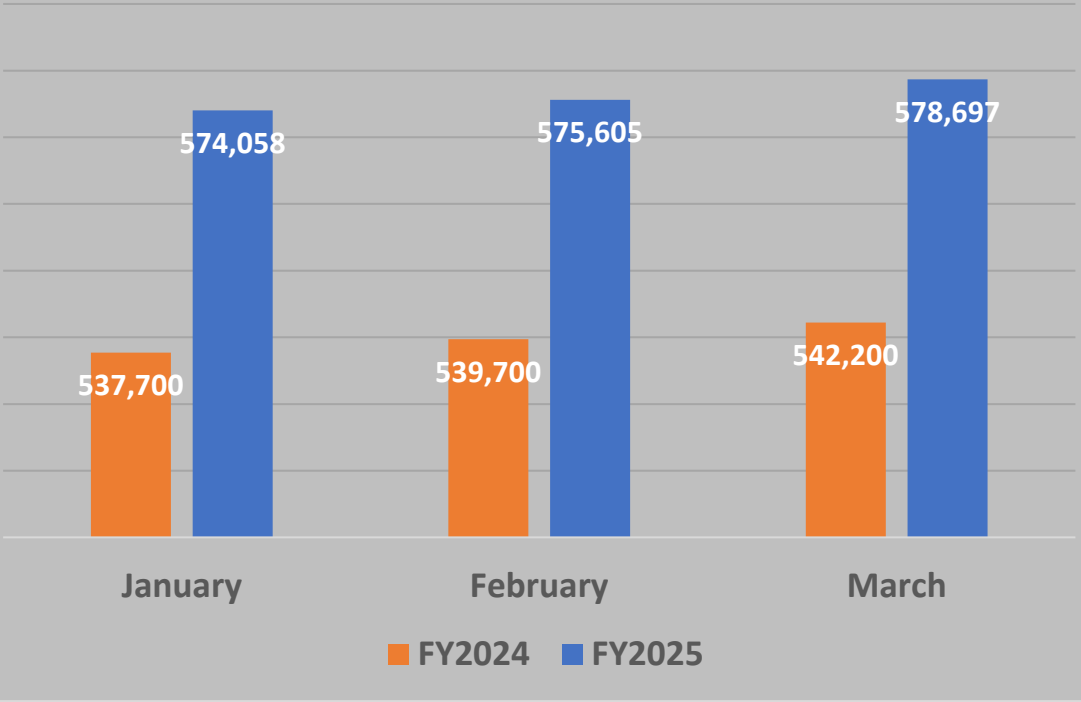
Jacksonville Airport VIC Visitation - March 2025

- Jacksonville Airport VIC St. Aug & PV 1,133
- Jacksonville Airport VIC Airport Information 8,153
- Jacksonville Airport VIC Phone Calls 5
- Jacksonville Airport VIC Visitor In-Person 2025 9,664

Social Media

March 2025

FACEBOOK FOLLOWERS YOY COMPARISON



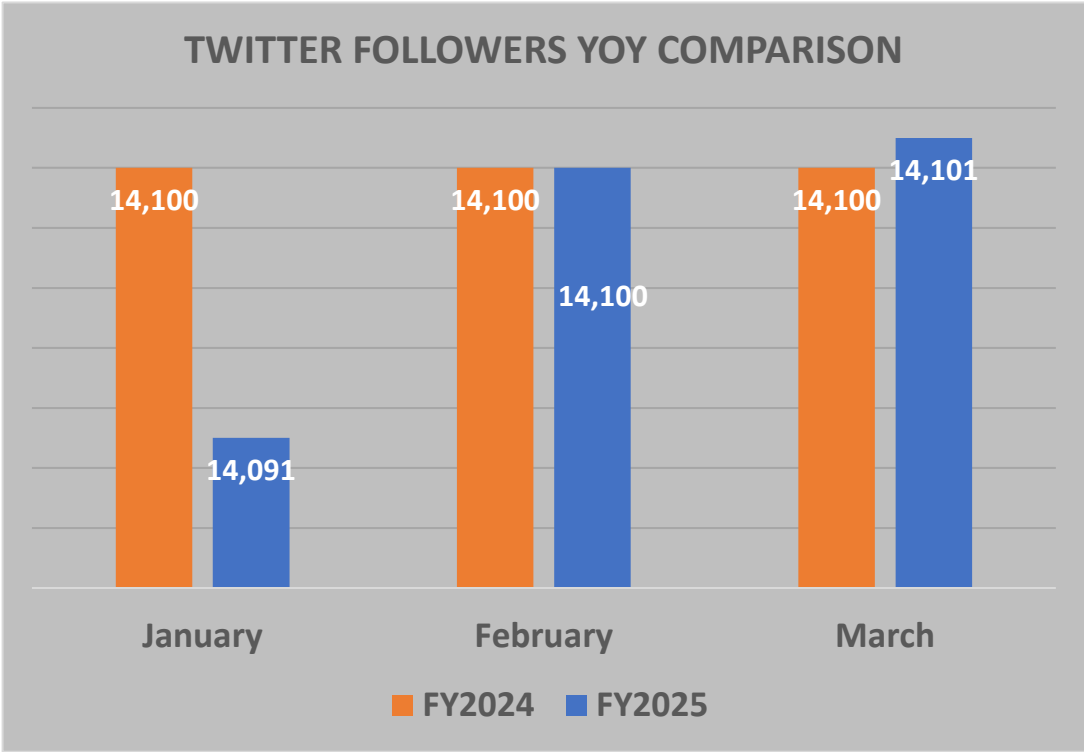
Facebook Followers March 2025

- Facebook Followers increased in March 2025 +6.73% YOY

Twitter Followers March 2025

- Twitter Followers decreased in March 2025 FLAT YOY

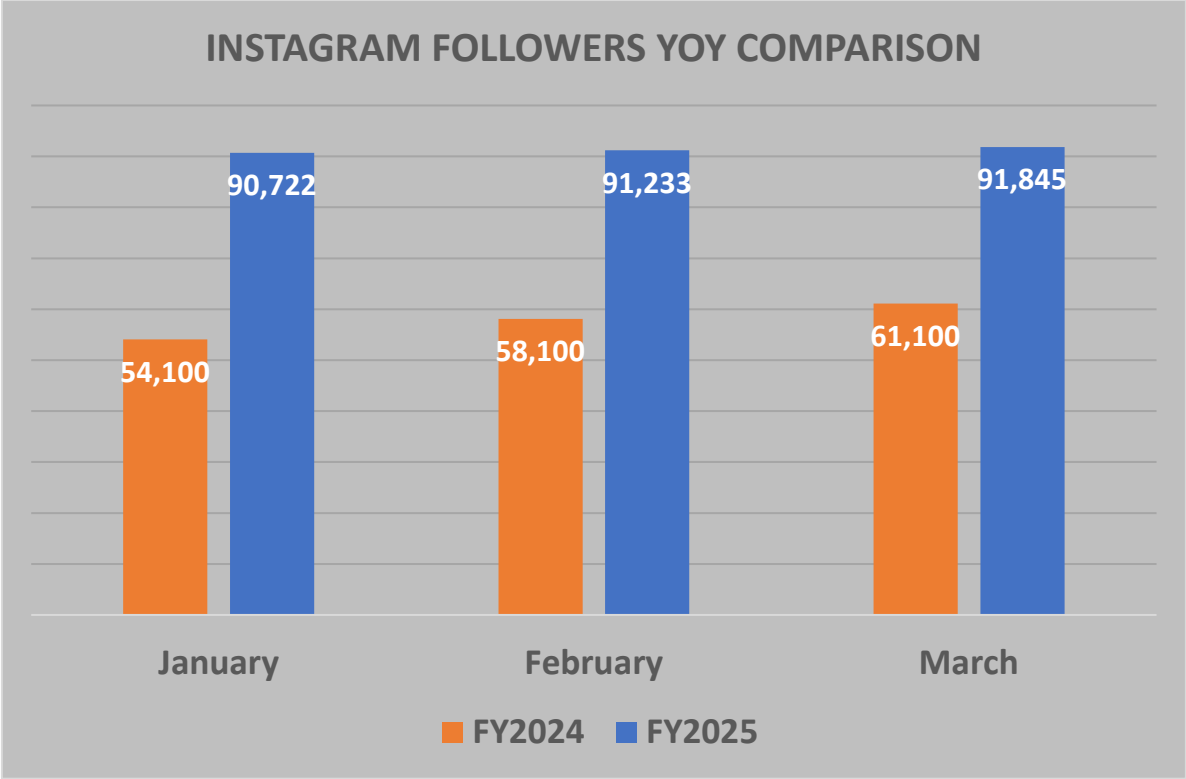
TWITTER FOLLOWERS YOY COMPARISON



Social Media

March 2025

INSTAGRAM FOLLOWERS YOY COMPARISON



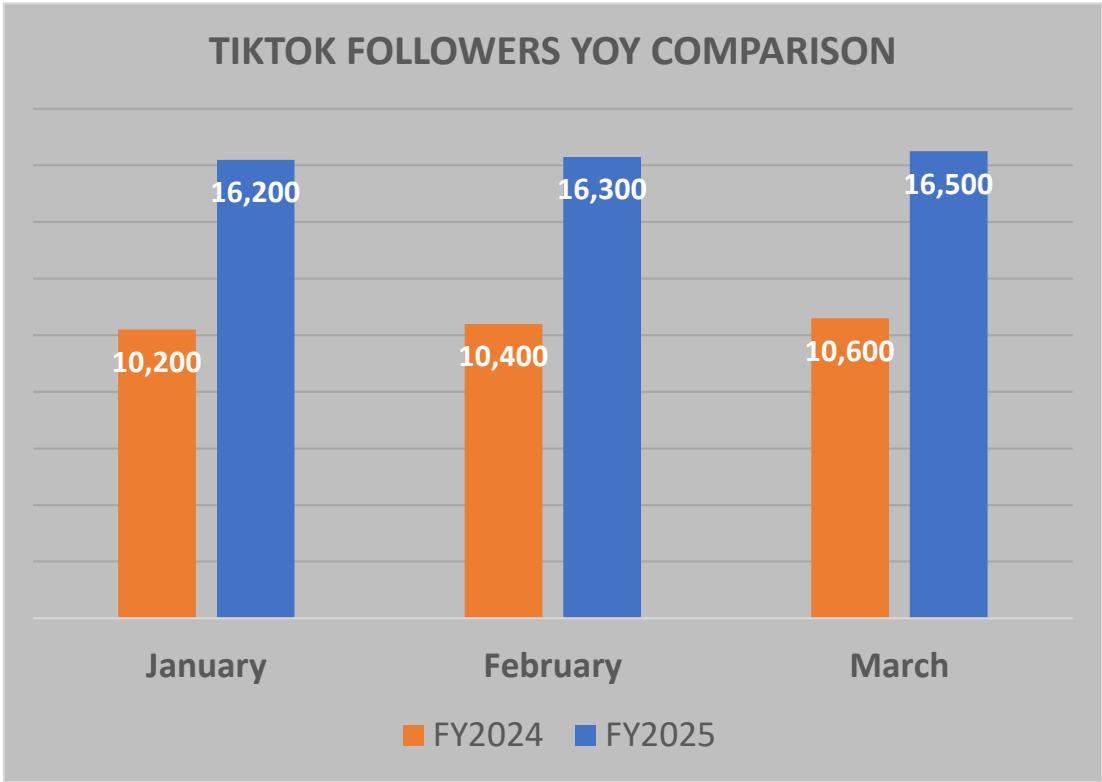
Instagram Followers March 2025

- Instagram increased in March 2025 +50.3% YOY

TikTok Followers March 2025

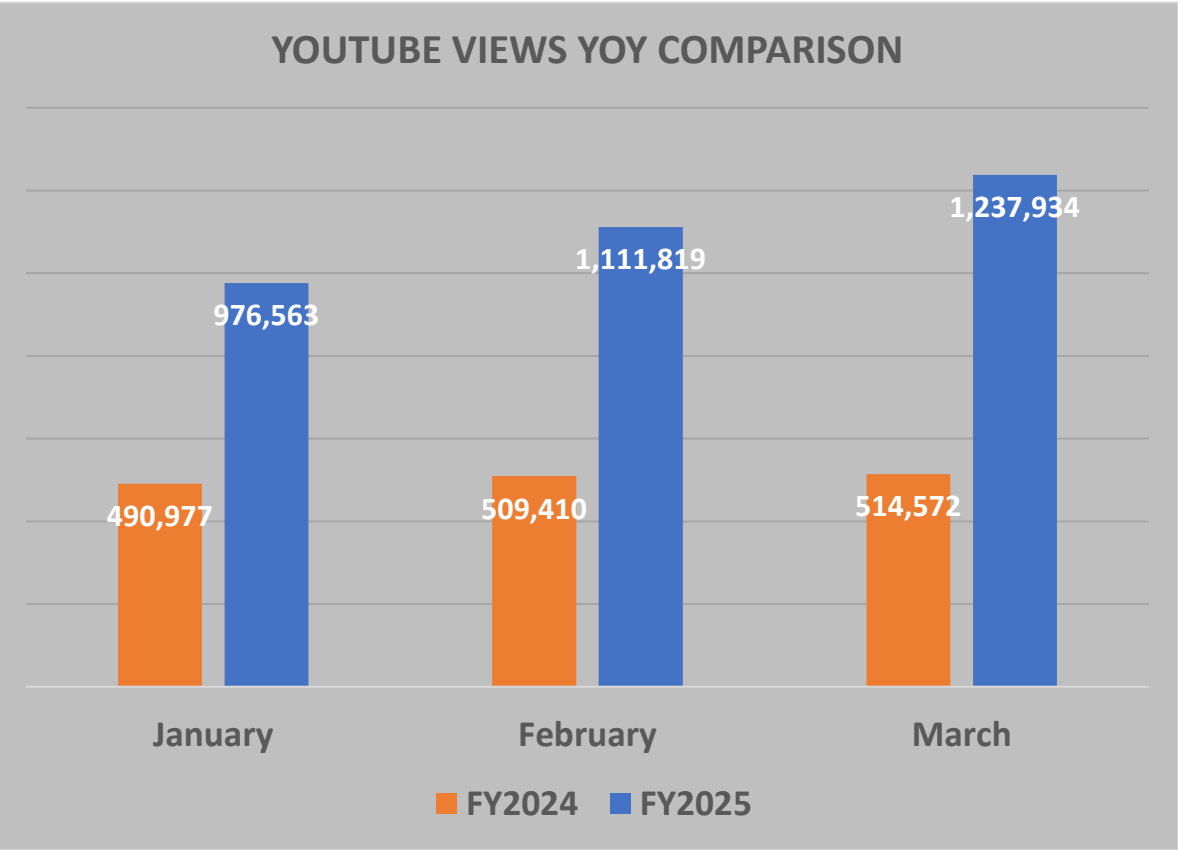
- TikTok Followers increased in March 2025 +55.7% YOY

TIKTOK FOLLOWERS YOY COMPARISON



Social Media March 2025

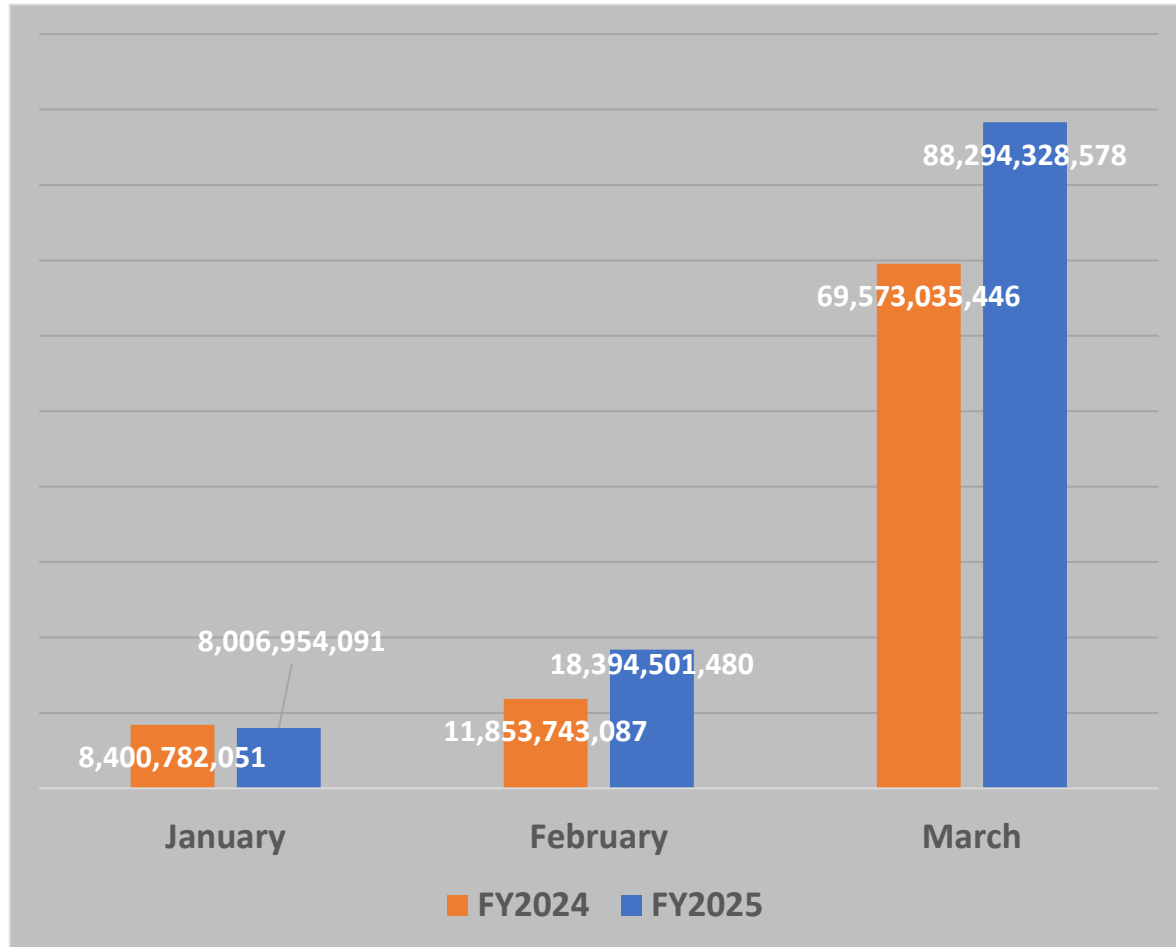
YOUTUBE VIEWS YOY COMPARISON



YouTube Views March 2025

- YouTube Views increased in March 2025 +140.6% YOY

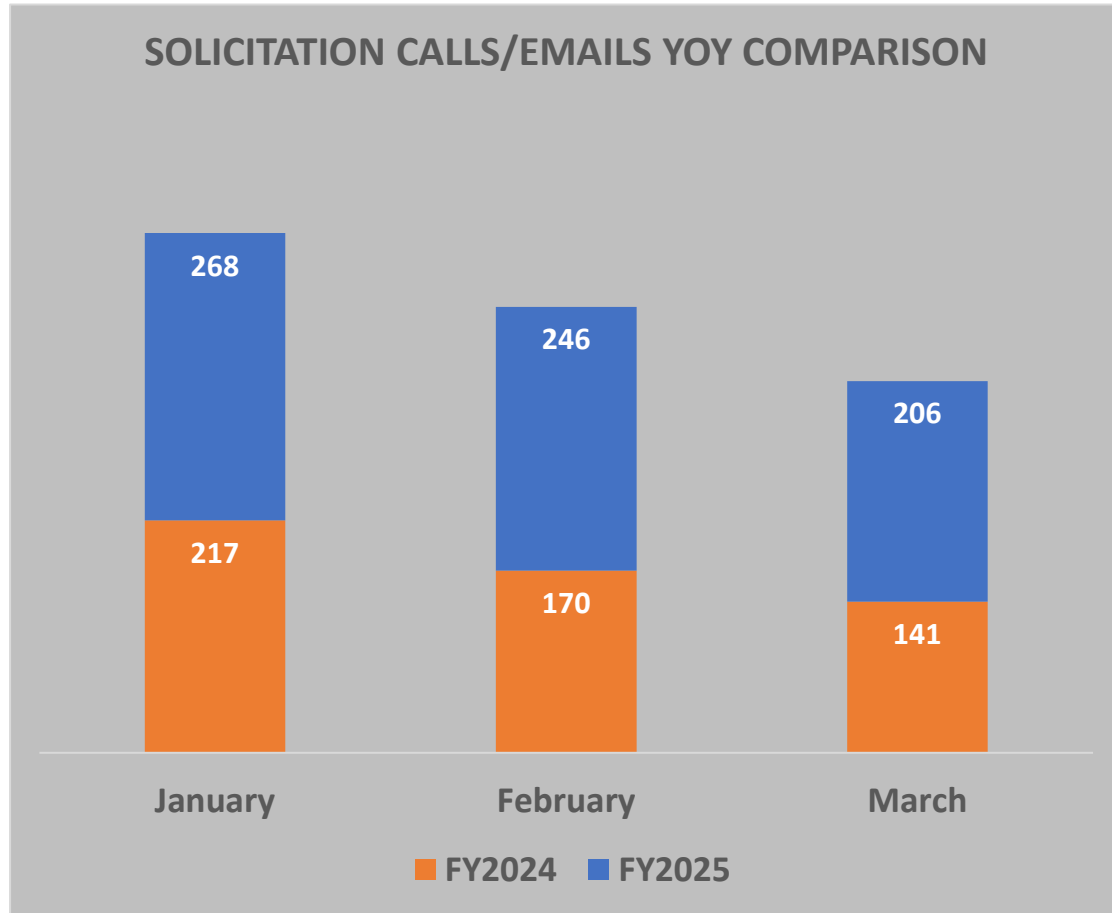
Media Impressions – March 2025



Media Impressions - March 2025

- **Media Impressions decreased +26.91% YOY in March 2025**

Sales Measurement Summary



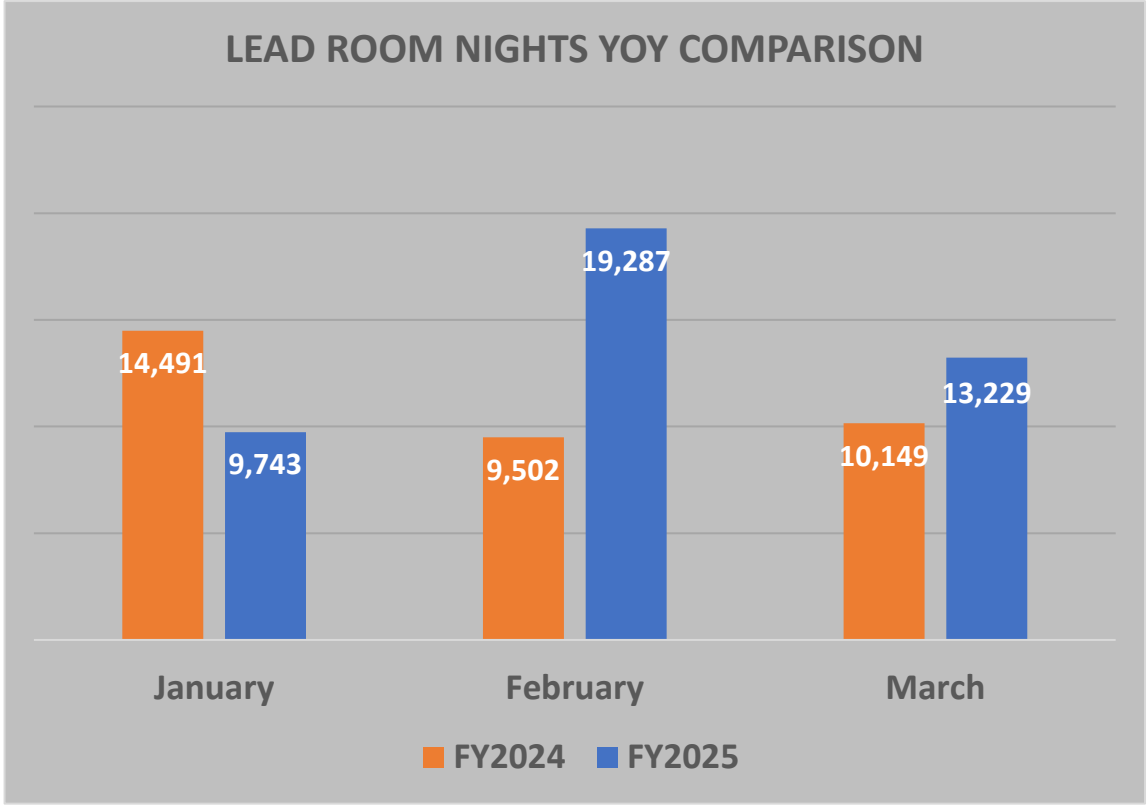
Solicitations March 2025

- **Solicitations** were up for March 2025 **+46% YOY**

Sales Report

March 2025

LEAD ROOM NIGHTS YOY COMPARISON

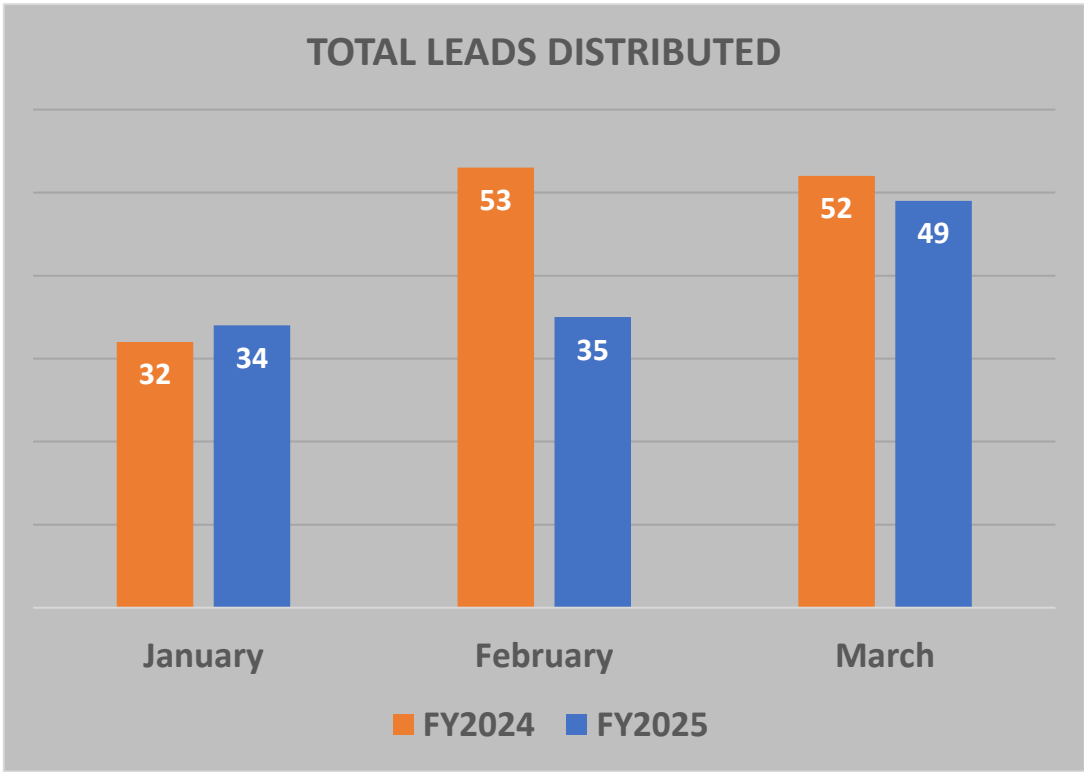


Lead Room Nights March 2025

- March 2025 Lead Room Nights decreased **+30.5% YOY**

Lead Distribution March 2025

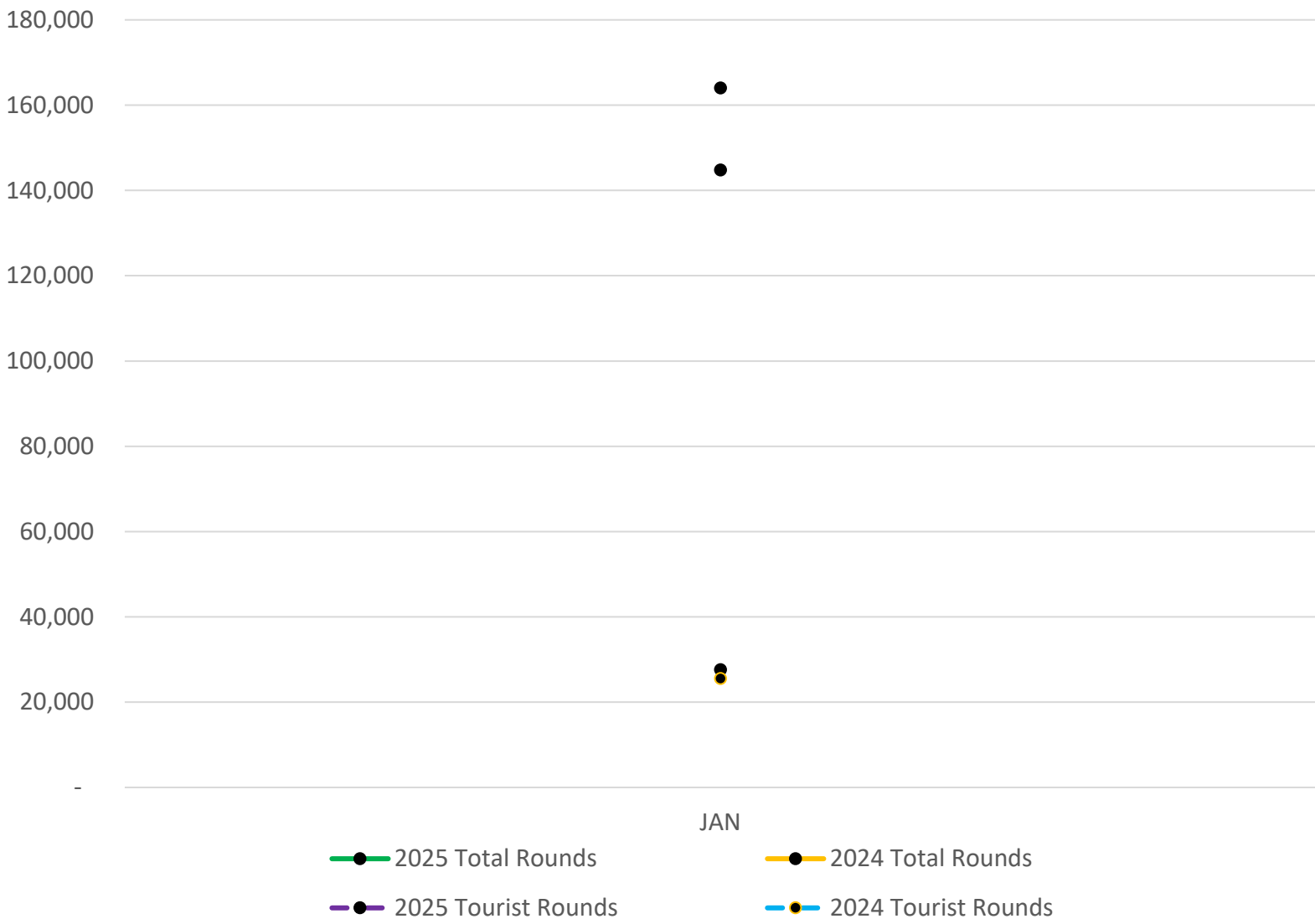
- March 2025 Lead Distribution increased **-5.77% YOY**



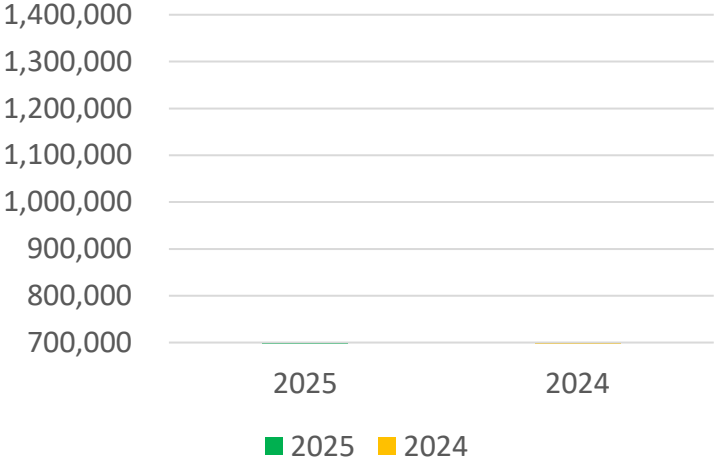
Florida's First Coast of Golf

ROUNDS UPDATE

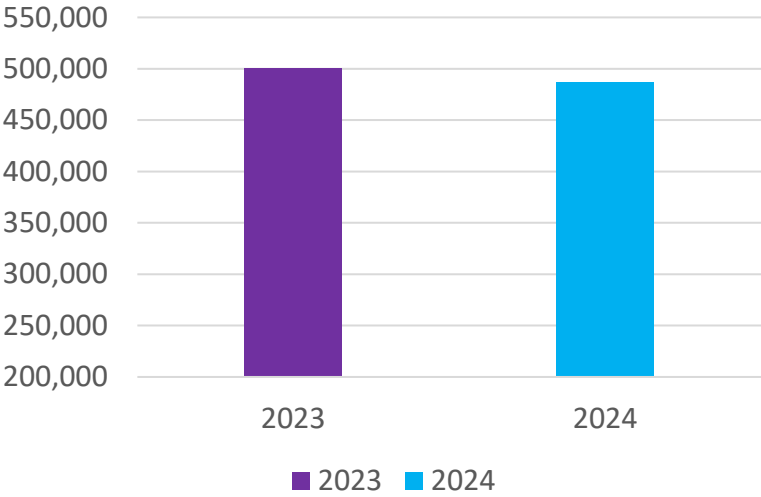
Total Rounds Jan: -12%
Tourist Rounds Jan: 8%



2025 TOTAL ROUNDS YTD -12%

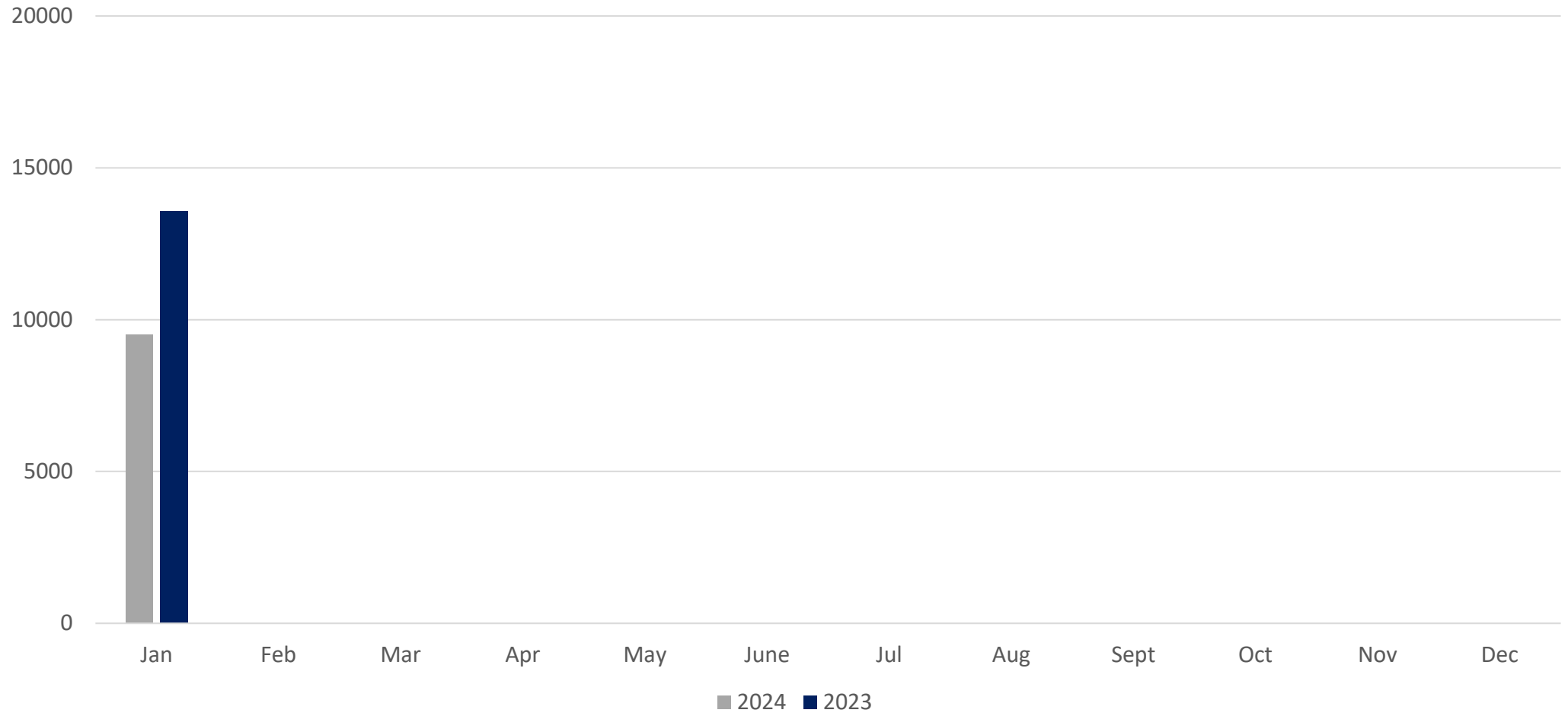


2025 TOURIST ROUNDS YTD 8%



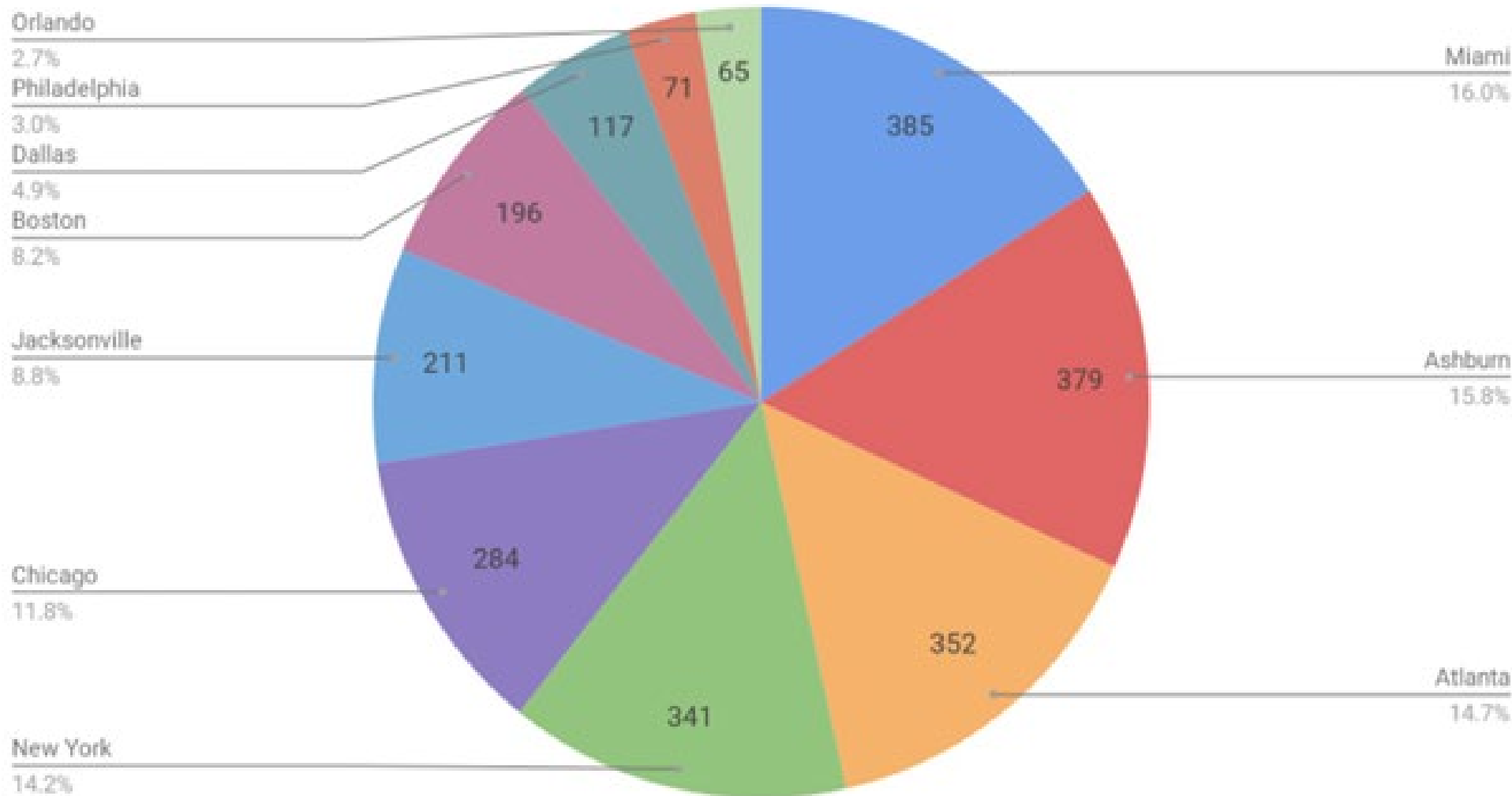
Florida's First Coast of Golf Digital Traffic

+43% Jan | +43% YTD



Sessions By City

Miami (+157%), Boston (+111%), and Chicago (+93%) saw the highest year-over-year increases.



CEO's Comments

- February 2025 Traditional Lodging Stats: Occupancy 71.1% (+0.7%), ADR \$178.30 (-0.4%), RevPAR \$126.81 (+0.3%), Demand (+0.4%), Revenue (-0.1%), Supply is -0.4%.
- February 2025 Vacation Rental Stats: Paid Occupancy 52.2% (-9.2%), ADR \$181 (+0.0%), RevPAL \$94 (-9.6%), Demand (-0.7%); Supply (+10.18%).
- February 2025 TDT Collections was down -6.3% YOY
- March 2025 Website: Continued positive YOY trends with site up +72.2% YOY and significant increase in site visitation from Austin (+449%).
- March VIC Visitation YOY for the PVB VIC was -18.18%; CoSA VIC was -0.51%; Jax VIC was +18.58%; SAB VIC was closed in March
- March 2025 Social Media YOY for Facebook/Meta was +6.73%, Instagram was +50.3%, TikTok was +55.7%, and YouTube was +140.6%
- March 2025 Publicity +26.9% YOY.
- March 2025 Sales team solicitations are up +46.1% YOY; lead room nights are up +30.5% YOY; lead distributions are down -5.77% YOY.

March Board Report FY2025

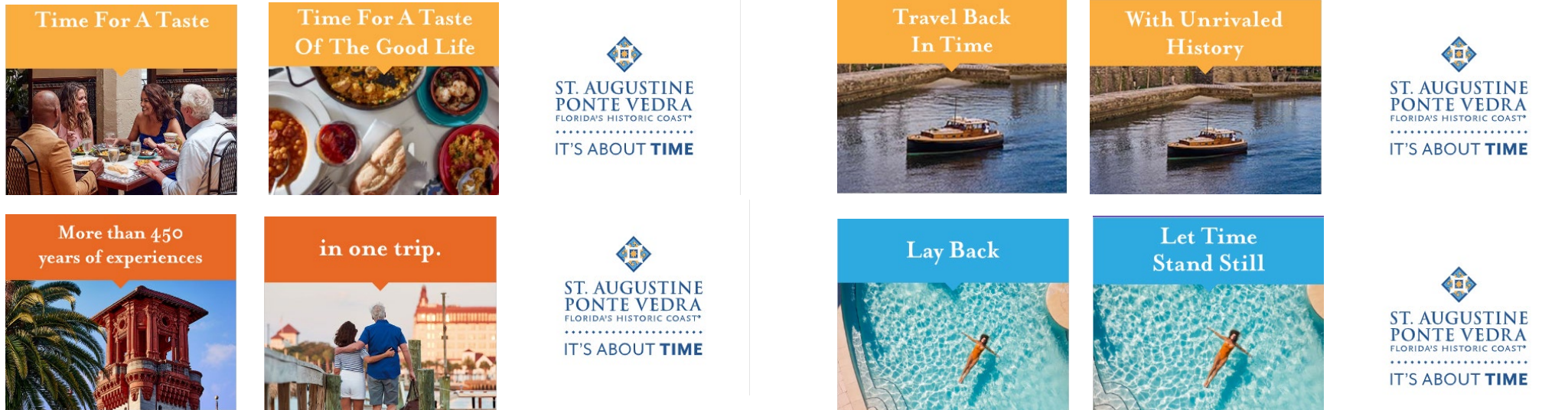


ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Creative: B2C

Digital

- Google Paid Search delivered 362,527 impressions from 3/1-3/31/2025
- Programmatic Display delivered 24,550,008 impressions from 3/1-3/31/2025
- Facebook/Instagram delivered 6,814,727 impressions from 3/1-3/31/2025
- YouTube delivered 4,944,920 impressions from 3/1-3/31/2025
- Nexxen OLV delivered 1,677,078 impressions from 3/1-3/31/2025
- PodKatz delivered 2,468,895 impressions from 3/1-3/31/2025



Luxury Campaign

- St. Augustine FY2025 Luxury Co-op campaign continued through 3/31/2025

 **St. Augustine, Florida**
Sponsored · 

Give your "trip to the beach" an upgrade in St. Augustine | Ponte Vedra.



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April 23 – 27, 2025

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Art Association

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www.hammockbeach.com
Find Your Coastal Retreat
Indulge & Unwind

[Learn more](#)


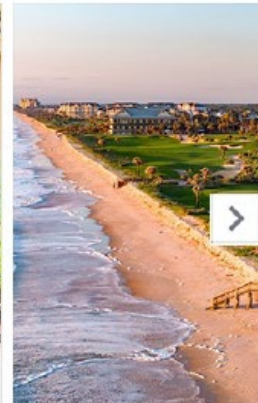

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Hammock Beach




 **St. Augustine, Florida**
February 21 at 6:59 PM · 

[Like Page](#)


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Elegance en Plein Air
April 23 – 27, 2025 [Learn More](#)

 Like  Comment  Share

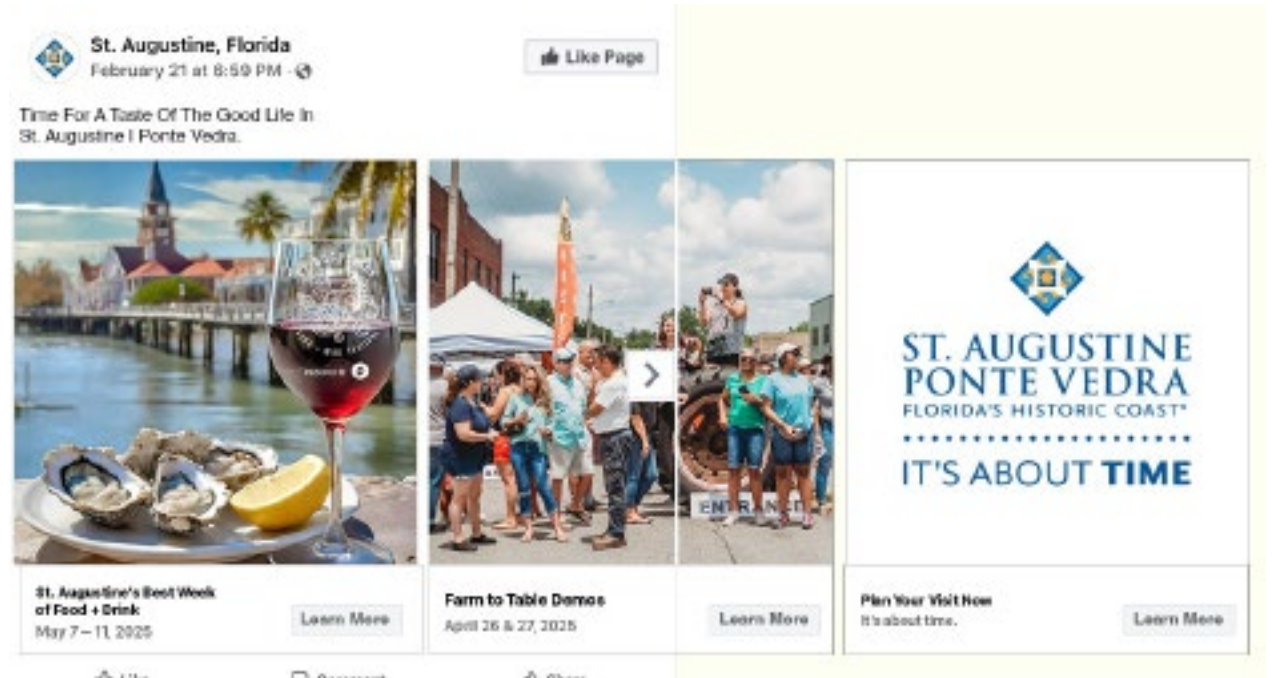
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Indulge & Unwind [Learn More](#)


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

Plan Your Visit Now
It's about time. [Learn More](#)

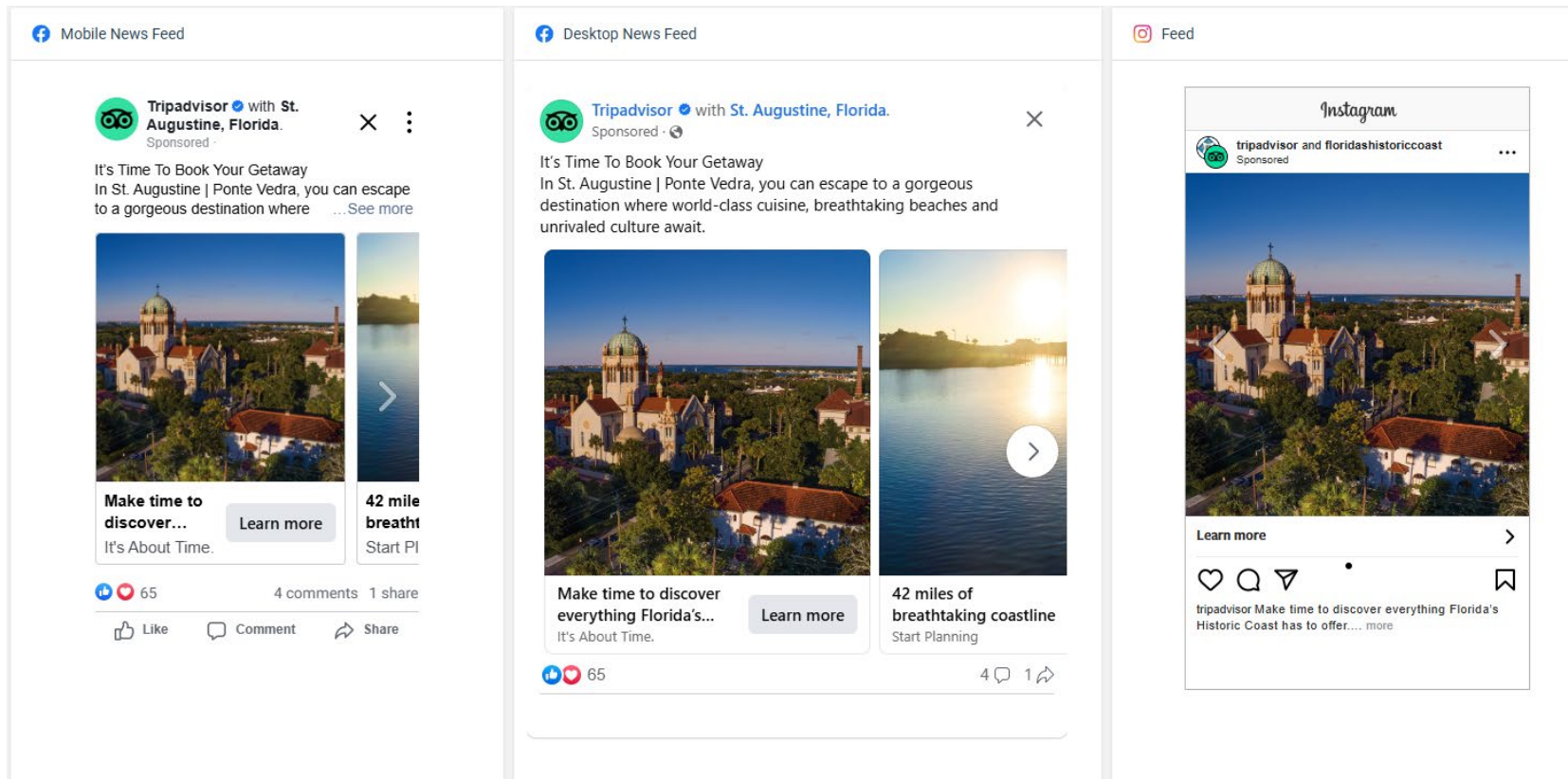
Cuisine Campaign

- St. Augustine FY2025 Cuisine Co-op campaign continued through 3/31/2025



Bridge Campaign Meta TripAdvisor

- St. Augustine FY2025 Bridge Campaign for Meta continued through 3/31/2025

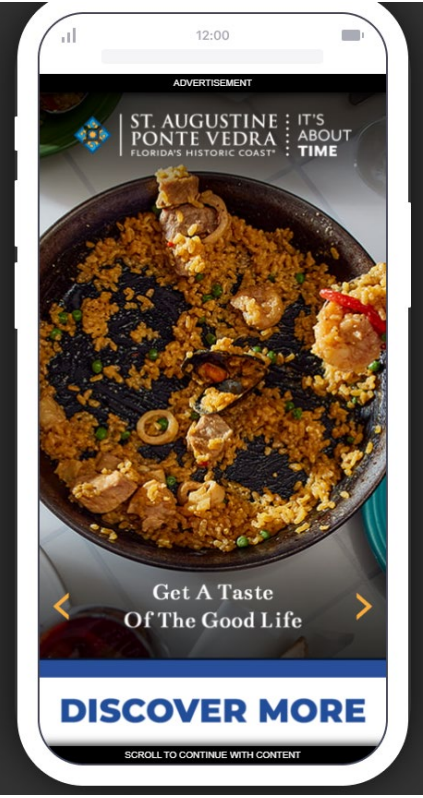
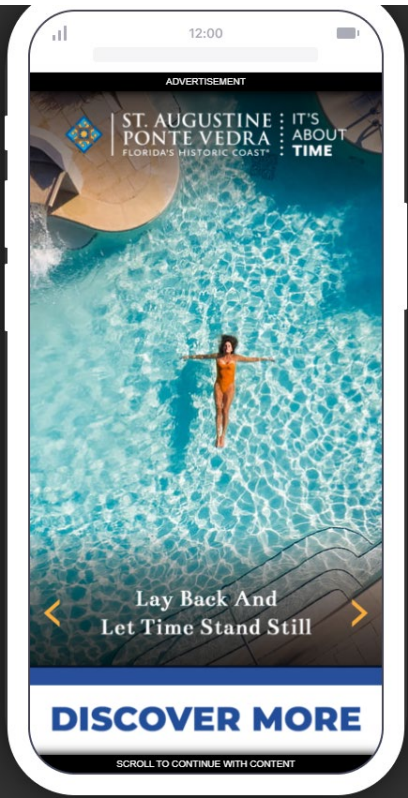
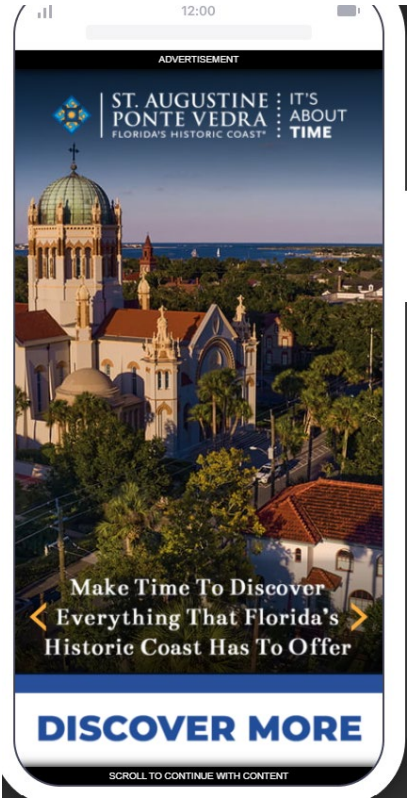


Bridge Campaign Cont'd

Video (:15 & :30)



Display Rich Media Unit




Print Creative: B2C

2025 VISIT FLORIDA® Official Vacation Guide


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

Lay Back And Let Time Stand Still

An aerial photograph of a large, irregularly shaped swimming pool with a person swimming in the center. The pool is surrounded by a paved deck with several blue lounge chairs and umbrellas. The water is a vibrant blue, and the surrounding area is lush with greenery.

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

Visit [FloridasHistoricCoast.com](https://www.FloridasHistoricCoast.com) to learn more.



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

Prevue Magazine

- History/African-American History issue
- Estimated circulation – 20,000



Right place. Right time.

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

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



Prevue Magazine (Added Value)

- Eblast/Newsletter

■ SOUTHEAST SPONSORED CONTENT

St. Augustine | Ponte Vedra

St. Augustine and Ponte Vedra Beach: Where history meets modern hospitality.



Fast Facts

Meeting Space: Over 160,000 square feet
Guest Rooms: Over 10,000 guest rooms
Airports: Jacksonville International (JAX), Daytona Beach International Airport (DAB), and Orlando International Airport (MCO)
Average Daily Temp: Low of 46 F in January to a high of 90 F in August – one of the coolest places to be in the summer months compared to the rest of Florida!



Since 1513, St. Augustine and Ponte Vedra Beach have been enchanting visitors from around the world. Among the first to be captivated was Juan Ponce de León, who may not have discovered the mythical Fountain of Youth but certainly found something extraordinary on Florida's Historic Coast®. More than 500 years later, this remarkable destination remains a treasure trove for explorers of all kinds.

For meeting planners, the allure extends far beyond the rich history. The area offers an array of unforgettable venues

that set the stage for exceptional events. Picture intimate dinners at award-winning establishments like La Nouvelle Bistro in the heart of historic downtown St. Augustine, or black-tie galas in iconic settings such as the landmark Casa Monica Resort & Spa or the AAA Five Diamond Ponte Vedra Inn & Club. These extraordinary venues promise to leave a lasting impression on any group.

But remarkable venues are just the beginning. The Visitors and Convention Bureau is dedicated to ensuring seamless event planning with a range of complimentary services, including arranging site visits, sourcing RFPs, and providing marketing collateral. With their

support, your event will be anything but ordinary.

Beyond the boardroom, attendees can indulge in nearly 42 miles of pristine, unspoiled beaches—a rare gem in today's fast-developing world. Dining options are equally impressive, with an array of elegant and eclectic eateries to suit every palate. Shopping enthusiasts will relish exploring the brick-lined streets of St. Augustine for unique gifts, artisan treasures, and specialty foods, or hunting for bargains and style on San Marco Avenue in antique shops and quirky boutiques.

When it's time to unwind, attendees can choose from a range of accommodations that blend comfort with character—

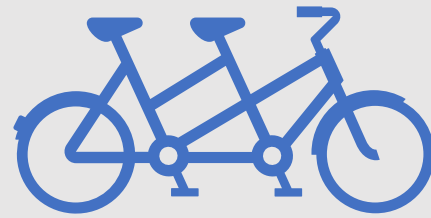
from boutique inns steeped in old-world charm to luxurious resorts along the coast, and everything in between.

Legendary history, seaside elegance, combined with outstanding meeting services and facilities, make Florida's Historic Coast a remarkable meeting destination.

For an interactive Group & Meeting Guide, visit MyFloridaMeetings.com or call 800-418-7529.

CONTACT

Jennifer Jenkins
T: 800-418-7529, ext. 2012
E: Jenkins@floridashistoriccoast.com
W: MyFloridaMeetings.com



PETERMAYER



ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®



Update: January – March Annual Promotion Plan FY2025



ST. JOHNS
CULTURAL COUNCIL

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





ST. JOHNS
CULTURAL COUNCIL

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

**The mission of the Cultural Council is
to support local artists and arts organizations and
promote St. Johns County as the premier arts destination where
the lives of both residents and visitors
are enriched through art, culture, history and heritage.**

FY2025 Objectives

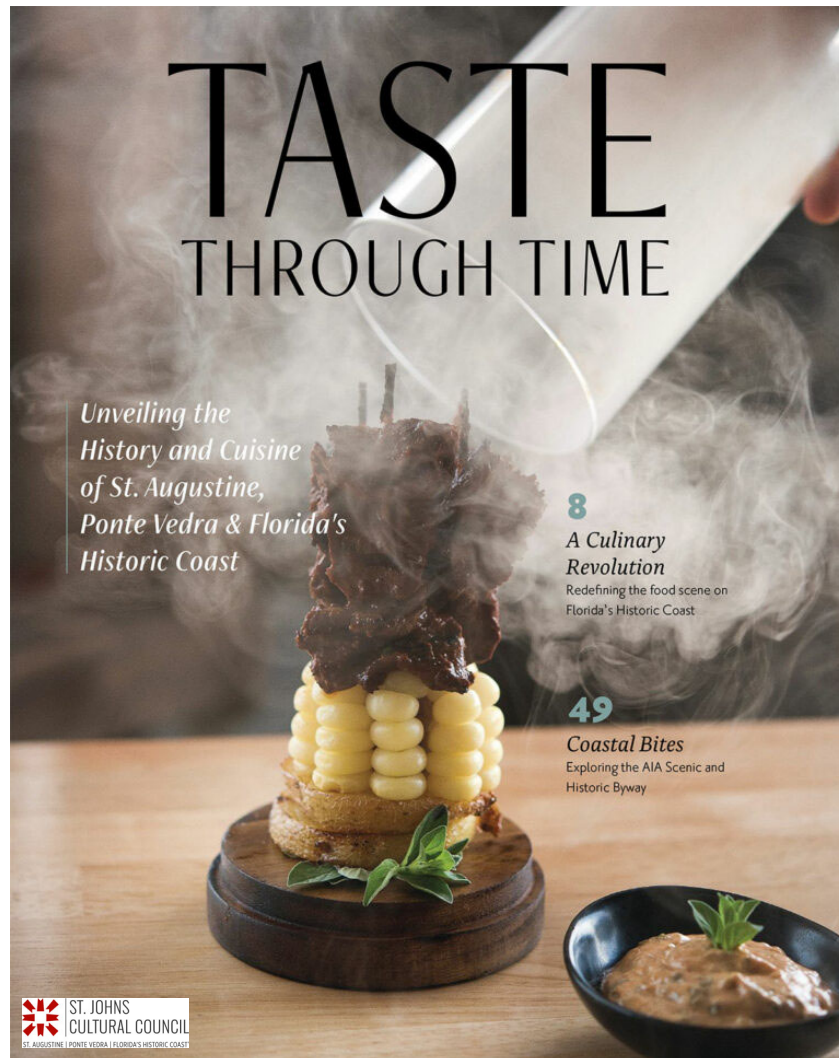
Lead Arts, Culture and Heritage initiatives

**Increased Focus on Product Development &
Support Services (Telling Our Stories)**

Development of St. Johns County Cultural Plan

Continuing Commitment to Brand Promise

PRODUCT DEVELOPMENT



Black Heritage Trail



Trail & Guide to be completed by June 2025.

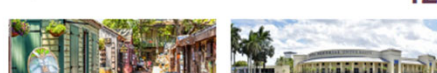
Table of Contents

Timeline



10

Map



12

Africans In Spanish St Augustine SANCTUARY

14

Fort Mose 16
Spotlight: Captain Francisco Menéndez
The Black Militia of Spanish Florida 18
Spotlight: General O'Neale
The American War of 1812 20
MUST SEE: Fort Mose, Castillo de San Marcos,
Anastasia State Park, Oldest House Museum Complex 22

Building Community

24

Family Life in the Quarters 26
Lincolnton's Freedom's First Generation
Spotlight: Willie Galtmore
Frank Butler & Butler Beach 30
Spotlight: Robert Taylor
Housing, Spots, Bites and Amusing
Towns in the Country 32
Spotlight: Malinda Williams
MUST SEE: Lincolnton Historic District, Armstrong Park & Palatka,
Bulwathachae, Alpine Groves 34



St Augustine and the Passage of the Civil Rights Act

36

The Civil Rights Movement 38
Spotlight: Core Tyson
Churches during Civil Rights 40
Spotlight: Rev. Thomas Wright Sr.
MUST SEE: ACCORD Museum & Freedom Trail,
Waves of Change, St. Augustine Plaza,
Dr. Hayling Freedom Park 42



Church and School

44

Religion during the Spanish Periods 46
Development of Black Churches 48
Florida Normal and Industrial Institute 50
Spotlight: John Jackson
A Spanish School 52
Schools after Emancipation 53
High Schools 54
Spotlight: Mildred Parsons Mason LeRish
MUST SEE: Lincolnville Museum,
St. Benedict the Moor School, Trinity United Methodist
Church, Collier-Blocker-Puryear Park 56

Learn More

58



Timeline

St Augustine's history spans, itatinda volar ensped excaquis
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PRE-COLONIZATION SPANISH ST. AUGUSTINE CIVIL RIGHTS CONTEMPORARY ST. AUGUSTINE

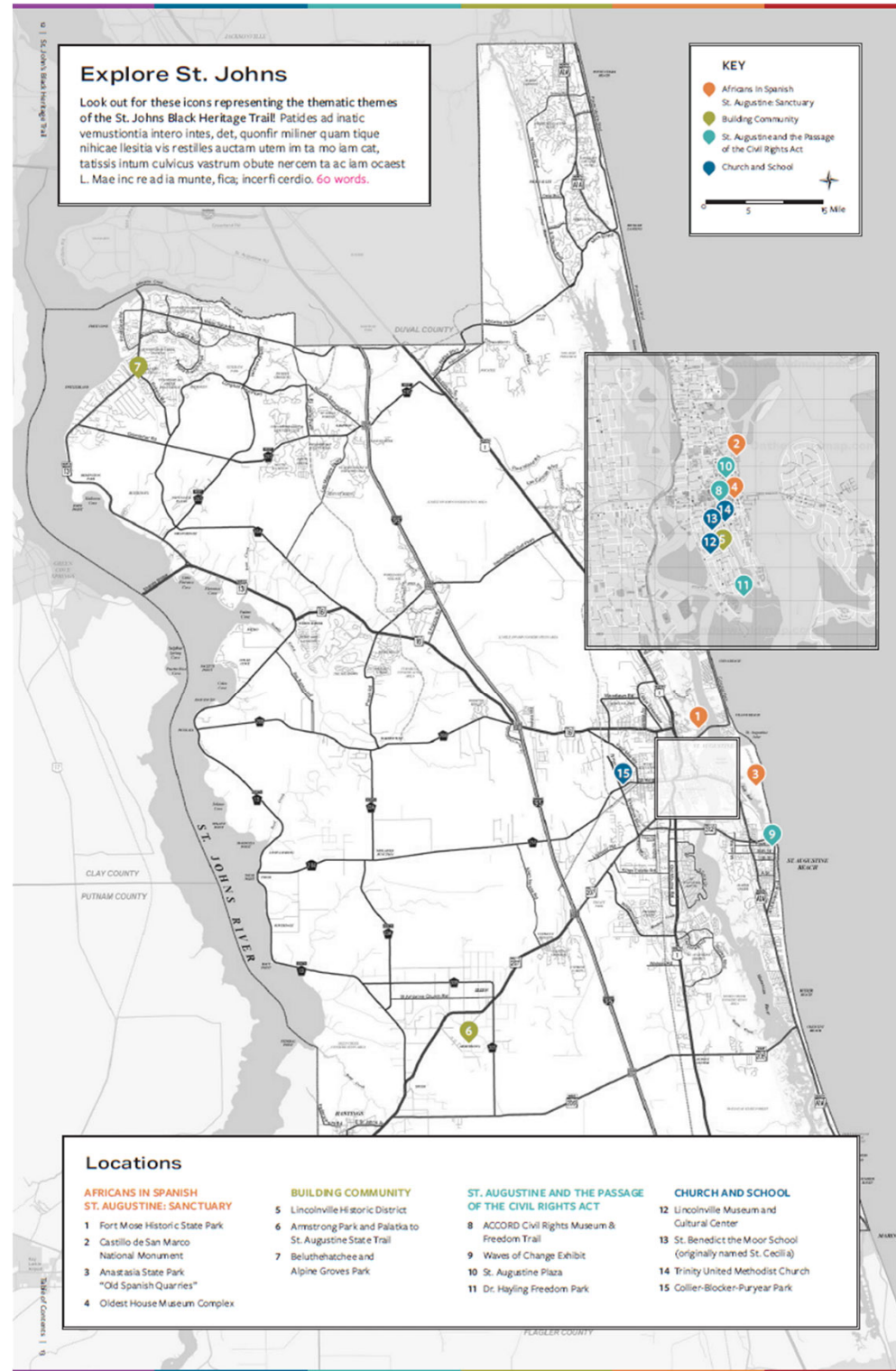
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Explore St. Johns

Look out for these icons representing the thematic themes
of the St. Johns Black Heritage Trail! Patides ad inatic
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KEY

- Africans in Spanish
St. Augustine Sanctuary
- Building Community
- St. Augustine and the Passage
of the Civil Rights Act
- Church and School



Locations

AFRICANS IN SPANISH ST. AUGUSTINE: SANCTUARY

- Fort Mose Historic State Park
- Castillo de San Marcos
- Anastasia State Park
"Old Spanish Quarries"
- Oldest House Museum Complex

BUILDING COMMUNITY

- Lincolnton Historic District
- Armstrong Park and Palatka to
St. Augustine State Trail
- Belwathachae and
Alpine Groves Park

ST. AUGUSTINE AND THE PASSAGE OF THE CIVIL RIGHTS ACT

- ACCORD Civil Rights Museum &
Freedom Trail
- Waves of Change Exhibit
- St. Augustine Plaza
- Dr. Hayling Freedom Park

CHURCH AND SCHOOL

- Lincolnton Museum and
Cultural Center
- St. Benedict the Moor School
(originally named St. Cecilia)
- Trinity United Methodist Church
- Collier-Blocker-Puryear Park

Gamble Rogers Folk Festival & Concert Series



30TH ANNIVERSARY FESTIVAL CELEBRATION!

GAMBLE ROGERS FOLK FESTIVAL

APRIL 11th, 12th, 13th ~ 2025

THE JOHN JORGENSEN QUINTET
THE JONTAVIOUS WILLIS BAND
VERLON THOMPSON
WILLI CARLISLE

ROY BOOK BINDER • JUBAL LEE YOUNG
MICHAEL RENO HARRELL • JOSH GOFORTH
CHARLIE ROBERTSON • FLAGSHIP ROMANCE
RED & CHRIS HENRY & THEIR ALL-STAR BAND
THE CURRYS • GRANT PEEPLES • WILD SHINERS
CHELSEA SADDLER • THE ROUGH & TUMBLE
THE LITTLE MERCIES AND MANY MORE!

Tickets on Sale Now!

ST. JOHNS COUNTY FAIRGROUNDS • ST AUGUSTINE, FLORIDA

RV & Primitive Camping Sites Available • Food trucks, Vendors
Kids Activities • YoungFolk Stage Saturday and Sunday

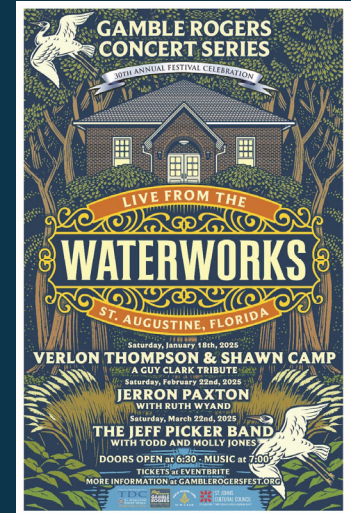
Tickets available on Eventbrite. www.gamblerogersfest.org

Featured Acts:

- The John Jorgenson Quintet
- The Jontavious Willis Band
- Verlon Thompson
- Willi Carlisle
- Roy Book Binder
- Jubal Lee Young
- Michael Reno Harrell
- Josh Goforth
- Charlie Robertson
- Flagship Romance
- Red & Chris Henry & Their All-star Band
- The Currys
- Grant Peeples
- Wild Shiners
- Chelsea Saddler
- The Rough & Tumble
- The Little Mercies

And many more!

Don't miss out on this milestone celebration of incredible music, history, and the spirit of folk. See you at the Gamble Rogers Folk Festival!



GAMBLE ROGERS CONCERT SERIES
30TH ANNUAL FESTIVAL CELEBRATION

LIVE FROM THE WATERWORKS
ST. AUGUSTINE, FLORIDA

Saturday, January 1st, 2025
VERLON THOMPSON & SHAWN CAMP
A GUY CLARK TRIBUTE

Saturday, February 23rd, 2025
JERRON PAXTON
WITH RUTH WYAND

Saturday, March 22nd, 2025
THE JEFF PICKER BAND
WITH TODD AND MOLLY JONES

DOORS OPEN at 6:30 - MUSIC at 7:00
TICKETS at EVENTBRITE
MORE INFORMATION at GAMBLEROGERSFEST.ORG

Support Services: Grants Administration and Capacity Building

Attended & evaluated all grant funded programming including:

St. Augustine Film Festival

Limelight Theatre

Fort Mose Flight To Freedom

Spanish Food & Wine Festival

St. Augustine Celtic Music & Heritage Festival

First Coast Opera

Assisted with marketing strategy and advertising content

Launched FY26 TDC Grant Workshops at The Waterworks

Telling our Stories

yahoo!life

[See Full Article](#)

Online Media Impressions (UMV): 407.4M

JamesBeard
Foundation

The St. Augustine Record

St. Augustine's Lotus Noodle Bar hosts James Beard Dinner to raise funds for Peña-Peck House

Lucia Viti, St. Augustine Record

Tue, February 25, 2025 at 4:25 PM EST · 4 min read



St. Augustine's **Lotus Noodle Bar**, under the direction of Executive Chef Barry Honan, recently hosted the first **Friends of James Beard Benefit Dinner** in America's oldest city at the Peña-Peck House.

Community leaders, philanthropists and food enthusiasts enjoyed a seven-course meal while raising \$5,000 for The Woman's Exchange of St. Augustine. Hosted as part of JBF's benefit series, the monies will fund school scholarships for women over 30 while helping preserving the **Peña-Peck House**.

Honan was joined by Chef Marcel Vizcarra from the **Llama Restaurant**, Genie McNally from **The Floridian**, Joshua Smith from **Catch 27** and Matthew Brown from **Asado Life**.

Notable guests and community leaders included St. Augustine Mayor Nancy Sikes-Kline; Lauren Titus, editor of Edibles Magazine; and Stephanie and Michael Lugo, owners of Michael's Steakhouse, La Nouvelle and Pesca Rooftop. The Woman's Exchange of St. Augustine, the St. Johns Cultural Council and the St. Johns County Tourist Development Council, hosted the event organized by Honan.

Honan told the St. Augustine Record that hosting a JBF event in St. Augustine has always been part of his plan.

"Events hosted in the name of JBF champion a standard for increasing St. Augustine's culinary scene," he said. "Our goal is to lead by example and be recognized as a top food destination committed to a new standard of excellence."

Honan said that coordinating and lining up chefs closest to me took about a year. Once finalized and made public, the event sold out in less than an hour.

TRAVEL+
LEISURE

[See Full Article](#)

Online Media Impressions (UMV): 13.8M

This Charming Florida City Was Just Named the Most Welcoming in the U.S.—and It Has Pristine White-sand Beaches, Quaint Cobble Streets, and Impeccable Weather

Booking.com named St. Augustine, Florida, the most welcoming city in the country.

By **Alison Day** · PUBLISHED ON JANUARY 28, 2025



The white sand of Vilano Beach in St. Augustine, Florida. PHOTO: FELIX MADDON/KOGETTY IMAGES

St. Augustine, Florida, has welcomed travelers to its sunny shores for hundreds of years. And now, it's being recognized as one of the most welcoming cities in the country.

Nestled along Florida's East Coast, the city was named one of the most welcoming places in the U.S. for 2025 by Booking.com, according to data from the company that was shared with Travel + Leisure. To compile the rankings, Booking.com said it analyzed more than 350 million verified customer reviews.

"The U.S. is such a diverse country that has so much to offer travelers, and we're thrilled to see destinations like Saint Augustine recognized in the global list for their exceptional hospitality," Ben Harrell, the managing director for the U.S. at Booking.com, told T+L. "St. Augustine has always been known for its historic charm, and now travelers will also come to know it for its welcoming environment and excellent accommodations."

Founded in 1565, St. Augustine remains the **oldest continuously occupied settlement** of European and African-American origins in the country and continues to boast **top-notch hotels**, amazing beaches, and **plenty to do** from historic trolley tours and spooky ghost tours to boating, a 17th-century fortress, and more.

When visiting St. Augustine, travelers should consider staying at the quaint **St. George Inn**, which boasts a pedestrian-friendly location and picture-perfect courtyard and is one of the top stays in the city on Booking.com. Or enjoy the waterfront location of the top-rated boutique **Marker 8 Hotel & Marina** along with the property's heated plunge pool overlooking the bay and complimentary nightly hors d'oeuvres. For editor-loved and award-winning stays, **consider these T+L favorite hotels**.

Beyond the Florida coast, travelers are sure to feel right at home when visiting New Jersey's **Cape May**, which secured the No. 2 spot on the list, along with fellow East Coast city **Newport, Rhode Island**, which came in at No. 3.

On the West Coast, California's **Joshua Tree** was considered one of the most welcoming places for 2025, featuring nearly 800,000 acres of national park along with its eponymous and distinct Joshua tree (or yucca) forests. Travelers should similarly feel welcome in **Scottsdale, Arizona**, lauded for its stunning red rocks, stargazing, and more.

This is the full list of the top 10 most welcoming places in the U.S., according to Booking.com:

1. St. Augustine, Florida
2. Cape May, New Jersey
3. Newport, Rhode Island
4. Joshua Tree, California
5. Scottsdale, Arizona
6. Lahaina, Hawaii
7. Oakhurst, California
8. Waikoloa, Hawaii
9. Prescott, Arizona
10. Broken Bow, Oklahoma

Southern Living

[See Full Article](#)

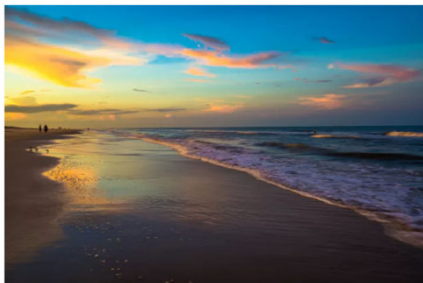
Online Media Impressions (UMV): 14.3M

21 Best Things To Do In St. Augustine, Florida

Known as the Ancient City, St. Augustine features centuries-old architecture, iconic cultural sites, and unspoiled beaches.

By **Krista Ender** · Updated on January 24, 2025

Fact checked by **Jessie Hawk**



SOURCE: SHUTTERSTOCK/STEFANIO ALBERTI

The Fountain of Youth is calling your name. Maybe it's those gorgeous beaches, the city's fascinating history, or maybe it is something in the water. Either way, there is lots to explore in this charming city on Florida's Atlantic coast. While there, take a culinary tour, sample fresh seafood, and head out on the water. Learn about this Ancient City while you explore its centuries-old architecture and icons. Spring and fall offer the best sight-seeing weather, but there's a reason to visit anytime of year, from fall music festivals to thousands of Christmas lights to summer thrills. Check out this travel guide for **St. Augustine** before your next Florida trip.

What To Know About Florida's Historic Coast

Most people don't realize St. Augustine is the oldest continuously inhabited European settlement in the United States. (It was preceded by Puerto Rican colonies Pensacola, which was destroyed in 1559, and Fort Caroline in **Jacksonville, Florida**, which was destroyed in 1565.) Ponce de León claimed "La Florida" for Spain in 1513, decades before the Jamestown colony of Virginia and long before the Pilgrims arrived at Plymouth Rock in Massachusetts. Over the centuries, many cultures have called the city on Florida's Historic Coast home, including Native American, Spanish, British, French and African.

NEW YORK POST

[See Full Article](#)

Online Media Impressions (UMV): 60.4M

Oldest city in the country named friendliest travel destination in the US — offering historic charm and 'pristine' beaches

By **DAVID LANDSEI**

Published Feb. 8, 2025, 5:41 p.m. ET

They've had plenty of time to practice.

The oldest continuously occupied settlement in the United States has just been named the friendliest, or "most welcoming," destination for travelers in the country.

Founded in 1565 by Spanish explorers, St. Augustine, Fla. remains a favorite with vacationers centuries later — enough so to vault the small city to the top spot in a new Booking.com user survey that considered multiple factors to determine which towns lured tourists the most.

Fort Matanzas National Monument

Fort Matanzas was built by the Spanish in 1742 to guard the southern mouth of the Matanzas River against invading forces.



PR SUMMARY

JANUARY – MARCH 2025

Total
Media
Placements
17

Total
Impressions
526,752,515

Total
Audience
Reached
44,100

Total
Publicity
Value
\$4,322,505.00

St. Johns County Cultural Plan

March 2025*:

New Executive Director brought up to speed on process

May 2025*:

Construct Request for Qualifications

July 2025:

Publish RFQ including Master Public Art Plan

August 2025 through April 2026:

Conduct research and stakeholder meetings; compile data

May through July 2026:

Plan and host community meetings

August 2026 and beyond: Implement plan

Questions?

Please contact

Jeff Potts

Executive Director

Jeff@historiccoastculture.com



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