

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
SEPTEMBER 15, 2025, 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Troy Blevins, Vice Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – August 18, 2025 (Pages 2 - 6)
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. SPORTS TOURISM GRANT APPROVALS (**Action Required**) (Pages 7 - 9)
 - Public comment
8. MONTHLY REPORTS PROVIDED IN PACKETS (Pages 10 - 35)
9. MEMBER COMMENTS
10. NEXT MEETING DATE – November 17TH
11. ADJOURN

TDC Regular Meeting – September 15, 2025

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – August 18, 2025
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
August 18, 2025 - 1:30 p.m.

1. CALL TO ORDER

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

Present: 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

Absent: Irving Kass, District 2, Chair

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

2. PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

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

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

5. APPROVAL OF MINUTES

Masters stated that a revision was made to the minutes regarding the Staff Present list on page one, which was corrected in the Council's agenda books but not the electronic version.

Motion by Rumrell, seconded by Sikes-Kline, carried 8/0, with Kass absent, to approve the minutes for the July 21, 2025, meeting, as submitted.

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

6. PUBLIC COMMENT

Albert Syeles spoke about strategic planning. He stated it was beneficial for the Tourist Development Council to reflect on its mission and recommended organizing its goals around five core tourism development pillars (Exhibit A).

7. FISCAL YEAR 2026 ARTS, CULTURE AND HERITAGE (ACH) TOURISM GRANT FUNDING RECOMMENDATION

Masters presented the details of the ACH tourism grant funding recommendation. Discussion ensued on insufficient backup materials and the need for additional information. There was a recommendation to increase funding for the Gullah Geechee.

Phillips and Sikes-Kline recused themselves from voting on the funding recommendation because they served as Board members for some of the involved organizations.

Public Comment:

Sandra Parks spoke about the history of the bed tax, noting that with established cultural venues such as the Performing Arts Center and the St. Johns County Amphitheater, public support for a bed tax referendum would now be more substantial.

Sherry Providence, Limelight Theatre, announced a partnership with Sunny TV and highlighted an upcoming project collaboration in October 2025 with the Foundation for the Black History Museum. She expressed gratitude for the funding Limelight Theatre had received.

Albert Syeles spoke about the Consumer Generated Media's post-Romanza Festival survey, which found that over half of the respondents had stayed in Ponte Vedra Beach.

Motion by Cox, seconded by Gordon, carried 6/0, via roll call vote, with Kass absent and Phillips and Sikes-Kline recused, to recommend to the Board of County Commissioners to

approve the Arts, Cultural and Heritage Grant budget allocation for Fiscal Year 2026 at \$633,085.

Blevins: Yes
Cox: Yes
Gordon: Yes
Joseph: Yes
Phillips: Recused
Rumrell: Yes
Sikes-Kline: Recused
Wicks: Yes
Kass: Absent

8. MONTHLY REPORTS PROVIDED IN PACKETS

Susan Phillips, President and Chief Executive Officer of the St. Johns County Visitors and Convention Bureau, presented the monthly tourism and bed tax reports. She highlighted HGTV's features of the Vilano Beach and the Sing Out Loud advertising campaigns.

Discussion ensued on increased activity at the St. Augustine Visitors and Information Center, a rise in YouTube engagement, and August's hotel.

Jeff Potts, Executive Director of the St. Johns County Cultural Council, presented the Black Heritage Trail Guide, funded through various government and arts grants, to preserve and promote the County's Black heritage as a tourism asset. He announced that the Culinary Guide would be receiving the prestigious Flagler Award. Discussion ensued on incorporating the history of Jesse Fish, promoting agrotourism, and combining related attractions such as Orange Groves.

9. MEMBER COMMENTS

Joseph spoke about an upcoming movie starring Karen Allen, which would be filmed at several local sites. She introduced Brian Long, Cardinal Flix Producer, who shared details about the film "The Batting Cage," which would feature St. John's County, and begin production in April 2026. He noted that Florida did not offer statewide film tax credits, and the existing incentives were limited to specific counties, which would not include St. Johns County.

Sikes-Kline spoke about the ongoing community discussion surrounding the Nights of Lights event. She noted that a formal funding request had not been submitted.

Wicks spoke about attending a live show at the Ponte Vedra Concert Hall. He praised the venue transformation and encouraged everyone to attend a show.

10. NEXT MEETING DATE

Blevins stated that the next meeting was scheduled for September 15, 2025.

11. ADJOURN

With no further business to come before the Council, the meeting adjourned at 2:17 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 – September 15, 2025

Agenda Item 7 – FY26 Phase 1 - Sports Tourism Grant Approvals (Action Required)

The Sports Tourism Grants Program was recently updated in April 2025. The program operates on a biannual application cycle, consisting of two phases:

- Phase 1: October 1 – March 31
- Phase 2: April 1 – September 30

This group of applications represents the first group to comply with the new sports tourism guidelines. All applications were reviewed and scored by the Grants Evaluation Panel, with funding recommendations reviewed and approved by the Recreation Advisory Board at their meeting on August 13th.

A total of fourteen applications were received. The applications, along with their corresponding evaluation scores, were previously sent out for review.

To access the application materials, please click below:

[FY2026 Sports Tourism Grant Applications](#)

Phase 1 – Sports Tourism Applications

- **USSSA Atlantic Coast Cup – October 4 – 5, 2025**
Recommended Funding - \$2,500
- **Florida Prime Soccer – Prime Soccer Cup, October 10 – 12, 2025**
Recommended Funding - \$16,013
- **Game On Events – St. Augustine Triathlon, October 12, 2025**
Recommended Funding - \$4,000
- **Perfect Game, Inc. – Fall Sunshine State Championships, October 17 – 20, 2025**
Recommended Funding - \$15,000
- **Perfect Game, Inc. – Fall Premiere Championships, October 31 – November 1, 2025**
Recommended Funding - \$15,000
- **USSSA North Florida Battle of the Belts, November 8 – 9, 2025**
Recommended Funding - \$2,500
- **St. Augustine Classic Pickleball Tournament, - November 8-9, 2025**
Recommended Funding - \$3,670
- **International Open Billiards Tournament, November 14 -23, 2025**
Recommended Funding - \$30,000
- **St. Augustine Amateur, December 5 – 7, 2025**
Recommended Funding – 22,500
- **St. Augustine Youth Services – Santa Suits on the Loose 5K, December 13, 2025**
Recommended Funding – 2,500
- **Jacksonville Football Club, 2026 Puma King Cup, January 17 – 18, 2026**
Recommended Funding - \$1,025
- **Florida Prime Soccer, Prime Pre-Season Classic, January 30 – February 1, 2026**
Recommended Funding - \$5,000
- **USSSA North Florida Select Super NIT, February 28 – March 1, 2026**
Recommended Funding - \$3,375.00
- **Perfect Game, Inc. – North Florida Kickoff Classic, March 6 – 8, 2026**
Recommended Funding - \$5,000

***Indicates New Grantee/Event**

Fiscal Year 2026 Sports Tourism Event Recommended Funding

Event Date	PHASE 1 (Oct 2025 - March 2026)		P1 (BM)	P2	P3 (LW)	P4 (JT)	Final Score	Grant Request	Panel Review Recommendation	RAB Approved	Final Grant Amount	Prior Year Grant Amount	Type of Event
10/4-10/5	USSSA Atlantic Coast Cup		47		45	47	46	\$5,000	\$2,500	8/13/2025	\$2,500	\$0	Baseball
10/10-10/12	Prime Cup		73		93	83	83	\$21,350	\$16,013	8/13/2025	\$16,013	\$10,000	Soccer
10/12.	Game On! St. Augustine Triathlon		57		71	55	61	\$8,000	\$4,000	8/13/2025	\$4,000	\$6,750	Triathlon
10/17-10/20	PG Fall Sunshine State Championships		75		75	75	75	\$20,000	\$15,000	8/13/2025	\$15,000	\$13,500	Baseball
10/31-11/1	PG Fall Premier Championships		75		75	75	75	\$20,000	\$15,000	8/13/2025	\$15,000	\$13,500	Baseball
11/8-11/9	USSSA North Florida Battle of the Belts		57		55	57	56	\$5,000	\$2,500	8/13/2025	\$2,500	\$0	Baseball
11/8- 11/9	St. Augustine Classic Pickleball Tournament		49		34	53	45	\$7,340	\$3,670	8/13/2025	\$3,670	\$0	Pickleball
11/14-11/23	International Open		92		96	94	94	\$30,000	\$30,000	8/13/2025	\$30,000	\$27,000	Billiards
12/5 - 12/7	St. Augustine Amatuer		68		70	65	68	\$30,000	\$22,500	8/13/2025	\$22,500	\$20,250	Golf
12/13.	SAYS Suites on the Loose 5k		49		59	49	52	\$5,000	\$2,500	8/13/2025	\$2,500	\$2,578	Running
1/17-1/18	2026 JFC Puma King Cup		41		31	45	39	\$4,100	\$1,025	8/13/2025	\$1,025	\$0	Soccer
1/30-2/1	Prime Pre-Season Classic		59		63	63	62	\$10,000	\$5,000	8/13/2025	\$5,000	\$0	Soccer
2/28-3/1	USSSA North Florida Select Super NIT		52		55	57	55	\$6,750	\$3,375	8/13/2025	\$3,375	\$0	Baseball
3/6/-3/8	2026 PG North Florida Kickoff Classic		45		45	45	45	\$10,000	\$5,000	8/13/2025	\$5,000	\$4,500	Baseball
Totals								\$182,540	\$128,083		\$128,083	\$98,078	

TDC Regular Meeting – September 15, 2025

Monthly Reports

- Bed Tax Collection Reports for July Occupancy
- Visitors and Convention Bureau Monthly Report

FY2025 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
July	\$ 2,227,555	-7.7%
FYTD	\$ 20,303,489	-1.22%
% OF BUDGET		83.3%
% OF FY		80.9%

BUDGETED \$ \$25,084,566

July 25 Collection Accounts

Description	Count
RV/MH Park or Campground	26
Hotel or Motel	91
Condo / COOP	2289
Apartment / House / Mobile Home	2283
Bed & Breakfast	32
Other	7
Total	4728

Collection by Municipality

City of St. Augustine	\$432,487
Ponte Vedra Beach	\$348,604
City of St. Augustine Beach	\$393,206

**ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2025**

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	\$27,592,427.26	-15.1%	\$35,478,105.61	8.7%	\$47,278,718.11	7.3%	\$38,400,339.41	4.3%
EXEMPT RECEIPTS	-\$1,181,211.46	-31.0%	\$(1,320,708.41)	39.9%	-\$1,433,321.11	1.6%	-\$1,194,918.21	-17.8%
TAXABLE RECEIPTS	\$ 26,411,215.80	-14.2%	\$ 34,157,397.20	7.8%	\$ 45,845,397.00	7.5%	\$ 37,205,421.20	5.2%
TOTAL TAX COLLECTED	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$2,292,269.85	7.5%	\$1,860,271.06	5.2%
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ 2,292,269.85	7.5%	\$ 1,860,271.06	5.2%
LESS COLLECTION ALLOWANCE	-\$10,886.83		\$(12,138.80)		-\$16,438.52		-\$12,995.36	
PLUS PENALTY	\$10,068.36		\$ 19,738.92		\$15,201.82		\$14,247.28	
PLUS INTEREST	\$378.31		\$ 631.74		\$661.32		\$963.78	
TOTAL AMOUNT REMITTED	\$ 1,320,120.63	-13.9%	\$ 1,716,101.72	8.2%	\$ 2,291,694.47	7.5%	\$ 1,862,486.76	5.4%
LESS TAX COLLECTOR & CLERK	\$(26,402.41)	-13.9%	\$(34,322.03)	8.2%	\$(45,833.89)	7.5%	\$(37,249.74)	5.4%
NET TO TDC	\$ 1,293,718.22	-13.9%	\$ 1,681,779.69	8.2%	\$ 2,245,860.58	7.5%	\$ 1,825,237.02	5.4%

	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%

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$46,021,728.95	-5.5%	\$ 46,690,308.27	-8.8%					\$428,024,502.78
EXEMPT RECEIPTS	-\$1,158,104.35	-57.7%	-\$946,918.27	-43.3%					-\$13,687,733.78
TAXABLE RECEIPTS	\$ 44,863,624.60	-2.4%	\$ 45,743,390.00	-7.6%					\$414,336,769.00
TOTAL TAX COLLECTED	\$ 2,243,181.23	-2.4%	\$ 2,287,169.50	-7.6%					\$20,716,838.45
ADJUSTMENTS									
TOTAL TAX DUE	\$ 2,243,181.23	-2.4%	\$ 2,287,169.50	-7.6%					\$20,716,838.45
LESS COLLECTION ALLOWANCE	-\$21,324.22		-\$22,731.79						
PLUS PENALTY	\$19,042.02		\$ 8,135.49						
PLUS INTEREST	\$605.94		\$ 442.33						
TOTAL AMOUNT REMITTED	\$ 2,241,504.97	-2.3%	\$ 2,273,015.53	-7.7%					\$20,717,846.39
LESS TAX COLLECTOR & CLERK	\$(44,830.10)	-2.3%	\$(45,460.32)	-7.7%					-\$414,356.94
NET TO TDC	\$ 2,196,674.87	-2.3%	\$ 2,227,555.21	-7.7%					\$20,303,489.45

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	\$1,007,231.16	44.9%	-1.6%	\$540,118.78	24.1%	-9.3%	\$588,288.74	26.2%	4.4%
July	\$1,041,270.93	45.8%	-7.4%	\$563,149.75	24.8%	-3.0%	\$588,959.59	25.9%	-12.2%
August									
September									
TOTAL	\$ 11,587,026.16			\$ 3,303,455.05			\$ 4,598,472.54		
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	\$56,972.10	2.5%	-8.0%	\$48,894.19	2.2%	-0.5%	\$ 2,241,504.97		
July	\$43,662.58	1.9%	-1.0%	\$35,972.68	1.6%	-16.4%	\$ 2,273,015.53		
August									
September									
TOTAL	\$ 615,641.40			\$ 613,251.24			\$ 20,717,846.39		

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	\$1,034,463.66	46.2%	-6.1%	\$348,184.96	15.5%	-8.3%	\$737,427.98	32.9%	7.2%	\$26,496.68	1.2%	-1.3%
JUL	\$ 1,069,596.47	47.1%	-2.7%	\$ 351,394.17	15.5%	-26.7%	\$ 711,435.84	31.3%	-3.4%	\$ 20,455.74	0.9%	-0.6%
AUG												
SEP												
FY YTD	\$ 7,517,870			\$ 3,522,000			\$ 8,120,952			\$ 321,484		

WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL
32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	
OCT	\$87,517.29	6.6%	-3.1%	\$14,402.56	1.1%	30.2%	\$16,013.34	1.2%	\$1,320,120.63
NOV	\$98,374.55	5.7%	21.3%	\$16,879.96	1.0%	23.4%	\$6,791.76	0.4%	\$1,716,101.72
DEC	\$120,448.10	5.3%	12.1%	\$23,200.63	1.0%	32.2%	\$17,941.00	0.8%	\$2,291,694.47
JAN	\$91,329.46	4.9%	5.6%	\$13,512.13	0.7%	-5.7%	\$9,238.70	0.5%	\$1,862,486.76
FEB	\$95,972.78	5.0%	-8.4%	\$16,560.17	0.9%	-0.7%	\$10,774.46	0.6%	\$1,907,505.18
MAR	\$116,438.45	4.2%	-16.3%	\$22,518.54	0.8%	16.0%	\$11,916.90	0.4%	\$2,804,282.66
APR	\$88,283.90	3.9%	-18.1%	\$15,617.90	0.7%	0.8%	\$9,770.29	0.4%	\$2,249,027.95
MAY	\$94,711.91	4.6%	-3.3%	\$13,120.05	0.6%	-13.7%	\$9,140.78	0.4%	\$2,052,106.52
JUN	\$73,330.23	3.3%	-16.4%	\$11,274.92	0.5%	430.4%	\$10,326.54	0.5%	\$2,241,504.97
JUL	\$97,818.78	4.3%	23.4%	\$13,535.44	0.6%	-45.9%	\$8,779.09	0.4%	\$2,273,015.53
AUG									
SEP									
FY YTD	\$964,225			\$160,622			\$110,693		\$20,717,846

Net TDT Revenue to the Tourism Department by Fiscal Year

	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25
October	\$ 763,934	\$ 791,701	\$ 748,068	\$ 764,027	\$ 1,433,249	\$ 1,472,774	\$ 1,502,822	\$ 1,293,718
November	\$ 755,703	\$ 734,460	\$ 828,129	\$ 734,256	\$ 1,411,921	\$ 1,419,713	\$ 1,554,762	\$ 1,681,780
December	\$ 825,934	\$ 888,565	\$ 964,804	\$ 900,241	\$ 1,848,637	\$ 1,878,754	\$ 2,089,638	\$ 2,245,861
January	\$ 765,515	\$ 827,594	\$ 904,473	\$ 754,128	\$ 1,339,161	\$ 1,707,915	\$ 1,731,678	\$ 1,825,237
February	\$ 902,098	\$ 1,004,681	\$ 1,012,638	\$ 950,746	\$ 1,829,297	\$ 1,947,956	\$ 1,994,649	\$ 1,869,355
March	\$ 1,256,045	\$ 1,435,691	\$ 691,517	\$ 1,479,331	\$ 2,580,026	\$ 2,778,964	\$ 2,903,360	\$ 2,748,197
April	\$ 1,095,414	\$ 1,191,039	\$ 254,852	\$ 1,437,785	\$ 2,337,424	\$ 2,439,606	\$ 2,109,250	\$ 2,204,047
May	\$ 1,006,706	\$ 1,037,134	\$ 424,308	\$ 1,430,279	\$ 1,862,167	\$ 1,899,752	\$ 2,005,957	\$ 2,011,064
June	\$ 1,145,753	\$ 1,230,856	\$ 988,383	\$ 1,702,388	\$ 2,188,339	\$ 2,263,926	\$ 2,248,389	\$ 2,196,675
July	\$ 1,247,647	\$ 1,334,808	\$ 1,143,383	\$ 1,954,847	\$ 2,517,580	\$ 2,584,377	\$ 2,413,376	\$ 2,227,555
August	\$ 783,857	\$ 805,973	\$ 765,057	\$ 1,331,818	\$ 1,515,709	\$ 1,405,773	\$ 1,467,943	
September	\$ 736,935	\$ 563,578	\$ 708,515	\$ 946,292	\$ 1,336,608	\$ 1,392,580	\$ 1,162,523	
Total	\$ 11,285,541	\$ 11,846,081	\$ 9,434,127	\$ 14,386,139	\$ 22,200,117	\$ 23,192,091	\$ 23,184,347	\$ 20,303,489
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%	21.4%*	23.5%	4.5%	0.0%	

Yellow = Introduction of Category 5 and reallocation of 4% TDT revenue

Green = 5% TDT Levied

*FY21 per penny growth is compared to FY19 per penny growth

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%	\$ 2,196,675	-2.4%
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%	\$ 2,227,555	-8.3%
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		\$ 20,303,489	
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%			

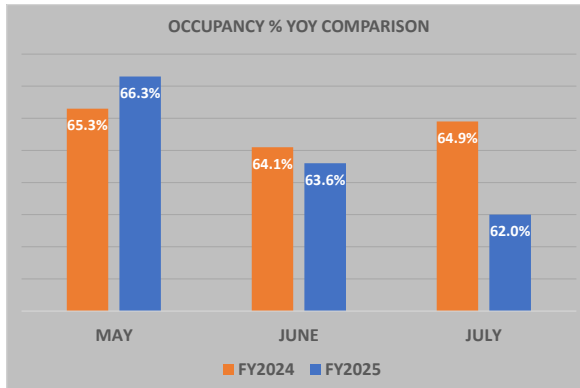
Red indicates months in which the TDT collections were less than the collections of the same month in the prior year



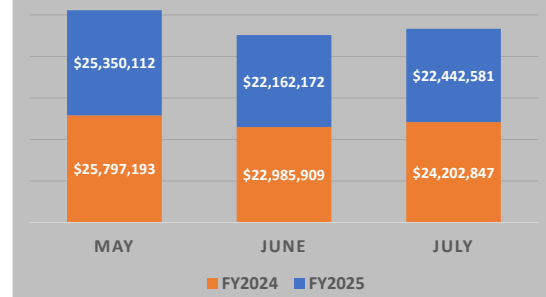
Smith Travel Research July 2025

Occupancy % July 2025

- July 2025 Occupancy % decreased -4.5% YOY



TOTAL REVENUE YOY COMPARISON



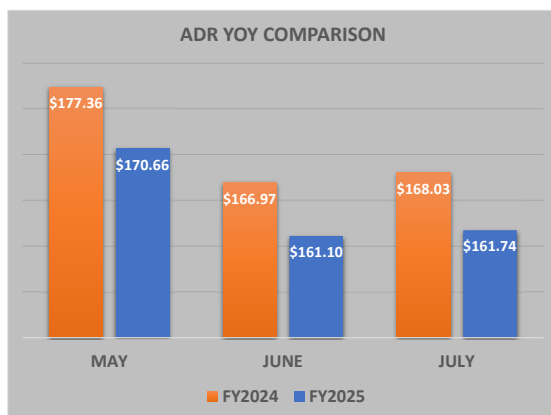
Total Revenue July 2025

- July 2025 Total Revenue decreased -7.3% YOY

ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Smith Travel Research July 2025

ADR YOY COMPARISON

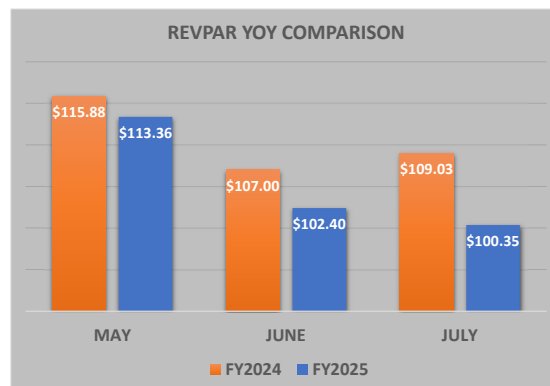


ADR July 2025

- ADR for July 2025 decreased -3.7% YOY

RevPAR July 2025

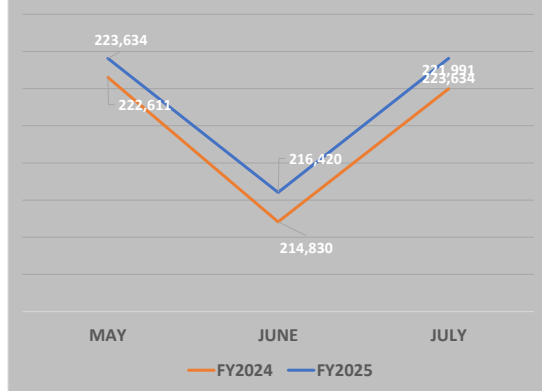
- RevPAR for July 2025 decreased -8.0% YOY



ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Smith Travel Research July 2025

SUPPLY YOY COMPARISON



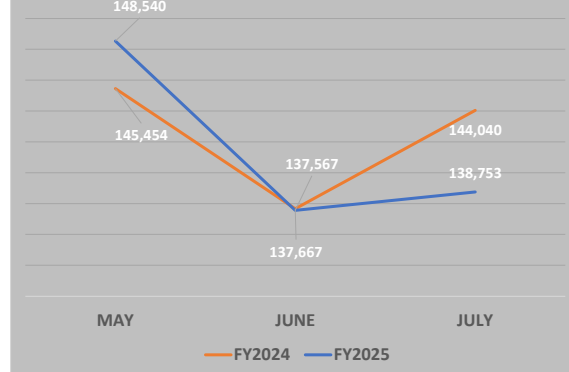
Supply July 2025

- July 2025 Supply increased +0.7% YOY

Demand July 2025

- July 2025 Demand decreased -3.7% YOY

DEMAND YOY COMPARISON



ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

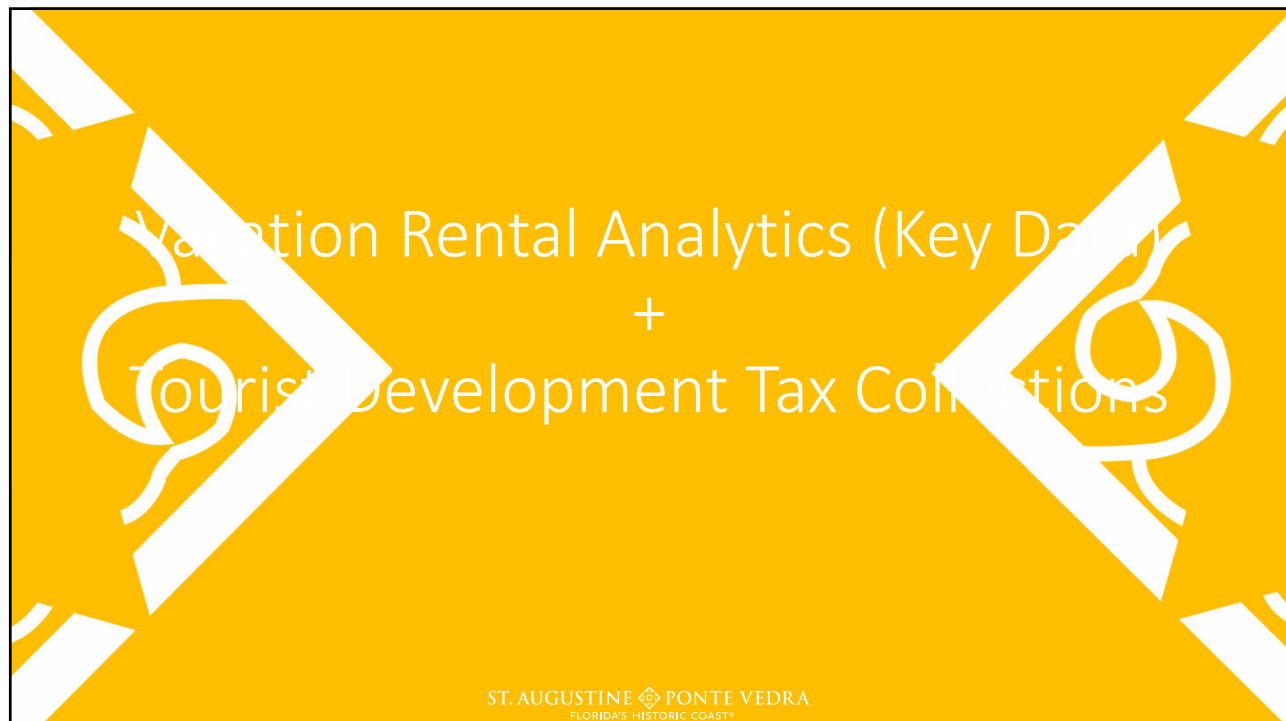
July 2025 vs. July 2024 Comp Set

	Occ %	ADR	Percent Change from July 2024			
	2025	2025	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	66.8	143.54	-1.9	-0.8	-2.7	-0.9
Nassau County, FL	74.0	309.64	6.2	2.3	8.6	8.6
Pinellas County, FL	67.0	180.46	-4.3	-1.3	-5.6	-8.5
St Johns County, FL	62.0	161.74	-4.4	-3.7	-8.0	-7.3
Charleston, SC	75.6	175.19	4.9	3.5	8.6	8.4
Jacksonville, FL	67.8	140.64	1.6	-0.1	1.5	2.1
Myrtle Beach, SC	76.0	195.46	-0.9	-5.7	-6.5	-7.3
Orlando, FL	71.2	180.87	0.4	4.2	4.6	6.1
Sarasota, FL	65.0	178.33	-0.0	9.2	9.2	9.4
Savannah, GA	70.7	141.91	4.3	1.6	5.9	9.6
Fort Walton Beach, FL	76.7	258.30	0.9	2.3	3.2	4.5
Daytona Beach, FL	62.9	147.25	-5.8	2.2	-3.7	-1.9
Zip Code 32084+	64.7	146.29	-1.7	-2.7	-4.3	-2.5
Zip Code 32080+	65.8	164.42	-1.5	-0.4	-1.9	-1.9
Zip Code 32092+	56.4	102.90	-6.2	1.8	-4.6	-4.6
Ponte Vedra+	60.7	265.05	-10.4	-8.7	-18.2	-18.7

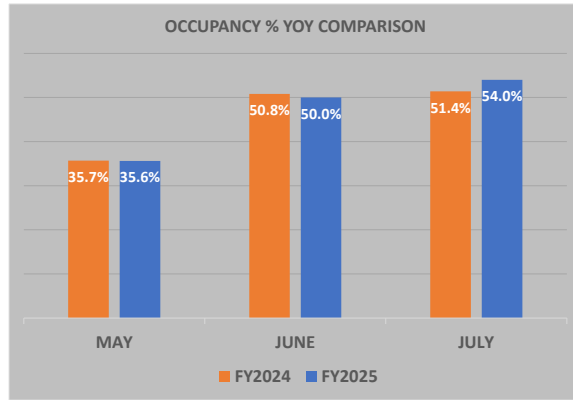
ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Glossary of Terms

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



Vacation Rental Analytics July 2025



Paid Occupancy % July 2025

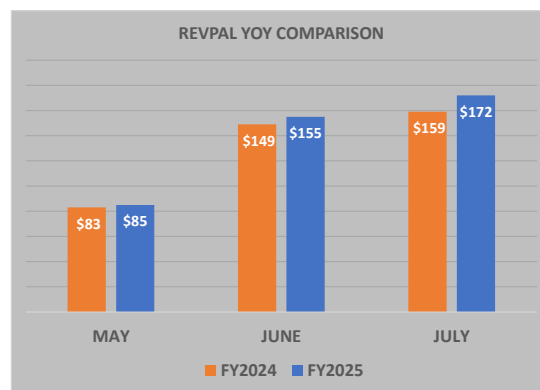
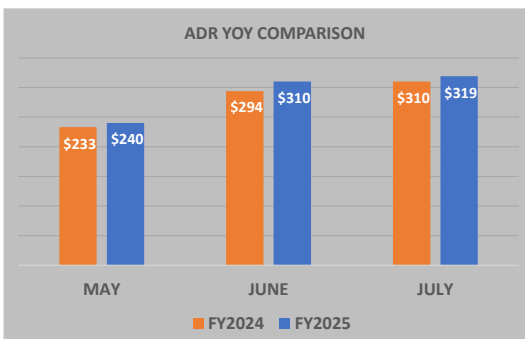
- Paid Occupancy % for July 2025 increased **+5.1% YOY**

ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Vacation Rental Analytics July 2025

ADR July 2025

- ADR YOY increased **+2.9%** for July 2025

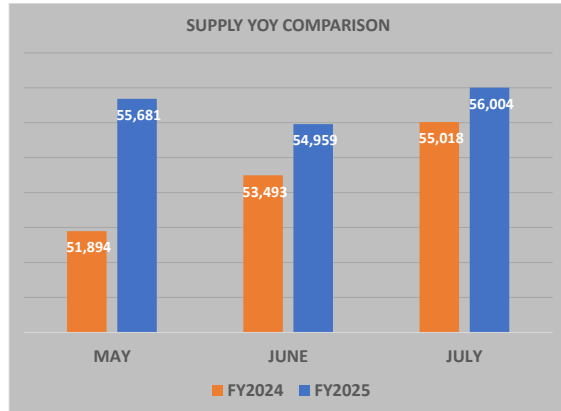


RevPAL July 2025

- RevPAL increased **+8.2% YOY** in July 2025

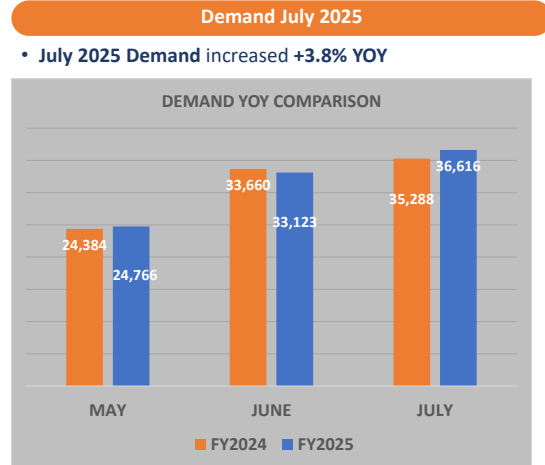
ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Vacation Rental Analytics July 2025



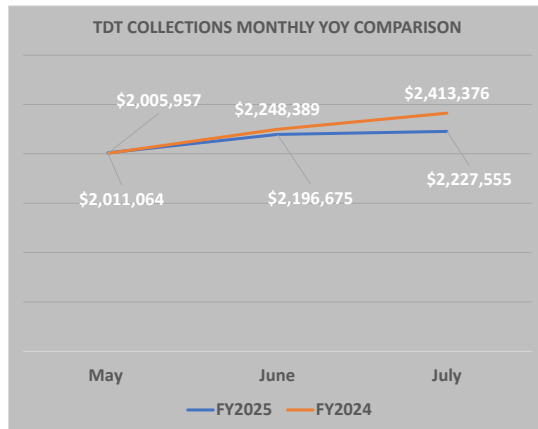
Supply July 2025

- July 2025 Supply increased **+1.8% YOY**



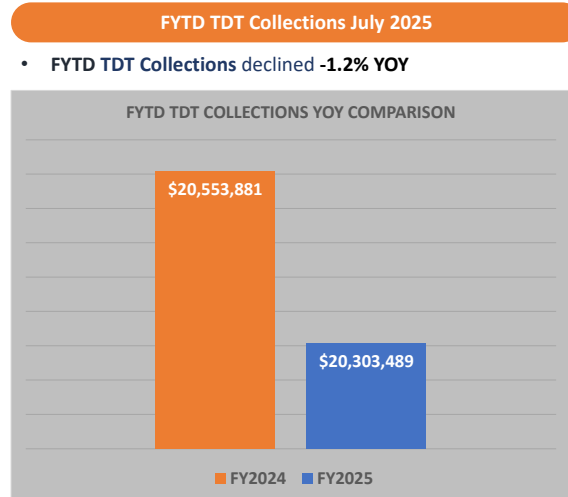
ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Tourist Development Tax Collections July 2025

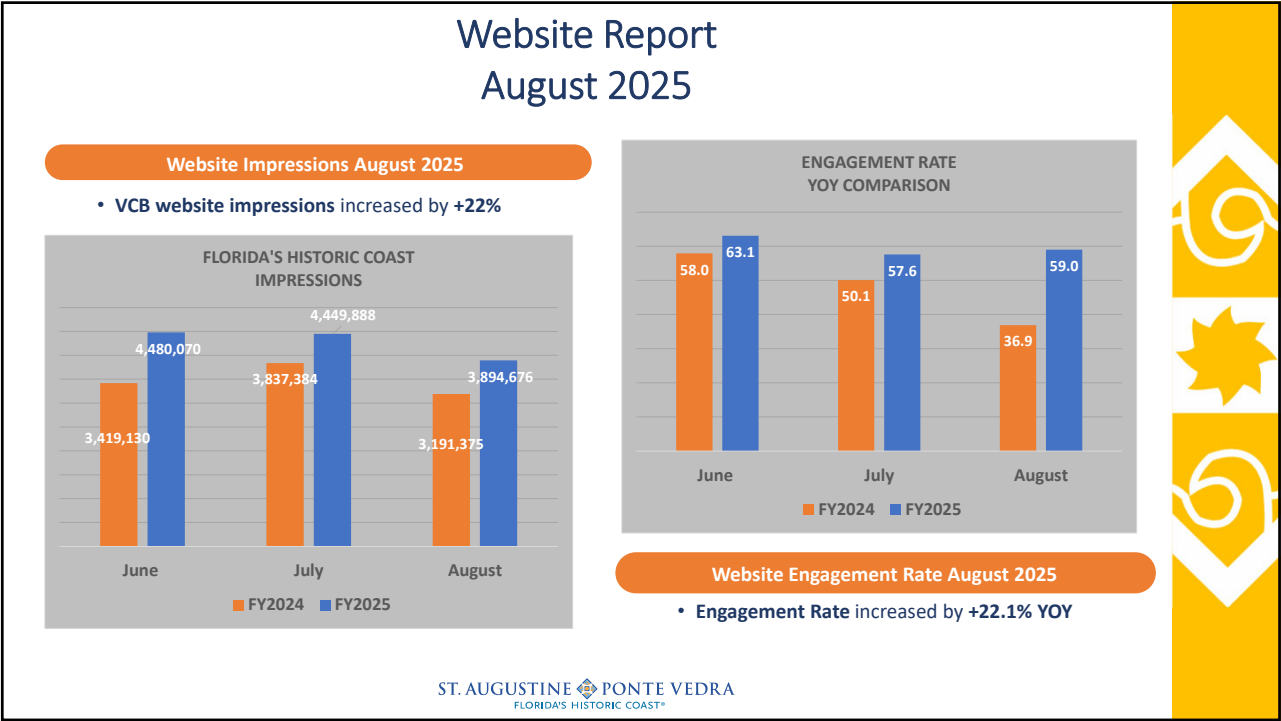


TDT Collections July 2025

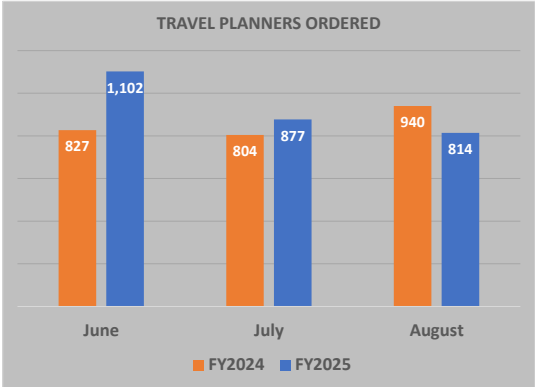
- TDT Collections declined **-7.7% YOY**



ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®



Website Report August 2025

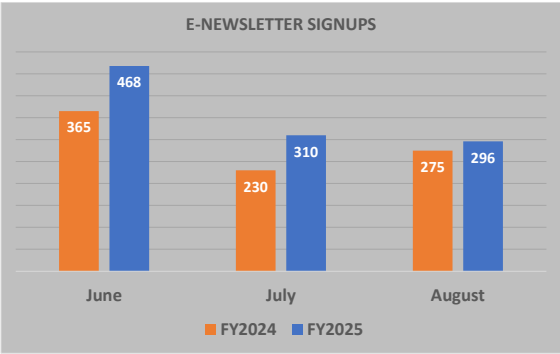


Guides Ordered August 2025

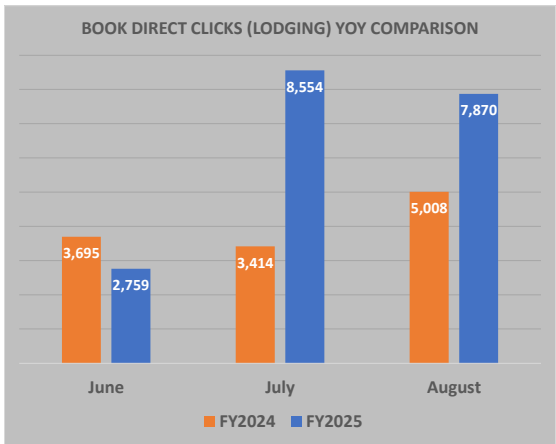
- Guides ordered declined by -13.4% YOY

eNewsletter Signups August 2025

- eNewsletter signups increased +7.6% YOY



Website Report August 2025

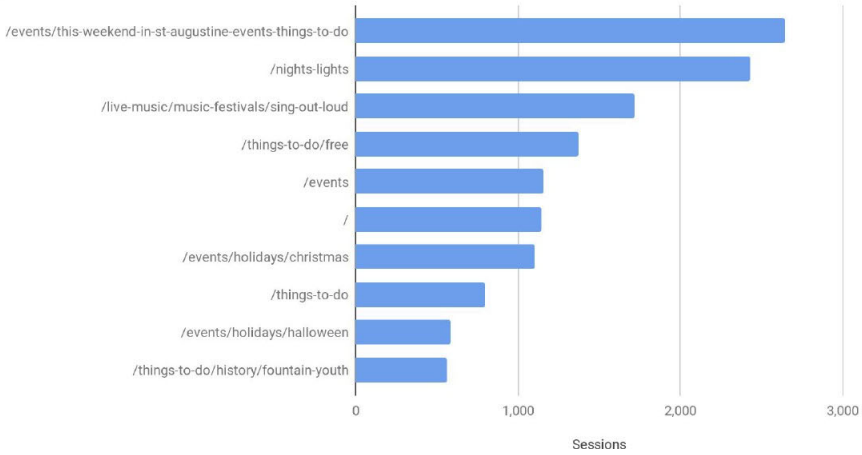


BookDirect Clicks August 2025

- BookDirect clicks increased by +57.1% YOY

Top Landing Pages

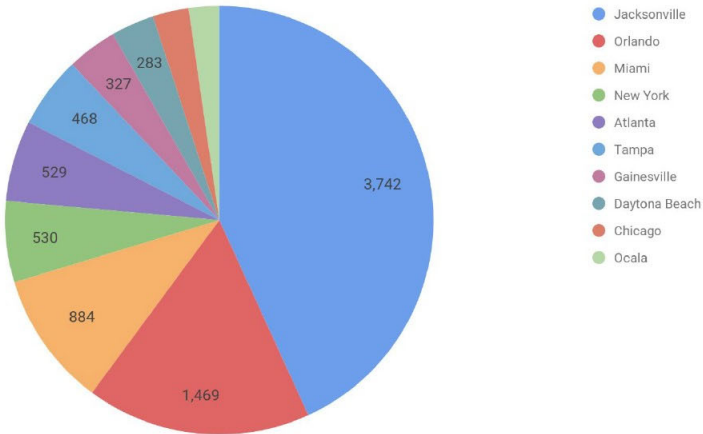
Sing Out Loud increased 43% year-over-year and Halloween increased 8% year-over-year.



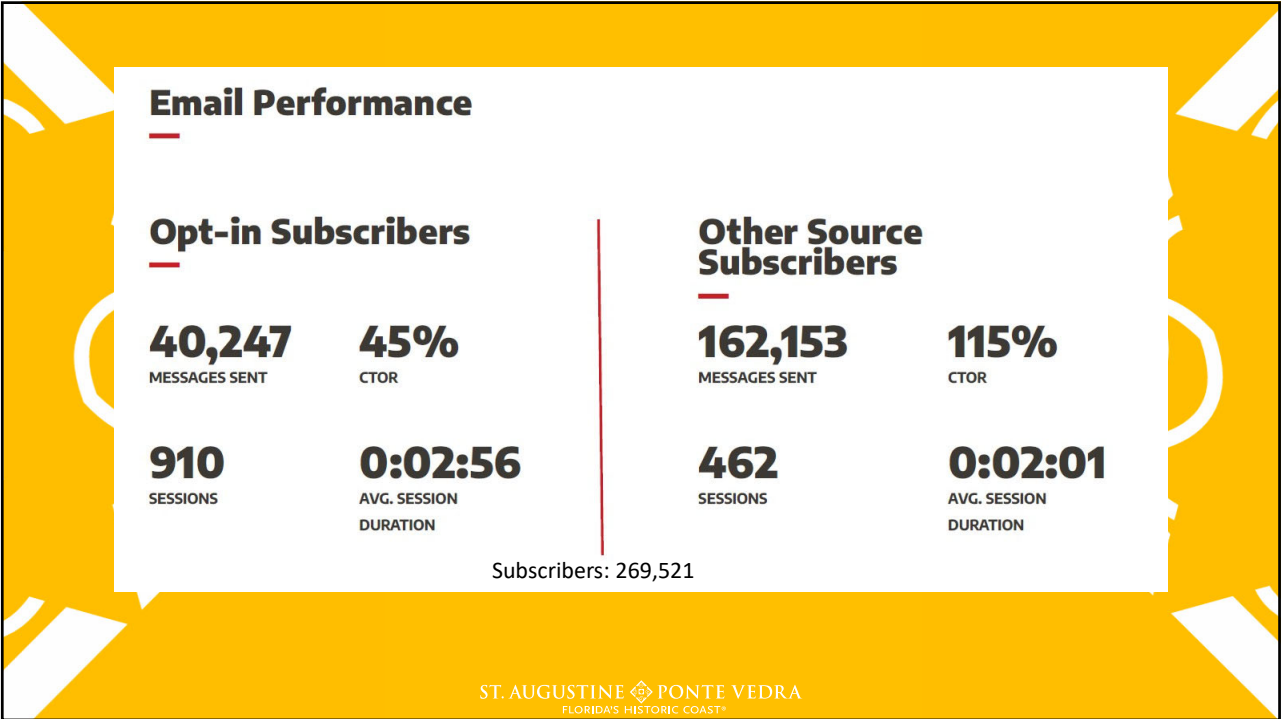
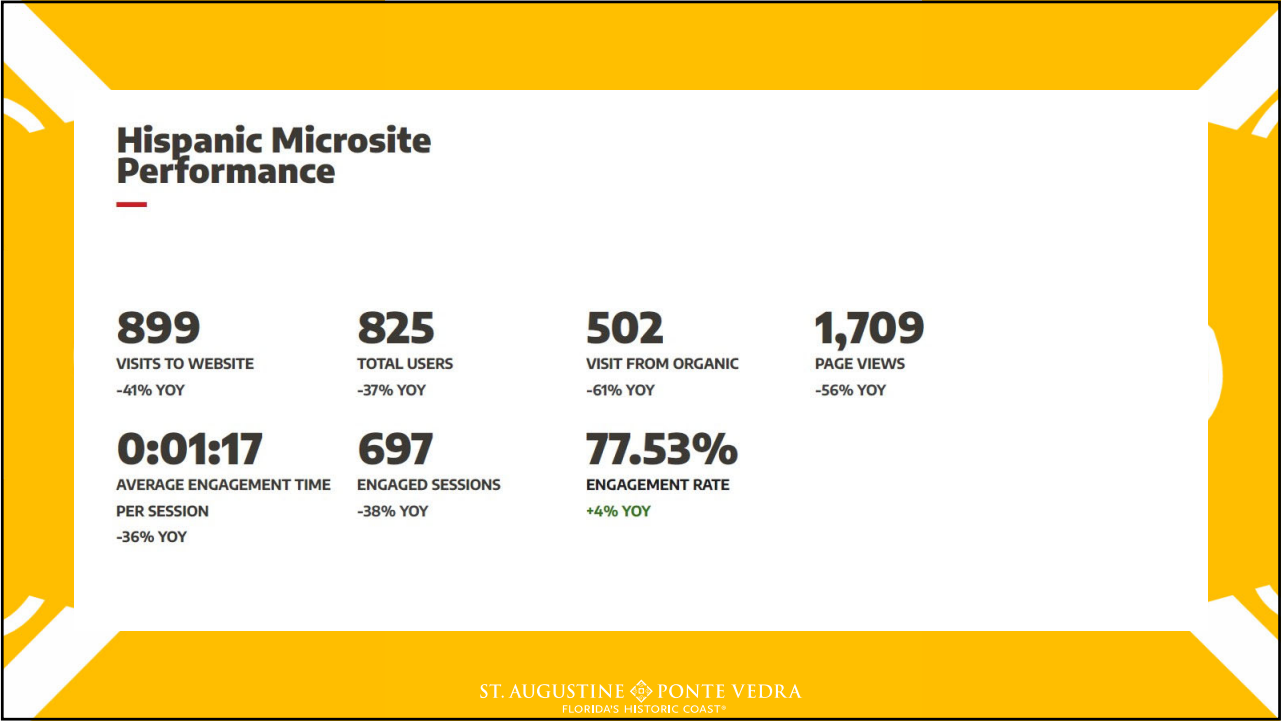
ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

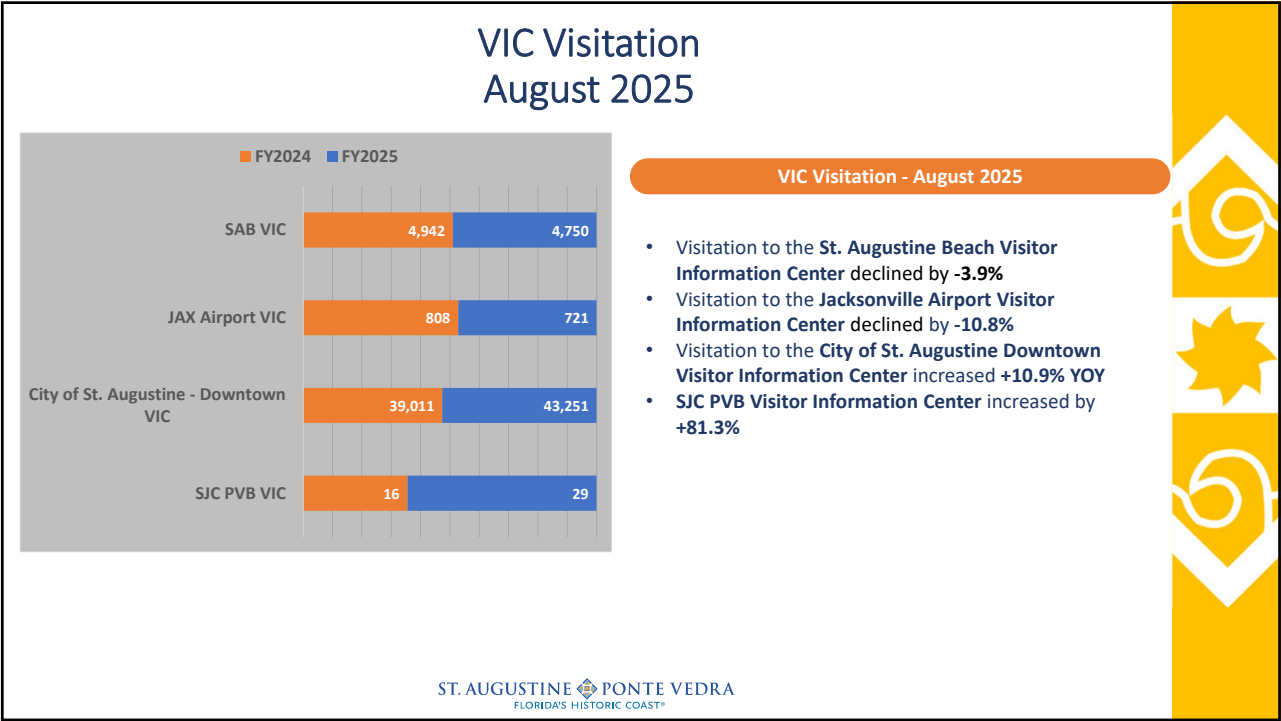
Sessions By City

Daytona Beach increased 37% year-over-year.

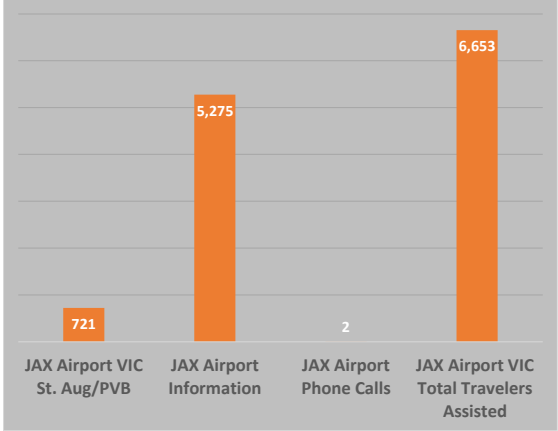


ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®





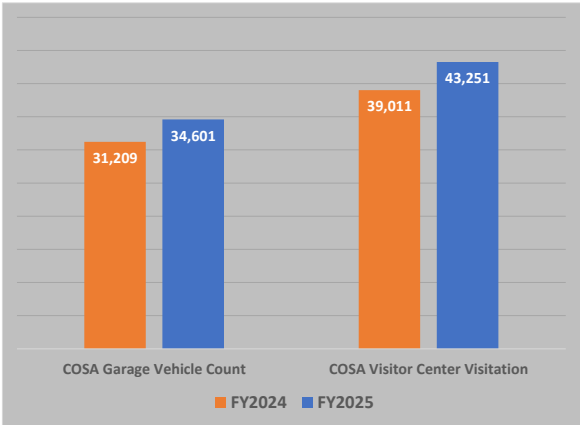
Jacksonville Airport VIC Visitation August 2025



Jacksonville Airport VIC Visitation - August 2025

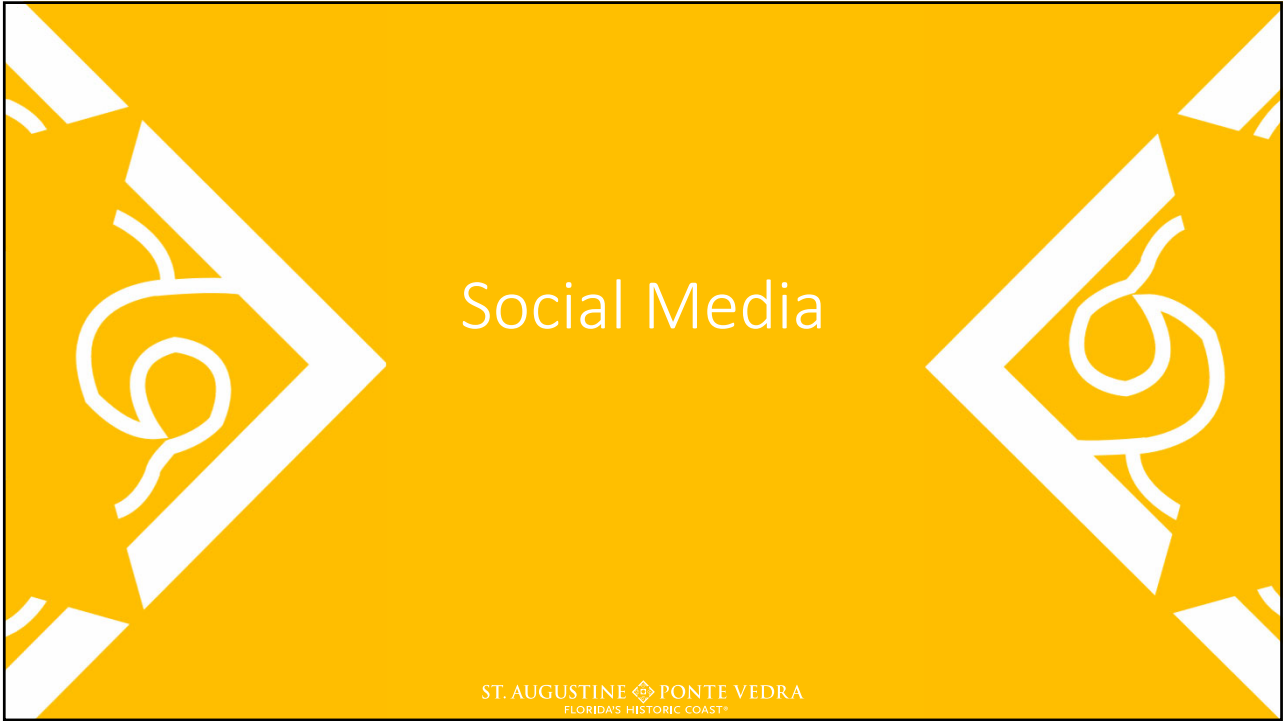
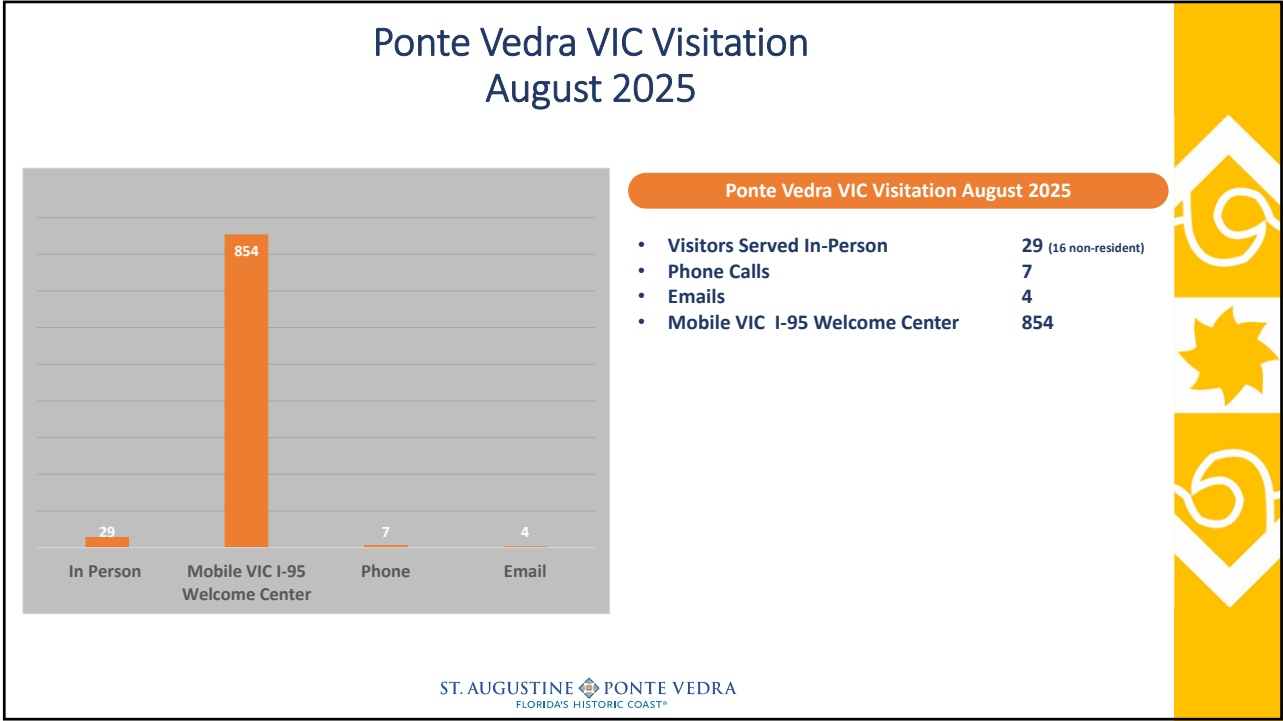
- Jacksonville Airport VIC St. Aug & PV 721
- Jacksonville Airport VIC Airport Information 5,275
- Jacksonville Airport VIC Phone Calls 2
- Jacksonville Airport Total Travelers Assisted 6,653

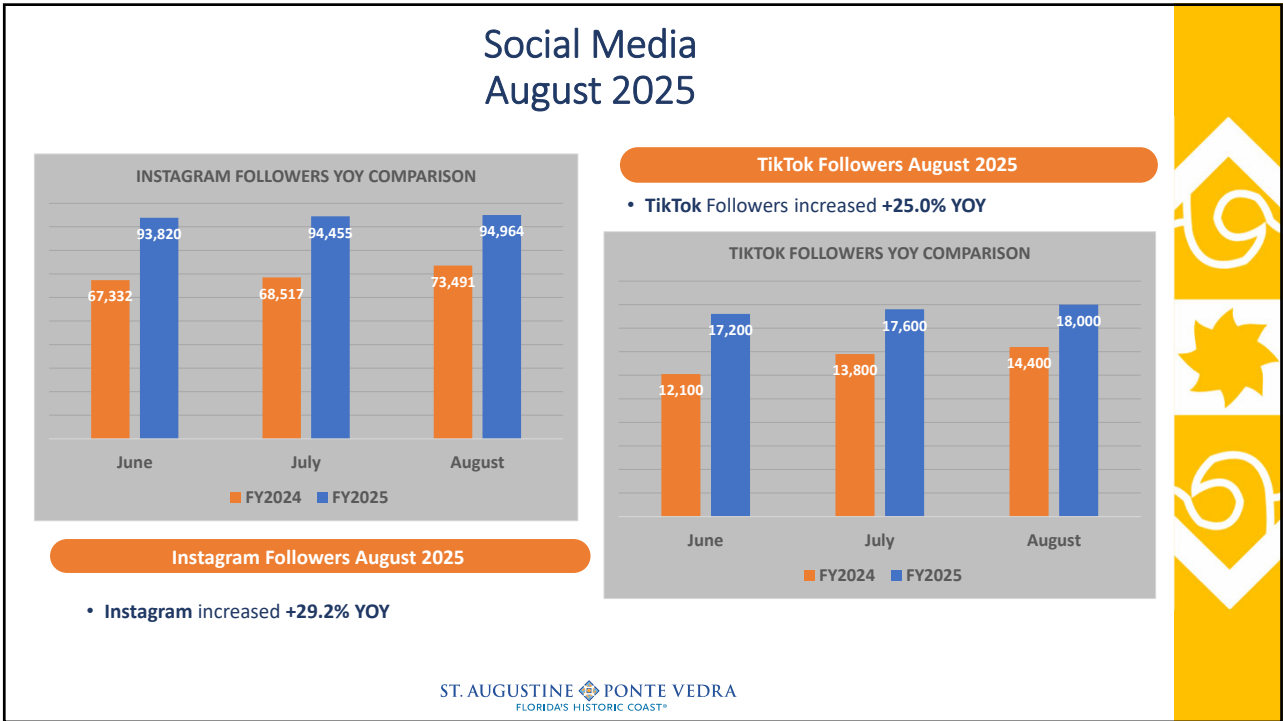
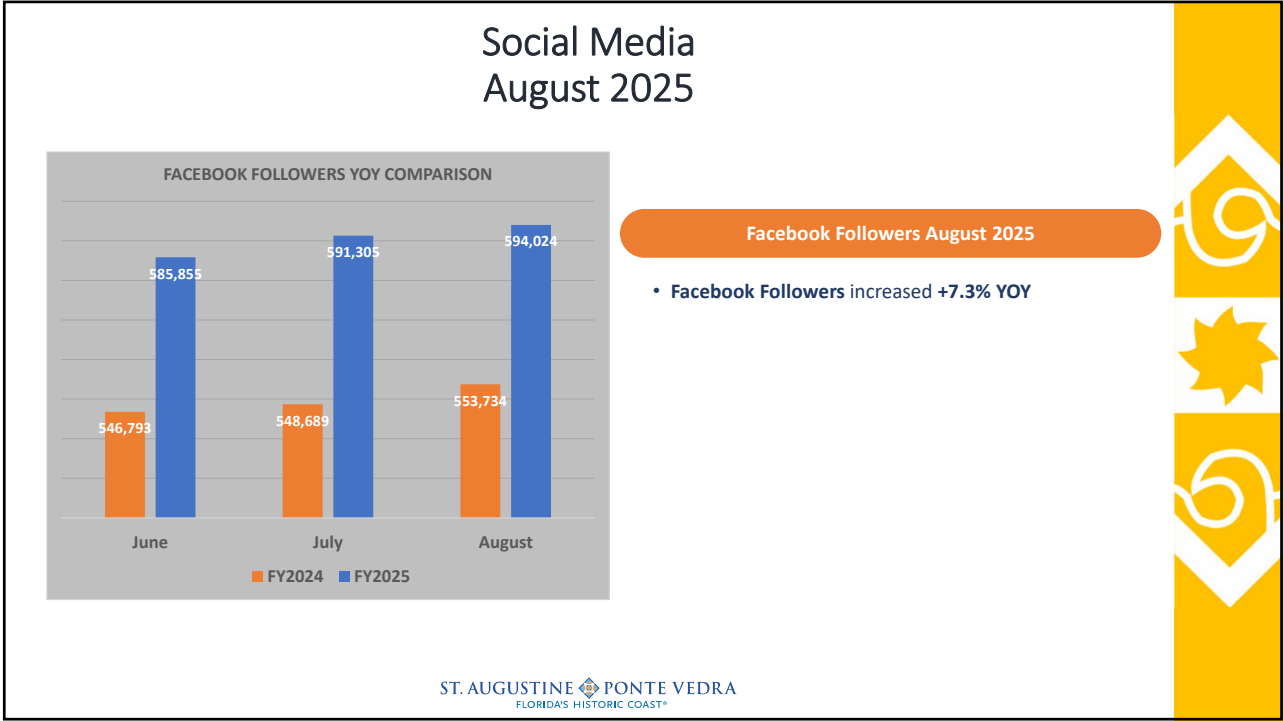
City of St Augustine Downtown VIC Visitation August 2025

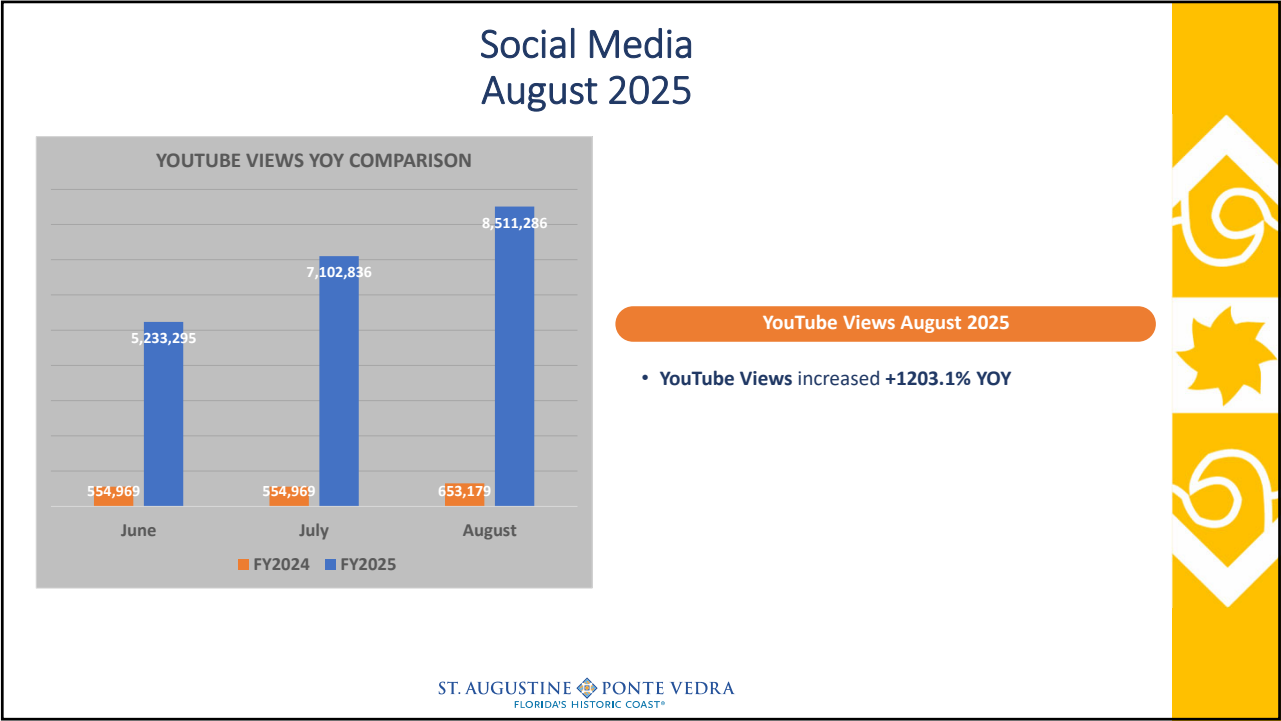


City of St Augustine Downtown VIC Visitation - August 2025

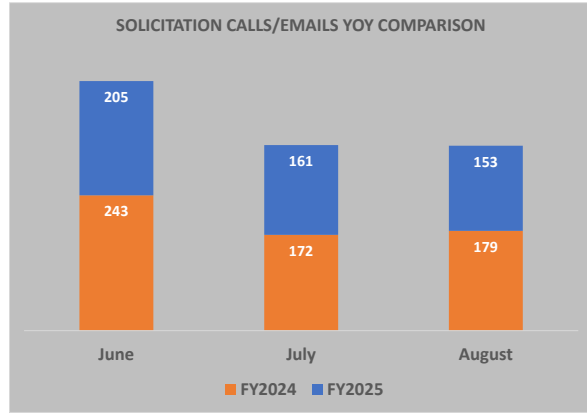
- Visitor Information Center Vehicle Count 2024 31,209
- Visitor Information Center Vehicle Count 2025 34,601
- Visitor Information Center In-Person 2024 39,011
- Visitor Information Center In-Person 2025 43,251







Sales Measurement Summary

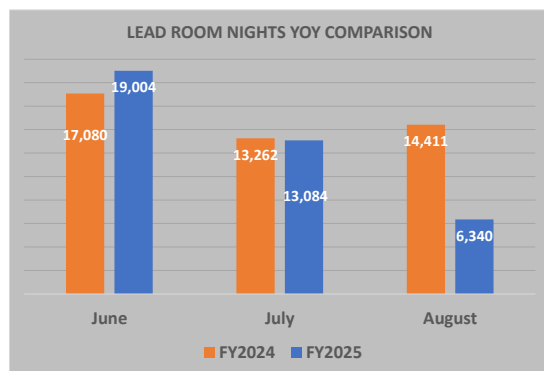


Solicitations August 2025

- **Solicitations decreased -14.5% YOY**

ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Sales Report August 2025

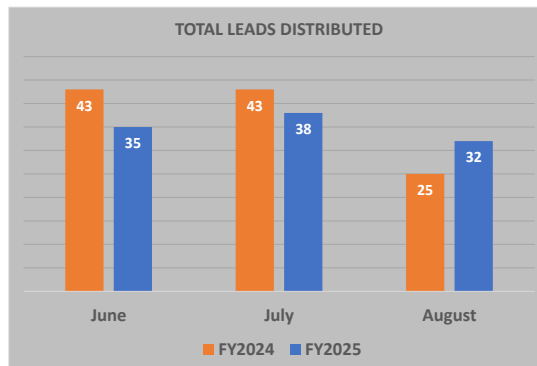


Lead Room Nights August 2025

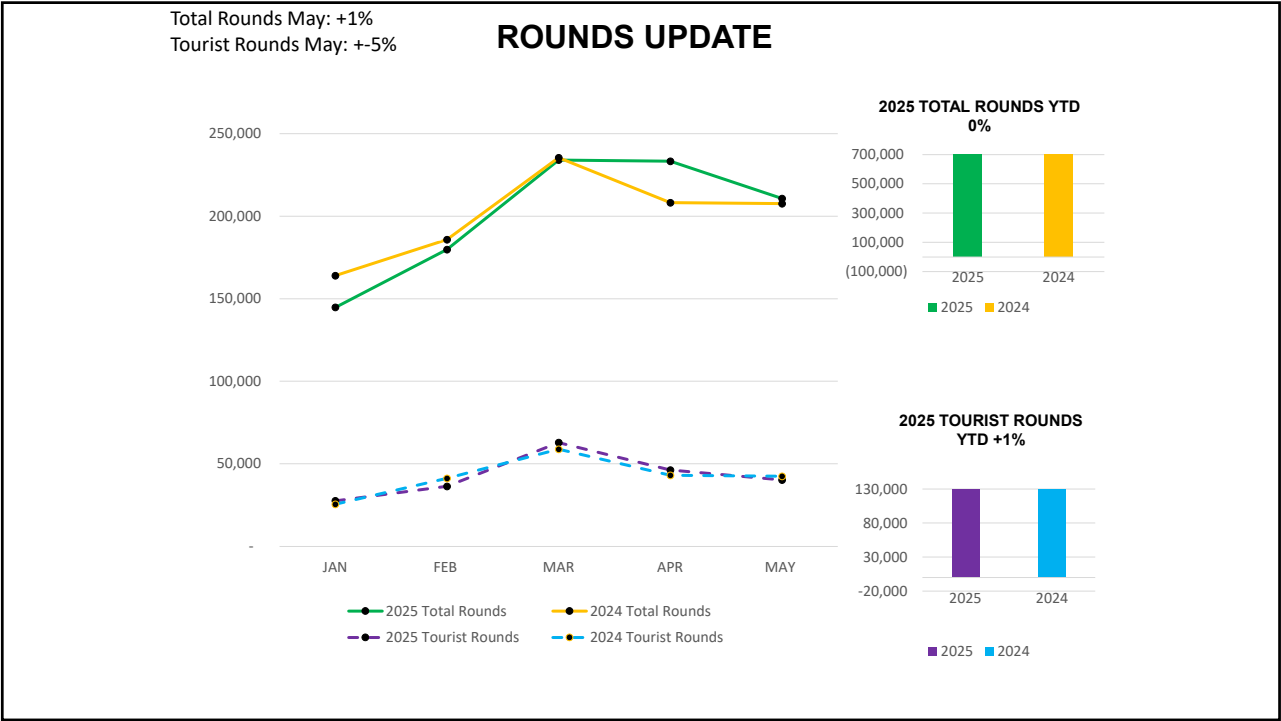
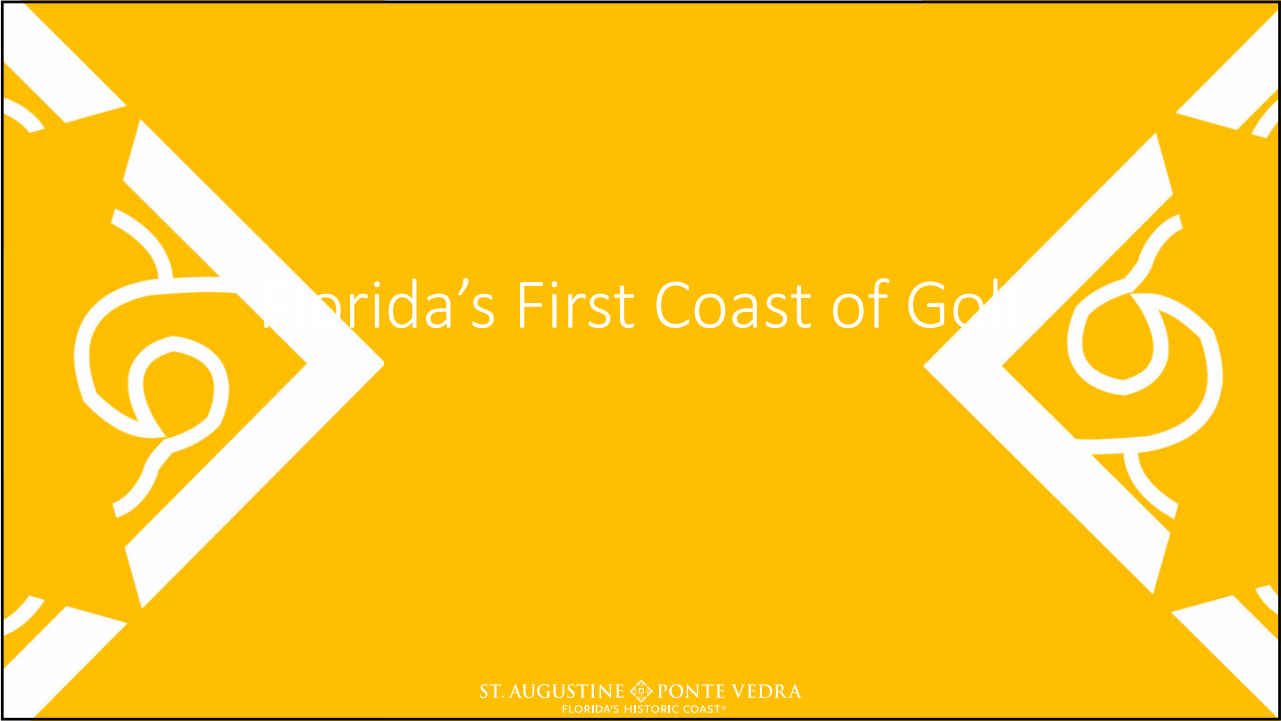
- **Lead Room Nights declined -56.0% YOY**

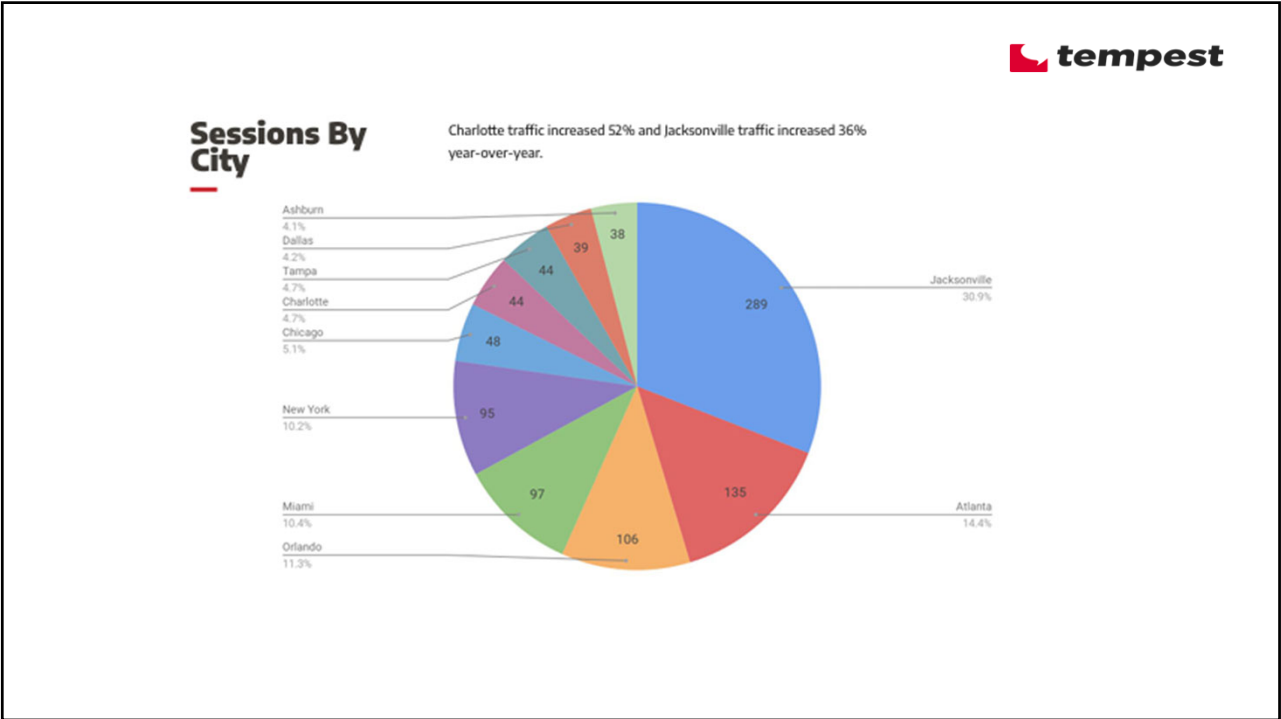
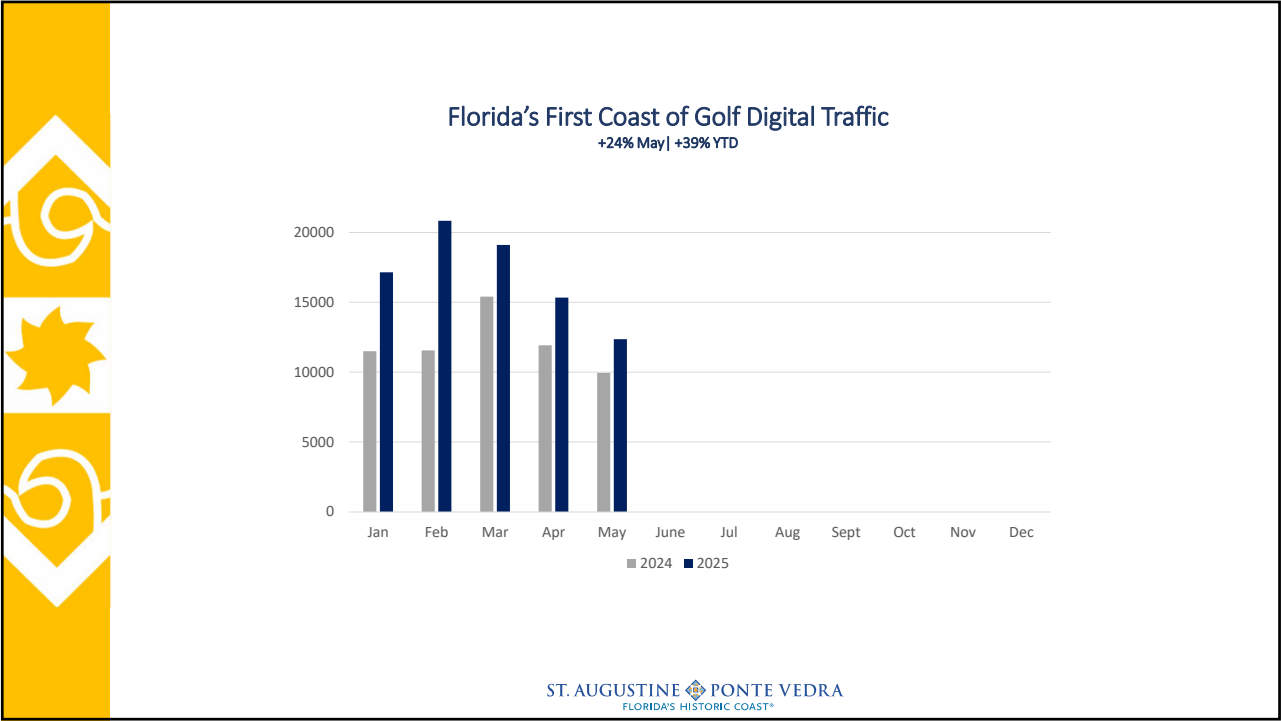
Lead Distribution August 2025

- **Lead Distribution increased +28.0% YOY**



ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®





CEO's Comments

- July 2025 Traditional Lodging Stats: Occupancy 62.0% (-4.5%), ADR \$161.74 (-3.7%), RevPAR \$100.35 (-8.0%), Demand is -3.7%, Revenue is -7.3%, Supply is +0.7%.
- July 2025 Vacation Rental Stats: Paid Occupancy 54.0% (+5.1%), ADR \$319 (+2.9%), RevPAL \$172 (+8.2%), Demand +3.8%; Supply +1.8%.
- June 2025 TDT Collections were down -2.3% YOY
- August VIC Visitation YOY for the St. Augustine Beach VIC is -3.9%; CoSA VIC was +10.9%; Jax Airport was down -10.8% YOY. Ponte Vedra Beach VIC was down +81.3%.
- August 2025 Social Media YOY for Facebook/Meta was +7.3%, Instagram was +29.2%, TikTok was +25.0%, and YouTube was +1203.1%
- August 2025 Sales team solicitations are down -14.5% YOY; lead room nights are -56.0% YOY; lead distributions are +28.0% YOY.

ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

THANK YOU

Questions?



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®