

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
JULY 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**)
 - Regular Meeting Minutes – June 16, 2025 (Pages 2-7)
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. TDC MEMBER APPLICATION RECOMMENDATIONS (**Action Required**) (Pages 8 – 51)
 - Public Comment
8. FY26 TOURISM BUDGET DISCUSSION – Jesse Dunn (**Action Required**)
 - FY26 Tourism Recommended Budget (Pages 52 – 56)
 - Nights of Lights: Funding Options (Pages 57 – 59)
 - Public Comment
9. MONTHLY REPORTS PROVIDED IN PACKETS (Pages 60 – 90)
10. MEMBER COMMENTS
11. NEXT MEETING DATE – August 18, 2025
12. ADJOURN

TDC Regular Meeting – July 21, 2025

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – June 16, 2025
- Public Comment



**Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
June 16, 2025 - 1:30 p.m.**

1. CALL TO ORDER

Kass called the meeting to order at 1:31 p.m.

Present: Irving Kass, District 2, Chair
Troy Blevins, District 5, Vice Chair
Regina G. Phillips, District 2
Krista Joseph, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2
Michael Wicks, District 4
Charles Cox, District 3
Michael Gordon, District 4

Staff Present: Dena Masters, Senior Tourist Development Council Administrator
Jesse Dunn, Deputy County Administrator
Lex Taylor, Deputy County Attorney
Artricia K. Allen, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Kass led the Pledge of Allegiance.

3. ROLL CALL

Masters called the roll. Council members Gordon, Joseph, Sikes-Kline, Rumrell, Kass, Wicks, Cox, and Blevins were present. Phillips arrived during Regular Agenda Item 7.

4. APPROVAL OF AGENDA

Motion by Rumrell, seconded by Cox, carried 8/0, with Phillips absent, to approve the Agenda, as submitted.

Yea: Rumrell, Cox, Kass, Gordon, Joseph, Sikes-Kline, Wicks, Blevins

Nay: None

Absent: Phillips

5. APPROVAL OF MINUTES

Motion by Blevins, seconded by Cox, carried 8/0, with Phillips absent, to approve the minutes for the May 19, 2025, meeting, as submitted.

Yea: Rumrell, Cox, Kass, Blevins, Sikes-Kline, Gordon, Joseph, Wicks

Nay: None

Absent: Phillips

6. PUBLIC COMMENT

There was none.

7. FISCAL YEAR 2026 TOURISM BUDGET DISCUSSION

Dunn presented the details of the Tourist Development Tax revenues for the Fiscal Year 2026 tourism requested budget.

Discussion ensued on the penny being worth \$4 million; Category 5, with 1.4 percent received; the calculation on the indirect administrative cost allocation and breakdown; what the reserves were for and how were they being used; Dunn responded. Discussion ensued on why Category 2 showed no activity. Questions were raised about the Tourist Development Specialist position and why the Sports Marketing Specialist appeared as a separate line item. Council members also questioned whether advertising was classified under Category 3 and whether those figures should be evaluated together. Additional inquiries addressed how the River Town project qualified as a Capital Improvement Project (CIP) as a one-time expense, the use of revenue bonds, and details regarding the "Huddle Up" app. The Council requested more information on specific projects, the tourism strategic plan, and how the budget was being managed and modified. Masters responded by explaining that the advertising typically involved promoting parks and recreation opportunities on external websites as part of the recruitment process.

Public Comment:

Albert Seyles spoke about the Arts, Cultural, and Heritage Grant budget and thanked the Council for their support in the previous year. He noted that reserves remained for the upcoming year but indicated that some cutbacks would be necessary. He emphasized the importance of supporting local grant applicants, stating that this was their only source of funding for arts and cultural initiatives.

Bonnie Adams thanked the Council for their support of the Funk Festival and arts organizations in St. Johns County. She requested that the Council approve the proposed budget request.

Mary Claire Branton thanked the Council for their support of the arts and shared that, despite federal and state budget cuts, the Limelight Theatre was struggling but continued to thrive within the community. She encouraged the Council to approve the proposed budget request.

Olivia Amos thanked the Council for their support through Tourist Development Council arts grant and spoke about the St. Augustine Ballet. She noted that the Ballet would be celebrating 17 years of performing The Nutcracker during the Nights of Lights and emphasized that, due to reduced state funding and not meeting the threshold for support this year, they were relying heavily on local funding.

City of St. Augustine Beach Funding Request for Splash Park Upgrades at Pier Park

Max Royle, City Manager of St. Augustine Beach, and Russell Adams presented the details of the splash park upgrades and displayed pictures at the pier (Exhibit A). Discussion ensued regarding recycling, playground responsibilities under the mutual agreement between the County and the City of St. Augustine Beach, whether funding could come from Category 5 or Category 3, fall protection, and presenting more detailed information and pictures of the equipment to the Board of County Commissioners. Further discussion ensued on using the funds sooner rather than later, with clarification on the allocation of money. The Council members then expressed their positions on the motion.

Motion by Blevins, seconded by Cox, carried 9/0, to recommend to the Board of County Commissioners to approve using \$125,000 from reserves, appropriately from Category 3 or Category 5, for the City of St. Augustine Beach to be included in the fiscal year 2026 budget.

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

City of St. Augustine Funding Request for Night of Lights

Meredith Breidenstein, Assistant City Manager of St. Augustine, presented the financial details of the Nights of Lights budget and displayed a financial report (Exhibit A). Discussion ensued regarding the funding request, availability of additional parking for shuttle services, restroom locations, and the use of contractual repayment of parking garage debt, and whether this would become an annual funding request. Additional topics included the contracts related to the Players Championship, adjusting the shuttle service budget, bathroom facilities, city revenue generation, allocation, and handling of Francis Field revenue under the general funds.

Motion by Sikes-Kline, seconded by Cox, carried 9/0, to recommend to the Board of County Commissioners to allocate \$1.2 million and to direct staff to explore funding options across various categories.

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

8. ST. JOHNS CULTURAL COUNCIL FISCAL YEAR 2026 PROMOTION PLAN PRESENTATION

Jeff Potts, St. Johns Cultural Council, presented the details of the Council's promotion plan. Discussion ensued regarding the allocation of funds for hiring a third-party consultant to present as experts, potential modifications to the budget, and encouragement to collaborate with other

communities that have cultural councils. Rumrell also discussed teaming up with various communities to form a state coalition that would advocate in Tallahassee for preserving the Tourist Development Tax (TDT).

Brenda Swann responded to the Council's questions, explaining that funding had primarily remained flat, but that part-time help had been hired to assist with operations at the Waterworks.

9. ST. JOHNS VISITORS AND CONVENTION BUREAU FISCAL YEAR 2026 PROMOTION PLAN PRESENTATION

Susan Phillips, President and Chief Executive Officer of the St. Johns County Visitors and Convention Bureau, presented the details of the St. Johns County Visitors and Convention Bureau's fiscal year 2026 marketing plan. Council members expressed their position on the marketing budget.

Public Comment: There was none.

Motion by Rumrell, seconded by Gordon, carried 9/0, to allocate St. Johns County Visitors and Convention Bureau's funds back to \$100,000 as a flat annual budget.

Yea: Rumrell, Gordon, Kass, Wicks, Joseph, Sikes-Kline, Phillips, Blevins, Cox

Nay: None

10. MONTHLY REPORTS PROVIDED IN PACKETS

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

Susan Phillips, VCB, presented the new advertising agency for the "Forever Summer" brand campaign billboards and displayed an example of the radio spot.

11. MEMBER COMMENTS

Wicks spoke about visiting the St. Augustine Amphitheater and expressed the efforts of Gabe Pellicer and his staff, noting that the venue was currently ranked No. 2 in the United States. He also highlighted the progress at the Ponte Vedra Concert Hall and mentioned that it was six to seven weeks away from its grand reopening.

Sikes-Kline thanked the Council members for their support and vote for the Nights of Lights. She highlighted that Anastasia State Park was named one of the top ten beaches in Florida by USA Today and noted it was the second most visited state park in the State.

Rumrell thanked the Council for approving funding for the playground and shade equipment at St. Augustine Beach. He acknowledged the St. Augustine Amphitheater's achievement of ranking No. 2 in the United States and No. 3 in the world for ticket sales. He also announced that the grand reopening of the Ponte Vedra Concert Hall was scheduled for August 1, 2025, with a ribbon-cutting ceremony on July 31, 2025.

12. NEXT MEETING DATE

The next meeting was scheduled for July 21, 2025.

13. ADJOURN

With no further business to come before the Council, the meeting adjourned at 4:16 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

TDC Regular Meeting – July 21, 2025

Agenda Item 7 – TDC BOARD MEMBER RECOMMENDATION – Dena Masters (Action Required)

There is currently one (1) vacancy on the Tourist Development Council (TDC) for an Accommodation Member, due to the expiration of Mr. Irving Kass's term.

Per Florida Statute 125.0104, the TDC must consist of nine (9) members, with at least three (3), but no more than four (4), being owners or operators of tourist accommodations that collect the Tourist Development Tax (bed tax). The remaining members must be actively involved in tourism-related businesses other than accommodations. All members must be registered electors residing in St. Johns County.

The council currently has (3) Accommodation Members and (4) Non-Accommodation Members. Given the current make-up of the Board, the position must be filled by an owner or operator of a tourist accommodation subject to the bed tax.

The vacancy was posted by the Board of County Commissioners (BCC) Office on May 23, 2025, with the posting period ending on July 14, 2025. A total of 17 applications were received during the recruitment period. A detailed list of applicants, including their professional affiliations, is attached for the board's consideration.

July 21, 2025 TDC Meeting

Agenda Item 7 - TDC Board Member Recommendation 2025 TDC APPLICANTS

TDC ACCOMODATIONS APPLICANTS			
NAME	ORGANIZATION/EMPLOYMENT	EDUCATIONAL BACKGROUND	AFFILIATIONS
Irving Kass	Owner/St. George Inn	Bachelor of Science Hotel Management	Rotary of Jacksonville, St. Augustine, Ponte Vedra & The Beaches Past Chairman, St. Augustine Lighthouse & Museum Trustee Emeritus
Jan Orlosky	Crescent Sandpiper Vacation Rental	Bachelor of Arts, Psychology & Sociology, Graduate Institute of Organization Management	St. Augustine Art Association Board of Directors, Crescent Sandpiper Condominium Board of Directors, Treasurer, St. Augustine Shores Ladies Golf Association
NON ACCOMMODATIONS			
NAME	ORGANIZATION/EMPLOYMENT	EDUCATIONAL BACKGROUND	AFFILIATIONS
JoAnna Engel	CFO, The Tasting Tours, Founder, Co-Owner	Graduated, Florida Real Estate Academy and Broker License	St. Johns County Visitors and Convention Bureau, Womens Food Alliance and Elk Club
Eric Fundora	Manager, G.J. Gardner Homes	Associates of Science	SJC Chamber, St. Augustine Yacht Club, various other nonprofits and association boards
James Loggins	VP of Business Development, CADDIEMASTER Enterprises	BFA, Communications	Crosswater Community Church, PGA Tour - Volunteer Chairman - RSM Classic, First Tee
Tony Mazullo	Secure 7 Transportation, CEO	Masters in Business Management	Rotary Club, Knights of Columbus, City Commission Planning Board
Janeen Sara	Owner/Operator LuLi's Fine Art Gallery	BA Communications, Flagler College	Board Member/Chair Women in Film & Television Florida, Co-Chair Young Film Makers Contest
Albert Syeles	President of Romanza President of Epicenter Alliance Inc	Certified Management Accountant, Certified Business Manager, Graduate Certificate in Project Management,	Visit Florida Culture, Heritage, Rural and Nature Committee; Institute of Management Consultants
NAME	ORGANIZATION/EMPLOYMENT	EDUCATIONAL BACKGROUND	AFFILIATIONS
Kim Devlin	Realtor, Keller Williams Atlantic Partners	BA, Organizational Communications	None provided
Heather Harley-Davidson	General Contractor, Advanced Building Company of North Florida	UNF Bachelors of Science Industrial Technology Building Construction, General Contractor, UNF Minor in Business Administration, SJRCC Associates in Arts/ Real Estate	Notary, St Augustine Art Association, FREC, Intern Mentor,
Susan Hartley	Realtor, Florida Homes Realty & Mortgage	Florida State University- Bachelor of Science National Association of Realtors- Graduate Realtor Institute	United Way of Jacksonville, Jacksonville Regional Chamber of Commerce, The Residences of World Golf Village HOA- VP, The Amenities of World Golf Village HOA- VP, St. Johns County Neighborhood Bill of Rights Representative
Stacie Keller	Patient access and triage Mayo Clinic. Realtor Florida Homes Realty and Mortgage.	Taking business course for Business BA.	Active HOA president in Whispering Creek. Northeast Association of Realtors. National Association of Realtors
Dirk Lobenbrick	Compliance Officer and HR Manager, EverBank	JD, Law; Masters in Business Admin; MA in Anthropology; BA in Anthropology and Sociology	Society for Human Resources Management, Human Resources Certification Institute, International Public Management Association, Society of Corporate Compliance Ethics
Hannah Rullo	Attorney at Ansbacher Law	JD, Law; BA	St. Johns Women Lawyers, St. Johns County Tiger Bay, Junior Service League of St. Augustine
Anna Straughan	NYS Early Intervention	Bachelors and Masters in Social Work	Kids Bridge and Junior Service League
Gloreatha Scurry-Smith	Owner, CCORE Solutions, Consulting Company	BA, Business Management and Business Administration	Minorities In Motion, Clay County Charter Reivew Member, Former House District 5 Congressional Candidate
Jason Wallis	Chief Technology Officer / PayGround Owner / PMI St. Augustine	MBA from Jack Welch Management Institute Bachelors in Accounting from Austin Peay State University	VRMA (Vacation Rental Management Association) Member of Longleaf Methodist Church

Notes:

Does not appear requirements are met based on provided information or member type.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec: 9.4.24

1 Year: 9.4.25

Board/Committee Name: Tourist Development Council

First Name: Kim

Last Name: Devlin

Address: 4000 Grande Vista Blvd

City, State Zip: St. Augustine, FL 32084

Home Phone: (904) 747-0183

Cell Phone: (904) 747-0183

Work Phone:

Email: kimdevlin@mac.com

District: 5

Most Recent Occupation/Employer:

Realtor - Kim Devlin Team

Past Work Experience/Employers:

Realtor 2011 to 2015 - Berkshire Hathaway

Realtor 2017 to 2022 - RE/MAX Leading Edge

Realtor 2022 to 2023 - Vista Collective

Realtor 2023 to Current - Keller Williams Atlantic Partners

Civic Clubs, Organizations:

St. Johns Parcels Owned:

4000 Grande Vista Blvd Unit 110 St Augustine FL

Companies/Industries with Financial Interest:

None

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Bachelors of Arts - Organizational Communications

References:

Name	Relationship	Phone
Kristen Pytel	Partner	(904) 240-6247
Kelly Lawrence	Colleague	(904) 495-4300
Rusty Davis	Colleague	(904) 446-0475

Additional Information:

As a dedicated Realtor in St. Johns County with extensive experience in navigating local regulations and real estate trends, I bring a strong understanding of how zoning, development, and property adjustments impact both homeowners and the broader community. My role requires a deep knowledge of housing markets and the evolving needs of residents, which makes me well-suited to contribute valuable insights to the Board of Adjustments and Appeals. By serving in this capacity, I aim to stay informed about local developments, while leveraging my expertise to assist in fair and thoughtful decision-making that benefits the community as a whole.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council **Rec 1.29.25 Expires 1.29.26**

First Name: JoAnna

Last Name: Engel

Address: 438 Crescent Key Dr

City, State Zip: Saint Augustine, FL 32086

Home Phone:

Cell Phone: (904) 540-8333

Work Phone:

Email: joanna@thetastingtours.com

District: 3

Most Recent Occupation/Employer:

The Tasting Tours CFO, Founder, Co-owner 14 years

Past Work Experience/Employers:

The Black Raven Pirate ship 2 years
Broker Owner Advantage Realty
Broker Owner JoAnna Engel Realty

Civic Clubs, Organizations:

Women's Food Alliance -10 years
St Johns County VCB -13 years
Elks Club - New member

Elected or Appointed Positions:

Do you do Business with the County:

Yes **Details:** The Tasting Tours LLC. CFO Founding Owner
88 Riberia St

Do you Have and Employment or Contractual Relationship with the County:

Yes **Details:** 1

Voting Conflict:

No **Details:**

Number of Times Recused:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Graduated Columbia High School Lake City FL 1981
Graduated Rheberg's Hairstyling Academy Lake City FL 1982
Graduated The Florida Real Estate Academy Jacksonville FL 1995
Graduated Florida Real Estate Academy Broker Lic. 2000
GRI 2002
QuickBooks Certified 2018

References:

Name	Relationship	Phone
Barbara Golden	Friend	(904) 669-8142
Leigh Cort	Friend	(904) 806-3613
Bill McRea	Colleague	(904) 377-8331

Additional Information:

JoAnna P. Engel – Tourism Industry Leader in St. Johns County

With 18 years of experience in St. Johns County's tourism industry, I have had the privilege of witnessing its tremendous growth and transformation. My journey began in 2009 with The Black Raven Pirate Ship, where I spent two years before transitioning to food tours with City Walks. In 2011, I co-founded The Tasting Tours LLC alongside my business partner and best friend, Andrea Jones.

As a long-time business owner and active participant in the local tourism landscape, I have firsthand experience navigating the challenges and opportunities that come with the industry's rapid expansion. After the 2024 Nights of Lights season, I was struck by the overwhelming congestion and lack of traffic direction, particularly in the downtown core. Our company operates three electric carts and contracts with two carriage companies year-round, giving me unique insight into the complexities of managing tourism-related transportation and visitor experiences.

I bring to the table a wealth of experience, a strong business background, and a problem-solving mindset. I believe in teamwork, constructive solutions, and forward-thinking strategies. My philosophy is that if you bring a problem, you should also bring three potential solutions. As a business owner, I understand the balance between revenue growth and sustainability, ensuring that tourism continues to benefit both visitors and the local community.

I am eager to contribute my knowledge, leadership, and collaborative approach to the St. Augustine Tourism Board and help shape a sustainable, efficient, and prosperous future for our industry.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 08/14/24

1 Yr. 08/14/25

Board/Committee Name: Tourist Development Council

First Name: Eric

Last Name: Fundora

Address: 4350 Palm Street

City, State Zip: Saint Augustine, FL 32084

Home Phone: (904) 325-6701

Cell Phone: 9043256701

Work Phone:

Email: thefunwaycompany@yahoo.com

District: 5

Most Recent Occupation/Employer:

Manager at G.J. Gardner Homes

Past Work Experience/Employers:

Retired from 22 years as Firefighter/Paramedic at Miami Dade County Fire Department. Fire Lieutenant/Paramedic Monroe County Fire Department.

Civic Clubs, Organizations:

Member of St. John's Chamber, Member of St. Augustine Yacht Club. Served as President, Vice President, Chairman, Vice Chairman and Treasurer in various non for profits and association boards.

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

No **Details:**

Subject of Active Civil or Criminal Investigation:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Associate in Science Degree

References:

Name	Relationship	Phone
Frank Hernandez	Friend	(786) 216-9694
Fernando Gomez	Professional	(305) 710-4319
Caridad Jimenez	Mother in Law	(786) 256-3281

Additional Information:

As a lifetime volunteer and public servant, I would love to continue serving our community. I bring many years of strong customer service and communication experience.

Thank you for your consideration.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 6/29/2025 2:54:51 PM Expires: 6/29/2026 2:54:51 PM

First Name: Heather

Last Name: Harley-Davidson

Address: 2070 Reef Drive

City, State Zip: St. Augustine, FL 32080

Home Phone: (904) 217-9571

Cell Phone: (904) 770-8392

Work Phone: (904) 770-8392

Email: heatherharleydavidson11@gmail.com

District: 3

Most Recent Occupation/Employer:

State Certified General Contractor/ Advanced Building Company of North Florida

Past Work Experience/Employers:

Owner and Operator of Channel Marker 71 Barrier Island Inn and Restaurant
A1A Crab Shack

Civic Clubs, Organizations:

Notary, St Augustine Art Association, FREC, Intern Mentor,

Elected or Appointed Positions:

Do you do Business with the County:

No Details:

Do you Have and Employment or Contractual Relationship with the County:

No Details: 0

Voting Conflict:

No Details:

Number of Times Recused:

0 Details:



St. Johns County Board of County Commissioners

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Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

UNF Bachelors of Science Industrial Technology Building Construction, General Contractor
UNF Minor in Business Administration
SJRCC Associates in Arts/ Real Estate Broker
Real Estate Institute
Florida Insurance College
Award winning Artist St Augustine Art Association

References:

Name	Relationship	Phone
Marsha LaFontaine	Professional/ inves	(386) 546-2397
Pam Moore	Professional / healt	(904) 610-4716
Patrick O hagan	Professional / Retir	(904) 673-2008

Additional Information:

I am a State Certified General Contractor #1532893 and real estate broker. I have an expanded skill set supported by practical and educational experience. I lifeguarded & and lifeguard dispatch prior to the event of 911 emergency system for St. Johns County from age 16 to 26 under the direction of Captain Buddy Williams. I have land acquisitioned, developed, designed and built coastal construction homes and commercial projects throughout St Augustine and St. Johns County since 1997, as a General Contractor and a Real Estate Broker. I have sat on St Johs County wetland buffer committees 1999 and the Adjustments and Appeals board. I have personally practiced eco tourism with my own projects. I owned and operated an Inn and restaurants for ten years working directly with tourist development council for their marketing resources. I have raised my children in this community in the St Johns County School System. I am a gifted artist and an active St Augustine Art Association, and teach art classes at the Council on Aging.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 3/25/2025 10:47:32 AM Expires: 3/25/2026 10:47:32 AM

First Name: Susan

Last Name: Hartley

Address: 145 N Champions Way #114

City, State Zip: St. Augustine, FL 32092

Home Phone: (904) 237-2390

Cell Phone: (904) 237-2390

Work Phone: (904) 237-2390

Email: susan@endlesswater.us

District: 2

Most Recent Occupation/Employer:

Florida Homes Realty & Mortgage

Past Work Experience/Employers:

Executive VIP Host for Harrah's Casino
Sears Hometown Store Owner for St. Augustine & New Smyrna
Coffee Perks Franchise Developer & Owner
State of Florida Governor's Internship Program in Tallahassee

Civic Clubs, Organizations:

Jacksonville Economic Development Commission- (2) terms appointed by Jacksonville's Mayor
Small Business Advisory Board for The Federal Reserve
Women Business Owner of North Florida _ President
United Way of Jacksonville
Jacksonville Regional Chamber of Commerce
Jacksonville Mayor's Advisory Board
The Residences of World Golf Village HOA- VP
The Amenities of World Golf Village HOA- VP
St. Johns County Neighborhood Bill of Rights Representative

Elected or Appointed Positions:

Do you do Business with the County:

No Details:

Do you Have and Employment or Contractual Relationship with the County:



St. Johns County Board of County Commissioners

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No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Florida State University- Bachelor of Science
National Association of Realtors- Graduate Realtor Institute

References:

Name	Relationship	Phone
Tex Barbee	Long time friend	(904) 534-0244
Stephen Collins	Business Associate	(904) 797-9600
Glenn Hooper	Spouse & Business Pa	(904) 540-1348

Additional Information:

An enthusiastic leader and achiever with over 20 years of leadership, management, strategic and financial planning, civic and community relations. A Florida native with a life-time of area knowledge. Achievements include Outstanding Business Owner of the Year, Silver Coffee Service Operator of the Year, nationally, SBA District Director Choice Award, Woman of Influence Award, Small Business Leader of the Year by Jacksonville Chamber of Commerce, Us Representative for International Women Entrepreneur Awards in Czech Republic and Better Jacksonville's Oversight Committee.

I am especially interested in the development of World Golf Village and quality growth management for St. Johns County and its partners.

Please note that my daughter, Jaimee Hartley, is a Supervisor with the St. Johns Animal Control-



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 7/6/2025 9:53:33 AM **Expires:** 7/6/2026 9:53:33 AM

First Name: Irving

** Similar Name matches a current member of
Tourist Development Council, term expiring
8/3/2025 12:00:00 AM*

Last Name: Kass

Address: 887 Garriosn Drive

City, State Zip: St. Augustine, 32092

Home Phone: (904) 540-0390

Cell Phone: (904) 540-0390

Work Phone: (904) 827-5740

Email: ikassfcme@aol.com

District: 2

Most Recent Occupation/Employer:

Owner St George Inn and Bin 39 Wine Bar.

Past Work Experience/Employers:

General Manger Adams Mark Jacksonville

Vice President and Managing Director KSL Recreation (Doral and Grand Traverse Resort) 5 Years

General Manger Doral Ocean Beach 5 Years

Hotel Manger Bonaventure Resort 5 Years

Hyatt Hotel Various Executive Positions & Properties 10 Years

Civic Clubs, Organizations:

Rotary Club Jacksonville, Weston, and Traverse City

Michigan Lodging Association Past Vice Chairman

Miami and the Beaches Lodging Association Past Vice Chairman

Traverse City Visitors and Convention Bureau Past Chairman

St Augustine Lighthouse & Maritime Museum Trustee Emeritus

St. Augustine, Ponte Vedra and the Beaches Visitors and Convention Bureau Past Chairman

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:



St. Johns County Board of County Commissioners

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No **Details:**

Voting Conflict:

No **Details:**

Number of Times Recused:

0 **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Bachelor of Science Hotel Management Florida State University

References:

Name	Relationship	Phone
Bruce Helsel	Friend, Former Senior	(414) 760-6265
Dana Current	Friend, Current/Sher	(904) 273-3872
Ken Baker	Friend, Owner Wester	(904) 387-3511

Additional Information:

Involved with the tourism industry for 45 years and served on the Tourist Development Council, three full terms .

From: [Shelby Romero](#)
To: [Dena Masters](#)
Subject: FW: Email/letter of interest in reapplying
Date: Tuesday, July 15, 2025 8:14:13 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
Importance: High

For your records.



*Many Thanks,
Shelby Romero*

*Interim Sr. Assistant to the Board of County Commissioners
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine FL 32084
904-209-0307 | www.sjcfl.us
Compassionate-Trustworthy-Innovative*

From: Irving Kass <ikassfcm@aol.com>
Sent: Monday, July 14, 2025 11:13 AM
To: Shelby Romero <sromero@sjcfl.us>
Subject: Re: Email/letter of interest in reapplying
Importance: High

Dear Shelby As requested Irving

To The Tourist Development Council Board,

As a dedicated member of the tourism community for the past twenty-five years, I have seen firsthand the importance of strong leadership during both prosperous and challenging times. With the 2025 results and the forecasted 2026 budget indicating potential headwinds, it is imperative that our county's largest industry is guided by the strongest board possible.

We are fortunate to have one of the most effective Tourism Development Councils in our county's history. Maintaining historical knowledge and continuity is essential to sustaining that strength and ensuring steady progress.

With that in mind, I am reapplying for a position on the Tourism Development Council

to continue contributing my experience and commitment to the success of our community.

Thank you for your consideration.

Sincerely,

Irving Kass

On Jul 14, 2025, at 10:39 AM, Shelby Romero <sromero@sjcfl.us> wrote:

Good morning,

I have received your TDC application, but I am still needing your letter of interest. This can be an email response stating that you would like to reapply for your TDC position.

Thank you!

<image001.png>

*Many Thanks,
Shelby Romero*

Interim Sr. Assistant to the Board of County Commissioners

St. Johns County Board of County Commissioners

500 San Sebastian View, St. Augustine FL 32084

904-209-0307 | www.sjcfl.us

Compassionate-Trustworthy-Innovative

[<image005.png>](#) [<image006.png>](#) [<image007.png>](#)



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 4/28/2025 12:23:41 PM Expires: 4/28/2026 12:23:41 PM

First Name: Stacie

Last Name: Keller

Address: 136 Stonegate Ave

City, State Zip: St Augustine, FL 32084

Home Phone:

Cell Phone: 9049622101

Work Phone:

Email: Staciekeller.realtor@gmail.com

District: 3

Most Recent Occupation/Employer:

Patient access and triage Mayo Clinic.

Realtor Florida Homes Realty and Mortgage.

Past Work Experience/Employers:

Civic Clubs, Organizations:

Active HOA president in Whispering Creek. Northeast Association of Realtors. National Association of Realtors.

St. Johns Parcels Owned:

172 Whispering brook drive St Augustine FL 32084. Townhouse 1109 sf. 136 Stonegate Ave St Augustine FL 32084.

Companies/Industries with Financial Interest:

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have an Employment or Contractual Relationship with the County:

No **Details:** 0



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Voting Conflict:

No **Details:**

Number of Times Recused:

No **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Taking business course for Business BA.

References:

Name	Relationship	Phone
Nick Charles	Father	(904) 662-1553
Russell Johnson	Husband	(904) 403-1425
Justis Smith	Friend	(352) 258-4619

Additional Information:

I am a long time real estate professional and conservation volunteer with excellent communication, negotiation and problem solving skills.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Rec 9.30.24 Exp 9.30.25

First Name: DIRK

Last Name: LOBENBRUCK

Address: 513 White Feather Ct

City, State Zip: Saint Johns, FL 32259

Home Phone: (951) 818-9556

Cell Phone: (951) 818-9556

Work Phone:

Email: dvslobenbruck@gmail.com

District: 1

Most Recent Occupation/Employer:

Occupation: Compliance Officer & Human Resources Manager

Employer: EverBank, N.A.

Past Work Experience/Employers:

Occupation: Director, HR & Compliance

Company: Athena Ag.

Occupation: Human Resources & Operations Consultant

Company: InSight Compliance

Occupations (all same employer):

Director, Business Operations & Internal Audit

Human Resources Business Partner & Regional Compliance Officer

Regional Information Security Officer

Organization & Human Resources Manager

Employer: Bosch and Siemens Home Appliances Corp.

Occupation: Senior Litigation Paralegal

Employer: Kirtland & Packard LLP

Occupation: Human Resources Administrator

Employer: Skycastle Entertainment, Inc. (a division of NBCUniversal Media, LLC)

Civic Clubs, Organizations:

Professional Organizations:

Society for Human Resource Management (SHRM) [current]

Human Resource Certification Institute (HRCI) [current]

International Public Management Association (IPMA) [current]

Society of Corporate Compliance and Ethics (SCCE) [current]

Civic Clubs and Public Interest Groups:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Grand Lodge of Free & Accepted Masons: Member [current]
Fair Housing Council of Orange County: Senior Paralegal & Community Mediator [past]
Los Angeles Free Legal Clinic: Senior Paralegal [past]
Archaeological Association of South-Central Kansas: President, Vice-President, Treasurer [past]
Wichita State University: Committee Member, Court of Appeals [past]

Elected or Appointed Positions:

Do you do Business with the County:

No Details:

Do you Have and Employment or Contractual Relationship with the County:

No Details: 0

Voting Conflict:

No Details:

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

Academic Background:
School: Western State University, College of Law
Field of Study: Law
Degree: Juris Doctor

School: California State University
Field of Study: Business Management and Administration
Degree: Master of Business Administration

School: Wichita State University
Field of Study: Anthropology
Degree: Master of Arts

School: Wichita State University
Field of Study: Anthropology, Sociology
Degree: Bachelor of Arts



St. Johns County Board of County Commissioners

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Certifications:

SHRM-CP: Certified Professional in Human Resources

SPHR: Senior Professional in Human Resources

Florida Notary Public

FMLA, HIPAA

OSHA-10

Bookkeeping & Accounting

References:

Name	Relationship	Phone
Stephanie Broder	Co-Worker	(888) 882-3837
John Kreiser	Realtor, Friend	(951) 496-9313
Gene Abadilla	Ministry Leader	(951) 454-4489

Additional Information:

Volunteer Activities:

1. Betty Griffin Center [current]
2. Habitat for Humanity, Jacksonville [current]
3. Rethreaded [current]
4. Sulzbacher Center [current]
5. Boys & Girls Club of Northeast Florida [current]

B. Leadership Roles (Non-Work Related):

1. Alliance Business Resource Group: Co-Chair [current]
2. Archaeological Association of South-Central Kansas: President, Treasurer [past]

Technical Skills:

1. MS Suite
2. MS Project
4. G-Suite
5. SharePoint
6. NetSuite
7. SAP

Soft Skills:

1. Leadership skills
2. Strong communicator
3. Problem-solver
4. Dependable
5. Project Management



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

REC: 8.14.24

1 YEAR: 8.14.25

Board/Committee Name: Tourist Development Council

First Name: James

Last Name: Loggins

Address: 67 Riva Ridge Place

City, State Zip: Saint Johns, FL 32259

Home Phone: (912) 223-3433

Cell Phone: (912) 223-3433

Work Phone:

Email: jamesdloggins@gmail.com

District: 1

Most Recent Occupation/Employer:

Vice President of Business Development - CADDIEMASTER Enterprises

Past Work Experience/Employers:

Senior Director - CADDIEMASTER Enterprises

Director - CADDIEMASTER Enterprises

Program Manager - CADDIEMASTER Enterprises

Director of Youth and Children - Brunswick First United Methodist Church

Civic Clubs, Organizations:

Crosswater Community Church

PGA Tour - Volunteer Chairman - RSM CClassic

First Tee

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have an Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Number of Times Recused:

0 **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

BFA - Communications - Valdosta State University 2003

References:

Name	Relationship	Phone
Tom Keeley	Colleague	(904) 377-1984
Dan Costello	Direct Report	(904) 240-2757
Chris Zarbaugh	Mentor	(248) 388-6899

Additional Information:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 1/17/25

1 Yr. 1/17/26

Board/Committee Name: Tourist Development Council

First Name: MAZULLO

Last Name: Tony

Address: 94 Daniel park circle

City, State Zip: Ponte vedra, FL 32081

Home Phone:

Cell Phone: (904) 907-9812

Work Phone:

Email: Secure7transport@gmail.com

District: 4

Most Recent Occupation/Employer:

Secure7transportation ceo
Consulting in construction business

Past Work Experience/Employers:

Jmpitstop llc consultant in building codes

Civic Clubs, Organizations:

Rotary club ,knight of Columbus city commission planning board

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:



St. Johns County Board of County Commissioners

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No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Business management masters degree from queens college new york

References:

Name	Relationship	Phone
Chris sanna	Friend	(631) 946-0546
Will readon	Friend	(386) 864-0400
Madeline goodenough	Friend	(386) 547-6566

Additional Information:

I am a very common sense educated person very mechanically inclined ,been in business for over 40 years



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 6/21/2025 12:15:00 PM Expires: 6/21/2026 12:15:00 PM

First Name: Jan Marie

Last Name: Orlosky

Address: 65 Anastasia Lakes Drive

City, State Zip: St Augustine, FL 32080

Home Phone:

Cell Phone: (518) 423-0249

Work Phone:

Email: jorlosky3@gmail.com

District: 5

Most Recent Occupation/Employer:

Retired

Past Work Experience/Employers:

New York State Hospitality and Tourism Association, Albany, NY President 2010-2016 Vice President 1996-2010
(see Resume)

Civic Clubs, Organizations:

St Augustine Art Association Board of Directors 2024- present/ Docent Volunteer 2017- present
Crescent Sandpiper Condominium Inc. Treasurer Board of Directors 2024-present
St Augustine Shores Ladies Golf Association Member 2017-present

Elected or Appointed Positions:

Do you do Business with the County:

Yes **Details:** Crescent Sandpiper Condominium Inc. Treasurer Board of Directors 2024-present Vacation
Rental Condo since 2011, in complete compliance with County bed tax.

Do you Have and Employment or Contractual Relationship with the County:

No **Details:**

Voting Conflict:



St. Johns County Board of County Commissioners

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Yes **Details:** The St Augustine Art Assoc. submits grant proposals for annual funding support, of which i would abstain from voting. I currently serve on the Board of Directors.

Number of Times Recused:

n/a **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Skidmore College- Bachelor of Arts in Psychology and Sociology
University of Delaware - Graduate Institute of Organization Management, IOM
Graduate Leadership Saratoga County
Culinary Institute of America - Continuing Education

References:

Name	Relationship	Phone
Jennifer Flynt	professional	(904) 824-2310
Anna Pras	Personal/Professiona	(904) 471-0056
Ed Gallagos	Personal	(314) 348-9067

Additional Information:

While being retired for several years, I feel with my 20+ years in the tourism industry I could bring experience and skills to the table. Knowledge of the county and state legislative processes and lobbying efforts, adds to my potential contributions.

See Resume

JAN MARIE ORLOSKY (Chesterton)

Jorlosky3@gmail.com

518-423-0249

Two decades of executive-level experience in the development, growth and leadership of member-driven, not-for-profit organization, (501 (c) 6), plus 9 years operating and management experience in private industry. Consistently successful in increasing revenues and funding, expanding membership, enhancing member services and developing governance infrastructures focused on current and future trends.

EXPERIENCE

New York State Hospitality and Tourism Association, Albany, NY

President

2010-2016

Hired as President and Chief Executive Officer of statewide hospitality trade association in 2010 to succeed retiring president. As a contracted Officer of the Association, paid to perform such services for the Association as provided in the Association's By-Laws, and directed of all Association activities prescribed by the Board of Directors or the Chairman of the Board of the Association. Accountable for a \$2.0 million + budget and financial affairs, a direct reporting staff of 10, responsible for association policy, member development and retention, member services, public relations and communications. Served as Association's primary registered New York State Lobbyist. Directed the activities of the governmental affairs lobbyists who monitor legislative matters in the New York State legislature and big 5 municipalities in the association's jurisdiction. Oversaw growth and development of Association's Education Foundation (501 (c) 3) in fundraising, scholarship programs, and financial growth. Maintained key role in the development and promotion of Tourism Industry Coalition's lobbying efforts as it affects the I♥NY annual marketing budget.

New York State Hospitality and Tourism Association, Albany, NY

Vice President

1996-2010

Promoted to Vice President in 1999, from Director of Member Services. Worked with the President as part of the management team providing full operational and P&L responsibility for this not-for-profit tourism related, trade association.

SKILLS

Executive-level Organization Management - Financial/Budgetary Management - Political/Legislative Advocacy- Media Relations - Fundraising/ Event Management - Public Relations/Affairs - Member Development - Strategic Planning - Educational Programs – Guest Services - Revenue Raising - Public Speaking

CURRENT AFFILIATION

St Augustine Art Association Board of Directors 2024- present/ Docent Volunteer 2017- present
Crescent Sandpiper Condominium Inc. Treasurer Board of Directors 2024-present
St Augustine Shores Ladies Golf Association Member 2017-present

EDUCATION

Skidmore College- Bachelor of Arts in Psychology and Sociology

University of Delaware - Graduate Institute of Organization Management, IOM

Graduate Leadership Saratoga County

Culinary Institute of America - Continuing Education

INDUSTRY PARTICIPATION (prior)

NYS Tourism Advisory Council - NYS Tourism Industry Coalition Administrator

NYS Main Street Small Business Coalition - NYS Division of Tourism, Regional Tourism Task Force - NYS

Governors' Green Hospitality and Tourism Partnership - NYS Independent Living Council Travel

Committee - US EPA Region 2 Hospitality & Restaurant Pollution Prevention Advisory Council - NYS

Office of Homeland Security Advisory partner - NYS Governor's Tourism Conference Advisory Board -

NYS Department of Health, Ground Water Rule Work Group

NYS Consumer Protection Board, Recall Awareness Promotion Project - Travel/Tourism Judge NYS DECA Conference

INDUSTRY AWARDS

International Society of Hospitality Association Executives Achievement award,

2007 Governmental Affairs - 2003 Educational Development

Awarded the American Hotel and Lodging Association's Most Valuable Membership award, National Membership Program

American Hotel and Lodging Association's Chairman's Cup, 2006, 2005, 2004, 1998
Membership Growth and Retention

REFERENCES AS REQUESTED



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

REC: 8.14.24

1 YEAR: 8.14.25

Board/Committee Name: Tourist Development Council

First Name: Hannah

Last Name: Rullo

Address: 18 N. St. Augustine Blvd., Apt. 1

City, State Zip: St. Augustine, FL 32080

Home Phone:

Cell Phone: (412) 956-2124

Work Phone:

Email: hannahrullo@gmail.com

District: 5

Most Recent Occupation/Employer:

Attorney at Ansbacher Law from 2020 - Present

Past Work Experience/Employers:

Law Clerk at Upchurch, Bailey & Upchurch from 2013 - 2020

Civic Clubs, Organizations:

St Johns Association Women Lawyers; St. Johns County Tiger Bay; Junior Service League of St. Augustine

St. Johns Parcels Owned:

18 N. St. Augustine Blvd., Apt. 1, St. Augustine, Florida 32080 (condominium unit).

Companies/Industries with Financial Interest:

N/a

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Florida Coastal School of Law - JD 2019
Flagler College - BA 2015

References:

Name	Relationship	Phone
John Bailey	Former Employer	(904) 377-5114
Barry Ansbacher	Employer	(904) 568-1000
Ashley Englund	Friend	(603) 548-3450

Additional Information:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 2/3/25
1 Yr. 2/3/26

Board/Committee Name: Tourist Development Council

First Name: Janeen

Last Name: Sara

Address: 755 Promenade Pointe Drive

City, State Zip: St. Augustine, FL 32095

Home Phone: (904) 392-6231

Cell Phone:

Work Phone:

Email: lilusartandantiques@gmail.com

District:

Most Recent Occupation/Employer:

I own and operate LiLu's Fine Art Gallery at 82 Charlotte street in downtown St. Augustine.

Past Work Experience/Employers:

I used to own LuLi's Cupcakes on San Marco Ave. in uptown St. Augustine.

Civic Clubs, Organizations:

I am a Board Member and Board Chair for Women in Film & Television (WIFT) Florida. I am also the co-chair of the Young Film Makers Contest with the Jane Austen Society of North America (JASNA).

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:



St. Johns County Board of County Commissioners

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No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

High School Diploma from SAHS
BA in Communications from Flagler College

References:

Name	Relationship	Phone
Elizabeth Waring	friend	(850) 973-7772
Candy Helms	nieghbor	(904) 505-6960
Michael Delorenzo	Landlord	(904) 377-5582

Additional Information:

I am a life long resident of St. Augustine. I have both lived here and had successful business here. I am plugged into the local community, as well as, the tourists and transplants. I think my extensive knowledge of the people, places and things of St Johns county will benefit the tourism council and add some perspective of a local and business owner.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 2/13/25
1 Yr. 2/13/26

Board/Committee Name: Tourist Development Council

First Name: Gloreatha

Last Name: Scurry Smith

Address: 281 Aspinwall Parkway

City, State Zip: St. Augustine, FL 32095

Home Phone:

Cell Phone: (904) 759-1233

Work Phone:

Email: GloSmith@comcast.net

District: 5

Most Recent Occupation/Employer:

Owner: CCORE Solutions: I am the owner of a consultant company with over 35 years of public, social and entrepreneurship experience in administration, senior management, education, and healthcare. CCORE Solutions is a full-service resource focused on serving the comprehensive needs of communities with a focus on urban renewal, and investment in our inner cities. I am an experienced professionals bringing an approach to providing Consulting, Career Opportunities, Resources, and Education to clients. CCORE Solutions will be able to offer a more balanced quality service that is designed to develop and grow safe and thriving full-service communities. CCORE Solution's mission is to collaborate with other, organizations that assist individuals by improving their skills and abilities for high paying and high quality jobs. The company collaborates and serves small businesses, agencies, and non-profit organizations by providing business strategy assistance, training, and mentoring.

Former Employer: Northwell Health and serves as the AVP, Business Strategy of Ambulatory Optimization Office of Access Strategies: Responsibilities:

? Practices operations and strategies

? Training assessments and evaluation methods to measure program effectiveness and to continually improve resources

? Accountable for KPIs and responsible for measurement and reporting of ongoing financial and operational performance

? Oversaw strategic planning, implementation and evaluation of enterprise learning experiences related to enhancing the patient and customer experience

? Collaborates with the development and leads the hospital-based implementation of efficient and effective operational policies, processes, tools, and educational materials within all functional areas

? Directs cross functional revenue cycle projects and collaborates with other hospital leadership to ensure that needs/concerns/requests in relation to Patient Access processes are being addressed proactively and in ways that do not negatively impact efficiencies or operational flows

? Assess the skills, competencies, and training needs of employees to develop and deliver training and education programs, specifically in the areas of information systems, customer service, patient workflow, and physician practice operations

Formativ Health/Northwell: Director of Learning and Development; Responsibilities:

? Identified learning needs and assisted in the design, delivery, and evaluation of interventions aimed at achieving patient satisfaction goals



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

- ? Leveraged data science and advanced analytics to drive insights to actions, measure KPIs to improve patient experience, retention and loyalty
- ? Spearheaded the planning, organizing, managing, and delivering training for Ambulatory Practices in collaboration with leadership across the ambulatory network
- ? Training on other departmental reports and dashboards to monitor the success of customer experience initiatives and introduced processes for the teams to examine and act on customer feedback, including root cause analysis, data collection, and process optimization efforts
- ? Facilitated education and coaching aimed to integrate all staff, during numerous organizational touch points, in a consistent service excellence philosophy to promote an everyday culture of service excellence

Past Work Experience/Employers:

Executive Office of the Governor Rick Scott: Staff Assistant to Lieutenant Governor and Program Analyst and Community Outreach to Governor Scott: Responsibilities:

- ? Served as a liaison between citizens, agencies, organizations, government officials and/or representative
- ? Attended and represented an public meetings throughout the region to increase public awareness at the grass-roots level for the Lt. Governor and Governor's legislative agenda and priorities. These efforts provided immediate and positive support within the community

Kids First of Florida, Inc., Revenue Maximation, Utilization and Mental Health Management:

- ? Supervised the Utilization Management (UM) process and procedures; providing training and program-level changes to maintain Medicaid compliance and submissions of prior authorizations
- ? Managed unit budgets caseworkers and supervisors coordinating services for children and families in foster care, in and out-of-homecare, adoption program, and family preservation (including mental health services, and Medicaid enrollment and eligibility, adoption subsidy and community outreach)
- ? Oversaw program assessments, establishing and managing the unit's budget for all program services
- ? Spearheaded the development of the agency's policies and procedures for the Florida's Child Welfare Prepaid Mental Health Program
- ? Improved patient outcomes by addressing gaps in clinical education, improving healthcare team engagement

Civic Clubs, Organizations:

I am the founder of Minorities In Motion, a conservative Alliance in N.E. Florida.

- ? 2017/2018 Clay County Charter Review Commission Member
- ? Former 2014 and 2016 House District 5 Florida Congressional Candidate
- ? Volunteerism Schell-Sweet Community Resource Center, a subsidiary of Edward Waters University, El-Beth-El Development Center, and Shiloh Outreach Center
- ? Board as Member-At-Large, and Campaign and Election Chair For the Florida Federation of Republican Women
- ? Florida RNC Black American Council Co-Chair
- ? Florida's Spearhead Campaign Chair For the National Federation of Republican Women

I was a Republican delegate alternate from Florida to the 2016 Republican National Convention.

Elected or Appointed Positions:

Do you do Business with the County:

No Details:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Do you Have and Employment or Contractual Relationship with the County:

No Details: 0

Voting Conflict:

No Details:

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

Bachelor of Arts in Business Management and Master of Business Administration Degrees

References:

Name	Relationship	Phone
Janice Wallace	Friend	(904) 955-9767
Jo Knott	Friend	(904) 904-7074
Lauren Prater	Friend	(516) 343-3663

Additional Information:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec: 11.15.24

1 Year: 11.15.25

Board/Committee Name: Tourist Development Council

First Name: Anna

Last Name: Straughan

Address: 66 Coquina Avenue

City, State Zip: Saint Augustine, FL 32080

Home Phone: (904) 501-3162

Cell Phone: (904) 501-3162

Work Phone: (904) 501-3162

Email: acstraughan@gmail.com

District: 5

Most Recent Occupation/Employer:

I work for NYS Early Intervention remotely and I am a homefinding social work consultant for various adoption agencies in New York City where I complete adoption home studies. At this time, I am only doing re-certifications and post-placement social work.

I am currently in school to get my second bachelor in Speech Pathology and hope to start my Masters program in Speech Pathology next year.

Past Work Experience/Employers:

I worked in foster care for the majority of career in Miami and New York City. I was a foster care care worker, a preventative child welfare case worker, and I worked in research and program evaluation at a foster care agency in Brooklyn.

There were my employers:

Children's Home Society - Dependency Case Worker (Human Trafficking Unit)

MercyFirst - Foster Care Caseworker and Research Coordinator

Lower East Side Family Union - Preventative Case Worker

Little Flower - Service Provider for children in foster care

Children's Aid- Foster Care Homefinder

Therapists2Go - as Early Intervention Service Coordinator (I still work here)

I had also worked in retail throughout graduate school

Civic Clubs, Organizations:

I was in JumpStart in college where I volunteered in a preschool, I taught ESOL at Saint Rita's Immigrant Center in the Bronx, I worked as a tutor for South Bronx United, and I volunteered with Girls on the Run in Manhattan. Currently, I volunteer weekly at Kids Bridge and applied to the Junior Service League for the January class.



St. Johns County Board of County Commissioners

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Elected or Appointed Positions:

Do you do Business with the County:

No Details:

Do you Have and Employment or Contractual Relationship with the County:

No Details: 0

Voting Conflict:

No Details:

Number of Times Recused:

0 Details:

Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

Masters of Social Work from Fordham University
Bachelor of Social Work from Fordham University

Second Bachelor from Utah State University (online) PENDING SPRING 2025 GRADUATION

References:

Name	Relationship	Phone
Lynn Straughan	Mother	(904) 806-4508
Sandy Acuff	Volunteer Supervisor	(904) 874-4412
Sarah Strominger	Friend	(904) 377-2981

Additional Information:

I grew up in Saint Augustine and I am raising my children here. I grew up being a huge part of the community as my mom is a social worker like myself. I am very committed to the city the issues that Saint Augustine faces. I want to make the town a growing place for families to thrive.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec: 12.27.24

1 Year: 12.27.25

Board/Committee Name: Tourist Development Council

First Name: Albert

Last Name: Syeles

Address: 83 Bridge Street

City, State Zip: St. Augustine, FL 32084

Home Phone:

Cell Phone: 9045014336

Work Phone:

Email: asyeles@gmail.com

District: 5

Most Recent Occupation/Employer:

President, Romanza - St. Augustine, Inc. 501(c)(3)

President, EpiCentre Alliance, Inc. 501(c)(3)

Past Work Experience/Employers:

Executive Director Government Relations, SBC Communications (AT&T), Washington, DC

Accounting Policy Director SBC HQ, San Antonio, TX

Accounting Supervisor, IT Supervisor, Southern New England Telephone (SNET), Connecticut

IT Supervisor (SNET, Sikorsky Aircraft, and CIGNA), Connecticut

Operations Supervisor (Social Security Administration.), Connecticut

U S Navy, Virginia

Civic Clubs, Organizations:

Visit Florida CHRN Committee (Culture, Heritage, Rural and Nature), Member

Institute of Management Accountants, Connecticut Chapter President

Federal Communications Bar Association, Washington DC, Member

Elected or Appointed Positions:

Do you do Business with the County:

Yes **Details:** Romanza applies for TDC ACH grants.

Do you Have and Employment or Contractual Relationship with the County:

Yes **Details:** Romanza applies for TDC ACH grants, and one is currently funded.



St. Johns County Board of County Commissioners

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Voting Conflict:

No **Details:** TDC ACH grant applications are ranked by a separate Funding Panel. The rankings as a package, may then be "recommended" through the TDC to the BCC for funding.
The TDC Board approval and recommendation of the Funding Panel's ranking and funding level

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Certified Management Accountant (CMA) - Institute of Management Accountants
Certified Business Manager - Association of Professionals in Business Management
Graduate Certificate in Project Management - Boston University
Award Winning Composer - www.FilmFreeway.com/AlbertSyeles
BA (Political Science) - Duquesne University

References:

Name	Relationship	Phone
Susan Phillips	Business - VCB	(904) 209-4430
Eric Becher, PhD	Business - Vavarde S	(904) 575-0526
Steven Marr	Business - St. August	(904) 460-3223

Additional Information:

Entrepreneur, businessman, nonprofit leader, and composer.
President and co-founder (2009) of Romanza - St. Augustine, Inc., a performing arts nonprofit in St. Augustine, FL.
Also, President and founder (2019) of The St. Augustine EpiCentre Alliance, an organization of cultural organizations.
Winner of numerous awards for music composition.

Previously Executive Director at SBC Communications (which later bought AT&T and took that name) in Washington DC, San Antonio and New Haven.

Certified Management Accountant (CMA)

Specialties: Planning, organizing, leading and controlling organizations.
Cost accounting; plant asset management; revenue planning. Music composing, arranging, recording, mixing, and mastering.

<https://www.linkedin.com/in/syeles/>



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 5/1/2025 3:34:14 PM Expires: 5/1/2026 3:34:14 PM

First Name: Jason

Last Name: Wallis

Address: 496 E Kesley Lane

City, State Zip: st johns, FL 32259

Home Phone: (615) 218-6778

Cell Phone: (615) 218-6778

Work Phone: (615) 218-6778

Email: jason.h.wallis@gmail.com

District: 1

Most Recent Occupation/Employer:

Chief Technology Officer / PayGround
Owner / PMI St. Augustine

Past Work Experience/Employers:

Chief Technology Officer / EnableComp
VP of Product / Availity
VP of Product / Experian Health

Civic Clubs, Organizations:

VRMA (Vacation Rental Management Association)
Member of Lingleaf Methodist Church

Elected or Appointed Positions:

Do you do Business with the County:

No Details:

Do you Have an Employment or Contractual Relationship with the County:

No Details:

Voting Conflict:

No Details:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

MBA from Jack Welch Management Institute
Bachelors in Accounting from Austin Peay State University

References:

Name	Relationship	Phone
Mark Sletto	Friend	(713) 906-8663
Jonathan Jacobs	Friend	(770) 335-1064
Amy Miller	Business Associate	(704) 724-7496

Additional Information:

I really enjoy living in St. Johns county and want to find a meaningful way to contribute to the counties success. I am a local business owner that is very interested in helping the county grow.

TDC Regular Meeting – July 21, 2025

Agenda Item 8 – FY26 Tourism Budget Discussion

FY26 Tourism Recommended Budget – Action Required

The annual tourist development tax revenue estimates for FY25 have been modified, based on year-to-date receipts. The reductions in revenues will impact the available funding across all five categories. The revision is reflected in the budget details attached.

Night of Lights Funding - Action Required

Review/Discussion of staff recommendations to support the City of St. Augustine's additional funding request for FY26.

FY 2026 Requested and Recommended Budget: Tourist Development Tax Fund

Category I: Destination Marketing - Expense Budget

Account	Account Description	Description of Request	Request
53120	Contractual Services	VCB Contract Marketing	4,400,000
53120	Contractual Services	VCB Core Services	3,254,000
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	52,388
58200	Aid To Private Orgs	SJCCE Cultural Series	1,028,000
59920	Reserve	Category I Reserve	993,952
Total Requested FY 2026 Budget			9,728,340

Recommended	Notes
4,500,000	reflecting marketing at correct \$4.5 million
3,254,000	
52,388	
1,028,000	
600,383	
9,434,771	

Category II: Arts, Culture & Heritage - Expense Budget

Account	Account Description	Description of Request	Request
53120	Contractual Services	Cultural Council Contract	1,402,168
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	19,645
53728	Category II Grants	ACH Grant Program	633,085
58200	Aid To Private Orgs	SJCCE Annual Operations	851,184
58200	Aid To Private Orgs	SJCCE Cultural Series	176,816
Total Requested FY 2026 Budget			3,082,898

Recommended	
1,402,168	
19,645	
522,996	
851,184	
176,816	
2,972,809	

Category III: Leisure & Recreation - Expense Budget

Account	Account Description	Description of Request	Request
51200 - 52400	Salaries & Benefits	Salary & Benefits	124,309
53120	Contractual Services	Pressure Wash Vilano Pier	9,212
53120	Contractual Services	Huddle Up App	6,076
53120	Contractual Services	Self-Guided Tour Hosting Fee	2,295
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	19,646
53705	Sports Marketing	Sports Marketing	325,000
54100	Communications	Communications/Cell Phone	600
54500	Insurance	Vehicle FACT Insurance	225
54602	Vehicle Maintenance	Vehicle Maintenance	750
54603	Other Maintenance	Artificial Reef Maintenance	50,000
54626	Athletic Field Maint	Tournament Ballfield Maintenance	250,000
54628	Waterway Access Maint	Boat Ramp Maintenance	275,000

Recommended	
128,449	
9,212	
6,076	
2,295	
19,646	
325,000	
600	
225	
750	
50,000	
250,000	
275,000	

FY 2026 Requested and Recommended Budget: Tourist Development Tax Fund

54900	Advertising	Sports Marketing Advertising	31,800
55102	Software	Geo-Tracking Software	10,000
55200	Operating Supplies	Operating Supplies	5,000
55201	Gas, Oil, And Lubricants	Gas	970
55401	Training	Travel & Training	15,000
56301	Improvements O/T Building	Rivertown Park CIP	500,000
56301	Improvements O/T Building	Artificial Reef Deployment	100,000
56400	Equipment	Infield Laser Leveler	48,890
58100	Aid to Govt Agencies	Splash Park Upgrades at Pier Park	-
59100	Transfer To Funds	2024A Spec Obl Rev Bnd	750,000
59920	Reserve	Cat III Reserve	781,218
Total Requested FY 2026 Budget			3,305,991

31,800	
10,000	
5,000	
970	
15,000	
500,000	
100,000	
48,890	
125,000	contingent upon an Interlocal Agreement
750,000	
541,987	
3,195,900	

Category IV: Administrative / Special Uses / Special Events - Expense Budget

Account	Account Description	Description of Request	Request
51200 - 52400	Salaries & Benefits	Salary & Benefits	713,802
51302	Temporary Staffing	3 TDC Ambassadors/ 3 VIC Coordinators	65,000
53100	Professional Fees	Tourism Autism Certification Program	75,000
53100	Professional Fees	Tourism Strategic Plan	68,000
53100	Professional Fees	Placer Data	44,307
53120	Contractual Services	COSA Expanded Shuttle (NOL & Festivals)	200,000
53120	Contractual Services	COSA Circulation Shuttle	100,000
53120	Contractual Services	IT Services	15,000
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	26,194
53708	Holiday Lighting Program	COSA Nights Of Lights	100,000
53708	Holiday Lighting Program	COSAB Nights of Lights	50,000
53708	Holiday Lighting Program	Chamber of Commerce	20,000
53727	St. Aug Visitors Info Ctr	COSA Vistors Information Center	400,000
53727	St. Aug Visitors Info Ctr	PV Vistors Information Center	156,000
54000	Travel And Per Diem	Travel and Per Diem	1,000
54100	Communications	Communications/Cell Phone	6,888
54110	Postage	Postage	100

Recommended	
657,573	
65,000	
75,000	
68,000	
44,307	
200,000	
100,000	
15,000	
26,194	
100,000	
50,000	
20,000	
400,000	
156,000	
1,000	
6,888	
100	

FY 2026 Requested and Recommended Budget: Tourist Development Tax Fund

54400	Lease/Rental Of Equipment	Copier Lease	2,340
54500	Insurance	Liability Insurance	14,704
54500	Insurance	Vehicle FACT Insurance	173
54602	Vehicle Maintenance	Vehicle Maintenance	500
54801	Special Events	Fireworks City of St Augustine	60,000
54801	Special Events	Fireworks St Augustine Beach	35,000
54900	Advertising	Visit Florida Advertising	50,000
54900	Advertising	Direct In-Room Streaming	24,500
55102	Software	MIS-recommended Software	858
55200	Operating Supplies	Operating Supplies	3,950
55201	Gas, Oil, And Lubricants	Gas	194
55405	Dues And Memberships	Dues & Memberships	800
58200	Aid To Private Orgs	SJCCE Maintenance	793,354
58200	Aid To Private Orgs	SJCCE Cultural Series	604,013
58200	Aid To Private Orgs	Contribution to PGA	325,000
59100	Transfer To Funds	Amphitheatre Debt Service	454,788
59920	Reserve	Cat IV Reserve	121,253
Total Requested FY 2026 Budget			4,532,718

2,340	
14,704	
173	
500	
60,000	
35,000	
50,000	
-	Previous TDC initiative, removed from budget.
858	
3,950	
194	
800	
793,354	
604,013	
325,000	
30,383	One-time reconciliation of debt service.
479,603	Reserve increase due to Amp Debt Service.
4,385,934	

Category V: Beach Assets - Expense Budget

Account	Account Description	Description of Request	Request
53150	Consulting Services	Summerhaven Inlet Managment	500,000
53150	Consulting Services	Sea Oats Program	25,000
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	45,840
58100	Aid to Govt Agencies	City of St. Augustine Beach: Beach Assets	-
59100	Transfer To Funds	Beach Services Subsidy	1,999,976
59100	Transfer To Funds	Annual Allocation St Aug Beach Renourish	475,000
59100	Transfer To Funds	SPV Project	411,200
59100	Transfer To Funds	CSRM Project	394,041
59100	Transfer To Funds	CSRM Debt Service	305,959
59100	Transfer To Funds	SPV Debt Service	70,272
59920	Reserve	Cat V Reserve	5,680,745

Recommended	
500,000	
25,000	
45,840	
31,226	Request for funding at Recommended level.
1,999,976	
475,000	
411,200	
394,041	
305,959	
69,846	
5,393,072	

FY 2026 Requested and Recommended Budget: Tourist Development Tax Fund

59923	Contigency Reserve	Cat V Restricted Reserve (PV Project)	667,000	667,000
		Total Requested FY 2026 Budget	10,575,033	10,318,160

Options for Additional Nights of Lights Funding

At the June 16, 2025, TDC meeting, the City of St. Augustine requested a (potentially recurring) \$1,000,000 in FY26 to improve the Nights of Lights (NOL) experience. The TDC subsequently asked staff to identify potential funding opportunities to meet the request at the greatest level possible. After a review of the Category IV proposed budget, staff has identified opportunities which could potentially make \$850,000 available to be allocated for the upcoming NOL program.

Staff Identified Options	FY 2026
1. Defer the Tourism Strategic Plan in Cat IV	\$68,000
2. Eliminate Visit Florida Funding from Cat IV (potentially alternatively fund thru Cat I?)	50,000
3. Reappropriate Contribution to PGA from Cat IV to Cat I	325,000
Recurring Funding Identified for NOL	\$443,000
4. Use of One-Time Debt Service Reconciliation	\$407,000
One-Time Funding Identified for NOL	\$407,000
FY 2026 Potential Funding Identified for NOL	\$850,000

This strategy still provides for a Category IV reserve balance of \$72,663 (or approximately 1.5% of the overall Category IV budget) at the FY 2026 Recommended Budget. These reserves may be used to address:

- 1.) additional funding requests brought to the TDC within FY 2026.
- 2.) tourist development tax revenue shortfalls realized in FY 2026.

Options for Additional Nights of Lights Funding

Category I: Destination Marketing - Expense Budget

Account	Account Description	Description of Request	Recommended	NOL Consideration	Notes
53120	Contractual Services	VCB Contract Marketing	4,500,000	4,500,000	
53120	Contractual Services	VCB Core Services	3,254,000	3,254,000	
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	52,388	52,388	
58200	Aid To Private Orgs	SJCCE Cultural Series	1,028,000	1,028,000	
3 58200	Aid To Private Orgs	Contribution to PGA	-	325,000	Transfer from Category IV to Category I
59920	Reserve	Category I Reserve	600,383	275,383	
Total Requested FY 2026 Budget			9,434,771	9,434,771	

Category IV: Administrative / Special Uses / Special Events - Expense Budget

Account	Account Description	Description of Request	Recommended	NOL Consideration	
51200 - 52400	Salaries & Benefits	Salary & Benefits	657,573	657,513	
51302	Temporary Staffing	3 TDC Ambassadors/ 3 VIC Coordinators	65,000	65,000	
53100	Professional Fees	Tourism Autism Certification Program	75,000	75,000	
1 53100	Professional Fees	Tourism Strategic Plan	68,000	-	defer Strategic Plan
53100	Professional Fees	Placer Data	44,307	44,307	
53120	Contractual Services	COSA Expanded Shuttle (NOL & Festivals)	200,000	200,000	
53120	Contractual Services	COSA Circulation Shuttle	100,000	100,000	
53120	Contractual Services	IT Services	15,000	15,000	
53401	Indirect Admin Costs	SJC Indirect Cost Allocation	26,194	26,194	
53708	Holiday Lighting Program	COSA Nights Of Lights	100,000	100,000	
53708	Holiday Lighting Program	COSAB Nights of Lights	50,000	50,000	
53708	Holiday Lighting Program	Chamber of Commerce	20,000	20,000	
53727	St. Aug Visitors Info Ctr	COSA Vistors Information Center	400,000	400,000	
53727	St. Aug Visitors Info Ctr	PV Vistors Information Center	156,000	156,000	
54000	Travel And Per Diem	Travel and Per Diem	1,000	1,000	
54100	Communications	Communications/Cell Phone	6,888	6,888	
54110	Postage	Postage	100	100	
54400	Lease/Rental Of Equipment	Copier Lease	2,340	2,340	
54500	Insurance	Liability Insurance	14,704	14,704	
54500	Insurance	Vehicle FACT Insurance	173	173	
54602	Vehicle Maintenance	Vehicle Maintenance	500	500	
54801	Special Events	Fireworks City of St Augustine	60,000	60,000	

	54801	Special Events	Fireworks St Augustine Beach	35,000	35,000	
2	54900	Advertising	Visit Florida Advertising	50,000	-	eliminate Visit Florida from Cat IV and add to Cat I?
	54900	Advertising	Direct In-Room Streaming	-	-	
	55102	Software	MIS-recommended Software	858	858	
	55200	Operating Supplies	Operating Supplies	3,950	3,950	
	55201	Gas, Oil, And Lubricants	Gas	194	194	
	55405	Dues And Memberships	Dues & Memberships	800	800	
	58100	Aid to Govt Agencies	Additional NOL Request	-	850,000	
	58200	Aid To Private Orgs	SJCCE Maintenance	793,354	793,354	
	58200	Aid To Private Orgs	SJCCE Cultural Series	604,013	604,013	
3	58200	Aid To Private Orgs	Contribution to PGA	325,000	-	Transfer from Category IV to Category I
	59100	Transfer To Funds	Amphitheatre Debt Service	30,383	30,383	One-time reconciliation of debt service
4	59920	Reserve	Cat IV Reserve	479,603	72,663	Use of one-time reserve for NOL initiative
	Total Requested FY 2026 Budget			4,385,934	4,385,934	

FY2025 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
May	\$ 2,011,064	0.3%
FYTD	\$ 15,879,259	-0.08%
% OF BUDGET		66.7%
% OF FY		63.3%

BUDGETED \$ \$25,084,566

May 25 Collection Accounts

Description	Count
RV/MH Park or Campground	26
Hotel or Motel	90
Condo / COOP	2342
Apartment / House / Mobile Home	2282
Bed & Breakfast	31
Other	6
Total	4777

Collection by Municipality

City of St. Augustine	\$515,372
Ponte Vedra Beach	\$371,577
City of St. Augustine Beach	\$316,580

FISCAL YEAR 2025

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	\$ 40,719,522.38	-3.5%	\$57,643,609.00	-4.8%	\$45,832,407.89	2.8%	\$42,367,335.90	0.8%
EXEMPT RECEIPTS	-\$2,541,163.98	92.3%	-\$1,328,630.80	14.2%	-\$1,216,631.49	-13.2%	-\$1,366,125.70	36.0%
TAXABLE RECEIPTS	\$ 38,178,358.40	-6.6%	\$ 56,314,978.20	-5.2%	\$ 44,615,776.40	3.3%	\$ 41,001,210.20	-0.1%
TOTAL TAX COLLECTED	\$ 1,908,917.92	-6.6%	\$ 2,815,748.91	-5.2%	\$ 2,230,788.82	3.3%	\$ 2,050,060.51	-0.1%
ADJUSTMENTS	\$ -							
TOTAL TAX DUE	\$ 1,908,917.92	-6.6%	\$ 2,815,748.91	-5.2%	\$ 2,230,788.82	3.3%	\$ 2,050,060.51	-0.1%
LESS COLLECTION ALLOWANCE	-\$14,216.41		-\$21,684.57		-\$17,304.41		-\$16,387.64	
PLUS PENALTY	\$ 12,500.79		\$9,639.18		\$34,585.66		\$17,981.33	
PLUS INTEREST	\$ 302.88		\$579.14		\$957.88		\$452.32	
TOTAL AMOUNT REMITTED	\$ 1,907,505.18	-6.3%	\$ 2,804,282.66	-5.3%	\$ 2,249,027.95	4.5%	\$ 2,052,106.52	0.3%
LESS TAX COLLECTOR & CLERK	\$ (38,150.10)	-6.3%	\$ (56,085.65)	-5.3%	\$ (44,980.56)	4.5%	\$ (41,042.13)	0.3%
NET TO TDC	\$ 1,869,355.08	-6.3%	\$ 2,748,197.01	-5.3%	\$ 2,204,047.39	4.5%	\$ 2,011,064.39	0.3%

[illegible]

FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	% of Ttl	PV+-	Condo	% of Ttl	PV+-	Apts	% of Ttl	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	\$1,577,812.82	56.3%	-6.0%	\$466,116.13	16.6%	-6.6%	\$598,757.85	21.4%	-4.4%
April	\$1,276,570.35	56.8%	-0.1%	\$335,280.33	14.9%	5.6%	\$502,471.46	22.3%	17.3%
May	\$1,150,599.12	56.1%	-2.9%	\$311,374.53	15.2%	8.1%	\$452,059.41	22.0%	-2.8%
June									
July									
August									
September									
TOTAL	\$ 9,538,524.07			\$ 2,200,186.52			\$ 3,421,224.21		
OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	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	\$85,562.96	3.1%	18.4%	\$76,032.90	2.7%	-10.6%	\$ 2,804,282.66		
April	\$66,628.72	3.0%	12.4%	\$68,077.09	3.0%	-1.6%	\$ 2,249,027.95		
May	\$80,390.52	3.9%	59.6%	\$57,682.94	2.8%	-2.5%	\$ 2,052,106.52		
June									
July									
August									
September									
TOTAL	\$ 515,006.72			\$ 528,384.37			\$ 16,203,325.89		

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	\$1,049,553.84	37.4%	-0.7%	\$529,032.15	18.9%	-17.7%	\$1,031,772.56	36.8%	-3.2%	\$43,050.22	1.5%	54.6%
APR	\$839,665.80	37.3%	11.9%	\$436,975.62	19.4%	-6.3%	\$828,671.08	36.8%	5.5%	\$30,043.36	1.3%	59.8%
MAY	\$755,287.96	36.8%	7.4%	\$373,500.36	18.2%	-20.2%	\$756,020.53	36.8%	2.7%	\$50,324.93	2.5%	174.8%
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 5,413,810			\$ 2,822,421			\$ 6,672,088			\$ 274,531		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
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	\$116,438.45	4.2%	-16.3%	\$22,518.54	0.8%	16.0%	5.0%	\$11,916.90	0.4%	19.7%	\$2,804,282.66
APR	\$88,283.90	3.9%	-18.1%	\$15,617.90	0.7%	0.8%	4.6%	\$9,770.29	0.4%	22.5%	\$2,249,027.95
MAY	\$94,711.91	4.6%	-3.3%	\$13,120.05	0.6%	-13.7%	5.3%	\$9,140.78	0.4%	8.9%	\$2,052,106.52
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 793,076			\$ 135,812				\$ 91,587			\$ 16,203,326

Net TDT Revenue to the Tourism Department by Fiscal Year

	FY18	+ / -	FY19	+ / -	FY20	+ / -	FY21	+ / -	FY22	+ / -	FY23	+ / -	FY24	+ / -	FY25	+ / -
October	\$ 763,934	38.8%	\$ 791,701	3.6%	\$ 748,068	-5.5%	\$ 764,027	2.1%	\$ 1,433,249	87.6%	\$ 1,472,774	2.8%	\$ 1,502,822	2.0%	\$ 1,293,718	-13.9%
November	\$ 755,703	18.1%	\$ 734,460	-2.8%	\$ 828,129	12.8%	\$ 734,256	-11.3%	\$ 1,411,921	92.3%	\$ 1,419,713	0.6%	\$ 1,554,762	9.5%	\$ 1,681,780	8.2%
December	\$ 825,934	15.0%	\$ 888,565	7.6%	\$ 964,804	8.6%	\$ 900,241	-6.7%	\$ 1,848,637	105.3%	\$ 1,878,754	1.6%	\$ 2,089,638	11.2%	\$ 2,245,861	7.5%
January	\$ 765,515	12.6%	\$ 827,594	8.1%	\$ 904,473	9.3%	\$ 754,128	-16.6%	\$ 1,339,161	77.6%	\$ 1,707,915	27.5%	\$ 1,731,678	1.4%	\$ 1,825,237	5.1%
February	\$ 902,098	3.9%	\$ 1,004,681	11.4%	\$ 1,012,638	0.8%	\$ 950,746	-6.1%	\$ 1,829,297	92.4%	\$ 1,947,956	6.5%	\$ 1,994,649	2.4%	\$ 1,869,355	-6.7%
March	\$ 1,256,045	12.8%	\$ 1,435,691	14.3%	\$ 691,517	-51.8%	\$ 1,479,331	113.9%	\$ 2,580,026	74.4%	\$ 2,778,964	7.7%	\$ 2,903,360	4.5%	\$ 2,748,197	-5.6%
April	\$ 1,095,414	8.2%	\$ 1,191,039	8.7%	\$ 254,852	-78.6%	\$ 1,437,785	464.2%	\$ 2,337,424	62.6%	\$ 2,439,606	4.4%	\$ 2,109,250	-13.5%	\$ 2,204,047	4.3%
May	\$ 1,006,706	2.6%	\$ 1,037,134	3.0%	\$ 424,308	-59.1%	\$ 1,430,279	237.1%	\$ 1,862,167	30.2%	\$ 1,899,752	2.0%	\$ 2,005,957	5.6%	\$ 2,011,064	0.3%
June	\$ 1,145,753	26.3%	\$ 1,230,856	7.4%	\$ 988,383	-19.7%	\$ 1,702,388	72.2%	\$ 2,188,339	28.5%	\$ 2,263,926	3.5%	\$ 2,248,389	-0.7%		
July	\$ 1,247,647	4.8%	\$ 1,334,808	7.0%	\$ 1,143,383	-14.3%	\$ 1,954,847	71.0%	\$ 2,517,580	28.8%	\$ 2,584,377	2.7%	\$ 2,413,376	-6.6%		
August	\$ 783,857	14.4%	\$ 805,973	2.8%	\$ 765,057	-5.1%	\$ 1,331,818	74.1%	\$ 1,515,709	13.8%	\$ 1,405,773	-7.3%	\$ 1,467,943	4.4%		
September	\$ 736,935	32.0%	\$ 563,578	-23.5%	\$ 708,515	25.7%	\$ 946,292	33.6%	\$ 1,336,608	41.2%	\$ 1,392,580	4.2%	\$ 1,162,523	-16.5%		
Total	\$ 11,285,541		\$ 11,846,081		\$ 9,434,127		\$ 14,386,139		\$ 22,200,117		\$ 23,192,091		\$ 23,184,347		\$ 15,879,259	
Per Penny	\$ 2,821,385		\$ 2,961,520		\$ 2,358,532		\$ 3,596,535		\$ 4,440,023		\$ 4,638,418		\$ 4,636,869			
Per Penny Growth	13.9%		5.0%		-20.4%		52.5%		23.5%		4.5%		0.0%			

VCB Report to the Tourist Development Council July 21, 2025



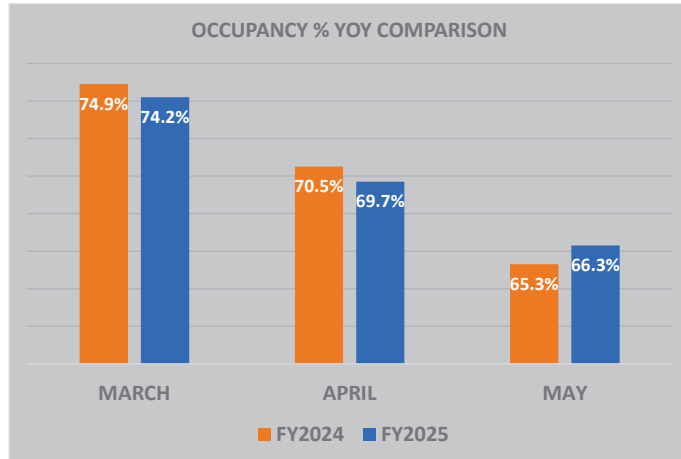
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FLORIDA'S HISTORIC COAST®

Smith Travel Research

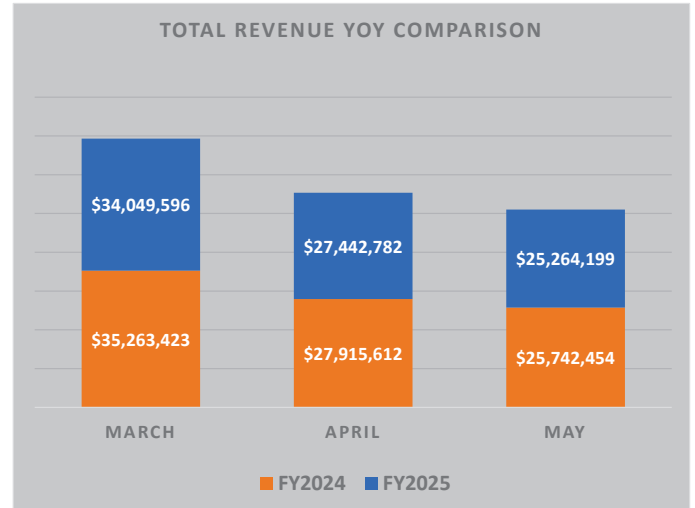
Smith Travel Research May 2025

Occupancy % May 2025

- May 2025 Occupancy % increased +1.5% YOY



TOTAL REVENUE YOY COMPARISON



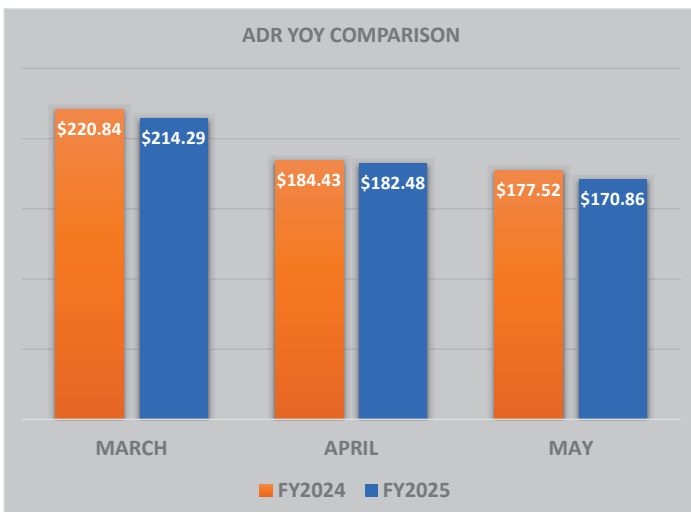
Total Revenue May 2025

- May 2025 Total Revenue decreased -1.9% YOY

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FLORIDA'S HISTORIC COAST®

Smith Travel Research May 2025

ADR YOY COMPARISON

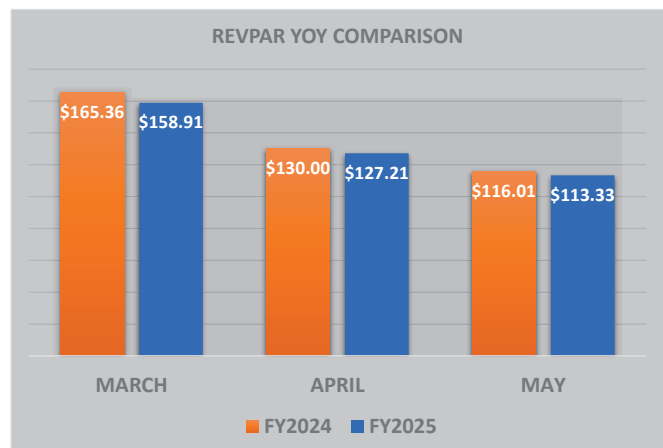


ADR May 2025

- ADR for May 2025 decreased -3.8% YOY

RevPAR May 2025

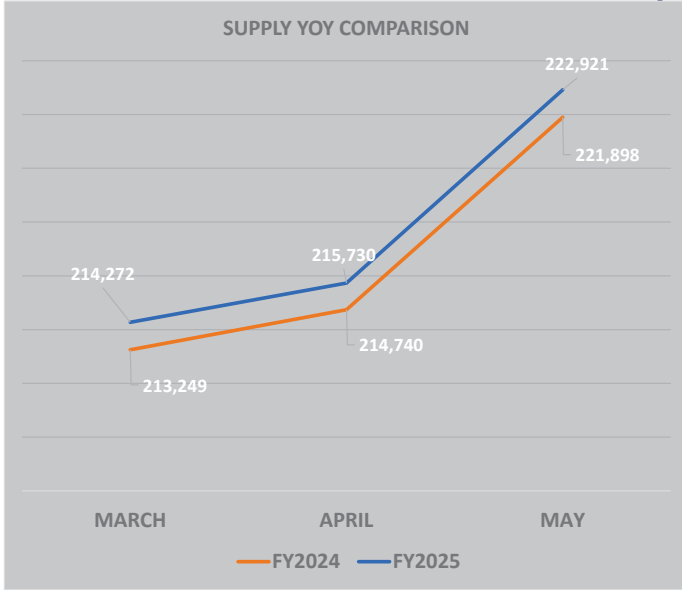
- RevPAR for May 2025 decreased -2.3% YOY



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Smith Travel Research May 2025

SUPPLY YOY COMPARISON

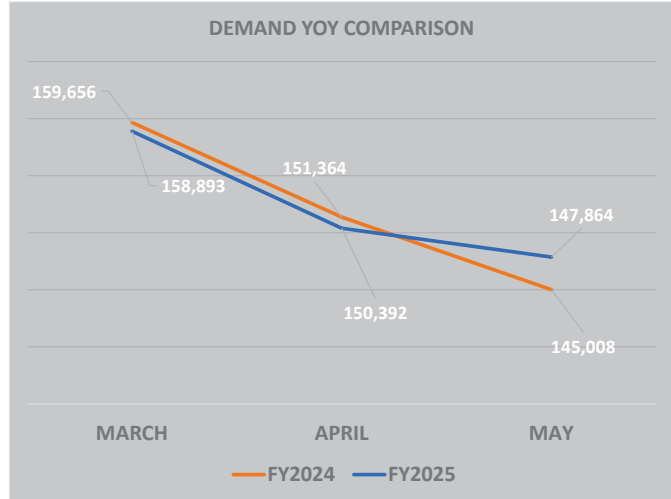


Supply May 2025

- May 2025 Supply increased +0.5% YOY

Demand May 2025

- May 2025 Demand increased +1.9% YOY



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May 2025 vs. May 2024 Comp Set

Current Month May 2025 vs May 2024							
	Occ %	ADR	Percent Change from May 2024				Room Rev
	2025	2025	Occ	ADR	RevPAR		
Hillsborough County, FL	68.8	171.92	-1.7	6.4	4.5	5.7	
Nassau County, FL	70.6	307.80	3.3	2.5	6.0	6.0	
Pinellas County, FL	70.1	195.22	-1.8	2.3	0.4	-2.6	
St Johns County, FL	66.3	170.86	1.5	-3.8	-2.3	-1.9	
Charleston, SC	76.5	205.60	0.4	5.8	6.2	5.6	
Jacksonville, FL	69.1	147.46	-1.1	0.7	-0.4	0.5	
Myrtle Beach, SC	62.2	143.53	0.7	-2.3	-1.7	-3.3	
Orlando, FL	69.2	198.20	0.6	4.7	5.3	6.7	
Sarasota, FL	64.6	194.12	-3.6	9.9	5.9	9.5	
Savannah, GA	70.5	154.59	-4.9	-2.3	-7.1	-3.7	
Fort Walton Beach, FL	70.9	205.14	3.6	1.4	5.0	6.2	
Daytona Beach, FL	61.7	165.59	-4.4	1.6	-2.9	-0.9	
Zip Code 32084+	68.9	157.87	3.7	-3.2	0.3	2.3	
Zip Code 32080+	65.8	163.36	2.7	0.7	3.4	3.4	
Zip Code 32092+	63.5	110.63	-3.0	0.1	-2.9	-2.9	
Ponte Vedra+	69.2	284.26	2.6	-9.9	-7.6	-9.8	

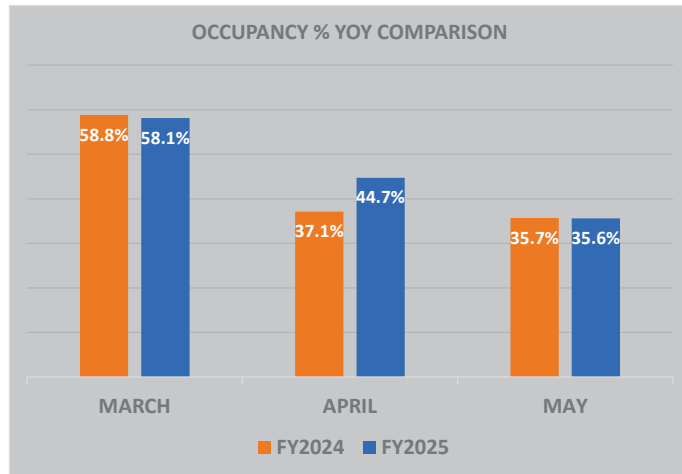
FLORIDA'S HISTORIC COAST®

Glossary of Terms

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

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

Vacation Rental Analytics May 2025



Paid Occupancy % May 2025

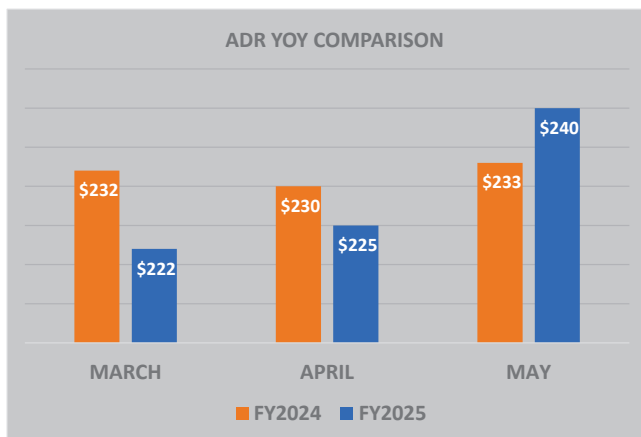
- Paid Occupancy % for May 2025 decreased -0.3% YOY

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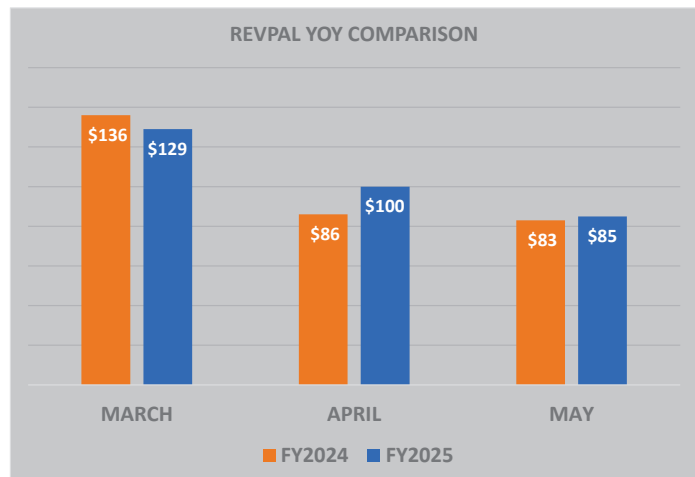
Vacation Rental Analytics May 2025

ADR May 2025

- ADR YOY increased +3.0% for May 2025



REVPA YOY COMPARISON



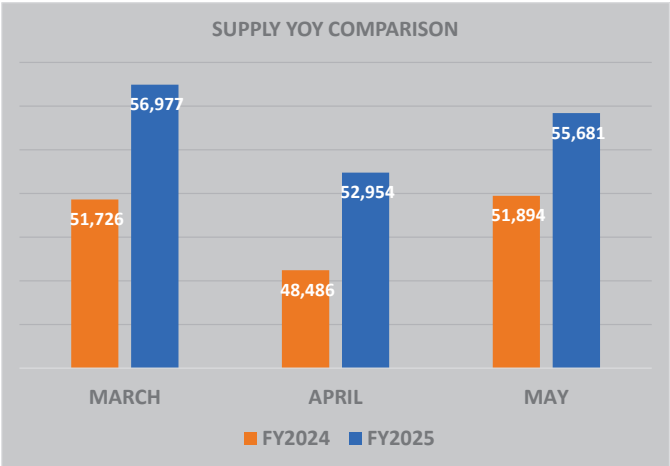
RevPAL May 2025

- RevPAL increased +2.4% YOY in May 2025

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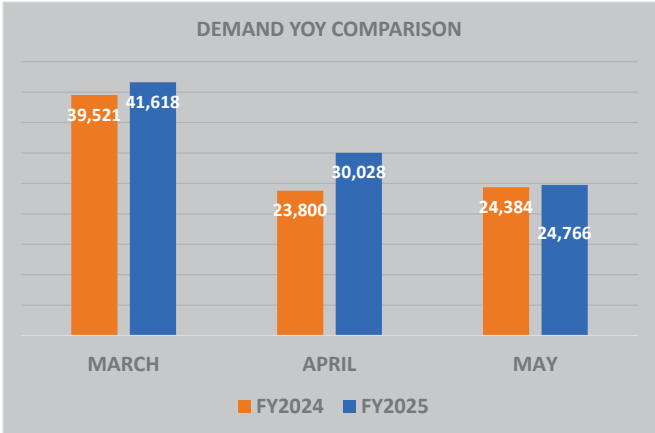
Vacation Rental Analytics

May 2025



Demand May 2025

- May 2025 Demand increased +1.6% YOY

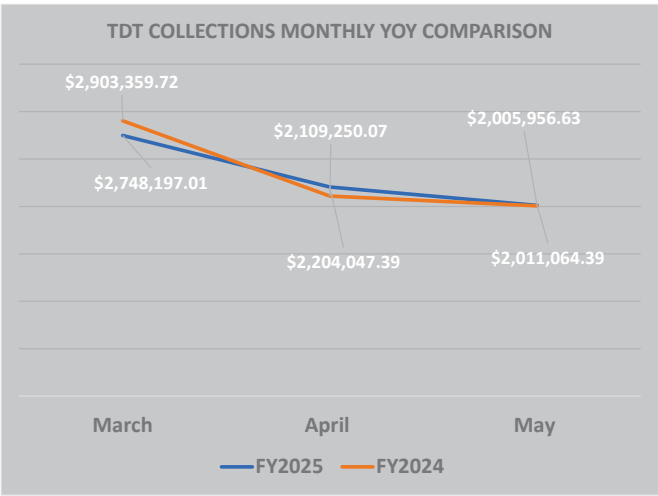


Supply May 2025

- May 2025 Supply increased +7.3% YOY

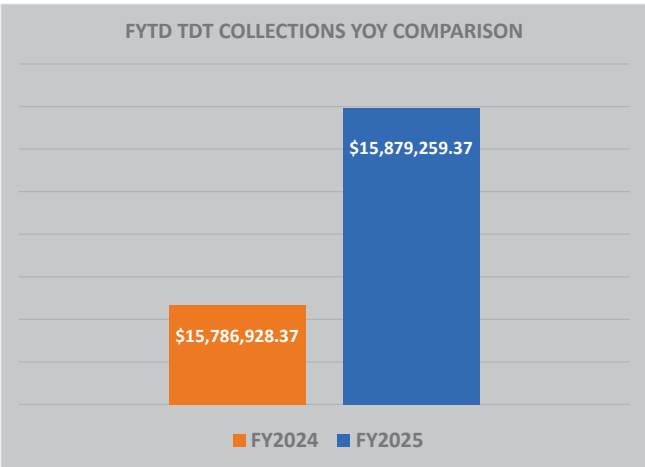
Tourist Development Tax Collections

May 2025



FYTD TDT Collections May 2025

- FYTD TDT Collections increased +.6% YOY



TDT Collections May 2025

- May 2025 TDT Collections increased +0.3% YOY

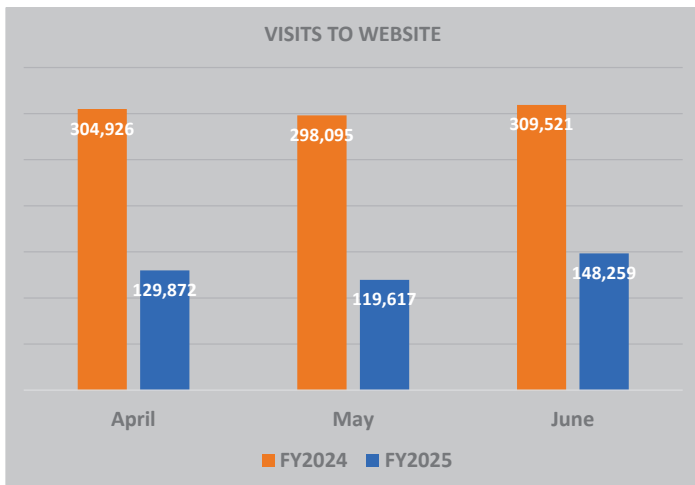
Website + eCRM

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FLORIDA'S HISTORIC COAST®

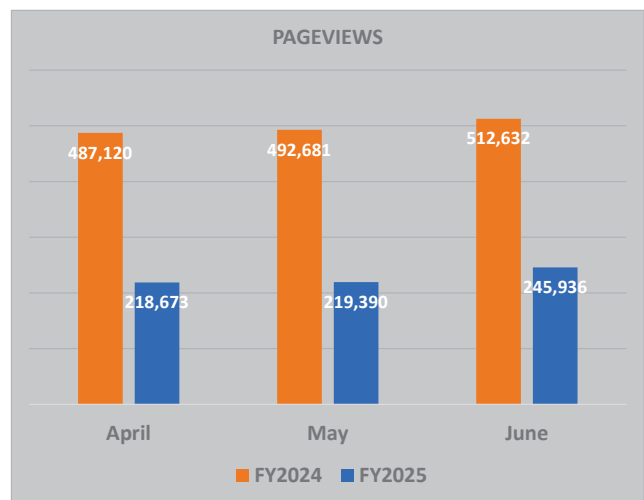
Website Report June 2025

Website Visitation June 2025

- VCB website visitation decreased -52.1% YOY for June 2025



PAGEVIEWS



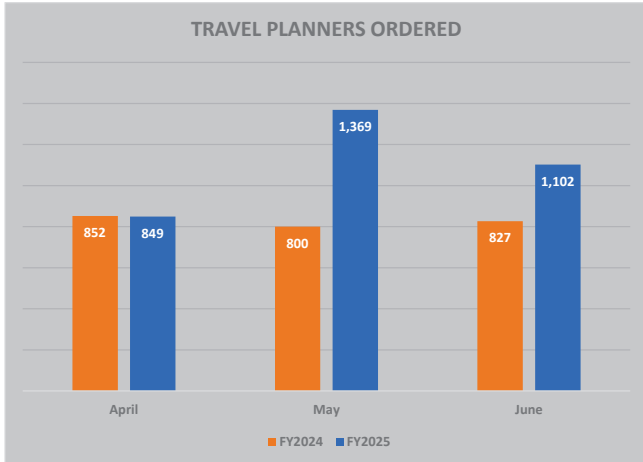
Website Page Views June 2025

- Page Views decreased -52.0% YOY in June 2025

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FLORIDA'S HISTORIC COAST®

Website Report June 2025

TRAVEL PLANNERS ORDERED



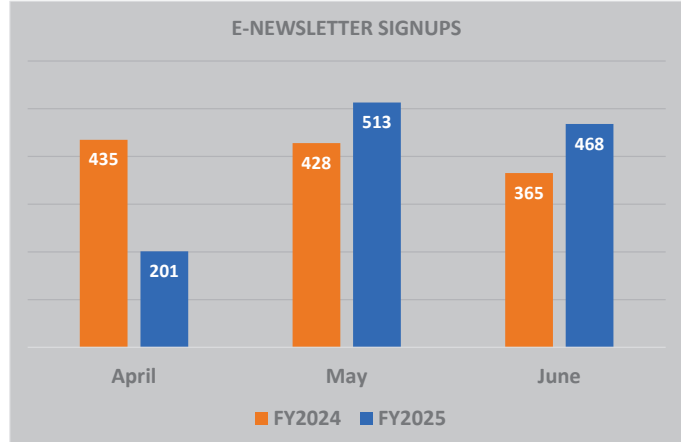
Guides Ordered June 2025

- Guides ordered decreased for June 2025, up +33.3% YOY

eNewsletter Signups June 2025

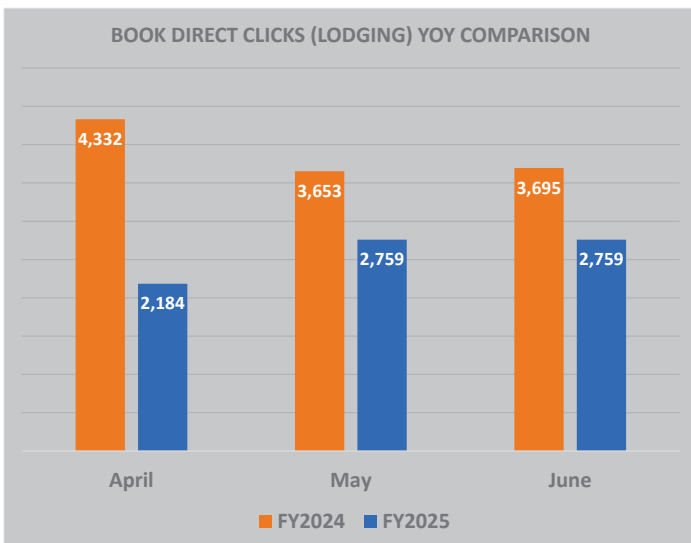
- June 2025 eNewsletter signups increased +28.2% YOY

E-NEWSLETTER SIGNUPS



Website Report June 2025

BOOK DIRECT CLICKS (LODGING) YOY COMPARISON

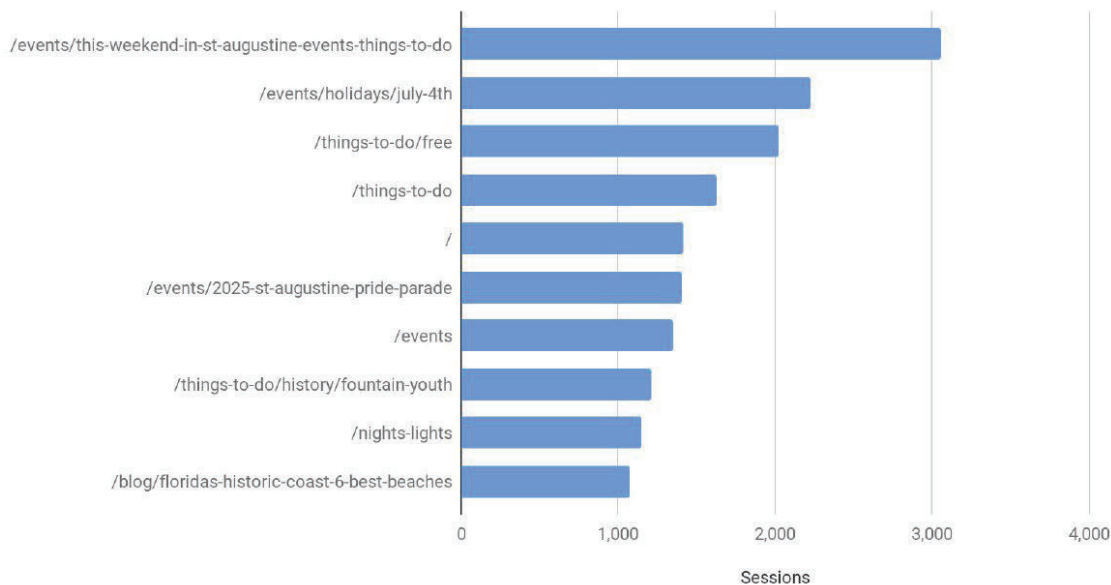


BookDirect Clicks June 2025

- BookDirect clicks increased for June 2025 to 2,759 clicks (-25.3% YOY)

Top Landing Pages

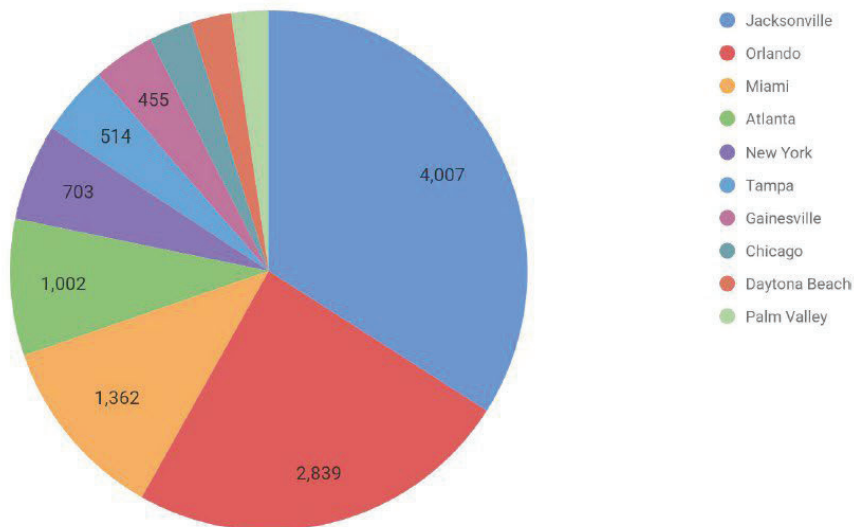
4th of July Holiday page (*optimized in June*) increased 106% and This Weekend in St. Augustine page increased 5%.



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Sessions By City

Jacksonville, Orlando and Miami drove majority of traffic to the site in June.



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Top Level Performance

148,259

VISITS TO WEBSITE
-52% YOY

123,045

WEBSITE USERS
-52% YOY

53,610

VISIT FROM ORGANIC
-29% YOY

245,936

PAGE VIEWS
-52% YOY

4,480,070

IMPRESSIONS
+31% YOY

0:01:05

AVERAGE ENGAGEMENT TIME
PER SESSION
+29% YOY

75,567

ENGAGED SESSIONS
-43% YOY

63.17%

ENGAGEMENT RATE
+9% YOY

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Hispanic Microsite Performance

998

VISITS TO WEBSITE
-29% YOY

866

TOTAL USERS
-27% YOY

670

VISIT FROM ORGANIC
-44% YOY

2,202

PAGE VIEWS
-44% YOY

0:01:26

AVERAGE ENGAGEMENT TIME
PER SESSION
-26% YOY

778

ENGAGED SESSIONS
-27% YOY

77.96%

ENGAGEMENT RATE
+2% YOY

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Email Performance

Opt-in Subscribers

37,824

MESSAGES SENT

23%

CTOR

702

SESSIONS

0:02:15

AVG. SESSION
DURATION

Other Source Subscribers

161,404

MESSAGES SENT

33%

CTOR

365

SESSIONS

0:05:21

AVG. SESSION
DURATION



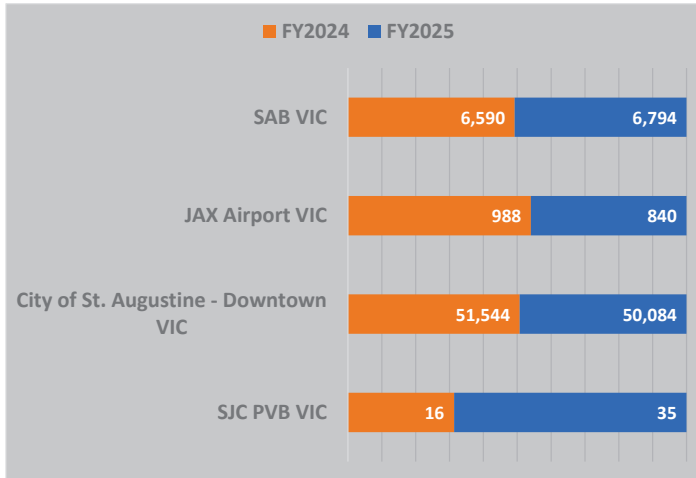
Total Subscribers: 264,706

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Visitor Information Centers Visitation

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FLORIDA'S HISTORIC COAST®

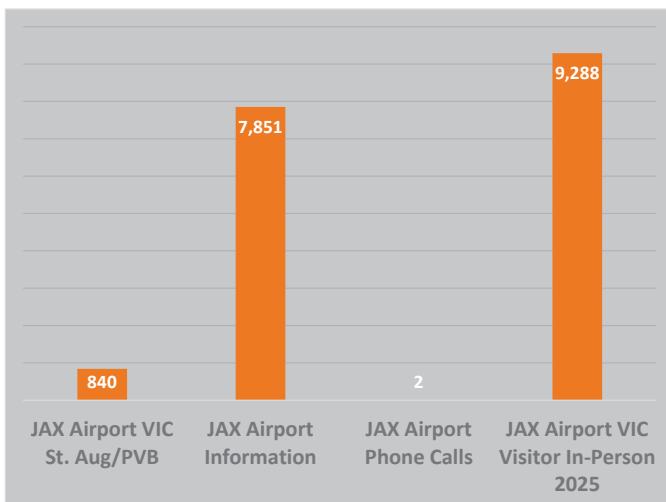
VIC Visitation June 2025



VIC Visitation - June 2025

- Visitation to the **St. Augustine Beach Visitor Information Center** increased by **+3.1%**
- Visitation to the **Jacksonville Airport Visitor Information Center** decreased **-15.0% YOY**
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** decreased **-2.8% YOY**
- Visitation to the **SJC PVB Visitor Information Center** increased **+118.8% YOY**

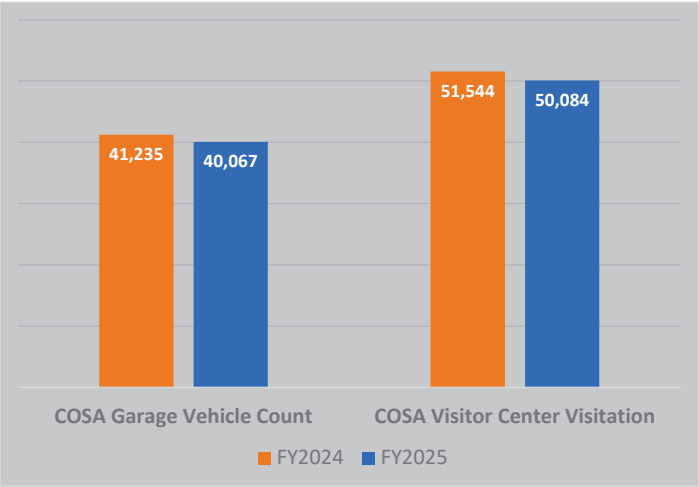
Jacksonville Airport VIC Visitation June 2025



Jacksonville Airport VIC Visitation - June 2025

- Jacksonville Airport VIC St. Aug & PV 840
- Jacksonville Airport VIC Airport Information 7,851
- Jacksonville Airport VIC Phone Calls 2
- Jacksonville Airport VIC Visitor In-Person 2025 9,288

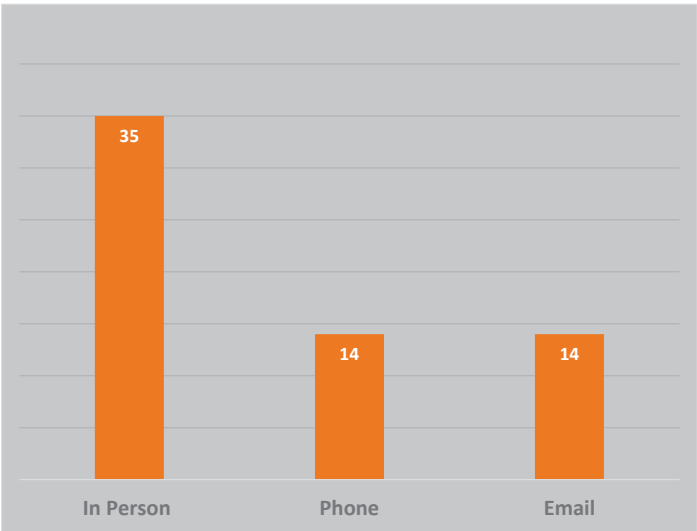
City of St Augustine Downtown VIC Visitation June 2025



City of St Augustine Downtown VIC Visitation - June 2025

- Visitor Information Center Vehicle Count 2024 41,235
- Visitor Information Center Vehicle Count 2025 40,067
- Visitor Information Center In-Person 2024 51,544
- Visitor Information Center In-Person 2025 50,084

Ponte Vedra VIC Visitation June 2025



Ponte Vedra VIC Visitation - June 2025

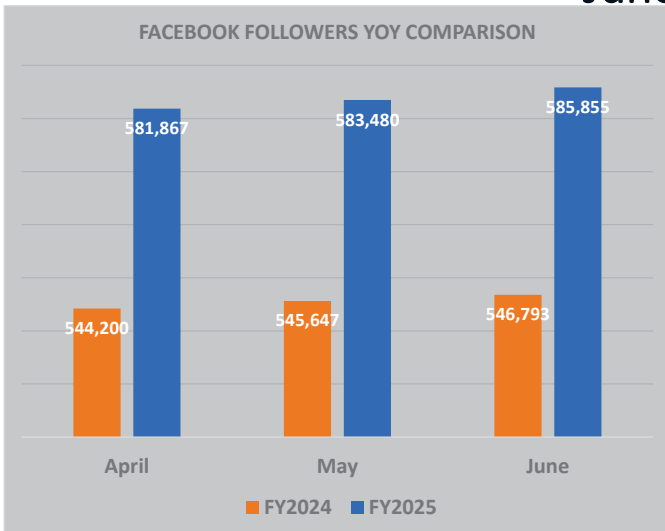
- Visitors Served In-Person 35
- Visitors Served by Phone 14
- Visitors Served by Email 14

Social Media

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FLORIDA'S HISTORIC COAST®

Social Media June 2025

FACEBOOK FOLLOWERS YOY COMPARISON



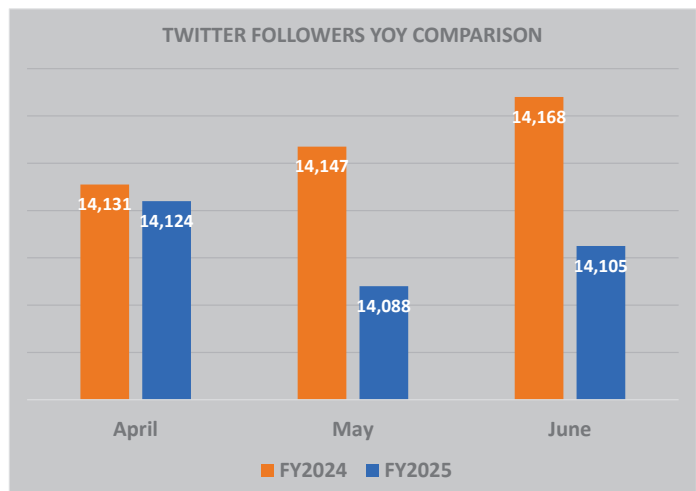
Facebook Followers June 2025

- Facebook Followers increased in June 2025 +7.1% YOY

Twitter Followers June 2025

- Twitter Followers decreased -0.4% in June 2025 YOY

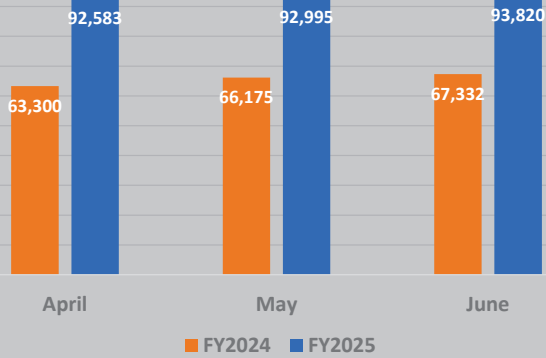
TWITTER FOLLOWERS YOY COMPARISON



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Social Media June 2025

INSTAGRAM FOLLOWERS YOY COMPARISON



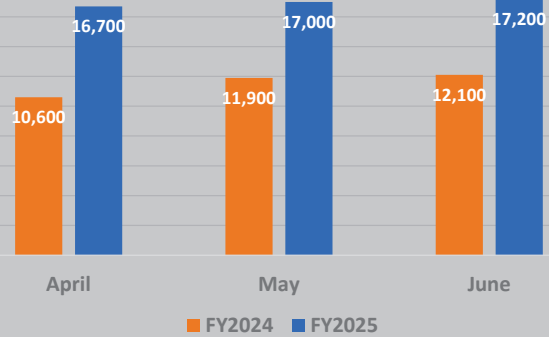
Instagram Followers June 2025

- Instagram increased in June 2025 +39.3% YOY

TikTok Followers June 2025

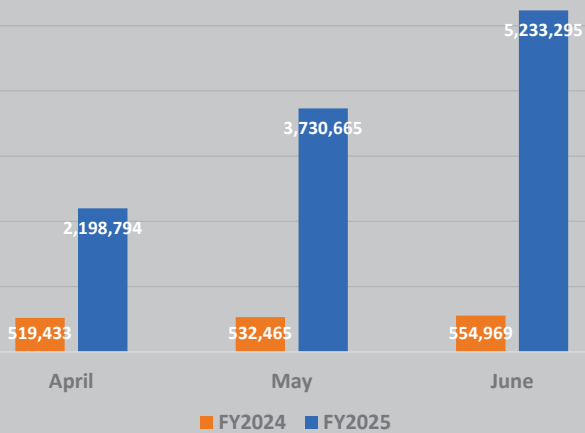
- TikTok Followers increased in June 2025 +42.1% YOY

TIKTOK FOLLOWERS YOY COMPARISON



Social Media June 2025

YOUTUBE VIEWS YOY COMPARISON



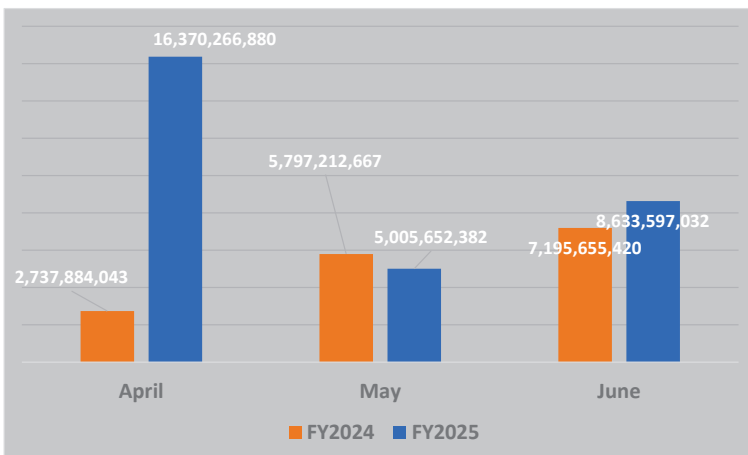
YouTube Views June 2025

- YouTube Views increased in June 2025 +843.0% YOY

Media Relations

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Media Impressions – June 2025



Media Impressions – June 2025

- **Media Impressions** increased **+19.9% YOY** in June 2025

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Top National Stories – June 2025

- [MSN & The Independent \(UK\)](#) – 12 of America's Most Surprisingly Walkable Cities



38+ Million + 43M Impressions

- [Southern Living \(online\)](#) - This Riverside Restaurant in FL has 125 Year Legacy of Serving Seafood (Aunt Kate's)



13.8 Impressions

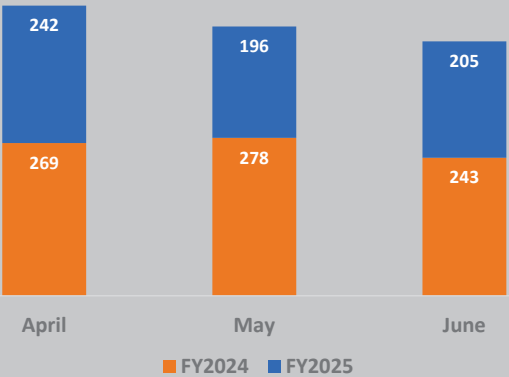
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Sales

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Sales Measurement Summary

SOLICITATION CALLS/EMAILS YOY COMPARISON



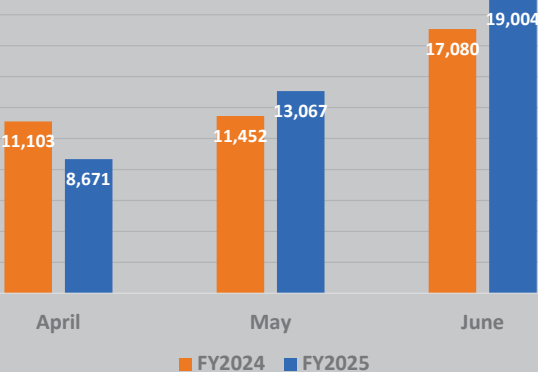
Solicitations June 2025

- **Solicitations** for June 2025 decreased **-15.6% YOY**

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Sales Report June 2025

LEAD ROOM NIGHTS YOY COMPARISON



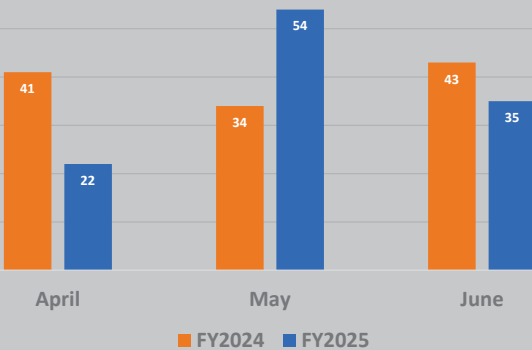
Lead Room Nights June 2025

- **June 2025 Lead Room Nights** increased **+11.3% YOY**

Lead Distribution June 2025

- **June 2025 Lead Distribution** decreased **-18.6% YOY**

TOTAL LEADS DISTRIBUTED



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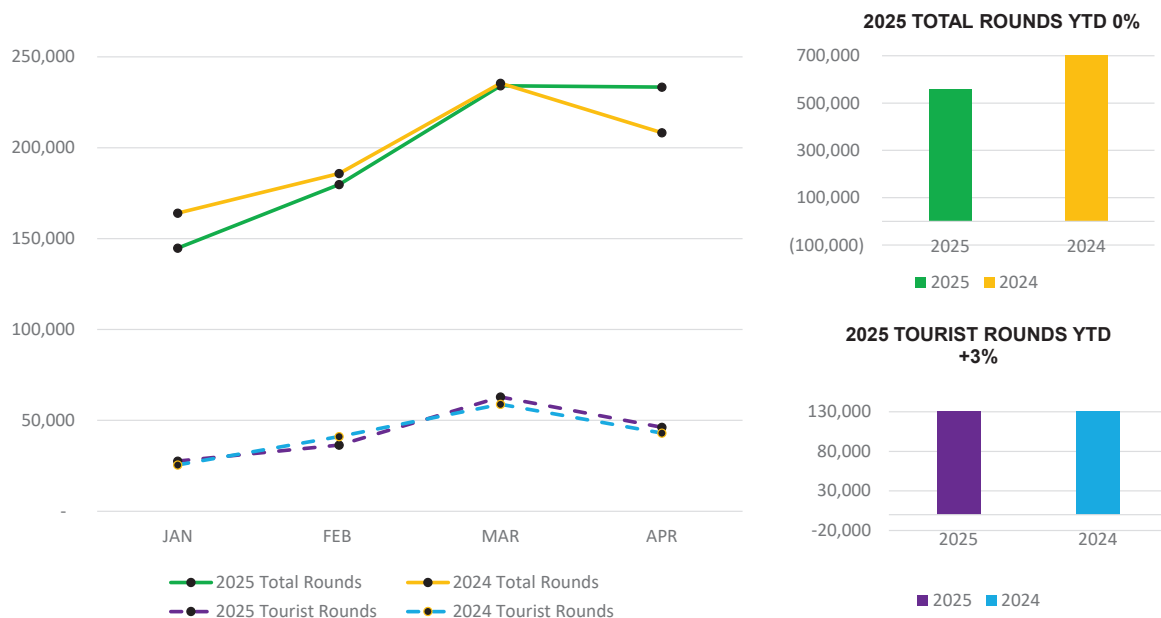
Florida's First Coast of Golf

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FLORIDA'S HISTORIC COAST®

NORTHEAST FLORIDA GOLF TOURIST ACTIVITY

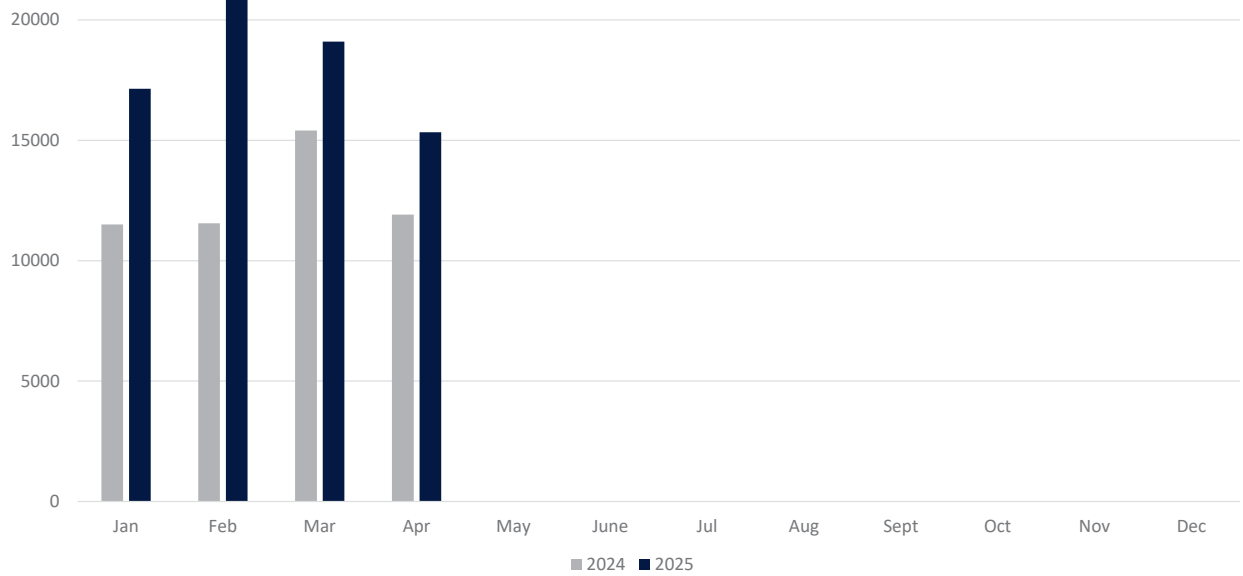
Total Rounds Apr: +12%

Tourist Rounds Apr: +7%



Florida's First Coast of Golf Digital Traffic

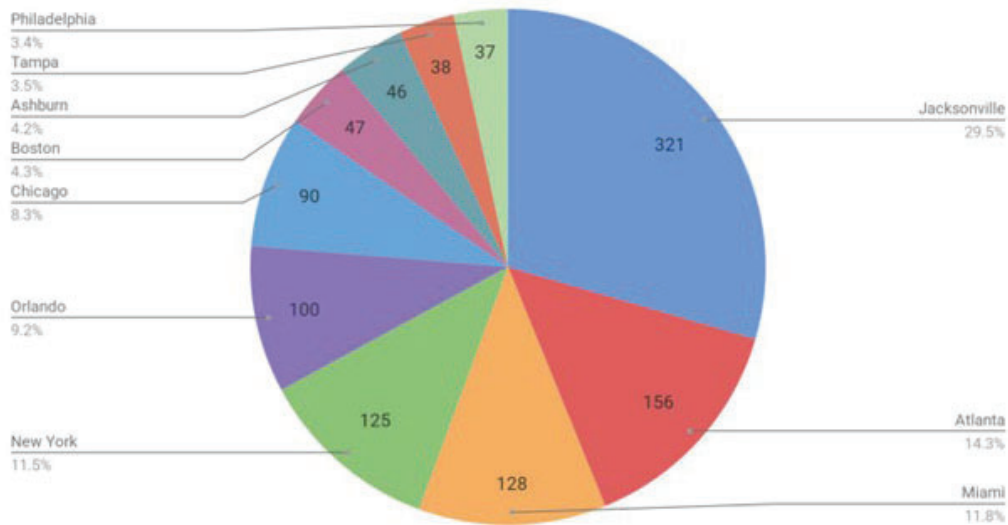
+29% Apr | +44% YTD



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Sessions By City

Jacksonville traffic increased 44% year-over-year.



CEO's Comments

- May 2025 Traditional Lodging Stats: Occupancy 66.3% (+1.5%), ADR \$170.86 (-3.75%), RevPAR \$113.33 (-2.3%), Demand (+1.8%), Revenue (-1.9%), Supply is +0.5%.
- May 2025 Vacation Rental Stats: Paid Occupancy 35.6% (-0.3%), ADR \$240 (+3.0%), RevPAL \$85 (+2.4%), Demand (+1.6%); Supply (+7.3%).
- May 2025 TDT Collections were up +.3% YOY
- June VIC Visitation YOY for the St. Augustine Beach VIC is +3.1%; CoSA VIC was -2.8%; Ponte Vedra Beach VIC visitation increased +118.8%; Jax Airport was down -15.0% YOY
- June 2025 Social Media YOY for Facebook/Meta was +7.1%, Instagram was +39.3%, TikTok was +42.1%, and YouTube was +843%
- June 2025 Media impressions were up +19.9% YOY.
- June 2025 Sales team solicitations are down -15.6% YOY; lead room nights are +11.3% YOY; lead distributions are -18.6% YOY.

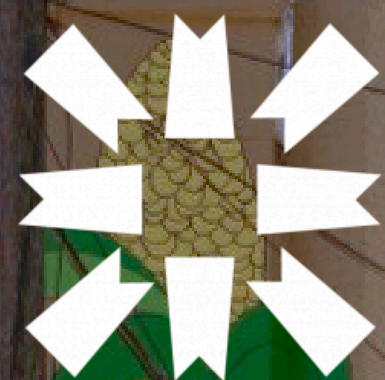
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THANK YOU

Questions?



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CULTURE AROUND EVERY CORNER.

SJCC UPDATES

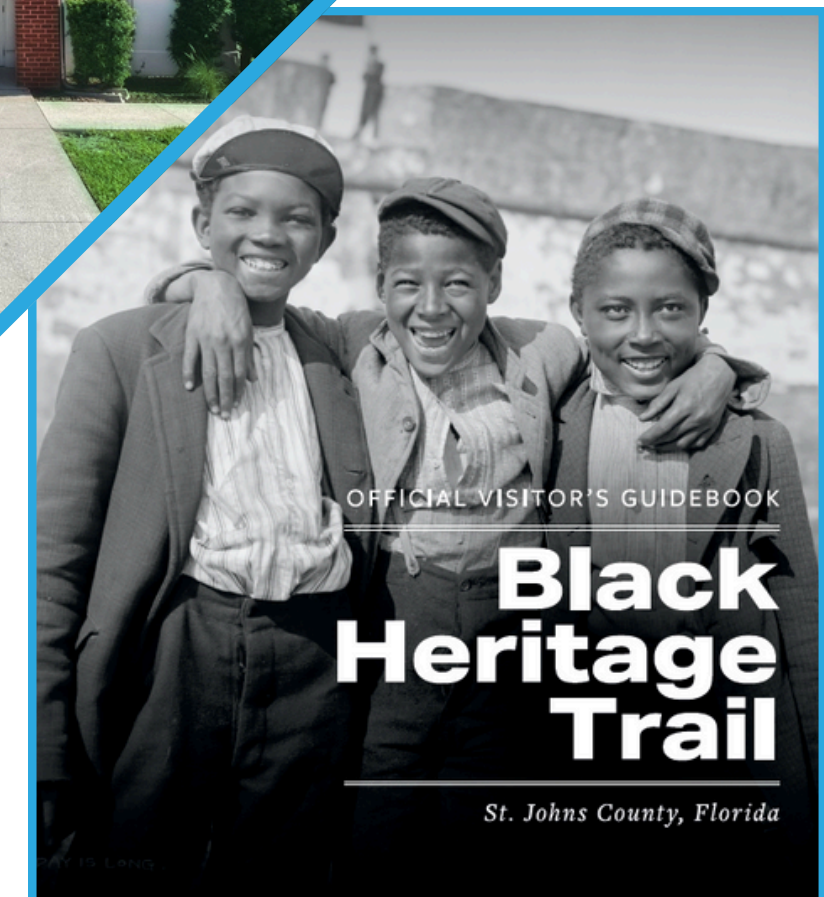


TDC ACH GRANTS

- Reviewing 30 Applicants
- Public Panel Review Meeting
 - Tuesday, July 29 at 2 p.m. at The Waterworks

BLACK HERITAGE TRAIL LAUNCH EVENT

- Wednesday, August 13th at the Waterworks
- Thank you to our partners:



JUNE TDC BUDGET MEETING UPDATES

- **Advocacy**

- Local Arts Agencies in Florida

- **Revisit Use of Consultants**

- Related to strategic planning
- Short-term agreements

- **Sharpen our pencils**

- Remove \$42,000 from the budget presented in June



Budget Item	FY2026
Agency Fees (Design, PR, Social Media)	\$100,000
Advertising	\$185,000
Product Development	\$386,000
Five Year Cultural Plan	\$58,000
Public Art Master Plan	\$0
Photography/Videography	\$20,000
Travel industry Conference	\$20,000
Calendar of Events (VCB collab)	\$20,000

Budget Item	FY2026
Website Development, Hosting, SEO	\$20,000
Hosted Media Visits	\$10,000
Commercial Printing	\$25,000
Grant Software & Admin Expenses	\$100,000
Admin & Core Services	\$458,000
SJCC Contract	\$1,402,000
ACH Grants	\$633,000
Special Events	\$175,000
TOTAL ACH	\$2,212,000



THANK YOU



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