

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
FEBRUARY 23, 2026 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. SELECTION OF NEW CHAIR AND VICE CHAIR (**Action Required**)
 - Public Comment
6. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting Minutes – November 17, 2025 (Page 2 – 7)
 - Public Comment
7. PUBLIC COMMENT – 3 minutes, not related to agenda items
8. SJC CHAMBER OF COMMERCE PRESENTATION – Isabelle Renault
 - “Ponte Vedra Culture and Heritage Site”
9. SPORTS TOURISM GRANT APPROVALS (**Action Required**) (Pages 9 – 237)
 - Public comment
10. FY27 ACH GRANT GUIDELINES RECOMMENDATION (**Action Required**) (PAGES 238 – 249)
 - Public Comment
11. MONTHLY REPORTS PROVIDED IN PACKETS (Begins on Page 250)
12. MEMBER COMMENTS
13. NEXT MEETING DATE – March 16TH
14. ADJOURN

TDC Regular Meeting – February 23, 2026

Agenda Item 6 – Approval of Minutes (Action Required)

- Regular Meeting – November 17, 2025
- Public Comment



**Minutes of Meeting
Tourist Development Council
St. Johns County, Florida**
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
November 17, 2025 - 1:30 p.m.

1. CALL TO ORDER

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

Present: Irving Kass, District 2, Chair
Troy Blevins, District 5, Vice Chair
Regina G. Phillips, District 2
Clay Murphy, 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
Michael Gordon, District 4

Absent: Charles Cox, District 3

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

Kass led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

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

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

Nay: None

Absent: Cox

5. APPROVAL OF MINUTES

Motion by Rumrell, seconded by Blevins, carried 8/0, with Cox absent, to approve the minutes for the October 20, 2025, meeting, as submitted.

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

Nay: None

Absent: Cox

6. PUBLIC COMMENT

Melissa Wissel, City of St. Augustine Communication Director, expressed gratitude for the collaboration and funding efforts for Light Up the Night. She spoke on media coverage and the mobile app.

Discussion ensued on opening night, which ran smoothly and was well received, with plaza attendance estimated to be up 15 percent from last year and the new operational plan appearing effective.

Michael Cunningham, representing the Vilano Beach Main Street Community Association, requested \$25,000 in funding to support the New Year's Eve fireworks show. Although permits and approvals were in place, their usual CRA funding was unavailable this year.

Discussion ensued on the loss of CRA funding, when and how the change occurred, confusion caused by departmental shifts and staff turnover, and the timing and community expectations that warranted consideration. *Consensus was given to revisit the concerns later in the meeting after staff reviewed last year's appropriations and clarified the current funding situation.*

Dunn explained that Vilano Main Street agreed to absorb the \$25,000 fireworks cost within its existing Fiscal Year 2026 approved funding. He clarified that Main Street funding had increased year over year and that the perceived reduction stemmed from a one-time boost to the Arts, Culture, and Heritage program in the prior year, not from actual cuts, resulting in fireworks moving forward as planned.

7. SIGNATURE SEASONS FRAMEWORK INITIATIVE DISCUSSION

Kass presented background information and details on the Signature Seasons Framework initiative. Discussion ensued on funding and facilitation, noting there was no current budget, plans to proceed with volunteer facilitation while considering a future paid role, emphasizing inclusivity and stronger event coordination, and staff bringing back recommendations after further review.

Jeff Potts, Executive Director of St. Johns County Cultural Council, reported that the Cultural Council met with the tourism department and confirmed that the Signature Seasons work aligns with the council's five-year contract. He noted available resources to assist the Council and collaborate with tourism partners.

Motion by Wicks, seconded by Murphy, carried 8/0, with Cox absent, to schedule a time in January for a community workshop to discuss the Signature Seasons initiative in depth, gather further input, and determine the appropriate next steps for moving the initiative forward.

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

Nay: None

Absent: Cox

8. ARTS, CULTURE AND HERITAGE (ACH) GRANT PROGRAM FISCAL YEAR 2027

Brenda Swann, St. Johns Cultural Council, presented the details of the Arts, Culture, and Heritage grant guidelines and timeline. Discussion ensued on base-peak periods, acknowledged changing demand patterns, and an interim approach aligned with seasonal marketing concepts. *Consensus was given to defer approval of the guidelines to a future meeting.*

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors Convention Bureau, reported that staff were awaiting direction, and could quickly analyze travel dates by geography to inform peak periods.

Public Comment: There was none.

9. VISTOR PROFILE QUARTERLY REPORT

Isiah Lewis, Downs and St. Germain Research Project Director, presented the details of the Downs and St. Germain Research quarterly report. Discussion ensued on the comparison on international travel, visitor studies, primary trip designation, and the inclusion of downtown St. Augustine hotels, with an emphasis on positioning the area as a destination.

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors Convention Bureau, explained that advertising studies were conducted based on budget and data needs. Discussion ensued on the value of frequent visitor and advertising studies to guide marketing decisions, evaluate the new advertising agency, and confirm visitor satisfaction while addressing data limitations and changing travel patterns.

10. FISCAL YEAR 2025 DESTINATION MARKETING EXPENDITURE UPDATE

Masters provided an overview of the destination marketing expenditures.

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors Convention Bureau, addressed a discrepancy caused by an uncommunicated midyear \$4.5 million budget reduction. Discussion ensued on restoring the \$4.5 million in the FY2026 budget, with Blevins opposed to reallocating reserve funds for the marketing contract before the mid-year adjustment, and suggesting revisiting the item during the mid-year budget adjustment season.

11. MONTHLY REPORTS PROVIDED IN PACKETS

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors Convention Bureau, presented the monthly report for the TDT collection, the collaboration, and the VCB. Sikes-Kline thanked her for presenting the Nights of Lights to the City and for her continued efforts.

Jeff Potts, Executive Director of St. Johns County Cultural Council, provided an update, thanked Susan Phillips for highlighting work on the Black Heritage Trail, and noted its growing impact on legacy tourism. He also reported progress on the Art in Public Spaces program, including a master public art plan and expanded local art displays in the County building.

12. MEMBER COMMENTS

Wicks highlighted a tour of the Waterworks Building with Jeff Potts, commending team collaboration and noting the Ponte Vedra Concert Hall's growing community support, expanded programming, and increased membership in the Friends group.

Phillips spoke on the completion of construction preservation at Excelsior High School and highlighted a new privately funded event space intended to host programs in southern St. Augustine. She invited everyone to visit the museum and cultural center to see the project and upcoming events.

Sikes-Kline commented on her experience at the Tonight Show and congratulated the team on its efforts.

13. NEXT MEETING DATE

Masters stated that the next meeting was scheduled for February and that there would also be a workshop.

14. ADJOURN

With no further business to come before the Council, the meeting adjourned at 3:53 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 – February 23, 2026

Agenda Item 8 – SJC Chamber of Commerce Presentation/Update

TDC Regular Meeting – February 23, 2026

Agenda Item 9 – FY26 Phase 2 - Sports Tourism Grant Approvals (Action Required)

The Sports Tourism Grants Program operates on a biannual application cycle, consisting of two phases:

- Phase 1: October 1, 2025 – March 31, 2026
- Phase 2: April 1, 2026 – September 30, 2026

The applications presented represent Phase 2 of fiscal year 2026. All applications were reviewed and scored by the Grants Evaluation Panel, with funding recommendations subsequently reviewed and approved by the Recreation Advisory Board at its January 7th meeting.

Applications were accepted through the online grant portal from October 20th through December 19th.

A total of fourteen applications were received. The events and their recommended funding amounts are listed as follows:

Phase 2 – Sports Tourism Applications

- **Ancient City Redfish Bash** – March 6 – 7, 2026 (Pages 12 -27)
Recommended Funding \$2,500
- **Southern Pickleball Association, Inc - St. Augustine Shamrock Smash (Pages 28 - 41)**
March 14 – 15, 2026 = Recommended Funding - \$2,200
- **St. Augustine Race Week 2026** – March 21 – 22 & April 11 – April 18, 2026 (Pages 42 - 57)
Recommended Funding - \$7,500
- **Advanced Sports Media Group - St. Augustine Spring Classic (Pages 58 –72)**
April 11 – 12, 2026 - Recommended Funding - \$1,563
- **Veritas Pickleball Tournament presented by Holey Ballz! – April 23 –26, 2026 (Pages 73 –88)**
Recommended Funding - \$2,000
- **Jacksonville Football Club Battle at the Beach Soccer** – April 24 – 26, 2026 (Pages 89– 104)
Recommended Funding - \$1,500
- **St. Augustine Boating Club Annual Fishing Tournament** –April 24 – 26, 2026 (pages 105 –120)
Recommended Funding - \$670
- **Game On! Ponte Vedra Beach Triathlon** – May 3, 2026 (Pages 121 – 137)
Recommended Funding - \$4,000
- **Old School Kingfish Shootout** – June 13, 2026 (Pages 138 – 155)
Recommended Funding - \$22,500
- **Game On! St. Augustine Triathlon-Summer** – July 26, 2026 (Pages 156 – 173)
Recommended Funding - \$4,000
- **Florida Elite Soccer Pre-Season Girls and Boys Invitational Tournament** – Pages 174 – 189)
August 22 – 30, 2026 - Recommended Funding - \$11,250
- **2026 Ancient City Karate Championship** – August 29, 2026 (Pages 190 – 205)
Recommended Funding - \$3,573
- **AJGA The Junior Players Championship** – September 3 – 6, 2026 (Pages 206 – 221)
Recommended Funding - \$9,375
- **Jacksonville Football Club, Labor Day Shootout** – September 4 -6, 2026 (Pages 222 – 237)
Recommended Funding - \$3,000

***Indicates New Grantee/Event**

Date	PHASE 1		Final Score	Grant Request	RAB Recommendation	PY Grant Amount	Type of Event
3/6-3/7	Ancinet City Redfish Bash		43	\$10,000	\$2,500	\$4,500	Fishing
3/14-3/15	St. Augustine Shamrock Smash		51	\$4,400	\$2,200	\$0	Pickleball
3/21-3/22:4/11-4/18	St Augustine Race Week 2026		64	\$15,000	\$7,500	\$10,125	Sailing
4/11-4/12	St.Augustine Spring Classic		39	\$6,250	\$1,563	\$0	Pickleball
4/23-4/26	Veritas Pickleball Tournament presented by Holey Ballz!		43	\$8,000	\$2,000	\$0	Pickleball
4/24-4/26	JFC Battle of the Beach Soccer Tournament		35	\$6,000	\$1,500	\$2,499	Soccer
4/24-4/26	St. Augustine Boating Club Annual Fishing Tournament		42	\$2,681	\$670	\$0	Fishing
5/3.	Game On! Ponte Vedra Beach Triathlon		45	\$8,000	\$4,000	\$3,600	Triathlon
6/13.	Old School Kingfish Shootout		77	\$30,000	\$22,500	\$20,250	Fishing
7/26.	Game On! St. Augustine Triathlon - Summer		46	\$8,000	\$4,000	\$3,600	Triathlon
8/22-8/30	Sporting Jax Pre-Season Girls and Boys Invitational Tournamnet Series		65	\$15,000	\$11,250	\$10,125	Soccer
8/29.	2026 Ancient City Karate Championship		49	\$7,145	\$3,573	\$6,241	Karate
9/3-9/6	AJGA The Junior PLAYERS Championship		71	\$12,500	\$9,375	\$8,775	Golf
9/4-9/6	JFC Labor Day Shootout		47	\$6,000	\$3,000	\$2,700	Soccer
Totals				\$138,976	\$75,631	\$72,415	

Denotes new grantee for FY26

Redfish Bash

TDT Sports Tourism Grant Application FY 26'

Ancient City Game Fish Association

Mrs Melissa Ann Strickland
P. O. Box 2001
Saint Augustine, FL 32084

acgfastaug@gmail.com
O: 904-222-1042

Mrs Melissa Ann Strickland

acgfastaug@gmail.com
O: 904-222-1042

Application Form

Event Information

Event Name*

Name of Event

Redfish Bash

Event Detail*

Please provide a detailed description of the event.

The Redfish BASH is one of ACGFA's premier inshore annual events. This years tournament will be our only tournament that will allow us to raise money to donate to organizations due to the overwhelming amount of Kingfish tournaments we will on have the Redfish Bash this year. This year's event dates are March 6-7, 2026. The Redfish BASH is a tournament which allows kayakers and small boat owners on a limited budget to compete for many ways to WIN big. Our local beautiful inshore waterways are very favorable for this type of fishing computation. ACGFA has a great outreach history, and competitors come from surrounding counties and states to compete. Competitors are required to attend a mandatory meeting to compete in this event this gets them and their families out into our community for local sightseeing, entertainment, food, beverages and shopping. We will also be having our 16th Annual kid's fishing clinic on March 7. This event will host kids under 12 to learn the art of fishing/catching. They will start by completing stations to learn about types of fish, boat safety, Hands Only CPR and other things fishing related topics.

Legal Name of Host Organization*

Ancient City Game Fish Foundation

Date of Event*

March 6-7, 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

10000

Comment: *The grant request matches the edibility based on the attached budget. BM*

How many years has this event taken place in St. Johns County?*

12

Sport*

Inshore Open Water Fishing

Organization/Event Website*

acgfa.com

Organization Type*

Please Check Type of Organization

Non-Profit

Primary Contact Name*

Melissa Strickland

Primary Contact Phone Number*

904-222-1042

Primary Contact Email Address*

acgfastaug@gmail.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

We will be partnering with St. Johns County Parks and Recreation for use of the Vilano Beach Pier for the Kids Fishing Clinic.

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

ACGFA Kingfish Challenge 30+ years

of Teams

Only Required for Team Sports Event

Projected # of Participants*

Projected Event Attendance

500

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

Donations from our previous Kingfish Challenge were donated to St Johns County and continue to assist individuals in need of help with Breast Cancer Screenings. The listed organizations received money from these sales:

Invest In Kids (INK) Scholarship Programs
Ronald McDonald House Charities - Jacksonville
Pie In The Sky - Hastings
15th annual Free kids fishing clinic in March. We work with Parks and Rec with this clinic.

Hotel/Lodging Information**Accommodations Impact***

Projected Overnight Stays in St. Johns County

100

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

2

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

TDC	Income	Expenses	Profit / Loss	Comments
2022	\$ 20,000	\$100,000	\$ 71,700	\$ 28,300 3 Day Event
2023	\$ 25,000	\$111,000	\$ 62,300	\$ 48,700 2 Events
2024	\$ 25,000	\$87,000	\$ 63,000	\$ 24,000 2 Events

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Individuals make their own lodging accommodations. Because we have done this event for so long everyone makes, they own arrangements based upon past traditions. We use surveys to track the hotel room nights.

Comment: *Using registration info is satisfies the requirement to track overnight stays. BM*

TDC Marketing and Event Registration Info

TDC Marketing Requirment Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

We promote the TDC by having the logo on our website year-round. Also, on any flyer that is put around town also on our t-shirts.

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

TDC Survey 2026 Redfish Bash.docx

Comment: *The info is in the attachment. I am going to recommend adding the question. "How many nights did you stay?" to the registration. BM*

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form 1.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Melissa A. Strickland

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Melissa A. Strickland

File Attachment Summary

Applicant File Uploads

- TDC Survey 2026 Redfish Bash.docx
- Grant-Expense-Form 1.xlsx

Thank you for participating in the 2026
Ancient City Game Fish Association (ACGFA) REDFISH BASH

How did you find out about this event? a. ACGFA Member b. Facebook c. ACGFA Website d. other _____

Is this your first inshore event sponsored by ACGFA? a. Yes b. No - how many have you participated in? _____

Did you bring your family with you to this event. a. No b. Yes How many did you bring? _____

Where are you from

a. St Augustine b. Jacksonville c. Palatka d. Other Florida City e. Out of the state

Are you staying in a Hotel/Motel/Camp Ground? A. Yes b. No

Did you register a Junior Angler a. Yes b. No

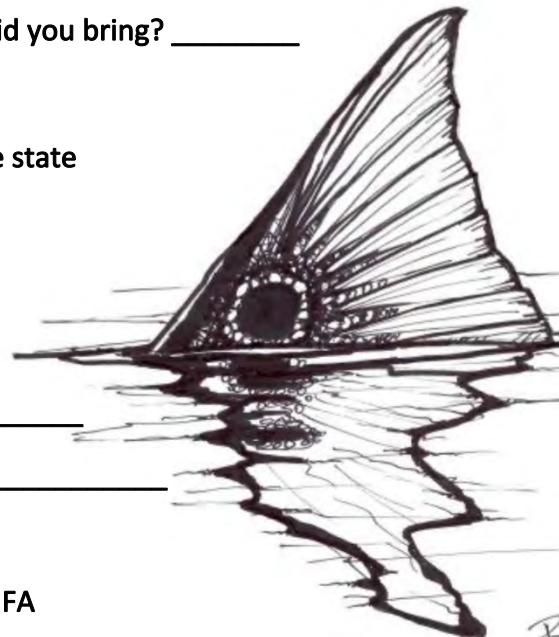
Which boat ramp did you use?

a. Vilano Beach b. Lighthouse c. Doug Crane d. Shore Drive e. other _____

Are you docking your boat at a Marina? a. No b. Yes - which marina? _____

Will you purchase fuel for this event? a. Yes b. No

Please furnish your email if you would like more information about the ACGFA



Projected Expenses	In-Kind	Cash	Projected Income
Travel			Admissions
Housing		\$ 3,000.00	Contribtions
Food		\$ 7,000.00	Grants(Include TDT Request)
Sanction Fee		\$ 1,500.00	Sponsorships
*Site Fees		\$ 9,000.00	Sales(Merch/Concessions)
Rights/Gaurantees Fees			Room Rebates
*Officials			
Equipment		\$ 9,000.00	
Rentals		\$ 10,000.00	
Insurance		\$ 2,000.00	
Security		\$ 1,500.00	
Labor	\$ 15,000.00		
*Direct Event Marketing Line Items (Please list detailed items below)			
Signage and Flyers		\$ 1,000.00	
Awards		\$ 2,500.00	
Adminstrative Cost			
Other Expenses Please List Below			Other Income Please List Below
SubTotal:	\$ 15,000.00	\$ 46,500.00	Subtotal:
Total:		\$ 61,500.00	Total:

* Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officials cost

Redfish Bash

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

Ancient City Game Fish Association

Mrs Melissa Ann Strickland
P. O. Box 2001
Saint Augustine, FL 32084

acgfastaug@gmail.com
O: 904-222-1042

Mrs Melissa Ann Strickland

acgfastaug@gmail.com
O: 904-222-1042

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: Great event that has been a staple in SJC.

John Tharpe: Welcome back Ancient City Game Fish Foundation and Redfish Bash 2026.

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 100 Room Nights projected

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 2 Nt. Avg. Stay

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: This event is during peak period.

John Tharpe: March (Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 8

John Tharpe: 8

Lauren Watkins: 8

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: They offer a free clinic and also donate to a local non-profits.

John Tharpe: Donations to non-profits

Free Kids Fishing Clinic during the tournament

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R7:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R8:C2*

Robert MCFarland: 8

John Tharpe: 8

Lauren Watkins: 8

Final Score (24 - 100 points)*

85–100 points, eligible for 100% of eligible amount

65–84 points, eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 43

John Tharpe: 25

Lauren Watkins: 43

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 2500

John Tharpe: 2500

Lauren Watkins: 2500

St. Augustine Shamrock Smash

TDT Sports Tourism Grant Application FY 26'

Southern Pickleball Association LLC

Mark Spackman
3626 Lindley Circle
Powder Springs, GA 30127

info@southernpickleball.com
0: 404-542-9797

Lara Schu

lara@southernpickleball.com
0: 404-542-9797

Application Form

Event Information

Event Name*

Name of Event

St. Augustine Shamrock Smash

Event Detail*

Please provide a detailed description of the event.

Southern Pickleball will be hosting an amateur pickleball tournament at Treaty Park for both locals and out of town players. Saturday March 14th will be men's and women's doubles - Sunday, March 15th mixed doubles. Southern Pickleball is the largest amateur tournament operators in the southeast and host top-notch, first-class events.

Legal Name of Host Organization*

Southern Pickleball Association, LLC

Date of Event*

March 14-15, 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

4500

Comment: *The site fee is \$4400, did not see any other eligible amount. The cost can change depending on the amount of hours the courts will be used. The eligible amount is \$4,400. BM*

How many years has this event taken place in St. Johns County?*

0

Sport*

pickleball

Organization/Event Website*

www.southernpickleball.com

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Lara Schu

Primary Contact Phone Number*

4045429797

Primary Contact Email Address*

lara@southernpickleball.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Treaty Park - 20 pickleball courts

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Southern Pickleball hosted over 75 pickleball tournaments in 2025

Alabama Amateur State Championships, Opelika, Alabama October 24-26, 2025

North Carolina State Championships, Burlington, North Carolina, October 17-19, 2025

Tupelo Pickleball Championships, October 11-12, 2025

Publix 2025 Georgia Amateur Championships, October 10-12, 2026

Newnan Coweta Picklefest Chamber of Commerce, Newnan, Georgia October 1, 2025

Golden Isle Pickleball Classic, Brunswick, GA Sept 27-28, 2025

South Carolina State Championships, Pawleys Island, Sept 19-21, 2025

Carrollton classic, Carrollton, GA Sept 6-7, 2025

Tennessee State Championships, Johnson City, TN Sept 5-7, 2025
Beat the Heat, Macon, GA August 8-10, 2025
Asheville is Awesome, Asheville, NC, July 19-20, 2025
I can list more from January to July if needed

of Teams

Only Required for Team Sports Event

50

Projected # of Participants*

Projected Event Attendance

250

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

Southern Pickleball will be offering a FREE Beginner Pickleball Clinic to residents Friday afternoon/evening (time not determined) March 13th as well as we will offer an early bird registration discount for residents and local players.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

200

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County
2

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

N/A

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Hotel partnerships have not been established. Happy to partner with any hotel that the CVB recommends. Direct hotel links can be published on tournament registration page so happy to partner.

Comment: *John and Lara have been in contact about hotels. John sent email out on 11/30. BM*

TDC Marketing and Event Registration Info

TDC Marketing Requirment Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

Once the pickleball tournament is created and published on www.pickleballtournaments.com, the number one spot for players to find pickleball tournaments in the United States, the TDS logo will be included in displayed artwork as well as in description. TDC Logo will also be on artwork included on tournament info on www.southernpickleball.com. TDC Logo will be included on all flyers and marketing materials and can be featured on Southern Pickleball social media in a one dedicated post spotlighting St. Augustine. The destination video we can post a link in the tournament registration website.

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

The process in which players will register for the pickleball tournament will allow us to provide a report will players names, address, zip codes, States.

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form(TDT Grant Budget).csv

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Lara Schu

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Lara Schu

File Attachment Summary

Applicant File Uploads

- Grant-Expense-Form(TDT Grant Budget).csv

Projected Expenses	In-Kind	Cash	Projected Income	In-Kind
Travel		\$500.00	Registration Fees (\$60-75 per registered player)	
Housing		#####	Contributions	
Food		\$750.00	Grants(Include TDT Request)	
Sanction Fee			Sponsorships	
*Site Fees		#####	Sales(Merch/Concessions)	
Rights/Guarantees Fees			Room Rebates	
*Officials				
Equipment				
Rentals				
Insurance		\$250.00		
Security		#####		
Labor		#####		
*Direct Event Marketing Line Items	(Please list detailed items below)			

Awards (depends on # registrants)	\$500.00
Administrative Cost	
Other Expenses Please List Below	Other Income Please List Below
shirts for registered players	#####
Depends on number registered	

SubTotal: \$- ##### Subtotal: \$-

Total: ##### Total:

* Only items for eligible for grant reimbursement are site fees, marketing/promotions, and 10% of officials

St. Augustine Shamrock Smash

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

Southern Pickleball Association LLC

Mark Spackman
3626 Lindley Circle
Powder Springs, GA 30127

info@southernpickleball.com
O: 404-542-9797

Lara Schu

lara@southernpickleball.com
O: 404-542-9797

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: *[Unanswered]*

John Tharpe: Welcome Southern Pickleball Association and St. Augustine Shamrock Smash.

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 20

John Tharpe: 20

Lauren Watkins: 20

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: John and Lara have been in contact. Email sent by John 11/30/25.

John Tharpe: Projected room nights is 200 for this inaugural event.

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: Event was specifically designed by Southern Pickleball Assn. to bring outsiders to a unique destination and St. Augustine was selected.

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

a. (25 points) Non-Peak Periods

b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November
Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: This event is during a peak time.

John Tharpe: March 13-15, 2026 (Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 6

John Tharpe: 6

Lauren Watkins: 6

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Event is offering a free clinic for local players and discounted entry for locals.

John Tharpe: Southern Pickleball will be offering a FREE Beginner Pickleball Clinic to residents Friday afternoon/evening (time not determined) March 13th as well as we will offer an early bird registration discount for residents and local players.

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 20

John Tharpe: 20

Lauren Watkins: 20

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R7:C2***Robert MCFarland:** 15**John Tharpe:** 15**Lauren Watkins:** 15**R8:C2*****Robert MCFarland:** 4**John Tharpe:** 6**Lauren Watkins:** 6**Final Score (24 - 100 points)****85–100 points, eligible for 100% of eligible amount**65–84 points, eligible for 75% of eligible amount**45 -64 points, eligible for 50% of eligible amount**25 -44 points, eligible for 25% of eligible amount**24 points or less is not eligible for a grant*

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 51**John Tharpe:** 50**Lauren Watkins:** 51**Grant Amount Based on Eligibility and Score***

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 2200**John Tharpe:** 2200**Lauren Watkins:** 2200

St Augustine Race Week 2026

TDT Sports Tourism Grant Application FY 26'

First Coast Sailing Association Inc.

Rose Ann Points O: 904-687-5145
4446 Hendricks Ave., Ste. 227
Jacksonville, FL 32207

Mr. Daniel Floryan

dfloryan1@comcast.net
0: 904-687-5145

Application Form

Event Information

Event Name*

Name of Event

St Augustine Race Week 2026

Event Detail*

Please provide a detailed description of the event.

This Multi Venue Regatta will be presented throughout the City of St. Augustine and Vilano Beach areas, including the City of St. Augustine Marina & Lawn, and Bayfront, Atlantic Offshore, Tolomato River Inshore and Salt Run. This year we will again have a fleet of RS Aeros sailing as part of Race Week. Due to competing Regattas that they attend their races will be held on March 21 and 22 in Salt Run. The Youth Sailing Invitational Regatta starts off the formal Race Week on April 11 and 12, and includes Jr. Sailors sailing a series of short races in 420 and Opti Dinghies, on the Bayfront in the Matanzas River and in Salt Run in front of the Conch House Marina. On April 14 and 15 the Inshore boats will race north of the Vilano Bridge, just north of the St. Augustine Inlet. On April 16, 17 and 18 the Offshore boats will race on courses close to the Reef Restaurant for viewer enjoyment. Each boat will be adorned with SARW flags. On April 16 and 17 the Race Week tent on the Municipal Marina lawn will be open to the sailors and the public with no admission fee, for live entertainment, and available food, beverage and Race Week merchandise to purchase. The Awards Party at the end of the event will be held at the St. Augustine Yacht Club on April 18. Proceeds of Race Week go to the John D. Meehan Memorial Scholarship Fund, administered by First Coast Sailing Association, which sends underprivileged youngsters to sailing camps and sailing programs throughout NE Florida free of charge. Over \$90,000 in scholarships has been disbursed since 2015.

Legal Name of Host Organization*

First Coast Sailing Association, Inc.

Date of Event*

March 21,22 and April 11 to 18, 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

15000

Comment: Site fees with the marketing covers the eligible requested amount. BM

How many years has this event taken place in St. Johns County?*

11

Sport*

Sailing Regatta

Organization/Event Website*

staugustineraceweek.com

Organization Type*

Please Check Type of Organization

Non-Profit

Primary Contact Name*

Daniel Floryan

Primary Contact Phone Number*

904-687-5145

Primary Contact Email Address*

dfloryan1@comcast.net

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Boat launch facilities and adjoining parking lots for a few of the visiting boats. The Offshore and Inshore boats will be staying at the St Augustine Municipal Marina, or other area marinas. The Youth Sailing Regatta 420 and Opti boats and the RS Aeros will be staged at the St. Augustine Yacht Club and launched from Lighthouse Park. The

North mooring field by the bayfront and the city marina lawn will be rented for this event. No road closures required.

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

St. Augustine Race Week 2015 thru 2025.

St Augustine Yacht Club, a member of the First Coast Sailing Association and a major supporter of Race Week, organizes numerous sailing events, the annual Holiday Regatta of Lights and the Blessing of the Fleet in St. Augustine.

Other First Coast Sailing Association member clubs also organize sailing events from Amelia Island to Smyrna Beach, including the St. Johns River. These events are listed on sailjax.com, the website of the First Coast Sailing Association

of Teams

Only Required for Team Sports Event

90

Projected # of Participants*

Projected Event Attendance

270

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

Proceeds of Race Week go to the John D. Meehan Memorial Scholarship Fund, administered by First Coast Sailing Association, which sends underprivileged youngsters to sailing camps and sailing programs throughout NE Florida free of charge. Over \$90,000 in scholarships has been disbursed since 2015.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

450

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

4

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2023 St. Augustine Race Week

Race Week 2023 for Inshore and Offshore Racers was held on March 21 to March 25, 2023. The Youth Regatta 2023 was held on March 18 and 19, 2023. There were 27 participating boats for Offshore and Inshore Races, and 18 participating boats in the Youth Regatta 420 races. Visiting boats stayed at the city marina and at Marker 8 marina nearby, and the parties on Thursday and Friday were again held on the marina lawn. Attendance by the public and the participants was very good. An estimated 150 competitors, 24 officials and 200 spectators used local accommodations for an average of 4 nights, including St. Augustine Municipal Marina, Marker 8 Marina/Hotel, Lion Inn, Bayfront Inn, Conch House Hotel, Marion Motor Lodge, Anastasia Inn and Best Western - Bayfront Hotel.

2024 St. Augustine Race Week

Race Week 2024 for Inshore and Offshore Racers was held on April 6 to 13, 2024. The Youth Regatta 2024 was held on April 6 and 7, 2024. There were 33 offshore and inshore sailboats (approx. 180 racers), and 28 Youth Sailing Regatta 420 boats (56 racers) who participated in the sailboat races, along with three committee boats (ten people), three mark set boats (six people), and numerous chase boats (approx. twelve people) supporting the various races, a significant increase over the prior two years. Visiting boats stayed at the city marina and at Marker 8 marina nearby, and the parties on Thursday and Friday were again held on the marina lawn, as well as the Awards Dinner on Saturday. Attendance by the public and the participants was very good. An estimated 180 competitors, 24 officials and 250 spectators used local accommodations for an average of 4 nights, including St. Augustine Municipal Marina, Marker 8 Marina/Hotel, VOCO Hotel, Bayfront Inn, Conch House Hotel, Marion Motor Lodge, Anastasia Inn and Best Western - Bayfront Hotel.

2025 St. Augustine Race Week

Race Week 2025 was one of most successful events in the eleven years that the event has occurred. The Inshore/Offshore Races attracted 44 boats, 30 of which were from outside St. Johns County. The Youth Regatta had 17 boats participate, 7 of which were from outside St. Johns County. The RS Aero Regatta had 17 boats as well, with 12 coming from outside St. Johns County, including one participant from Ireland (our first international competitor.). The weather was nearly perfect all week, the participation by boaters was a record high, races were well run by a professional crew of race officials, and the feedback from the boaters was extremely positive. First Coast Sailing Association was able to support scholarship requests of over \$14,000.00 in 2025.

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Participants secure their own lodging, using area hotels, motels, Air B&B, RV Parks and rental homes, in addition to marinas. SARW conducts a survey by email after the event to get information on what hotels and other accommodations were utilized.

TDC Marketing and Event Registration Info

TDC Marketing Requirement Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

St. Augustine Race Week maintains a website (staugustineraceweek.com) to promote the event, provide a means to register for the event, promote sponsorships for the event and display event results after the event is completed. The TDC logo is displayed in two places on the website (the Home page and the Sponsorship page) and the VCB video is displayed on the Sponsorship page. The TDC logo is also displayed on a banner at the St. Augustine Yacht Club for events taking place there, and at the party tent on the city marina lawn for events taking place there (which are open to the public). The TDC logo is also displayed in the Race Brochure, which is distributed to each of the participating boats, and is available for the public to purchase at the city marina tent.

Comment: Checked website and it is all displayed. BM

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

St Augustine Race Week utilizes third-party Regatta registration and management websites for the sailing events, typically Yacht Scoring and/or Regatta Network. Both sites provide a means to register competitors by name, along with their boat information, and to collect email and home addresses and phone numbers of captains and crew. The sites also provide a way to collect registration fees and notify competitors of the sailing instructions and race venues. These sites are accessed by link from the St. Augustine Race Week website or can be accessed on the third-party sites directly. Sailors from around the country typically scan these third-party sites for regattas of interest to them to attend.

Information on hotels and other lodging facilities utilized for the events, including length of stay, is collected after the event by polling each skipper by email.

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

TDC Grant-Expense-Form.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Daniel E. Floryan

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Daniel E. Floryan

File Attachment Summary

Applicant File Uploads

- TDC Grant-Expense-Form.xlsx

* Only items for eligible for grant reimbursement are site fees, marketing/promotions, and 10% of officials cost

St Augustine Race Week 2026

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

First Coast Sailing Association Inc.

Rose Ann Points
4446 Hendricks Ave., Ste. 227
Jacksonville, FL 32207

O: 904-687-5145

Mr. Daniel Floryan

dfloryan1@comcast.net
O: 904-687-5145

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: Great event! Dan does a phenomenal job. This is a unique event that benefits SJC greatly.
BM

John Tharpe: Welcome back to St. Johns County First Coast Sailing Association, Inc.

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 30

John Tharpe: 30

Lauren Watkins: 30

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: Went above estimated room nights last year.

John Tharpe: 450 room nights (projected)

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: High Value visitor, tourist stay for the week.

John Tharpe: 2 events, 2 days each (4 days)

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: Event takes place in a peak period.

John Tharpe: March and April (Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 4

John Tharpe: 4

Lauren Watkins: 4

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Donates to a non-profit.

John Tharpe: Proceeds of Race Week go to the John D. Meehan Memorial Scholarship Fund, administered by First Coast Sailing Association, which sends underprivileged youngsters to sailing camps and sailing programs throughout NE Florida free of charge. Over \$90,000 in scholarships has been disbursed since 2015.

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 30

John Tharpe: 30

Lauren Watkins: 30

R5:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R7:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R8:C2*

Robert MCFarland: 4

John Tharpe: 4

Lauren Watkins: 4

Final Score (24 - 100 points)*

85–100 points ,eligible for 100% of eligible amount

65–84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 64

John Tharpe: 50

Lauren Watkins: 64

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 7500

John Tharpe: 7500

Lauren Watkins: 15000

NP St. Augustine Spring Classic

TDT Sports Tourism Grant Application FY 26'

Advanced Sports Media Group

Seth Burleigh 0: 310-904-9554
277 Argonne Ave.
Long Beach, CA 90803

Seth Burleigh

sburleigh@adsportsmedia.com
O: 310-904-9554

Application Form

Event Information

Event Name*

Name of Event

NP St. Augustine Spring Classic

Event Detail*

Please provide a detailed description of the event.

Amateur pickleball tournament.

Legal Name of Host Organization*

Advanced Sports Media Group

Date of Event*

April 11-12, 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

7400

Comment: *The eligible request is \$6250 based on the attached budget. BM*

How many years has this event taken place in St. Johns County?*

1

Sport*

Pickleball

Organization/Event Website*

<https://pickleballtournaments.com/tournaments/03e05f14-5d30-4c74-89bf-b59c61cc4821>

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Seth Burleigh

Primary Contact Phone Number*

3109049554

Primary Contact Email Address*

sburleigh@adsportsmedia.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Treaty Park pickleball courts

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

See partial list of 2026 events here -

https://pickleballtournaments.com/search?page=1&limit=25&map_area=false&partner=sanction_np&show_all=true&zoom_level=7¤t_page=1

of Teams

Only Required for Team Sports Event

[Unanswered]

Projected # of Participants*

Projected Event Attendance

175

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

Free clinic conducted on one of the days.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

50

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

2

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

First time for this time of year, similar event held in November 2025.

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

none

TDC Marketing and Event Registration Info

TDC Marketing Requirment Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

TDC logo will be placed on all flyers and social media graphics, which will be posted in dozens of Facebook groups in Florida and on our own social media accounts and email blasts (list of 20k).

TDC is listed as "Title Sponsor" of the tournament on registration page/website with click-thru to TDC website.

TDC logo will be placed on all winner medals.

The registration platform/website does not allow the embedding of video players.

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

Each participant will be required to answer the following questions:

1. Are you staying in a hotel/vacation rental?
2. If you are staying in a hotel/vacation rental, how many nights are you staying?
3. If you are staying in a hotel/vacation rental, what is the zip code of the hotel/vacation rental?

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

NP-Grant-Expense-Form.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Seth Burleigh

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Seth Burleigh

File Attachment Summary

Applicant File Uploads

- NP-Grant-Expense-Form.xlsx

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ 200.00	Admissions
Housing		\$ 900.00	Contribtions
Food		\$ 300.00	Grants(Include TDT Request)
Sanction Fee		\$ -	Sponsorships
*Site Fees		\$ 4,300.00	Sales(Merch/Concessions)
Rights/Gaurantees Fees		\$ -	Room Rebates
*Officials		\$ -	
Equipment		\$ -	
Rentals		\$ -	
Insurance		\$ -	
Security		\$ -	
Labor		\$ 4,000.00	
*Direct Event Marketing Line Items (Please list detailed items below)			
T-shirts		\$ 1,500.00	
On-site banners (if able to hang)		\$ 150.00	
Email blasts		\$ 300.00	
Awards		\$ 850.00	
Adminstrative Cost		\$ 300.00	
Other Expenses Please List Below			Other Income Please List Below
Tournament Software		\$ 1,225.00	
Merchant transaction fees		\$ 530.00	
SubTotal:	\$ -	\$ 14,555.00	Subtotal:
Total:		\$ 14,555.00	Total:

* Only items for eligible for grant reimbursement are site fees, marketing/promotions, and 10% of officials cost

NP St. Augustine Spring Classic

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

Adavanced Sports Media Gropu

Seth Burleigh
277 Argonne Ave.
Long Beach, CA 90803

O: 310-904-9554

Seth Burleigh

sburleigh@adsportsmedia.com
O: 310-904-9554

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: New pickleball event in SJC.

John Tharpe: Welcome back Advanced Sports Media Group and NP St. Augustine Spring Classic.

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 50 Room Nights projected for this event

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: Avg 2 nt stay

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: The tournament takes place in peak period.

John Tharpe: April (Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 4

John Tharpe: 4

Lauren Watkins: 4

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Free clinic provided.

John Tharpe: Free clinic during tournament

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R7:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R8:C2*

Robert MCFarland: 4

John Tharpe: 4

Lauren Watkins: 4

Final Score (24 - 100 points)*

85–100 points ,eligible for 100% of eligible amount

65–84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 39

John Tharpe: 25

Lauren Watkins: 39

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 1563

John Tharpe: 1850

Lauren Watkins: 1563

Veritas Pickleball Tournament presented by Holey Ballz!

TDT Sports Tourism Grant Application FY 26'

Holey Ballz LLC

Mr Toby Lutropp
190 Thomas Industry Way
St. Augustine, FL 32095

info@holeyballz.com
0: 904-325-6784

Mr Darcy B Miller

darcy@holeyballz.com
0: 904-891-6573

Application Form

Event Information

Event Name*

Name of Event

Veritas Pickleball Tournament presented by Holey Ballz!

Event Detail*

Please provide a detailed description of the event.

As a new business in St. Johns County, Holey Ballz is proud to announce that we have purchased the rights to the Veritas Ancient City Pickleball Tournament. This will be our first year hosting this event and we could not be more excited to be involved in an endeavor that will drive business to the St. Johns County community.

The 7th Annual Pickleball Veritas in the Ancient City presented by Holey Ballz will be held at Holey Ballz Pickleball & Event Center and will be our first tournament utilizing indoor pickleball courts. The impact of this change to indoors on player registrations is expected to be very positive as it means we will be playing in a climate-controlled environment that weather cannot impact, thus keeping the tournament on schedule. This tournament features the player preferred round robin format with multiple age and skill level brackets to ensure a competitive and enjoyable player experience. Medals are awarded for each age and skill level bracket.

We are known for the premium registration incentives we use to encourage early registration. This year's premium incentive will be a commemorative pickleball paddle. These paddles will be a keepsake for all participants and have logos from Holey Ballz, Veritas, and all the required logos from TDC. Another player preferred benefit is the use of referees. We will provide USPA trained referees who will referee medal matches and circulate among the courts to answer rule questions and keep play moving smoothly.

We are also planning to add a MoneyBall event as part of this tournament. MoneyBall provides prize money for the top one or two teams in the event and is the key component to attracting the highest-level players. Because only the best players compete in MoneyBall, it tends to attract a good number of spectators. A "celebrity" match is also being worked on but has not been finalized as of this writing.

This will be our second tournament with a Special Olympics bracket. We will have 10+ teams of Special Olympic athletes all paid for by the Knights of Columbus. We are also pursuing including deaf players and will provide sign language experts at our own expense to facilitate their involvement.

A repeat charity we are working with for this tournament is Crime Stoppers. This organization will have exposure in all of our media and onsite at the tournament. In exchange they will utilize their extensive database of first responders to recruit players.

The player and fan experience is enhanced with on-site food services and vendors offering pickleball-related products and services from health care to pickleball travel trips.

Legal Name of Host Organization*

Holey Ballz LLC

Date of Event*

April 23-26

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

8000

Comment: *The grant amount is eligible based on the attached budget. BM*

How many years has this event taken place in St. Johns County?*

6

Sport*

Pickleball

Organization/Event Website*

www.holeyballz.com, www.pickleballbrackets.com

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Darcy Miller

Primary Contact Phone Number*

9048916573

Primary Contact Email Address*

darcy@holeyballz.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

None

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

None

of Teams

Only Required for Team Sports Event

Projected # of Participants*

Projected Event Attendance

380

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

We will be donating our facility to the Special Olympics for an opportunity for the athletes in that community to compete against each other in Pickle Ball! The plan is to set aside time on one of the days to feature these athletes on our main courts so they can experience the thrill of competing in front of fans!

We will also be providing a \$10 discount to all St. Johns County residents.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

100

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

2

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2025 – 378

2024 - 260 players. The event had to be held at a smaller facility in SJC due to the renovations at Treaty Park

2023 - 498

2022 – 500+

While we do not have exact yearly numbers for lodging, we were told the hotel stays by participants were consistently at about 30% of registrations.

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Fairfield Inn and Suites

305 Outlet Blvd.

St. Augustine, FL 32084

904-810-9892

Contact – Brittany Putt

*We are securing agreements with two additional hotels in St. Johns County as well, Should have those in place just after the first of the year.

TDC Marketing and Event Registration Info

TDC Marketing Requirement Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.

- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

It is our plan to place the TDC logo on every bit of marketing material associated with the tournament. This would include:

- 1) All outgoing emails associated with the tournament
- 2) All social media posts associated with the tournament
- 3) Logo added to the websites associated with the tournament
- 4) Prominent spot on the Holey Ballz website
- 5) Any marketing literature used to procure sponsorships
- 6) Prominently displayed on tournament sign up page on Pickleballbrackets.com
- 7) All signs associated with the Tournament
- 8) All promotional monitors throughout the facility.

The video will be embedded on our social media page, and all websites associated with the tournament and Holey Ballz. We will also put it in the signature lines of all of tournament management.

Comment: *Will need to be verified for the post event report. BM*

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

*Do you expect to stay overnight for the tournament in St. Augustine or anywhere in St. Johns County? (If "No" then exit this section)

*How many nights do you expect to stay?

*What type of accommodations do you expect to use:

- a: Hotel/Motel
- b: VRBO/AirBnB
- c: Bed and Breakfast
- d: RV/Camping
- e: Friends/Family

Comment: *Great questions to capture overnight stays. BM*

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Darcy Miller

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Darcy Miller

File Attachment Summary

Applicant File Uploads

- Grant-Expense-Form.xlsx

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ -	Admissions
Housing		\$ -	Contributions
Food		\$ 3,000.00	Grants(Include TDT Request)
Sanction Fee		\$ -	Sponsorships
*Site Fees		\$ -	Sales (Merch/Concessions)
Rights/Guarantees Fees		\$ -	Room Rebates
*Officials		\$ 1,200.00	
Equipment		\$ 1,000.00	
Rentals		\$ -	
Insurance		\$ 600.00	
Security		\$ -	
Labor		\$ 1,500.00	
*Direct Event Marketing Line Items (Please list detailed items below)			
Player Incentives		\$5,500	
USSP Partnerships (Discounts)	\$250		
Flyers and Signs		\$1,200	
Prize for moneyball tournament		\$3,000	
Marketing & Promotional Hours (Est. 100 Hours)		\$4,000	
Partnering with other Pickleball Clubs		\$1,200	
Special Olympics (20 Players@ \$60 each)	\$1,200		
Radio Ads/Remote		\$2,500	
Awards		\$450	
Administrative Cost	\$ 4,000.00		
Other Expenses Please List Below			Other Income Please List Below
SubTotal:	\$ 1,450.00	\$ 29,150.00	Subtotal:
Total:		\$ 30,600.00	Total:

* Only items for eligible for grant reimbursement are site fees, marketing/promotions, and 10% of officials cost

Veritas Pickleball Tournament presented by Holey Ballz!

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

Holey Ballz LLC

Mr Toby Lutropp
190 Thomas Industry Way
St. Augustine, FL 32095

info@holeyballz.com
O: 904-325-6784

Mr Darcy B Miller

darcy@holeyballz.com
O: 904-891-6573

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: New venue and coordinator that's using the veritas event name.

John Tharpe: Welcome and congratulations Holey Ballz LLC on continuing the Veritas Pickleball Tournament!

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 100 RNs projected

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 2 nt avg stay

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: Event during peak period.

John Tharpe: April (Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 6

John Tharpe: 8

Lauren Watkins: 10

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Donating the special Olympics and giving a discount to local users.

John Tharpe: Donation to a local non -profit (Special Olympics)

Discounted entry for local users (\$10 Discount)

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R7:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R8:C2*

Robert MCFarland: 6

John Tharpe: 8

Lauren Watkins: 10

Final Score (24 - 100 points)*

85–100 points, eligible for 100% of eligible amount

65–84 points, eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10% official cost or \$30,000

Robert MCFarland: 41

John Tharpe: 25

Lauren Watkins: 45

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 2000

John Tharpe: 2000

Lauren Watkins: 4000

2026 Battle at the Beach

TDT Sports Tourism Grant Application FY 26'

Jacksonville FC, Inc.

Mr. Pat Cannon
2850 Hodges Boulevard
Jacksonville, FL 32224

office@jfcsoccer.com
O: 904-223-3606

Ms. Ann Marie Hett

ahett@jfcsoccer.com
O: 904-607-8180

Application Form

Event Information

Event Name*

Name of Event

2026 Battle at the Beach

Event Detail*

Please provide a detailed description of the event.

This tournament is for teams looking for a great weekend filled with some highly competitive matches, high quality and professionally maintained soccer complexes/fields and outstanding beaches to enjoy during your downtime! We offer competitive tournament rates, club discounts for multi-teams, very reasonable hotel rates from our partner hotel sponsors, Team and Individual awards to all champions!

This event also includes recreational teams and is a great event for recreational teams to end their seasons. this event is geared towards more local level play and recreational teams.

Legal Name of Host Organization*

Jacksonville FC, Inc.

Date of Event*

April 24th to 26th 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

7500

Comment: Eligible for \$6000 based on attached budget. BM

How many years has this event taken place in St. Johns County?*

21

Sport*

soccer

Organization/Event Website*

<https://jfcsoccer.com>

Organization Type*

Please Check Type of Organization

Non-Profit

Primary Contact Name*

Pat Cannon

Primary Contact Phone Number*

9042945897

Primary Contact Email Address*

pcannon@jfcsoccer.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Davis Park - 210 Davis Park Road 32081
Nocatee Fields - 245 Nocatee Way 32081

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Jacksonville FC Labor Day Shootout - Patton Park & Davis Park - August 2025
Jacksonville FC Puma King Cup - Patton Park & Davis Park - Jan 2025
Jacksonville FC Girls Invitational - Patton Park & Davis Park - Feb 2025

of Teams

Only Required for Team Sports Event

270

Projected # of Participants*

Projected Event Attendance

5500

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

Jacksonville FC and Ponte Vedra Soccer clubs are organizations for players of all levels. Together we have over 3500 competitive and recreational players. We offer from the nations top programs like MLS Next and ECNL to recreational. We also offer scholarships for families who may not be able to afford soccer for their child. Our players and their families also participate in charities throughout the year, for example:

Uniform Drives and cleat drives

Thanksgiving food drive

Christmas toy drive for children in Hospice

Easter basket drive for foster children

Hotel/Lodging Information**Accommodations Impact***

Projected Overnight Stays in St. Johns County

75

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

1

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

Last year, 2025, there were no SJC hotels booked for this event.
2024 - We earned 2430 in hotel revenue rebates

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Hilton Garden PV
Home 2 St Aug
Renaissance
Hampton PV

TDC Marketing and Event Registration Info

TDC Marketing Requirement Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

We will have the logo and video posted to the event website, all participants must view this website to register their team.

We will also include the logo and link to video on all emails that go out before the event and our Welcome Packet email to all participating teams.

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

Comprehensive%20Attendance%20Monitoring%20Plan%20-%20LDSO%202024.pdf
Jacksonville FC uses GotSport as our registration system. Teams must use GotSport to register their teams for the Battle at the Beach. Jacksonville FC will use the team information from the registration process to collect how many teams are from St. Johns County vs. how many teams are from outside of the county. We can use these numbers to provide the percentage of visitor to the area for the 3 day event.

Jacksonville FC is also provided documentation from GotSport Travel that includes the number of hotel rooms booked by county. Our event is a Stay to Play event, which means teams are required to book with our hotel vendors in order to participate in the event. At the end of the event we receive a report that provides the exact number of rooms booked in St. Johns County. Below is the

information from our previous Labor Day event. .

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form-2.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Pat Cannon

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Pat Cannon

File Attachment Summary

Applicant File Uploads

- Comprehensive%20Attendance%20Monitoring%20Plan%20-%20LDSO%202024.pdf
- Grant-Expense-Form-2.xlsx

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

Jacksonville FC uses GotSport as our registration system. Teams must use GotSport to register their teams for the Jacksonville FC Labor Day Shootout. Jacksonville FC will use the team information from the registration process to collect how many teams are from St. Johns County vs. how many teams are from outside of the county. We can use these numbers to provide the percentage of visitor to the area for the 3 day event.

Jacksonville FC is also provided documentation from GotSport Travel that includes the number of hotel rooms booked by county. Our event is a Stay to Play event, which means teams are required to book with our hotel vendors in order to participate in the event. At the end of the event we receive a report that provides the exact number of rooms booked in St. Johns County. Below is the information from our 2024 LDSO event.

J F C

GOTTRAVEL HOTEL SUMMARY

JFC Labor Day Shootout 2024 Financial Impact St Johns County



Hotel Name	Room Nights Sold	Rate	Total Tax Collected	Total Economic Impact
Hilton Garden PV	115	\$ 169.00	\$ 2,623.73	\$ 22,058.73
Home 2 St Aug	35	\$ 159.00	\$ 751.28	\$ 6,316.28
Renaissance	32	\$ 159.00	\$ 686.88	\$ 5,774.88
Hampton PV	24	\$ 150.00	\$ 486.00	\$ 4,086.00
	206		\$ 4,547.88	\$ 38,235.88

* Only items for eligible for grant reimbursement are site fees, marketing/promotions, and 10% of officials cost

2026 Battle at the Beach

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

Jacksonville FC, Inc.

Mr. Pat Cannon
2850 Hodges Boulevard
Jacksonville, FL 32224

office@jfcsoccer.com
O: 904-223-3606

Ms. Ann Marie Hett

ahett@jfcsoccer.com
O: 904-607-8180

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: Great soccer tournamnet.

John Tharpe: Welcome back 2026 Battle at the Beach.

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 75 Room Nights

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 1 Night avg stay

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: This tournament is during a peak period.

John Tharpe: April (Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 4

John Tharpe: 2

Lauren Watkins: 0

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: They donate to local toy/food drives.

John Tharpe: Discounted entry for athletes that cannot afford the entry fee

Lauren Watkins: I'm happy to update this for this one and the other, but they weren't clear about donations (I know they do scholarships)

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10 *[Answered By: Robert MCFarland]*

R7:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R8:C2*

Robert MCFarland: 4

John Tharpe: 2

Lauren Watkins: 0

Final Score (24 - 100 points)*

85–100 points ,eligible for 100% of eligible amount

65–84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%

official cost or \$30,000

Robert MCFarland: 39

John Tharpe: 25

Lauren Watkins: 30

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 1500

John Tharpe: 1875

Lauren Watkins: 1500

St. Augustine Boating Club Annual Fishing Tournament

TDT Sports Tourism Grant Application FY 26'

St. Augustine Boating Club

Mr. Jerry Vaughn
611 Boating Club Road
St. Augustine, FL 32084

Mr. Jerry Andrew Vaughn

Jerry.vaughn510@gmail.com
O: 904-347-7052

Application Form

Event Information

Event Name*

Name of Event

St. Augustine Boating Club Annual Fishing Tournament

Event Detail*

Please provide a detailed description of the event.

For over 70 years the St. Augustine Boating Club has conducted an annual inshore fishing tournament, one of, if not the largest inshore tournament in North Florida. The club members have supported this event using our Club house (see our web page for pictures and to include our facilities). We have been averaging around 300 Anglers and approximately 600 event attendees in total for the past three years. The event lasts for 3 days, with the 1st day consisting of final registration and the captain's meeting along with a raffle. The second day is the fishing tournament, and the last day is the presentation of prize money for the fishing categories and a dinner for the participants, we also have additional prizes through a drawing of tickets. Prizes are secured through the many donations we received from local businesses.

Legal Name of Host Organization*

St. Augustine Boating Club

Date of Event*

24-26 April 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

2681

Comment: *Grant eligibility meets the requirements based on the attached budget. BM 12/12/25*

How many years has this event taken place in St. Johns County?*

70

Sport*

Fishing

Organization/Event Website*

<https://staugustineboatingclub.com/>

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Jerry Vaughn

Primary Contact Phone Number*

904-347-7052

Primary Contact Email Address*

Jerry.vaughn510@gmail.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

This event takes place at the St. Augustine Boating Club. No roads are required to be closed.

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Boating Club Oyster Roast

Boating Club fish Fry

of Teams

Only Required for Team Sports Event

160

Projected # of Participants*

Projected Event Attendance

600

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

The St. Augustine Boating Club supports several not-for-profits every year with funds raised through this event. Recent recipients include St. Augustine Youth Services (SAYS), Wreathes Across America, Epic-Cure, Junior Achievement of North Florida and the Cutters and Clippers through The Council on Aging.

Hotel/Lodging Information**Accommodations Impact***

Projected Overnight Stays in St. Johns County

100

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

2

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

This is not the first year for the event, but the St. Augustine Boating Club has never collected lodging information. We can add this question or other suggested questions to the remainder of this year's registrations if needed and could add for all registrations for 2027. Each of the last three years has seen between 600 and 700 event attendees, with between 300 and 320 individuals fishing.

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

The St. Augustine Boating Club does not secure lodging arrangements for participants but does suggest local lodging/hotel facilities.

TDC Marketing and Event Registration Info

TDC Marketing Requirement Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

St. Augustine Boating Club 2026 Fishing Tournament St. Johns TDC Marketing Plan

1. Display TDC Logo on Event Marketing Materials

Steps:

Design integration: Add the logo to all promotional materials, including:

- o Flyers, posters, and brochures
- o Social media graphics (Instagram, Facebook, etc.)
- o Press releases and event signage

Brand compliance: St. Augustine Boating Club will follow TDC brand guidelines for logo placement, size, and color usage.

2. Feature TDC Logo on the Club Website

Steps:

- Homepage placement: Add the TDC logo to the footer St. Augustine Boating Club web site events and/or home page(s).
- Acknowledgment text: Include a caption like "Supported by the St. Augustine Tourism Development Council."
- Linking: Hyperlink the logo to the official TDC website (if required by TDC guidelines).

3. Embed Destination Video on Website

Steps:

- Embed video: Place the video prominently with a short description like: "Explore the beauty and history of St. Augustine—watch the official destination video."

4. Maintain Visibility and Compliance

Steps:

- Audit materials: Review all marketing and website content to ensure TDC elements are present and functional.
- Track usage: Keep a record of where and how the logo and video are used for grant reporting.

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

Questions:

- 1) How did you find out about the event?
- 2) How many years have you participated in this event?
- 3) Did you bring your family with you to this event? If so how many?
- 4) Where are you from?
- 5) Are you staying in a hotel/Campground?
- 6) Did you bring a junior angler?
- 7) Which boat ramp did/will you use?
- 8) Are you docking your boat at the marina?
- 9) Please furnish email if you would like to be contacted about next year's tournament.

We estimate that approximately 100 participant stays at an average of two nights each.

Comment: Emailed Jerry on 12/12/25 to recommend adding "How many nights are you staying at a hotel/campground? " to the registration. BM 12/12/25

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

TDC Grant-Expense-Form - Boating Club.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Jerry Vaughn

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Jerry Vaughn

File Attachment Summary

Applicant File Uploads

- TDC Grant-Expense-Form - Boating Club.xlsx

* Only items for eligible for grant reimbursement are site fees, marketing/promotions, and 10% of officials cost

St. Augustine Boating Club Annual Fishing Tournament

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

St. Augustine Boating Club

Mr. Jerry Vaughn
611 Boating Club Road
St. Augustine, FL 32084

O: 904-347-7052

Mr. Jerry Andrew Vaughn

Jerry.vaughn510@gmail.com
O: 904-347-7052

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: New grantee that has hosted this event in SJC in the past.

John Tharpe: Welcome back St. Augustine Boating Club Annual Fishing Tournament.

Lauren Watkins: I think that they may have under-estimated hotel stays with 600 - 700 people staying 2 nights (even if a third stayed in a hotel, that's still more than 100).

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 20

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: 100 overnight stays

John Tharpe: 100 Room Nights expected over 2 nights avg. stay.

Lauren Watkins: Bumping up the ranking for hotel stays, see above comment.

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: Average length of stay is 2 nights.

John Tharpe: 2 Nts (April 24-26,2026)

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: This event takes place in the peak period.

John Tharpe: April (Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 4

John Tharpe: 4

Lauren Watkins: 4

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Donates to a non-profit.

John Tharpe: Supports local non-profit organizations

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 20

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R7:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R8:C2*

Robert MCFarland: 4

John Tharpe: 4

Lauren Watkins: 4

Final Score (24 - 100 points)*

85–100 points ,eligible for 100% of eligible amount

65–84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 39

John Tharpe: 25

Lauren Watkins: 49

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 670

John Tharpe: 670

Lauren Watkins: 1341

Game On! Ponte Vedra Beach Triathlon

TDT Sports Tourism Grant Application FY 26'

W B Events, LLC d/b/a Game On Race Events

Mr Brian Gerard Huether
1095 Military Trail, Unit # 9204
Jupiter, FL 33468

Brian@GameOnRaceEvents.com
O: 561-768-7889

Mr Brian Gerard Huether

brian@gameonraceevents.com
O: 954-647-1383

Application Form

Event Information

Event Name*

Name of Event

Game On! Ponte Vedra Beach Triathlon

Event Detail*

Please provide a detailed description of the event.

Olympic Triathlon

Swim: .9 miles

Bike: 24.8 miles

Run: 6.2 miles

Olympic Duathlon

Run: 1 miles

Bike: 24.8 miles

Run: 6.2 miles

Olympic Aquabike Race

Swim: .9 miles

Bike: 24.8 miles

Sprint Triathlon

.25 Mile Swim

11 Mile Bike

3.1 Mile Run

Sprint Duathlon

1 Mile Run

11 Mile Bike

3.1 Mile Run

with relay options

Embrace the spirit of adventure where Ponce de Leon once sought the fabled fountain of youth, and make your own splash in the Atlantic Ocean. Cycle through the breathtaking vistas of the GTM Research Reserve and run along Ponte Vedra Blvd, surrounded by opulence and oceanfront beauty. This is more than a race; it's an unforgettable experience in one of the "Best Places to Live in the United States." Join the legacy, challenge your limits, and be part of the excitement!

Get ready to put your endurance to the test amidst the luxurious backdrop of Ponte Vedra Beach! Join us for the ultimate challenge at the of the Game On! Ponte Vedra Beach Olympic & Sprint Triathlon at Mickler's Landing on May 3, 2026. Mickler's Landing (pronounced "mike-lers") is just two blocks east of A1A. The first public beach in Ponte Vedra, Mickler's remains a local favorite, famous for its pink, coquina-sand stretches of beach.

This destination race will include an Olympic distance Triathlon, Duathlon and Aquabike as well as the Sprint Triathlon and Sprint Duathlon. The swim will take place in the Atlantic Ocean, with a scenic bike course taking you South on A1A through the Guana Tolomato Matanzas National Estuarine Research Reserve (GTM Research Reserve). Finish with a run North on Ponte Vedra Blvd taking in the views of the lavish homes and jaw-dropping oceanfront settings. Upon first sight of the meticulously maintained resort-style community, you'll instantly understand why it was ranked one of the "Best Places to Live in United States"

Legal Name of Host Organization*

WB Events, LLC d/b/a Game On! Race Events

Date of Event*

May 3, 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

8000

Comment: *The grant meets the requirement based on the attached budget. The budget didn't have TriFind: \$2,000 A marketing campaign (with exclusivity) that will include a photo ad on the Tri Find triathlon calendar in the budget, which I included. BM*

How many years has this event taken place in St. Johns County?*

6

Sport*

Triathlon, Duathlon, Aquabike

Organization/Event Website*<https://gameonraceevents.com/>**Organization Type***

Please Check Type of Organization

For-Profit

Primary Contact Name*

Brian Huether

Primary Contact Phone Number*

9546471383

Primary Contact Email Address*

brian@gameonraceevents.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Mickler's Landing Beach Park - No road closures

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Game On! Run for Responders 5K 01/03/2026-Cocoa, FL
MLK5K/10K and Divine Nine 5K Challenge 01/24/2026-Riviera Beach, FL
Game On! Marathon of the Treasure Coast 03/01/2026-Stuart, FL
Game On! - Treasure Coast Tri - Spring 03/15/2026-Fort Pierce, FL
Game On! Run Singer Island Half Marathon 03/28/2025-Riviera Beach, FL
Bill Bone Olympic Triathlon 4/12/26-West Palm Beach
Wounded Veterans Relief Fund Running for Heroes 5K 04/18/2026-Jupiter, FL
Game On! Ponte Vedra Beach Triathlon 5/03/26 -Ponte Vedra Beach, FL
Turtleman Triathlon 06/20/2026-Jupiter, FL
Bill Bone 5K 07/04/2026-West Palm Beach, FL
Game On! Palm Beaches Triathlon 07/12/2026-Singer Island, FL
Game On! Saint Augustine Triathlon 07/26/2026-Vilano Beach, FL
Mermaid Open Water Swim 08/09/2026-Stuart, FL
Game On! Key Largo Triathlon 08/16/2026-Key Largo, FL
South Seas Captiva Island Triathlon 09/06/2026-Captiva Island, FL
Game On! Manatee Man Triathlon 09/27/2026-Cape Coral, FL
Game On! Run Hutchinson Island Half Marathon & 10K 10/04/2026-Fort Pierce, FL
Game On! Saint Augustine Triathlon - Fall 10/11/2026-Vilano Beach, FL
The Bill Bone Tropical Triathlon 10/18/2026-Lake Worth, FL
Game On! Riverfront Tri @ Cocoa Presented by Publix 11/01/2026-Cocoa, FL
Game On! Mirada Lagoon Triathlon 11/15/26-San Antonio, FL
Pelican Yacht Club Turkey Trot 5K 11/26/2026-Fort Pierce, FL
Game On! - Treasure Coast Tri - Winter 12/06/2026-Fort Pierce, FL

of Teams

Only Required for Team Sports Event

Projected # of Participants*

Projected Event Attendance

450

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

Game On Race Events will be hosting 3 triathlons in St. Johns County in 2026. The Game On! Ponte Vedra Beach Triathlon on May 3, 2026 will provide a positive impact to the community in several ways. Triathlon positively impacts a local community by promoting healthy lifestyles, boosting local businesses through tourism, creating a sense of community spirit, encouraging physical activity, and often leading to increased interest in public infrastructure like bike paths and swimming facilities, all through the event's participation and focus on fitness across various disciplines like swimming, cycling, and running.

Key ways a triathlon benefits the local community:

- **Health and Wellness:**

By encouraging people to participate in a physically demanding event, triathlon can inspire more residents to adopt healthier habits and engage in regular exercise, leading to improved overall health within the community.

- **Economic Boost:**

Hosting a triathlon attracts visitors from outside the area who spend money on lodging, food, and local goods, creating a significant economic boost for businesses.

- **Community Pride:**

A triathlon can bring people together, creating a sense of community pride and shared accomplishment as residents cheer on participants and volunteer at the event.

- **Youth Inspiration:**

Seeing their parents and other adult athletes compete in a triathlon can inspire young people to pursue active lifestyles and participate in sports.

- **Volunteer Opportunities:**

A triathlon often requires a volunteer workforce, providing local residents with opportunities to contribute to the community and connect with others.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

300

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

1

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2023 306 Participants, 196 room nights

2024 377 Participants, 285 room nights

2025 316 Participants, 250 room nights

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Hilton Garden Inn Jacksonville Ponte Vedra Sawgrass
45 Tournament Players Club Blvd, Ponte Vedra Beach, FL 32082
+1 904-280-1661 Kelly Gallagher

Hampton Inn Jacksonville/Ponte Vedra Beach-Mayo Clinic Area
1220 Marsh Landing Parkway Jacksonville Beach, Florida 32250
+1 904-280-9101 Emily Faunce

Sawgrass Marriott Resort and Spa
1000 Tournament Players Club Blvd, Ponte Vedra Beach, FL 32082
+1 904-285-7777

TDC Marketing and Event Registration Info

TDC Marketing Requirement Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

The Game On! Ponte Vedra Beach Triathlon will attract both in-state and out-of-state attention as a destination event. The uniqueness and beauty of Ponte Vedra Beach will set itself apart from other triathlons throughout the United States. The Ponte Vedra Beach Triathlon courses: ocean swim, flat/fast bike and scenic run will attract triathletes of all ability levels.

In order to attract and engage this audience, the Ponte Vedra Beach Triathlon will strategically spend ad dollars in on-line and print publications that reach this target market, as well as geo target audiences where large numbers of triathletes/triathlon clubs come from. Our marketing plan will also target our out of county marketing to sites where triathletes visit the sites looking for specific race distances, even if they are not looking in our geographic region, furthering our reach.

Utilizing bloggers and race "ambassadors" will enable us to increase our social media presence. Ambassadors are "influencers" who are selected due to their following and the demographics of their followers. The ambassadors post regularly about their training and progress prior to race day. These followers then look forward to meeting the Ambassadors once in town for the race, thereby providing a sense of community and camaraderie throughout the race weekend and on the course. This also provides an extra push of positive social media presence.

We will promote the event as a destination triathlon. Come for the race, bring the entire family and stay for the weekend or longer!

TriFind: \$2,000 A marketing campaign (with exclusivity) that will include a photo ad on the Tri Find triathlon calendar.

Social Media: \$1,500 Facebook, Instagram and Twitter advertising/posts promoting the Ponte Vedra Beach Triathlon.

Finisher medals and race bibs: \$5,000

Printing/Promotional signage total: \$1,000

Promotional Products T-shirts/Hats: \$4,000

Total Marketing/Advertising Budget: \$13,500

In addition to the above marketing/promotions, the TDC logo will appear on the event website, all event t-shirts, all runner race numbers and all finisher medals. The TDC destination video will also be embedded on the event website to promote the area.

Comment: *Will need to check for the video. BM*

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

Game On Race Events uses the RunSignUp registration platform for all our events. The RunSignUp registration platform allow us to gather a variety of information on our participants. In addition to the normal information such as name, address, phone number, e-mail address, age, gender, etc., the platform allows us to ask specific questions to the participants when registering such as:

Are you staying in a hotel?

What hotel are you staying in?

How many rooms?

How many nights?

How many people in your traveling party?

These are REQUIRED questions they must provide an answer. If they do not know yet, they can respond "Don't know yet".

Once we have this information, we verify their answers when they pick up their race packet. For example, "Are you staying at the Hilton Garden Inn, using 2 rooms for 2 nights?" or "When registering, you didn't know if you were staying in a hotel or not, are you staying in a hotel?".

This information is also helpful to find out where our racers are coming from. For example, if we see a large number of racers are coming from a specific area, inside or outside Florida, we can allocate additional marketing dollars to that specific region. On the reverse side, if we spent a large amount of money on marketing for a certain area, and there is not a noticeable response, we did not get a good ROI. For the next race, we would shift those marketing dollars to a different area.

Comment: Great that the questions are required. BM

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form 5.03.26.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Brian Huether

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Brian Huether

File Attachment Summary

Applicant File Uploads

- Grant-Expense-Form 5.03.26.xlsx

Projected Expenses	In-Kind	Cash	Projected Income	In-Kind	Cash
Travel		\$1,700.00	Admissions		\$40,000.00
Housing		\$1,800.00	Contributions		\$ -
Food		\$1,500.00	Grants(Include TDT Request)		\$8,000.00
Sanction Fee		\$185.00	Sponsorships		\$1,500.00
*Site Fees			Sales(Merch/Concessions)		\$ -
Rights/Guarantees Fees		\$335.00	Room Rebates		\$ -
*Officials					
Equipment		\$2,250.00			
Rentals		\$1,100.00			
Insurance		\$250.00			
Security		see below			
Labor		see below			
*Direct Event Marketing Line Items (Please list detailed items below)					
Event T-shirts		\$3,000.00			
Event bibs		\$450.00			
Signage		\$950.00			
Social Media		\$1,500			
Event Awards		\$850.00			
Swim caps		\$1,580.00			
Finisher medals		\$2,600.00			
Administrative Cost		\$2,500			
Other Expenses Please List Below			Other Income Please List Below		
St . Johns County Sheriff's Office		\$2,500.00			
St. John's County Fire Rescue		\$1,300.00			
Ocean Rescue lifeguards		\$1,100.00			
Contract Race Workers		\$7,000.00			
Race Supplies		\$5,000.00			
Miscellaneous		\$2,000.00			
SubTotal:	\$ -	\$ 41,450.00	Subtotal:	\$ -	\$ 49,500.00
Total:		\$ 41,450.00	Total:		\$ 49,500.00

* Only items for eligible for grant reimbursement are site fees, marketing/promotions, and 10% of officials cost

Game On! Ponte Vedra Beach Triathlon

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

W B Events, LLC d/b/a Game On Race Events

Mr Brian Gerard Huether
1095 Military Trail, Unit # 9204
Jupiter, FL 33468

Brian@GameOnRaceEvents.com
O: 561-768-7889

Mr Brian Gerard Huether

brian@gameonraceevents.com
O: 954-647-1383

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: Brian puts on a great event!

John Tharpe: Welcome back Game On! and 2026 PVB Triathlon

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 20

John Tharpe: 20

Lauren Watkins: 20

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: 200-300 room nights are achievable based on LY post event info, will have to monitor.

John Tharpe: 300 Room Nights are projected

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 1 night avg stay

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: This event takes place during peak period.

John Tharpe: May (Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 0

John Tharpe: 0

Lauren Watkins: 0

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Did not see any community contribution related to the question above.

John Tharpe: No donation to non-profit, no complimentary clinic, and no discount for local participants.

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 20

John Tharpe: 20

Lauren Watkins: 20

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R7:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R8:C2*

Robert MCFarland: 0

John Tharpe: 0

Lauren Watkins: 0

Final Score (24 - 100 points)*

85–100 points ,eligible for 100% of eligible amount

65–84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 45

John Tharpe: 50

Lauren Watkins: 45

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 4000

John Tharpe: 4000

Lauren Watkins: 4000

Old School Kingfish Shootout

TDT Sports Tourism Grant Application FY 26'

Old School Kingfish Shootout

Paul Dozier
450-106 State Road 13 N #143
St Johns, FL 32259

ldozier8@gmail.com
O: 904-626-3727

Lauren Dozier

ldozier8@gmail.com
O: 904-626-3727

Application Form

Event Information

Event Name*

Name of Event

Old School Kingfish Shootout

Event Detail*

Please provide a detailed description of the event.

The Daily's Old School Kingfish Shootout Presented By Yellowfin is one of the Largest Kingfish Tournaments in the World. Our event has become a family favorite, with record numbers of lady anglers and junior anglers participating each year. The "Old School" creates a level playing field for all anglers by having tight boundaries, with all boats fishing inside of 3 miles offshore. This allows crews with small boats to compete for great prizes with big boats that otherwise would have a huge advantage. The "Old School" is now the official kickoff of summer fishing, always being held the second Saturday of June.

2026 is our 7th year hosting the Old School Kingfish Shootout and we have had great success hosting our event in St Johns County since its inception in 2020. In 2025, we had a tournament record 697 boats with more than 2,800 participants, including almost 400 registered Junior Anglers and 420 registered Lady Anglers. And, there is still room to grow! Our goal is to continue to market our tournament across the Southeast so more fishermen will come from outside the area to participate.

To accommodate the large number of boats participating, we have expanded the boundaries. The southern boundary is Ponce Inlet and the northern boundary is St Simons Island. Participants can launch from any inlet of their choice from central Florida to Southern Georgia, but must catch their kingfish within the boundaries. The tournament weigh-in will continue to take place at the Vilano Beach Pier. The Pier is ideal for fisherman that want to weigh their fish by boat because of its proximity to the inlet. It is also a central location for fisherman that prefer to bring their fish to the weigh-in by truck.

Legal Name of Host Organization*

Northeast Florida Kingfish Championship, Inc

Date of Event*

June 13, 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if

receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

30000

Comment: *The eligible grant amount is covered based on the attached budget. BM*

How many years has this event taken place in St. Johns County?*

6

Sport*

Fishing Tournament

Organization/Event Website*

<https://www.oldschoolkingfish.com/>

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Lauren Dozier

Primary Contact Phone Number*

904-626-3727

Primary Contact Email Address*

ldozier8@gmail.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Vilano Beach Pier

No Road Closures Requested This Year

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Northeast Florida Wahoo Shootout

- Started in 2011
- Largest Wahoo Tournament in the World
- Over 125 Boats Every Year Since 2014
- 222 Boats in 2025
- Over 1,400 Anglers
- 2026 Dates:
 - o Kickoff Party – January 31, 2026
 - ? Event Held at the Ancient City Farmstead
 - ? Over 1,400 in Attendance
 - o Fishing Dates - February 7 – March 23
 - ? Teams Pick 2 Days to Fish Over 50-Day Period
 - ? Weigh-In at Strike-Zone Fishing in Jacksonville
 - o Awards Party – March 26
 - ? Event Held at the The BoatHouse St Augustine
 - ? Over 300 People Expected
- www.WahooShootout.com

Northeast Florida Kingfish Shootout

- Started in 2011
- Over 100 Boats Annually
- Based in St Augustine & Jacksonville
- The Northeast Florida Kingfish Shootout Has Been Replaced With the Old School Kingfish Shootout

Northeast Florida Dolphin/Tuna/Wahoo Shootout

- Took Place in 2017
- Over 100 Boats Participated
- Based in St Augustine & Jacksonville

of Teams

Only Required for Team Sports Event

Projected # of Participants*

Projected Event Attendance

2800

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.

- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

With the success of our event, we are proud to be able to give back to deserving local charities and organizations.

In 2025, We Donated to the Following Organizations:

- \$6,560 to the St Augustine High School Football Team
- \$9,100 to the Two Titmice Foundation (Provides Non-Medical Financial Assistance to Local Breast Cancer Patients)
- \$19,560 to the Daily's Foundation (Benefitting Nemours Children's Hospital)
- \$3,000 to the Women's Refuge of St Johns County
- \$1,010 to the Tom Coughlin Jay Fund

Since our inception in 2020, we have donated:

- More Than \$32,500 to the St Augustine High School Football Team
- More Than \$26,000 to the Two Titmice Foundation (Provides Non-Medical Financial Assistance to Local Breast Cancer Patients)
- More Than \$45,000 to the Daily's Foundation (Benefitting Nemours Children's Hospital)
- \$6,000 to the Women's Refuge of St Johns County
- \$5,000 to Vilano Beach Main Street
- \$3,500 to the Tom Coughlin Jay Fund
- \$3,000 to the St Johns County Junior Lifeguard Program

For 2026, we are working with Dennis Hollingsworth, the former St Johns County Tax Collector and a Fish Florida Board Member, to come up with some ideas on how we can impact the community further. Some ideas we have discussed include partnering with the county to host fishing clinics and getting involved with schools to promote fishing. We would also like to start a cast net clinic to teach kids how to throw a cast net. We also discussed getting more information about the potential for funding offshore reefs. Before Commissioner Paul Waldron passed away, this is one of the initiatives that he supported, but we don't know much about it. Mr. Hollingsworth is a great partner and we are thankful for his expertise and connections to help us find new opportunities that would help us in our mission to give back to the community.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

650

Comment: *Had 518 stays LY, this number is attainable. BM*

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

- 2023
 - o 654 Boats
 - o One of the Largest Kingfish Tournaments in the World
 - o Over 2,650 Anglers, Including 300 Registered Lady Anglers and 350 Registered Junior Anglers
 - o Boats from Florida, Georgia, South Carolina, Alabama, and Pennsylvania
 - o 76% of Registrations from Outside of St Johns County
 - o Over 580 Overnight Stays Generated
 - o \$327,250 Additional Economic Impact to St Johns County from Visiting Fishing Teams Spending Money on Gas, Bait & Tackle, Food & Entertainment, and Boat Storage or Slip Rentals
- 2024
 - o 686 Boats
 - o One of the Largest Kingfish Tournaments in the World
 - o Over 2,750 Anglers, Including 360 Registered Lady Anglers and 379 Registered Junior Anglers
 - o Boats from Florida, Georgia, South Carolina, Mississippi, Ohio, Pennsylvania, and North Carolina
 - o 72% of Registrations From Outside of St Johns County
 - o Over 600 Overnight Stays Generated
 - o Hundreds of Spectators Attended the Vilano Beach Main Street Community Event in Conjunction with the Tournament Weigh-In
 - o Hundreds of Volunteer Hours Generated
 - o \$338,900 Additional Economic Impact to St Johns County from Visiting Fishing Teams Spending Money on Gas, Bait & Tackle, Food & Entertainment, and Boat Storage or Slip Rentals
- 2025
 - o 695 Boats
 - o One of the Largest Kingfish Tournaments in the World
 - o Over 2,900 Anglers, Including 421 Registered Lady Anglers and 392 Registered Junior Anglers
 - o Boats from Florida, Georgia, South Carolina, Kentucky, Texas, Ohio, Pennsylvania, and North Carolina
 - o 72% of Registrations From Outside of St Johns County
 - o Over 630 Overnight Stays Generated
 - o Hundreds of Volunteer Hours Generated
 - o \$339,900 Additional Economic Impact to St Johns County from Visiting Fishing Teams Spending Money on Gas, Bait & Tackle, Food & Entertainment, and Boat Storage or Slip Rentals

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Partnering with hotels continues to be a challenge for us for multiple reasons. If we were hosting a baseball or soccer tournament, partnering with a hotel or hotels that are located close to the location of the tournament would make sense. However, because our event isn't centered on one location, partnering with a hotel on a block of rooms isn't feasible. But the main issue is that fishermen do not plan ahead and prefer to book at the last minute. When we have partnered with hotels in the past, we were able to offer deep discounts if they booked before May 31. But, most did not take advantage of the savings. And, understandably, hotels are not able to hold rooms until the week of the event. The people that do plan ahead tend to rent Airbnb's or VRBO's, which has become the most popular choice for our fishermen. The good news is that the people that stay in rental houses tend to have larger groups and stay for longer periods of time.

Due to these restrictions, we have a couple of measures in place that will be detailed in the Event Participation Registration Info section below.

The Visitors and Conventions Bureau has been very supportive in helping us find hotels that would be willing to partner and accommodate our participants tendencies to wait until the last minute. We will continue to seek their help moving forward.

TDC Marketing and Event Registration Info

TDC Marketing Requirement Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

The TDC logo will appear on all marketing materials, including posters, apparel, step and repeat banners, sponsor banners, and the tournament website.

The Destination Video is embedded on the Hotels & Dockage page of our website.

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

Registration Info Will Include City/State/Zip Information

Overnight Planning Questions Have Been Added to Registration Form on Our Website
(<https://www.oldschoolkingfish.com/registration/>)

- o Are You Planning To Stay Overnight?
- o If Yes, How Many Rooms?
- o If Yes, How Many Nights?

Hotel Tracking Codes Will Help Track "Heads in Beds"

\$1,000 Traveling Angler Bonus

- o To Qualify for the Bonus, Attendees Must Sign Up at the Kickoff Party and Provide the Following Information:

- Property Name
- Zip Code of the Property
- Participant Zip Code
- Number of Rooms
- Number of Nights
- Email Confirmation With Proof of Stay is Required

Comment: *Great idea offering a bonus to gather the required overnight stay info. BM*

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

2026 Grant-Expense-Form.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Lauren Dozier

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Lauren Dozier

File Attachment Summary

Applicant File Uploads

- 2026 Grant-Expense-Form.xlsx

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ 2,400.00	Admissions
Housing		\$ 1,750.00	Contribtions
Food		\$ 3,000.00	Grants(Include TDT F
Sanction Fee		\$ 156.00	Sponsorships
*Site Fees		\$ 153.75	Sales(Merch/Conce
Rights/Gaurantees Fees			Room Rebate
*Officials			
Equipment		\$ 5,000.00	
Rentals		\$ 14,000.00	
Insurance		\$ 1,500.00	
Security		\$ 750.00	
Labor		\$ 4,500.00	
*Direct Event Marketing Line Items (Please list detailed items below)			
Weigh-In Live Stream		\$ 14,000.00	
Video Production (Reels/Recap Videos)		\$ 3,500.00	
Florida Insider Fishing Report		\$ 4,500.00	
904 Happy Hour Partnership		\$ 4,500.00	
Jax Boat Show Kids Fishing Clinic Sponsor		\$ 1,500.00	
1010XL Radio	\$ 1,000.00	\$ 3,240.00	
iHeart Radio (WQIK/WPLA)	\$ 20,000.00	\$ 3,607.00	
META (Facebook & Instagram Ads)		\$ 3,600.00	
Google Ads		\$ 530.00	
Print		\$ 1,800.00	
STA Marketing - Design & PR		\$ 3,000.00	
Email/Text		\$ 1,250.00	
Awards	\$ 122,500.00	\$ 125,000.00	
Adminstrative Cost		\$ 400.00	
Other Expenses Please List Below			Other Income Please List Below
Ancient City Farmstead Rental Fee		\$ 7,500.00	
Junior Angler Captains Bags		\$ 6,200.00	
Junior Angler Towels		\$ 6,500.00	
Captains Bags		\$ 11,000.00	
DJ		\$ 750.00	
Sound System - Ancient City Farmstead & Pier		\$ 2,250.00	
Photo Booth		\$ 1,500.00	
Kids Zone - Bounce Houses, Captain Character, etc		\$ 4,000.00	
Merchandise/Apparel		\$ 24,000.00	
Website Management & Maintenance		\$ 1,000.00	
Portable Restrooms		\$ 1,300.00	
SubTotal:	\$ 143,500.00	\$ 269,636.75	Subtotal:
Total:		\$ 413,136.75	Total:

* Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officia

Old School Kingfish Shootout

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

Old School Kingfish Shootout

Paul Dozier
450-106 State Road 13 N #143
St Johns, FL 32259

ldozier8@gmail.com
O: 904-626-3727

Lauren Dozier

ldozier8@gmail.com
O: 904-626-3727

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: Great event that has been around for many years.

John Tharpe: Welcome Back Old School Kingfish Shootout 2026

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 40

John Tharpe: 40

Lauren Watkins: 40

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: Great event that has a high number of overnight stays.

John Tharpe: 650 Room nights projected

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: This event has people staying for an average of 3 days similar to LY.

John Tharpe: 3 Nt. avg. stay

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: *[Unanswered]*

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: Event takes place in the peak time.

John Tharpe: June (Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 4

John Tharpe: 8

Lauren Watkins: *[Unanswered]*

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Give back to local charities.

John Tharpe: Donation to a local non -profit

A complimentary clinic is being planned for 2026 during the event

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 40

John Tharpe: 40

Lauren Watkins: 40

R5:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R7:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R8:C2*

Robert MCFarland: 4

John Tharpe: 8

Lauren Watkins: 8

Final Score (24 - 100 points)*

85–100 points ,eligible for 100% of eligible amount

65–84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 75

John Tharpe: 75

Lauren Watkins: 78

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 22500

John Tharpe: 22500

Lauren Watkins: 22500

Game On! St. Augustine Triathlon - Summer

TDT Sports Tourism Grant Application FY 26'

W B Events, LLC d/b/a Game On Race Events

Mr Brian Gerard Huether
1095 Military Trail, Unit # 9204
Jupiter, FL 33468

Brian@GameOnRaceEvents.com
O: 561-768-7889

Mr Brian Gerard Huether

brian@gameonraceevents.com
O: 954-647-1383

Application Form

Event Information

Event Name*

Name of Event

Game On! St. Augustine Triathlon - Summer

Event Detail*

Please provide a detailed description of the event.

Olympic Triathlon

Swim: .9 miles

Bike: 24.8 miles

Run: 6.2 miles

Olympic Duathlon

Run: 1 miles

Bike: 24.8 miles

Run: 6.2 miles

Olympic Aquabike Race

Swim: .9 miles

Bike: 24.8 miles

Sprint Triathlon

.25 Mile Swim

11 Mile Bike

3.1 Mile Run

Sprint Duathlon

1 Mile Run

11 Mile Bike

3.1 Mile Run

with relay options

Please join us in Vilano Beach for the St. Augustine Triathlon on Sunday, July 26th!

For more than two centuries, Vilano Beach has been the beach that locals go to. It's a choice spot north of St. Augustine popular for its casual atmosphere, quiet ambiance, and natural surroundings. To get to Vilano Beach, you must take the scenic route. And by that, we mean coastal A1A, a designated All-American Road. This Byway supports a variety of wildlife including birds, the gopher tortoise, and endangered species.

This destination race will be hosted at Vilano Beach and will include an Olympic distance Triathlon, Duathlon and Aquabike as well as the Sprint Triathlon and Sprint Duathlon. The swim will take place in the Atlantic Ocean, with a scenic bike course taking you North on A1A through the Guana Tolomato Matanzas National Estuarine Research Reserve (GTM Research Reserve). Finish with a run through the tropical "Keys-like"

neighborhood and along the Vilano Beach Nature Boardwalk with amazing views of the wetlands and the collection of mosaic art of local wildlife.

Legal Name of Host Organization*

W B Events, LLC d/b/a Game On Race Events

Date of Event*

Sunday, July 26, 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

8000

Comment: The eligible grant amount is met with the attached budget and the trifind marketing campaign. BM

How many years has this event taken place in St. Johns County?*

3

Sport*

Triathlon, Duathlon, Aquabike

Organization/Event Website*

<https://gameonraceevents.com/>

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Brian Huether

Primary Contact Phone Number*

9546471383

Primary Contact Email Address*

Brian@GameOnRaceEvents.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Vilano Beach Oceanfront Park

Road Closure: Anahma Drive from Ferrol Road to Corunna Street

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Game On! Run for Responders 5K 01/04/2025-Cocoa, FL
MLK5K/10K and Divine Nine 5K Challenge 01/25/2025-Riviera Beach, FL
Game On! Marathon of the Treasure Coast 03/02/2025-Stuart, FL
Game On! - Treasure Coast Tri - Spring 03/16/2025-Fort Pierce, FL
Game On! Run Singer Island 03/28/2025-Riviera Beach, FL
Game On! Ponte Vedra Beach Triathlon 05/17/2025 - Ponte Vedra Beach, FL
Wounded Veterans Relief Fund Running for Heroes 5K 05/24/2025-Jupiter, FL
Game On! Escape to Hutchinson Island Triathlon #1 06/08/2025-Stuart, FL
Turtleman Triathlon 06/21/2025-Jupiter, FL
Bill Bone 5K 07/04/2025-West Palm Beach, FL
Game On! Palm Beaches Triathlon 07/13/2025-Singer Island, FL
Mermaid Open Water Swim 08/09/2025-Stuart, FL
Game On! Escape to Hutchinson Island Triathlon #2 08/10/2025-Stuart, FL
Game On! Key Largo Triathlon Summer 08/17/2025-Key Largo, FL
South Seas Captiva Island Triathlon & 5K 09/06/2025-Captiva Island, FL
Game On! Palm Beaches Triathlon #2 09/14/2025-Singer Island, FL
Game On! Run Hutchinson Island Half Marathon & 10K 10/05/2025-Fort Pierce, FL
Game On! Saint Augustine Triathlon - Fall 10/12/2025-Vilano Beach, FL
The Bill Bone Tropical Triathlon 10/19/2025-Lake Worth, FL
Game On! Riverfront Tri @ Cocoa Presented by Publix 11/02/2025-Cocoa, FL
Pelican Yacht Club Turkey Trot 5K 11/27/2025-Fort Pierce, FL
Game On! - Treasure Coast Tri - Winter 12/07/2025-Fort Pierce, FL

of Teams

Only Required for Team Sports Event

Projected # of Participants*

Projected Event Attendance

400

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

Game On Race Events will be hosting 3 triathlons in St. Johns County in 2025. The Game On! St. Augustine Triathlon on October 17, 2025 will provide a positive impact to the community in several ways. Triathlon positively impacts a local community by promoting healthy lifestyles, boosting local businesses through tourism, creating a sense of community spirit, encouraging physical activity, and often leading to increased interest in public infrastructure like bike paths and swimming facilities, all through the event's participation and focus on fitness across various disciplines like swimming, cycling, and running.

Key ways a triathlon benefits the local community:

- Health and Wellness:

By encouraging people to participate in a physically demanding event, triathlon can inspire more residents to adopt healthier habits and engage in regular exercise, leading to improved overall health within the community. A 15% off discount will be offered to local triathlon coaches and clubs.

- Economic Boost:

Hosting a triathlon attracts visitors from outside the area who spend money on lodging, food, and local goods, creating a significant economic boost for businesses.

- Community Pride:

A triathlon can bring people together, creating a sense of community pride and shared accomplishment as residents cheer on participants and volunteer at the event.

- Youth Inspiration:

Seeing their parents and other adult athletes compete in a triathlon can inspire young people to pursue active lifestyles and participate in sports.

- Volunteer Opportunities:

A triathlon often requires a volunteer workforce, providing local residents with opportunities to contribute to the community and connect with others. In the past, local groups (JROTC, Honor society, key clubs, high school sports teams, boy scouts, etc.) have volunteered at our events to earn a donation to their program. Many groups would rather bring 15-20 students to a race and volunteer to raise money rather than selling candy or participating in another fundraiser.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

300

Comment: Had 196 stays LY and hope to see a bump up to 300. BM

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

2

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2025 410 participants 306 room nights

2024 264 participants 130 room nights (event had to be postponed and rescheduled to November due to Hurricane Milton, many participants could not make new date)

2023 348 participants 215 room nights

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Holiday Inn Express - St. Augustine/Vilano Beach

140 Vilano Road

St. Augustine, FL 32084

(904) 481-8300 - Michael

Hampton Inn & Suites - St. Augustine/Vilano Beach

95 Vilano Road

St. Augustine, FL 32084

(904) 827-9797 - Karen

Ocean View Lodge

2701 Anahma Drive

Saint Augustine FL 32084

(904) 819-5555 - Remi

Hyatt Place - St. Augustine/Vilano Beach

117 Vilano Road

St. Augustine, FL 32084

(904) 285-1111

TDC Marketing and Event Registration Info

TDC Marketing Requirement Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

St. Augustine Triathlon Marketing Plan

The St. Augustine Triathlon will attract both in-state and out-of-state attention as a destination event. The uniqueness and beauty of St. Augustine will set itself apart from other triathlons throughout the United States. The St. Augustine Triathlon courses: ocean swim, flat/fast bike and scenic run will attract triathletes of all ability levels.

In order to attract and engage this audience, the St. Augustine Triathlon will strategically spend ad dollars in on-line and print publications that reach this target market, as well as geo target audiences where large numbers of triathletes/triathlon clubs come from. Our marketing plan will also target our out of county marketing to sites where triathletes visit the sites looking for specific race distances, even if they are not looking in our geographic region, furthering our reach.

Utilizing bloggers and race "ambassadors" will enable us to increase our social media presence. Ambassadors are "influencers" who are selected due to their following and the demographics of their followers. The ambassadors post regularly about their training and progress prior to race day. These followers then look forward to meeting the Ambassadors once in town for the race, thereby providing a sense of community and comradery throughout the race weekend and on the course. This also provides an extra push of positive social media presence.

We will promote the "race-cation" angle. Come for the race, bring the entire family and stay for the weekend! TriFind: \$1,500 A marketing campaign (with exclusivity) that will include a photo ad on the Tri Find triathlon calendar.

Social Media: \$1,000 Facebook, Instagram and Twitter advertising/posts promoting the St. Augustine Triathlon.

Finisher medals and race bibs: \$5,000

Printing/Promotional signage total: \$1,000

Promotional Products T-shirts/Hats: \$5,000

Total Marketing/Advertising Budget: \$13,500

In return for TDC grant award, St. John's County will receive sponsorship benefits:

- o Name/Logo on event finisher medal
- o Name/Logo on athlete race bib numbers
- o Name/Logo on athlete event t-shirts
- o Press Release announcing sponsorship/partnership with St. John's County
- o Electronic and Social Media
 - Facebook and Instagram posts
 - E-mail marketing
- Will include TDC advertisement promoting St. John's County as a destination (over 35,000 athletes in our database)
 - St. John's County TDC logo on www.GameOnRaceEvents.com website
 - Ads purchased promoting St. Augustine Triathlon on national industry websites (Tri-Find, Slowtwitch, etc.)
- o Print media

- Flyers or brochures stuffed in all race packets (TDC to provide)
- St. John's County TDC signage displayed at the event
- PA Announcements during the event promoting St. John's County TDC

In addition, the St. Johns TDC video will be embedded on the event website.

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

Event monitoring 7.16.2026.pdf

See attachment.

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form 7.26.26.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Brian Huether

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Brian Huether

File Attachment Summary

Applicant File Uploads

- Event monitoring 7.16.2026.pdf
- Grant-Expense-Form 7.26.26.xlsx

Game On! St. Augustine Triathlon

Event Monitoring Plan – July 26, 2026

Game On Race Events uses the RunSignUp registration platform for all our events. The RunSignUp registration platform allow us to gather a variety of information on our participants. In addition to the normal information such as name, address, phone number, e-mail address, age, gender, etc., the platform allows us to ask specific questions to the participants when registering such as:

Are you staying in a hotel?

What hotel are you staying in?

How many rooms?

How many nights?

How many people in your traveling party?

These are REQUIRED questions they must provide an answer. If they do not know yet, they can respond “Don’t know yet”.

Once we have this information, we verify their answers when they pick up their race packet. For example, “Are you staying at the Hilton Garden Inn, using 2 rooms for 2 nights?” or “When registering, you didn’t know if you were staying in a hotel or not, are you staying in a hotel?”.

This information is also helpful to find out where our racers are coming from. For example, if we see a large number of racers are coming from a specific area, inside or outside Florida, we can allocate additional marketing dollars to that specific region. On the reverse side, if we spent a large amount of money on marketing for a certain area, and there is not a noticeable response, we did not get a good ROI. For the next race, we would shift those marketing dollars to a different area.

Projected Expenses	In-Kind	Cash	Projected Income	In-Kind	Cash
Travel		\$1,700.00	Admissions		\$40,000.00
Housing		\$1,800.00	Contributions		\$ -
Food		\$1,500.00	Grants(Include TDT Request)		\$8,000.00
Sanction Fee		\$185.00	Sponsorships		\$1,500.00
*Site Fees			Sales(Merch/Concessions)		\$ -
Rights/Guarantees Fees		\$335.00	Room Rebates		\$ -
*Officials					
Equipment		\$2,250.00			
Rentals		\$1,100.00			
Insurance		\$250.00			
Security		see below			
Labor		see below			
*Direct Event Marketing Line Items (Please list detailed items below)					
Event T-shirts		\$3,000.00			
Event bibs		\$450.00			
Signage		\$950.00			
Social Media		\$1,500			
Event Awards		\$850.00			
Swim caps		\$1,580.00			
Finisher medals		\$2,600.00			
Administrative Cost		\$2,500			
Other Expenses Please List Below			Other Income Please List Below		
St . Johns County Sheriff's Office		\$2,500.00			
St. John's County Fire Rescue		\$1,300.00			
Ocean Rescue lifeguards		\$1,100.00			
Contract Race Workers		\$7,000.00			
Race Supplies		\$5,000.00			
Miscellaneous		\$2,000.00			
SubTotal:	\$ -	\$ 41,450.00	Subtotal:	\$ -	\$ 49,500.00
Total:		\$ 41,450.00	Total:		\$ 49,500.00

* Only items for eligible for grant reimbursement are site fees, marketing/promotions, and 10% of officials cost

Game On! St. Augustine Triathlon - Summer

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

W B Events, LLC d/b/a Game On Race Events

Mr Brian Gerard Huether
1095 Military Trail, Unit # 9204
Jupiter, FL 33468

Brian@GameOnRaceEvents.com
O: 561-768-7889

Mr Brian Gerard Huether

brian@gameonraceevents.com
O: 954-647-1383

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: Great event.

John Tharpe: Welcome back Game On! and the 2026 St. Augustine Triathlon

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 20

John Tharpe: 20

Lauren Watkins: 20

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: Should be attainable had 196 PY.

John Tharpe: 300 room nights are projected

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 2 nt. avg stay

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: Event during peak period.

John Tharpe: July (Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 0

John Tharpe: 0

Lauren Watkins: 4

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Did not see any community contribution related to the scoring criteria.

John Tharpe: No donation to a local non -profit, no complimentary clinic, and no discount for local participants.

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 20

John Tharpe: 20

Lauren Watkins: 20

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R7:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R8:C2*

Robert MCFarland: 0

John Tharpe: 0

Lauren Watkins: 4

Final Score (24 - 100 points)*

85-100 points ,eligible for 100% of eligible amount

65-84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 45

John Tharpe: 50

Lauren Watkins: 49

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 4000

John Tharpe: 4000

Lauren Watkins: 4000

Pre-Season Girls and Boys Invitational Tournament Series

TDT Sports Tourism Grant Application FY 26'

Florida Elite Soccer Academy

Mr Chris Brunner
112 Bartram Oaks Walk
#600308
St Johns, FL 32260

info@floridaelitesa.com
0: 904-434-8528

Mr Chris Brunner

chris@sportingjaxacademy.com
0: 904-434-8528

Application Form

Event Information

Event Name*

Name of Event

Pre-Season Girls and Boys Invitational Tournament Series

Comment: Talked to Chris on 12/11/25 on the phone and updated the name of the event. BM

Event Detail*

Please provide a detailed description of the event.

The Sporting Jax Soccer Academy Invitational Tournament Series brings together top-class youth competition, elite-level facilities, and an unforgettable soccer environment for teams across the region. Designed for U8–U18 Boys and Girls competitive teams, this series offers a professionally organized tournament platform where players can showcase talent, compete with intensity, and experience the passion of the game at its highest standard.

Fields are maintained to professional-level expectations, schedules are built for fairness and flow, and referees are licensed to ensure consistency and quality across all age groups. With a focus on development, sportsmanship, and club-to-club competition, the Invitational Series is the perfect stage for teams preparing for seasonal play or seeking high-level tournament experience.

Teams will enjoy:

Three game guarantees depending on bracket

Well balanced divisions for all competitive levels (Premier & Classic options available)

Certified officiating crews

Awards for finalist and champion teams

On-site concessions, vendors, and family-friendly experience

Beautiful Northeast Florida weather + top-tier facility layouts

Whether you are tuning up for State Cup, preparing for League competition, or seeking a travel event with quality opponents — the Sporting Jax Invitational delivers high tempo, fantastic organization, and a memorable tournament atmosphere.

Legal Name of Host Organization*

Florida Elite Soccer Academy DBA Sporting Jax Soccer Academy

Date of Event*

8/22/26 - 8/30/26

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

15000

Comment: *Grant eligible amount exceeds the request. BM*

How many years has this event taken place in St. Johns County?*

10

Sport*

Youth Soccer

Organization/Event Website*<https://www.sportingjaxacademy.com/tournaments>**Organization Type***

Please Check Type of Organization

Non-Profit

Primary Contact Name*

Chris Brunner

Primary Contact Phone Number*

904-434-8528

Primary Contact Email Address*

chris@sportingjaxacademy.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Veterans Park: 1332 Veterans Parkway, St Johns Florida 32259

Aberdeen Park: 1401 Shetland Dr, St Johns, FL 32259

Durbin Park: 345 Islesbrook Pkwy, St Johns, FL 32259

Plantation Park: 3060 Race Track Rd, St Johns, FL 32259

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

*Invitational Tournament Series 2025: 8/16/25 - 8/24/25

Veterans Park: 1332 Veterans Parkway, St Johns Florida 32259

Aberdeen Park: 1401 Shetland Dr, St Johns, FL 32259

Durbin Park: 345 Islesbrook Pkwy, St Johns, FL 32259

Plantation Park: 3060 Race Track Rd, St Johns, FL 32259

*Winter Invitational Tournament: 1/24/26 - 1/25/26

Veterans Park: 1332 Veterans Parkway, St Johns Florida 32259

Aberdeen Park: 1401 Shetland Dr, St Johns, FL 32259

Durbin Park: 345 Islesbrook Pkwy, St Johns, FL 32259

*These 2 Tournaments have been held for 10 consecutive years

of Teams

Only Required for Team Sports Event

300

Projected # of Participants*

Projected Event Attendance

12000

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

Free entry to all local residents
Profits will benefit our Scholarship program as always

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County
347

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County
2

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

Florida Elite Soccer Academy - 2025 Boys Florida Elite Invitational

Economic Impact Report

08/15/2025 - 08/17/2025

Report: TT-EIRHotel Pickup Revenue

Hampton Inn St. Augustine - I-95 Hampton Inn St. Augustine US1 North Home2 Suites by Hilton St. Augustine
I-95 45 \$6,705.00

20 \$3,460.00

15 \$3,255.00

Totals: 80 \$13,420.00

Florida Elite Soccer Academy - 2025 Girls Florida Elite Invitational

Economic Impact Report

08/22/2025 - 08/24/2025

Report: TT-EIRHotel Pickup Revenue

Best Western St. Augustine Beach Inn Hampton Inn St. Augustine - I-95 Hampton Inn St. Augustine US1 North
Holiday Inn Express St. Augustine - Vilano Beach Holiday Inn St Augustine - World Golf Home2 Suites by
Hilton St. Augustine I-95 World Golf Village Renaissance St. Augustine Resort 30 \$5,310.00

54 \$8,046.00

26 \$4,238.00

42 \$7,518.00

65 \$10,205.00

20 \$3,980.00

30 \$5,880.00

Totals: 267 \$45,177.00

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Best Western St. Augustine Beach Inn Hampton Inn St. Augustine - I-95 Hampton Inn St. Augustine US1 North Holiday Inn Express St. Augustine - Vilano Beach Holiday Inn St Augustine - World Golf Home2 Suites by Hilton St. Augustine I-95 World Golf Village Renaissance St. Augustine Resort

Contact:

Toon Devits
Account Manager
TRAVELING TEAMS®
Tel (248) 719 - 2456

TDC Marketing and Event Registration Info**TDC Marketing Requirment Explanation***

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

TDC Logo and Video are prominently displayed and marketed on Tournament Pages:
<https://www.sportingjaxacademy.com/WinterInvitational>

Comment: *Confirmed by checking the website. This is for the winter tournament, but page will stay the same, and the tournament will change. Will check again as event gets closer. BM 12/11/25*

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

Team Name

Coaches Name

Primary Contract Full Name

Primary Contact City, State, Zip, Phone

Official Player Passes

Official Team Roster sanctioned by USSF approved league

All Teams traveling over 90 miles are required to stay at one of our participating hotels

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

St Johns TDC Grant Budget 2025.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Chris Brunner

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Chris Brunner

File Attachment Summary

Applicant File Uploads

- St Johns TDC Grant Budget 2025.xlsx

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ 350.00	Team Registration
Housing	\$ 4,000.00		Contribution
Food		\$ 4,320.00	Grants(Include TDT)
Sanction Fee		\$ 4,200.00	Sponsorships
*Site Fees		\$ 14,725.00	Sales(Merch/Concessions)
Rights/Guarantees Fees		\$ -	Room Rebate
*Officials		\$ 120,675.00	
Equipment		\$ -	
Rentals		\$ 2,100.00	
Insurance		\$ -	
Security		\$ 10,900.00	
Labor		\$ 4,500.00	
*Direct Event Marketing Line Items (Please list detailed items below)			
GotSport Tournament ad 1		\$ 1,250.00	
GotSport Tournament ad 2		\$ 1,250.00	
Sports Recruits national ad		\$ 1,500.00	
Awards		\$ 31,000.00	
Administrative Cost		\$ 13,500.00	
Other Expenses Please List Below			Other Income Please List Below
Dumpster Fees		\$ 1,800.00	
Janitorial		\$ 1,200.00	
Fuel		\$ 450.00	
Parking Lot Attendants		\$ 2,950.00	
Athletic Trainer Fees		\$ 14,530.00	
SJC Labor Fees		\$ 1,300.00	
SubTotal:	\$ 4,000.00	\$ 232,500.00	Subtotal:
Total:		\$ 236,500.00	Total:

* Only items for eligible for grant reimbursement are site fees, marketing/promotions, and 10% of officials fees.

Pre-Season Girls and Boys Invitational Tournament Series

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

Florida Elite Soccer Academy

Mr Chris Brunner
112 Bartram Oaks Walk
#600308
St Johns, FL 32260

info@floridaelitesa.com
O: 904-434-8528

Mr Chris Brunner

chris@sportingjaxacademy.com
O: 904-434-8528

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: Great soccer tournament series that comes every year.

John Tharpe: Welcome back to St. Augustine Florida Elite Soccer Academy!

Lauren Watkins: BM - Can you put how much they are eligible for? I put \$0 because you didn't let us know in this one like in others.

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 20

John Tharpe: 20

Lauren Watkins: 30

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 347 Room Nights are projected for this event

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: Average length of stay for both weekends is 2. BM

John Tharpe: Avg length of stay is 2 nights

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 25

John Tharpe: 25

Lauren Watkins: 25

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: Non-peak period event

John Tharpe: August 22-30, 2026 (Non Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 2

John Tharpe: 6

Lauren Watkins: 2

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Free entry for local residents.

John Tharpe: Free entry to all local residents and Profits will benefit our Scholarship program as always

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 30

John Tharpe: 20

Lauren Watkins: 30

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R7:C2*

Robert MCFarland: 25

John Tharpe: 25

Lauren Watkins: 25

R8:C2*

Robert MCFarland: 2

John Tharpe: 6

Lauren Watkins: 2

Final Score (24 - 100 points)*

85–100 points ,eligible for 100% of eligible amount

65–84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 57

John Tharpe: 50

Lauren Watkins: 65

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 11250

John Tharpe: 7500

Lauren Watkins: 0

2026 Ancient City Championship

TDT Sports Tourism Grant Application FY 26'

Lion's Den Karate, LLC

Mr Jose L Leno
5471 Muskogean St
Saint Augustine, FL 32092

barbarabennett.LDK@gmail.com
O: 904-826-1904

Ms Barbara Ann Bennett

barbarabennett.LDK@gmail.com
O: 904-826-1904

Application Form

Event Information

Event Name*

Name of Event

2026 Ancient City Championship

Event Detail*

Please provide a detailed description of the event.

Lion's Den Karate, LLC has operated a martial arts school in St. Augustine, Florida since 2006. We offer instruction in English, Spanish, and American Sign Language. Lion's Den also has an after school program which provides transportation from four local elementary schools. Three years ago, we became promoters for USA Sport Karate. This league is growing. Currently, they hold tournaments all over the state of Florida and have recently moved into Pennsylvania, New York, and New Jersey. They also hold tournaments in the countries of Mexico and Guatemala. They are in discussions for a tournament in Puerto Rico as well. Three years ago, Lion's Den hosted the first Ancient City Championship Open Martial Arts tournament. Since, we have become a regular part of the USA Sport Karate's annual set up of events. We are officially District 4 which includes Gainesville and Brunswick, Georgia. In 2026, our tournament will be held on August 29th. We are hoping to again use the Renaissance Convention Center at World Golf Village. Though the Renaissance has raised their site fee, this is a larger venue than USA Sport Karate typically uses which is our main reason for seeking the grant each year. Our goal is to upgrade the customer experience. (Typically, karate tournaments are held in school gyms where space is limited.) We chose Labor Day Weekend to encourage people not only to come to St. Augustine for our tournament but also to stay and enjoy our city. This is an off-season event.

Legal Name of Host Organization*

Lion's Den Karate, LLC

Date of Event*

August 29, 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

7145

Comment: *Grant Eligibility meets requirements according to the attached budget. BM 12/11/25*

How many years has this event taken place in St. Johns County?*

3

Sport*

Martial Arts

Organization/Event Website*

www.USASportKarate.com and www.LionsDenKarate.com

Organization Type*

Please Check Type of Organization

For-Profit

Primary Contact Name*

Barbara Bennett

Primary Contact Phone Number*

904-327-4217

Primary Contact Email Address*

BarbaraBennett.LDK@gmail.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

No roads will be closed.

Event to take place at the Renaissance Hotel and Convention Center in World Golf Village.

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Ancient City Championship 2023 held at Mill Creek Elementary School. Ancient City Championship 2024 and 2025 both held at the Renaissance Hotel and Convention Center.

of Teams

Only Required for Team Sports Event

35

Projected # of Participants*

Projected Event Attendance

500

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

Lion's Den Karate will make a donation to LDK Parenting Foundation to assist with the after school transportation program for martial artists. Last year we donated \$850 to Lion's Den's traveling tournament team to help with travel expenses. The team was invited to participate in the World Games in Oslo, Norway. Six local competitors attended and returned with 6 gold, 7 silver and 4 bronze medals.

Annually, we offer volunteer opportunities (community service hours) to high school students to help out with the event.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

60

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

1

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

For different reasons, we have struggled each year to confirm our overnight stays. People are just not clicking the links to register for hotels, so the hotels are not able to accurately report registration numbers. Last year, I conducted a survey at the door of the event and submitted my results. Overnight stays were scattered from the event hotel to Airbnb's. We do not know ahead of time where people will stay. This year, I am planning a raffle. If guests will complete a survey about their accommodations, they will be entered in a raffle for a St. Augustine experience. (The exact St. Augustine experience has not been determined.) USA Sport Karate will not accommodate my request to add questions to registration. I am open to other suggestions.

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Renaissance Hotel and Convention Center will be our suggested location as that is where we plan to hold the event. Nothing is secured until we receive grant information since this location has raised its site fee.

TDC Marketing and Event Registration Info**TDC Marketing Requirement Explanation***

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

Lion's Den will advertise locally primarily through social media and PeachJar. TDC logos will be displayed on every announcement. It is not possible to embed the video on our website, but we will promote it through FaceBook. We will also issue a press release.

USA Sport Karate has its own email distribution list. They will also add the TDC logo and destination video link to its social media advertising campaign. USA Sport Karate conducts a direct mailing campaign three times per year, but the postcards are designed to be generic for the league and will not include individual marketing materials. They are designed to direct people to the website via QR code. Currently, the Ancient City tournament is already listed with a flyer on their website. TDC logo can be added to this.

Comment: Will ask to see materials for post event when completed. BM

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

I have petitioned for this information to be included at registration. (Registration for this event is through an app called My Uventex.) USA Sport Karate uses this registration for all of its events and in the past has been unwilling to accommodate this request. The system does track registration numbers (sorted by athlete and spectator) as well as home address. In 2025, we had 207 competitors and sold 275 spectator passes. Of this number, only 72 registered from St. John's County. As this event is part of the newly formed "District 4" we are also supported by "District 2."

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-AC2026.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Barbara Bennett

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this

application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Barbara Bennett

File Attachment Summary

Applicant File Uploads

- Grant-Expense-AC2026.xlsx

Projected Expenses	In-Kind	Cash	Projected Income
Travel		\$ 200.00	Admissions
Housing		\$ 800.00	Contributions
Food		\$ 600.00	Grants(Include TDT Request)
Sanction Fee - includes items below		\$ 1,900.00	Sponsorships
*Site Fees		\$ 4,700.00	Sales(Merch/Concessions)
Rights/Gaurantees Fees		N/A	Room Rebates
*Officials		\$ 1,000.00	
Equipment		Incl	
Rentals		Incl	
Insurance		Incl	
Security		Incl	
Labor - Medic		\$ 200.00	
*Direct Event Marketing Line Items (Please list detailed items below)			
PeachJar		\$ 300.00	
Jennifer Leonard - local social media		\$ 400.00	
Laura Burgess Marketing - press release		\$ 300.00	
USA Sport Social Media Campaign		\$ 1,345.00	
Awards		\$ 3,500.00	
Adminstrative Cost		\$ 400.00	
Other Expenses Please List Below			Other Income Please List Below
SubTotal:	\$ -	\$ 15,645.00	Subtotal:
Total:		\$ 15,645.00	Total:

* Only items for eligible for grant reimbursement are site fees,marketing/promotions, and 10% of officials cost

2026 Ancient City Championship

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

Lion's Den Karate, LLC

Mr Jose L Leno
5471 Muskogean St
Saint Augustine, FL 32092

barbarabennett.LDK@gmail.com
O: 904-826-1904

Ms Barbara Ann Bennett

barbarabennett.LDK@gmail.com
O: 904-826-1904

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: Great Karate event that has been around for the last couple of years. It is great they are holding at the WGV Renaissance.

John Tharpe: Welcome back Lion's Den Karate and Ancient City Championship

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: 60 room nights, a small overnight stay event.

John Tharpe: 60 Room Nights are projected for this event.

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: Value visitor with an average of 1 stay.

John Tharpe: Avg. 1 night stay

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 25

John Tharpe: 25

Lauren Watkins: 25

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: During a non-peak period.

John Tharpe: Event is scheduled for August 29, 2026 (Non Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 4

John Tharpe: 4

Lauren Watkins: 4

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Donate to a nonprofit the LDK Parenting Foundation.

John Tharpe: Donation to a non-profit (LDK Parenting Foundation)

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R7:C2*

Robert MCFarland: 25

John Tharpe: 25

Lauren Watkins: 25

R8:C2*

Robert MCFarland: 4

John Tharpe: 4

Lauren Watkins: 4

Final Score (24 - 100 points)*

85–100 points ,eligible for 100% of eligible amount

65–84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 49

John Tharpe: 50

Lauren Watkins: 49

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 3075

John Tharpe: 3075

Lauren Watkins: 3573

The Junior PLAYERS Championship

TDT Sports Tourism Grant Application FY 26'

American Junior Golf Association

Stephen Hamblin
1980 Sports Club Drive
Braselton, GA 30517

ajga@ajga.org
0: 770-868-4200

Matt Emmi

memmi@ajga.org
0: 770-868-4200

Application Form

Event Information

Event Name*

Name of Event

The Junior PLAYERS Championship

Event Detail*

Please provide a detailed description of the event.

The Junior PLAYERS Championship is a national junior golf event run by the AJGA in conjunction with TPC Sawgrass to give the opportunity to junior golfers (ages 12-18) looking to earn college golf scholarships through competitive junior golf. This field will include 78 players nationally and world wide.

Legal Name of Host Organization*

American Junior Golf Association

Date of Event*

September 3 - 6, 2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

16914

Comment: Based on attached expenses, \$10,000 for site, \$500 for officials, and \$2,000 for marketing. They are only eligible for \$12,500. BM

How many years has this event taken place in St. Johns County?*

18

Sport*

Golf

Organization/Event Website*

<https://www.ajga.org/>

Organization Type*

Please Check Type of Organization

Non-Profit

Primary Contact Name*

Matt Emmi

Primary Contact Phone Number*

772-834-1590

Primary Contact Email Address*

memmi@ajga.org

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

TPC Sawgrass - The Stadium PLAYERS Course
Sawgrass Marriott Golf Resort & Spa

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

N/A

of Teams

Only Required for Team Sports Event

Projected # of Participants*

Projected Event Attendance

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

If the event has charitable proceeds after costs, the AJGA will donate proceeds to the Tom Coughlin Jay Fund to impact the local community.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

360

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

4

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2023 - 78 participants and 108 spectators. 307 total room nights

2024 - 78 participants and 120 spectators. 339 total room nights

2025 - 78 participants and 125 spectators. 341 total room nights

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Sawgrass Marriott Golf Resort & Spa

Bryan Day

1000 Tournament Players Club Blvd

Ponte Vedra Beach, FL

(904) 285-7777

TDC Marketing and Event Registration Info

TDC Marketing Requirement Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

The TDC logo will be placed on on-site banners, featured on social media, and featured on the AJGA website with a link to destination video.

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

Junior PLAYERS Player Registration.pdf

See attached

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form - AJGA Junior PLAYERS 2026.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Matt Emmi

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Matt Emmi

File Attachment Summary

Applicant File Uploads

- Junior PLAYERS Player Registration.pdf
- Grant-Expense-Form - AJGA Junior PLAYERS 2026.xlsx

Below is our tournament registration survey. All players are required to complete the survey on-site with our staff before they can start the tournament. We compile all data and can share immediately after the event. Please see the second attachment for our economic impact report we put together each year as well.

Tournament Registration Survey
REG-0000088762

Related **Details**

Tournament Registration Survey Name	REG-0000088762	Player	Chase Hughes
AJGA Event	The Junior PLAYERS Championship presented by Rolex		
▼ Traveling Party			
Parents Traveling With Player	Yes	Total Number in Traveling Party	2
▼ Hotel/Housing			
Where Are You Staying	Sawgrass Marriott Golf Resort & Spa	Reservation Last Name	Hughes
How Many Nights	3	Hotel Room Number	428
Other Hotel			
▼ Rental Car			
Car Rental	Yes	Car Rental Company	Hertz
▼ Tournament Cookout / Social Activity			
Plan to Attend Cookout/Social Activity	Yes	How Many Guests Attending	2
▼ Golf Information			
Paid Rounds of Golf	1	Confirmed That Clubs are Conforming	Yes
Ball Given	TaylorMade TP5x	Ball Preferred	TaylorMade TP5x

The Junior PLAYERS Championship

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

American Junior Golf Association

Stephen Hamblin
1980 Sports Club Drive
Braselton, GA 30517

ajga@ajga.org
O: 770-868-4200

Matt Emmi

memmi@ajga.org
O: 770-868-4200

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: Great event that is a staple in SJC.

John Tharpe: Welcome Back to St. Johns County, American Junior Golf Association and The Junior PLAYERS Championship 2026.

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 30

John Tharpe: 30

Lauren Watkins: 20

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: Had 341 room nights LY. 360 is very possible.

John Tharpe: 360 Room Nights projected for 2026

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: High Value Visitor that stays through the week.

John Tharpe: 4 nights (September 2 - 6, 2026)

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 25

John Tharpe: 25

Lauren Watkins: 25

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: Great event during non-peak.

John Tharpe: September is Non-Peak

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 4

John Tharpe: 4

Lauren Watkins: 4

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: Proceeds after costs will be donated to the Tom Coughlin Jay Fund to impact the local community.

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 30

John Tharpe: 30

Lauren Watkins: 30 *[Answered By: Robert MCFarland]*

R5:C2*

Robert MCFarland: 15

John Tharpe: 15

Lauren Watkins: 15

R7:C2*

Robert MCFarland: 25

John Tharpe: 25

Lauren Watkins: 25

R8:C2*

Robert MCFarland: 4

John Tharpe: 4

Lauren Watkins: 4

Final Score (24 - 100 points)*

85–100 points ,eligible for 100% of eligible amount

65–84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%

official cost or \$30,000

Robert MCFarland: 74

John Tharpe: 75

Lauren Watkins: 74 *[Answered By: Robert MCFarland]*

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 9375

John Tharpe: 12685

Lauren Watkins: 6250

34th ANNUAL LABOR DAY SHOOTOUT

TDT Sports Tourism Grant Application FY 26'

Jacksonville FC, Inc.

Mr. Pat Cannon
2850 Hodges Boulevard
Jacksonville, FL 32224

office@jfcsoccer.com
0: 904-223-3606

Ms. Ann Marie Hett

ahett@jfcsoccer.com
0: 904-607-8180

Application Form

Event Information

Event Name*

Name of Event

34th ANNUAL LABOR DAY SHOOTOUT

Event Detail*

Please provide a detailed description of the event.

Jacksonville FC, Inc. will host the 34th annual Labor Day Shootout. This event will host 350 competitive soccer teams from all over the southeast region. This tournament is for teams looking for a great weekend filled with some highly competitive matches, high quality and professionally maintained soccer complexes/fields and outstanding beaches to enjoy during your downtime! We offer competitive tournament rates, very reasonable hotel rates from our partner hotel sponsors, Team and Individual awards to all champions!

Legal Name of Host Organization*

Jacksonville FC, Inc.

Date of Event*

9/4/2026 to 9/6/2026

Grant Amount Request*

Grantee request cannot exceed the cost of site fees, marketing materials, and 10% of the official cost or a maximum of \$30,000. If post event receipts/invoices are lower than grant request the grant will be lowered, if receipts/invoices are higher than grant request the grant amount cannot be increased during post event eval. The grantee can bring receipts/invoices to the panel review to request an increase in funding.

7500

Comment: Eligible for \$6000 based on attached budget. BM

How many years has this event taken place in St. Johns County?*

11

Sport*

soccer

Organization/Event Website*

<https://jfcsoccer.com/2025-labor-day-tournament>

Organization Type*

Please Check Type of Organization

Non-Profit

Primary Contact Name*

Pat Cannon

Primary Contact Phone Number*

9042945897

Primary Contact Email Address*

pcannon@jfcsoccer.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*

Davis Park - 210 Davis Park Road 32081

Nocatee Fields - 707 Little River Road 32081

Gamble Rogers - 6250 U.S. Rte 1, St. Augustine, FL 32086

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date

*If First Time Event Please Enter N/A

Pat Cannon - 9042945897 - no road closures

Patton Park - 2850 Hodges Blvd Jacksonville 32224

Ed Austin Park - 11751 Monument Road Jacksonville 32225

of Teams

Only Required for Team Sports Event

355

Projected # of Participants*

Projected Event Attendance

5500

Community Contribution*

Please provide a detailed explanation of whether your organization will be offering any of the following forms of community contribution:

- a. A donation to a local non-profit.
- b. A complimentary clinic during the event, hosted by your organization.
- c. Discounted entry for local participants.

Jacksonville FC is a soccer club that includes teams in the following league: MLS Next, ECNL, ECNL-RL, National Academy League, NPL and FCL League. These leagues will host games from August to May each year with teams coming into the area from all over Florida and the Southeast region. This will draw in players and families to stay in our area, eat at our local restaurants and shop at our businesses. We are a youth club that has over 2500 players, both competitive and recreational. We have options for players of all levels and provide scholarship opportunities for families who may not be able to afford the option for their child. Our players and families participate in several charity opportunities throughout the season to help families in need, including a Thanksgiving food drive, a Christmas toy drive for children at our local Hospice and an Easter drive for foster children.

Hotel/Lodging Information**Accommodations Impact***

Projected Overnight Stays in St. Johns County

2

Average # of Nights Stayed*

Please provide the projected average number of nights your participants stay using lodging in St. Johns County

100

Comment: *On par with last year's overnight stays results. BM*

3 Year History of the Event with Lodging & Attendance Statistics*

*If First Time Event Please Enter N/A

2025 LDSO - SJC 81 nights sold

Hilton Garden Inn Ponte Vedra – 57 room nights

Home2 Suites St. Aug – 24 room nights

Please List Secured Hotels*

Hotel Name, Contact Person, Property Address with Zip Code, Phone Number

Hilton Garden PV

Home 2 St Aug

Renaissance

Hampton PV

TDC Marketing and Event Registration Info

TDC Marketing Requirment Explanation*

Please explain how your organization will fulfill the marketing requirements outlined below:

The event/grantee must promote the Tourist Development Council (TDC) by:

- Displaying the TDC logo on event marketing materials.
- Featuring the TDC logo on the organization's website, if the organization has a website.
- Embedding the destination video on the organization's website, if the organization has a website.

The logo and video will be provided in a separate email.

We will post the logo on our event website that all applicants use to register their team. All emails that go out before the event and our welcome packet email sent to all participants will include the logo. The video will be available on our event website.

Event Participant Registration Info*

Please upload and/or provide an explanation of the event participant registration questions/data that will be collected for the event and post-event. This should include information such as overnight stays, average length of stay, participants or teams coming from outside St. Johns County, and any other relevant details.

Comprehensive%20Attendance%20Monitoring%20Plan%20-%20LDSO%202024.pdf

Jacksonville FC uses GotSport as our registration system. Teams must use GotSport to register their teams for the Jacksonville FC Labor Day Shootout. Jacksonville FC will use the team information from the registration process to collect how many teams are from St. Johns County vs. how many teams are from outside of the county. We can use these numbers to provide the

percentage of visitor to the area for the 3 day event.

Jacksonville FC is also provided documentation from GotSport Travel that includes the number of hotel rooms booked by county. Our event is a Stay to Play event, which means teams are required to book with our hotel vendors in order to participate in the event. At the end of the event we receive a report that provides the exact number of rooms booked in St. Johns County. Below is the information from our 2024 LDSO event.

Financials

Budget Excel Link

Please use the link provided to download the excel event budget spreadsheet. Upload this information to the question below (Event Budget) <https://stjohnsculture.com/wp-content/uploads/2024/03/Grant-Expense-Form.xlsx>

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form-2.xlsx

Certification of Authorized Representative

Sport Marketing Grant Policy Agreement*

<https://stjohnsculture.com/wp-content/uploads/2025/05/Sports-Grant-Policy-Updated.docx>

By electronically signing below, you acknowledge and agree to the policy outlined in the above link above.

Pat Cannon

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Pat Cannon

File Attachment Summary

Applicant File Uploads

- Comprehensive%20Attendance%20Monitoring%20Plan%20-%20LDSO%202024.pdf
- Grant-Expense-Form-2.xlsx

Comprehensive Attendance Monitoring Plan*

Please upload a detailed description on how your event is going to monitor attendance. In addition, please include how your event will determine the percentage of participants coming from St. Johns County and outside of St. Johns County.

Jacksonville FC uses GotSport as our registration system. Teams must use GotSport to register their teams for the Jacksonville FC Labor Day Shootout. Jacksonville FC will use the team information from the registration process to collect how many teams are from St. Johns County vs. how many teams are from outside of the county. We can use these numbers to provide the percentage of visitor to the area for the 3 day event.

Jacksonville FC is also provided documentation from GotSport Travel that includes the number of hotel rooms booked by county. Our event is a Stay to Play event, which means teams are required to book with our hotel vendors in order to participate in the event. At the end of the event we receive a report that provides the exact number of rooms booked in St. Johns County. Below is the information from our 2024 LDSO event.

J F C

GOTTRAVEL HOTEL SUMMARY

JFC Labor Day Shootout 2024 Financial Impact St Johns County



Hotel Name	Room Nights Sold	Rate	Total Tax Collected	Total Economic Impact
Hilton Garden PV	115	\$ 169.00	\$ 2,623.73	\$ 22,058.73
Home 2 St Aug	35	\$ 159.00	\$ 751.28	\$ 6,316.28
Renaissance	32	\$ 159.00	\$ 686.88	\$ 5,774.88
Hampton PV	24	\$ 150.00	\$ 486.00	\$ 4,086.00
	206		\$ 4,547.88	\$ 38,235.88

* Only items for eligible for grant reimbursement are site fees, marketing/promotions, and 10% of officials cost

34th ANNUAL LABOR DAY SHOOTOUT

TDT Sports Tourism Grant Application FY 26' : Evaluation Summary

Jacksonville FC, Inc.

Mr. Pat Cannon
2850 Hodges Boulevard
Jacksonville, FL 32224

office@jfcsoccer.com
O: 904-223-3606

Ms. Ann Marie Hett

ahett@jfcsoccer.com
O: 904-607-8180

Evaluation Summary

3/3 Evaluations Complete

Robert MCFarland:	Evaluation Complete
John Tharpe:	Evaluation Complete
Lauren Watkins:	Evaluation Complete

Application Name and General Comments

General Comments

Any general comments you would like to share about the application.

Robert MCFarland: *[Unanswered]*

John Tharpe: Welcome back Jacksonville FC, Inc. and 34th ANNUAL LABOR DAY SHOOTOUT.

Lauren Watkins: *[Unanswered]*

Section 1: Projected Overnight Stays (0 - 50 points)

What is the projected overnight stays?

Overnight Stays

- a. (50 points) 750 +
- b. (40 points) 500 -749
- c. (30 Points) 350 -499
- e. (20 Points) 200 -349
- f. (10 Points) 50 -199
- g. (0 Points) 0 -49

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Overnight Stays Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 100 Room Nights

Lauren Watkins: *[Unanswered]*

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

- a. (15 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)
- b. (10 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)
- c. (5 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 5**

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

Value Visitor Comments

Comments are encouraged for all scores.

Robert MCFarland: *[Unanswered]*

John Tharpe: 2 nights

Lauren Watkins: *[Unanswered]*

Section 3: Business Impact for St. Johns County (15 - 25 points)

Does the event take place during a time of need for local businesses?

- a. (25 points) Non-Peak Periods

- b. (15 points) Peak Periods

(*If dates run through both non-peak and peak, they will receive 20 points)

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December
Christmas week - Peak

January
New Year's week - Peak

February
President's Day weekend - Peak

March
March 1st – 31st - Peak

April
April 1st – 30th - Peak

May
May 1st – 31st - Peak

June
June 1st – 30st - Peak

July
July 1st – 31st - Peak

August
Non-Peak Period

September
Non-Peak Period

***Please input score in the table at Section 5**

Robert MCFarland: 25

John Tharpe: 25

Lauren Watkins: 25

Business Impact Comments

Comments are encouraged for all scores.

Robert MCFarland: Non-peak event

John Tharpe: September (Non-Peak)

Lauren Watkins: *[Unanswered]*

Section 4: Community Contribution (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?

Community Contribution (can receive a maximum of 10 points if each question below is fulfilled)

- a. (4 points) Donation to a local non -profit
- b. (4points) During the event, a complimentary clinic will be provided by the grantee's organization.
- c. (2 point) Discounted entry for local users

*Please input score in the table at Section 5

Robert MCFarland: 4

John Tharpe: 2

Lauren Watkins: 0

Community Contributions Comments

Comments are encouraged for all scores.

Robert MCFarland: Donate to a local non-profit organization. Help with food drives during the holidays.

John Tharpe: Discount for participants that cannot afford entry fee.

Lauren Watkins: *[Unanswered]*

Section 5: Final Score and Eligible Funding

Scoring

Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*

Lauren Watkins: *[Unanswered]*

R3:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R5:C2*

Robert MCFarland: 10

John Tharpe: 10

Lauren Watkins: 10

R7:C2*

Robert MCFarland: 25

John Tharpe: 25

Lauren Watkins: 25

R8:C2*

Robert MCFarland: 4

John Tharpe: 2

Lauren Watkins: 0

Final Score (24 - 100 points)*

85–100 points ,eligible for 100% of eligible amount

65–84 points ,eligible for 75% of eligible amount

45 -64 points, eligible for 50% of eligible amount

25 -44 points, eligible for 25% of eligible amount

24 points or less is not eligible for a grant

•

*Grantee request cannot exceed the cost of site fees, Marketing materials marketing the destination, and 10%
official cost or \$30,000*

Robert MCFarland: 49

John Tharpe: 50

Lauren Watkins: 45

Grant Amount Based on Eligibility and Score*

The amount of funding the event is eligible for based on the application and scoring process.

Robert MCFarland: 3000

John Tharpe: 3750

Lauren Watkins: 3000

TDC Regular Meeting – February 23, 2026

Agenda Item 10 – FY27 Arts, Culture and Heritage Grant Guidelines (**Action Required**)

Review and/or Approval of the Arts, Culture & Heritage Grant Guidelines for Fiscal year 2027 (October 1, 2026 – September 30, 2027).

Minor changes made to grant guidelines focused primarily on refining awarded points and the peak periods.



Recommended by the Tourist Development Council February 2026

St. Johns County Tourist Development Council

Arts, Culture and Heritage Grants

For programs and activities occurring between October 1, 2026 and September 30, 2027

Visit www.StJohnsCulture.Com for application deadlines and mandatory workshop dates.

St. Johns Cultural Council
184 San Marco Avenue
St. Augustine, Florida
www.stjohnsculture.com

PURPOSE AND OVERVIEW

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

TDC Arts, Culture and Heritage Grants are available for either Marketing Support or Marketing and Program support. To also receive program support, proposed programs in the application need to be new or significantly improved existing programs or events.

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

The total estimated award amount for the Fiscal Year 2027 Arts, Culture and Heritage Grant Program will be determined as part of the County's annual budget process.

Organizations that wish to apply for funding must complete an application, before the published deadline, with all requested information, through the online [Grant Portal](#) (linked).

The deadline for FY2027 applications is 11:59 p.m. on Wednesday, **May 31, 2026**.

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

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

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

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

ELIGIBILITY

BASIC ELIGIBILITY

All applications must meet the following basic eligibility criteria at the time of application:

- All grant funded activities must occur within St. Johns County.
- The proposed annual programs or event must be arts, culture or heritage related and have a primary purpose of attracting visitors to St. Johns County, as evidenced by the promotion of the program or event to tourists.
- Applicants, including for-profit businesses and private institutions of higher education, must be qualified to do business in Florida as evidenced by their Active Status with the Florida Division of Corporations. Municipalities are also eligible to apply.
- Have a marketing plan that includes out-of-area marketing, defined as follows:
Advertising, promotion, publicity and sales activities that take place and are directly targeted to Tourists, which are defined as persons and groups residing outside the following counties: St. Johns, Flagler, Putnam, Clay, Duval, and Nassau. Media that reaches audiences of both Tourists and those within St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties is allowable to the extent that the advertising reaches out-of-area. For this, grantees will need to provide a broadcast area, distribution, designated market area, analytics, or other data showing the market reach of the advertiser. The allowable reimbursement amount will be based on a percentage of the documented out of area reach. For example, if you purchase a \$1,000 ad with a print publication that has a distribution that is 20% out-of-area, you can request a \$200 reimbursement for that expense.

SPECIFIC ELIGIBILITY

In addition to meeting basic eligibility above, applicants need to meet additional criteria depending on the type of applicant, the type of funding they are applying for, and the nature of programs or events for which funds are being requested.

Type of Applicant

There are year-round applicants and applicants that apply for single events or event series. Applicants must meet the following criteria to apply as a year-round applicant:

- Be a 501(c)3 non-profit arts, culture or heritage organization with headquarters in St. Johns County and a primary mission of producing arts, culture or heritage programs for public audiences.
- Manage a facility or facilities that are open to the public at least 180 days per year. This may include museums, theaters, and historic sites.

Type of Funding

This grant program has two funding options:

1. Out-of-Area Marketing Support: This funding is for existing events or year-round programs that are not proposing any changes or improvements to existing programs or events. 100% of this grant funding is for out-of-area marketing, as defined above. All applicants that meet the basic eligibility requirements may apply for out-of-area marketing support.
2. Program and Marketing Support: This funding is for applicants that are planning ***new or significantly improved programs or events***. Below are specific eligibility requirements for different arts, culture and heritage events and programs.
 - Year-round, non-performing arts, culture and heritage organizations must request funding for a ***new*** program, exhibition, or cultural event that has not been presented in St. Johns County in the previous two years, or for significant and measurable improvements to current programs, exhibitions and cultural events.
 - Retail art markets must be scheduled for two or more consecutive days, include greater than 50% vendors unique to your market in St. Johns County (i.e. do not regularly have booths at other markets in the County or have not participated in a market within the market area in the last 90 days), and 75% or more of the vendors must be artisans selling work they created.*
 - Year-round Performing Arts organizations and single special events (not including music festivals) must have 75% of shows, performances, or theatrical productions that not have been performed in St. Johns County in the previous two years or within the market area for the past 90 days. Performances and shows that feature students that have paid to be in the performance must have at least 15% of the performers be paid professional performing artists, or a single paid professional performing artist or group that has a verifiable national or international following that has not performed in St. Johns County in the previous two years or within the market area for the past 90 days.* .
 - Music Festivals must include at least one headliner who has a verifiable regional or national following that has not performed in St. Johns County in the previous two years or within the market area for the past 90 days.*
 - Culinary Festivals that have received TDC grant funding in the previous three years must include both local culinary artists and culinary artists with a verifiable regional (4 or more states) following for tastings and cooking demonstrations who have not provided those options in St. Johns County in the previous two years or within the market area for the past 90 days.*

* This will be verified by SJCC staff through attendance at the grant supported activity and/or through reimbursement documentation prior to approval for reimbursement. If this requirement is not met, expenses will not be reimbursed.

ADDITIONAL REQUIREMENTS

- Marketing plans and budgets for Program and Marketing Support must include at least 25% of total grant expenses for out-of-area marketing as defined above (i.e. outside of St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties).

- Marketing plans and budgets for Out-of-Area Marketing Support requests must include 100% of grant funds for paid advertising that targets counties beyond those adjacent to St. Johns County.
- All grantees must include the St. Johns Cultural Council and St. Johns County Tourist Development Council logos and/or the statement “funded in part by the St. Johns County Tourist Development Council” on all event or program related websites and promotional materials, with a link to www.historiccoastculture.com whenever possible.

GRANT AWARD AND FUNDING LEVELS

Year-round annual expenses are based on the organization’s most recently completed Form 990. Event expenses are provided on the grant budget form and must be verified through the organization’s annual financial statements.

OUT-OF-AREA MARKETING SUPPORT

30% of the annual year-round program or event expenses, but no more than \$30,000.

PROGRAM AND MARKETING SUPPORT

Year-round annual expenses or event expenses over \$167,000: *maximum request equal to 30% of operating expenses or \$75,000, whichever is less.*

Year-round annual expenses or event expenses between \$100,000 and \$167,000: *maximum request equal to 50% of operating expenses or \$50,000, whichever is less.*

Year-round annual expenses of up to \$100,000*: *maximum request equal to 50% of operating expenses or \$50,000, whichever is less.*

**Nonprofits may include volunteer hours and in-kind contributions in calculation of operating revenue, up to \$100,000.*

GRANT BUDGET AND MATCH REQUIREMENTS

The TDC Arts, Culture and Heritage grant requires a minimum 1:1 match, which is documented by your event or organization financial statements submitted with your application and reimbursement request(s). ***The grant budget form only needs to show revenue and expenses that you are using to show the required match.***

REIMBURSEMENT

This grant is a reimbursement grant. Proof of compliance with marketing requirements as specified in the interim reimbursement request and final report documents (e.g. proof of payment and tear sheets), a log of all grant funded expenses by type as outlined in the grant application budget (e.g. contracted services, performers, etc.) which includes proof of payment for individual expenses \$5,000 and over, and a year-to-date financial statement, must accompany all requests for funds. Organizations with annual programs **MUST** submit one interim reimbursement request by April 30 of the grant year. Requests for reimbursement for annual events must be requested within 60 days after conclusion of the event, and all requests must be received by October 10, 2027.

All grantee reports and reimbursement requests are subject to audit; if selected for audit, grantee will provide copies of receipts and proof of payment for all expenses included in the report(s). Failure to provide appropriate records will result in repayment of the grant funds and grantee will be ineligible to apply for future TDC grants.

NONALLOWABLE EXPENSES

The following expenditures are NOT reimbursable by grant funds:

- Salaries, benefits, travel or expenses of personnel not directly related to the creation of programs, events or attractions that are open to the public with a focus on the attraction of visitors
- Payment of rent, mortgage, or utilities
- Real property or capital improvements, including but not limited to new construction, renovation restoration, installation or replacement of fixtures and tangible personal property, with the exception of expenditures that are directly related to construction of a proposed exhibition.. Please contact grants@historiccoastculture.com with questions related to allowable capital expenditures.
- Interest or reduction of deficits or loans, fines, penalties or cost of litigation
- Expenses incurred or obligated prior to or after the funding period
- Expenses for temporary bathrooms/port-o-lets and security
- Events which are restricted to private or exclusive participation, including member-only events
- Advertising, printing or other expenses that omit the required logos and support statement
- Benefits, projects and fundraisers that benefit organizations or individuals other than the contracted applicant
- Prize money, scholarships, awards, plaques, certificates, or contributions
- Political or religious events
- Food or beverage
- Any expenditure not authorized by the St Johns County Code of ordinances

CRITERIA AND SCORING

SECTION 1. ATTENDANCE (25 TOTAL POINTS)

- a. Attendance Ratio Score (see calculation below) (15 points)
- b. Detailed explanation of how attendance estimates were determined and documentation of attendance over the previous two years with description of how attendance is tracked and verified based on ticket sales, research, surveys, etc. Previously held events and programs must include attendance numbers from the previously completed event. **Include specific information about attendance by out-of-area visitors, including estimated room nights generated** (10 points)

Attendance Ratio Score

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

Ratio Score	Points
9.9 and below	15
10 – 14.9	10
15 and higher	5

Example: An event requesting \$40,000 in funding for attendance of 2,000 would have a Ratio Score of 20 and would receive 5 points.

SECTION 2: CULTURAL SIGNIFICANCE, QUALITY AND COMMUNITY SUPPORT (35 TOTAL POINTS)

1. Provide a history of your organization and its contribution to the cultural development of St. Johns County (5 points)
2. Describe your program or event and address the following (30 points):

Program Details

If you are requesting a grant for a special event, provide dates and times. If you are an organization that provides an annual calendar of programs applying for Marketing Support Only, provide the number of days and hours you are open to the public or presenting performances with a description of permanent exhibitions, special events and performances supported by this grant. If you are an organization that provides an annual calendar of programs applying for Program and Marketing Support, be specific about how this grant is funding new or significantly improved exhibitions, programs, performances or events.

Artistic Excellence

The significance of the culture/heritage or quality of the artists/performers and other key individuals, creative process, works of art, museum collections, organizations, education providers, artistic partners, and services involved in the project and their relevance to the audience or communities of St. Johns County. You must provide a percentage of paid versus nonpaid performers.

Artistic Merit

- The value and appropriateness of the project to the organization's mission, artistic/cultural/historical field, artists, audience, community, and constituency.
- The ability to carry out the project based on such factors as the appropriateness of the budget, clarity of the project activities, resources involved, and the qualifications of the project's personnel and partnerships.
- Clearly defined goals and proposed outcomes and an appropriate plan to determine if those goals and outcomes are met. This includes, where relevant, measures to assess audience enjoyment and engagement.
- Evidence of direct compensation to artists or program providers that bring visitors to St. Johns County. See eligibility requirements for specific information about participation of paid artists and performers.

Relationship to St. Johns County

How your program or event directly relates to St. Johns County's unique arts, culture, and heritage and how the artists, performers, or exhibitions presented will attract audiences from outside the area. The program or event should be something that St. Johns County wants to showcase, and that people will travel a long way to attend.

3. Community support, grants, collaborations and in-kind contributions: help us understand the level of support your program receives from the community by providing information about grants, volunteer support, collaboration with other organizations, and in-kind contributions.

SECTION 3: MARKETING PLAN (30 TOTAL POINTS)

1. Describe your marketing plan including out-of-area marketing and address the following (10 points):
 - How your event or program will be promoted to tourists.
 - How this grant will allow you to expand your audience.

Note: Marketing plan must include listing events and programs on historiccoastculture.com.
2. Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists.
3. Provide supporting documents such as examples of past print or digital advertising, social media posts and analytics, radio or television spots, etc. to illustrate the quality of your marketing efforts.
4. Documented Collaborations (up to 10 points)
 - Events - Lodging listed on webpage: 2 points for listing and linking at least one hotel/accommodation.
 - Formal package agreements with other venues/events or accommodations. Examples include: historic sites and museums creating a joint ticketing/tour package or weekend event; weekend packages that include lodging, dinner, and a theater show; special events with packages to visit other locations in St. Johns County after the event; formal agreements with accommodations for lodging discounts to attendees or visitors.
 - Applicants may receive up to 10 points total for this section. ***With an accommodation link***, an applicant can get up to 8 points for formal package agreements.

SECTION 4: FINANCIAL INFORMATION (10 TOTAL POINTS)

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

Required Financial Information

- A complete copy of the organization's most recently filed U.S. tax return. For nonprofit organizations with revenues below \$50,000 - a statement of revenues and expenses for the most recently completed fiscal year, signed by Board Chair / President or Executive Director.
- The first page of the IRS Form 990 for the previous two years.
- A detailed budget for the program, special event or activity focused on attracting tourists, signed by Board Chair / President or Executive Director, using the budget form provided with the application.
- In the case of for-profit organizations and organizations whose primary organizational purpose or mission is not to attract audience members, funding request amounts must be based on the project budget rather than the organizational budget.

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

FAILURE TO PROVIDE A COMPLETE COPY OF THE MOST RECENTLY FILED TAX RETURNS, financial statements and detailed event budgets will disqualify the application.

SECTION 5: OPTIONAL POINTS FOR EXCEPTIONAL FREE AND FIRST-TIME EVENTS (5 AND 10 TOTAL POINTS, RESPECTIVELY)

Because a new event will not have previous attendance data or examples of past marketing efforts available, nor data on attendance, reviewers may award up to ten additional points for first-time events that provide exceptional value to visitors.

Because measuring attendance for free events is generally more difficult than paid events, reviewers may award up to five additional points to first-time and free events that provide exceptional value to visitors. ***Total points for the application may not exceed 100.***

SECTION 6: MANDATORY DEDUCTION FOR EVENTS OCCURRING IN PEAK PERIODS (5 POINT DEDUCTION)

Special events that occur during peak periods as determined by TDC staff will receive an automatic 5-point deduction. This also applies to event series (i.e. more than one event throughout the year) in which more than 50% of dates occur during a peak period. The deduction will not apply to nonprofit organizations that provide year-round programming. Additionally, events that include programming on Thursday and/or Monday will not be subject to the 5-point deduction.

SCORING AND AWARD RATIOS

<u>Description of Total Score</u>	<u>Score</u>	<u>Funding</u>
Exemplary demonstration of the public value of arts, culture & heritage. Extremely likely to generate a large number of overnight stays. Merits investment of St. Johns County funding.	93-100	up to 100%
Strongly demonstrates public value of arts, culture and heritage. Very likely to generate overnight stays. Merits investment of St. Johns County funding.	87-92	up to 90%
Demonstrates public value of arts, culture and heritage. Likely to generate overnight stays. Merits investment of St. Johns County funding.	80-86	up to 80%
Makes an inadequate case for the public value of proposed arts, culture or heritage programs. Does not merit investment of St. Johns County funding.	below 80	No Funding

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

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

APPLICATION INSTRUCTIONS

All applicants must attend a grant workshop and complete and provide by the posted deadline:

1. Online Grant Application
2. Up to 5 supporting documents, which may include examples of marketing materials and analytics; event programs; program reviews; photographs and video of past programs/events, or any other material that illustrates the quality of organizational programs
3. Proof of organizational status from the Florida Department of State
4. Proof of 501(c)3 Tax Exempt Status (e.g. IRS determination letter) when applicable.
5. Required financial information

Arts, Culture and Heritage Grant Application

TDC Regular Meeting – February 23, 2026

Agenda Item Monthly Reports

- December Bed Tax Report
- VCB Monthly Report

FY2026 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
December	\$ 2,333,337	3.9%
FYTD	\$ 5,496,669	5.27%
% OF BUDGET		25.0%
% OF FY		22.3%

BUDGETED \$ \$ 24,596,273

December 25 Collection Accounts

Description	Count
RV/MH Park or Campground	26
Hotel or Motel	91
Condo / COOP	2306
Apartment / House / Mobile Home	2317
Bed & Breakfast	34
Management Co.	1
Other	8
Total	4783

Collection by Municipality

City of St. Augustine	\$ 944,412
Ponte Vedra Beach	\$ 283,561
City of St. Augustine Beach	\$ 297,568

**ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2026**

FY 2026 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	% of Ttl	PV+-	Condo	% of Ttl	PV+-	Apts	% of Ttl	PV+-
October	\$881,121.06	62.7%	6.0%	\$150,139.24	10.7%	-0.3%	\$279,991.92	19.9%	8.2%
November	\$1,128,634.03	61.9%	0.9%	\$171,068.72	9.4%	8.7%	\$397,515.84	21.8%	17.3%
December	\$1,472,859.42	61.9%	3.5%	\$189,145.39	7.9%	-3.9%	\$568,758.25	23.9%	12.0%
2026 January									
February									
March									
April									
May									
June									
July									
August									
September									
TOTAL	\$ 3,482,614.51			\$ 510,353.35			\$ 1,246,266.01		
OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL		
October	\$40,792.33	2.9%	23.5%	\$52,191.71	3.7%	13.6%	\$1,404,236.26	\$	-
November	\$51,663.20	2.8%	33.6%	\$74,781.21	4.1%	20.2%	\$1,823,663.00	\$	-
December	\$60,937.86	2.6%	-10.3%	\$89,255.45	3.7%	-6.9%	\$2,380,956.37	\$	-
2026 January									
February								\$	-
March								\$	-
April								\$	-
May								\$	-
June								\$	-
July								\$	-
August								\$	-
September								\$	-
TOTAL	\$ 153,393.39			\$ 216,228.37			\$ 5,608,855.63		

FY 2026 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 2026												
OCT	\$427,312.70	30.4%	10.0%	\$293,104.14	20.9%	17.7%	\$564,887.43	40.2%	4.1%	\$18,567.31	1.3%	-16.1%
NOV	\$487,835.05	26.8%	-2.9%	\$335,403.36	18.4%	10.1%	\$850,369.51	46.6%	9.9%	\$25,236.72	1.4%	98.0%
DEC	\$654,948.55	27.5%	-0.5%	\$284,664.08	12.0%	17.8%	\$1,252,209.38	52.6%	5.5%	\$34,740.71	1.5%	-19.7%
JAN												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 1,570,096			\$ 913,172			\$ 2,667,466			\$ 78,545		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	
OCT	\$80,242.99	5.7%	-8.3%	\$14,476.56	1.0%	0.5%	6.7%	\$5,635.13	0.4%	-64.8%	\$1,404,226.26
NOV	\$101,537.26	5.6%	3.2%	\$15,157.05	0.8%	-10.2%	6.4%	\$8,124.05	0.4%	19.6%	\$1,823,663.00
DEC	\$120,280.65	5.1%	-0.1%	\$21,869.89	0.9%	-5.7%	6.0%	\$12,243.11	0.5%	-31.8%	\$2,380,956.37
JAN											
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 302,061			\$ 51,504			\$ 26,002			\$ 5,608,845.63	

TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATION TYPE

	H/M	% Total	PV+-	Condo	% Total	Apts	% Total	Camp	% Total	B&B	% Total	TOTAL
FY16	\$ 6,594,709	65.4%		\$ 2,285,121	22.7%	\$ 442,211	4.4%	\$ 248,222	2.5%	\$ 509,817	5.1%	\$ 10,080,080
FY17	\$ 6,846,879	67.7%		\$ 2,069,871	20.5%	\$ 476,571	4.7%	\$ 234,769	2.3%	\$ 478,419	4.7%	\$ 10,106,509
FY18	\$ 7,656,436	66.5%		\$ 2,319,501	20.1%	\$ 725,073	6.3%	\$ 277,970	2.4%	\$ 536,878	4.7%	\$ 11,515,859
FY19	\$ 7,832,455	64.8%		\$ 2,123,177	17.6%	\$ 1,196,387	9.9%	\$ 392,187	3.2%	\$ 543,632	4.5%	\$ 12,087,837
FY20	\$ 5,693,306	59.1%		\$ 1,860,647	19.3%	\$ 1,241,335	12.9%	\$ 411,802	4.3%	\$ 419,570	4.4%	\$ 9,626,661
FY21	\$ 8,464,994	57.7%		\$ 2,881,686	19.6%	\$ 2,204,745	15.0%	\$ 522,515	3.6%	\$ 605,794	4.1%	\$ 14,679,734
FY22	\$ 13,530,269	59.7%		\$ 3,985,367	17.6%	\$ 3,634,877	16.0%	\$ 724,483	3.2%	\$ 778,183	3.4%	\$ 22,653,180
FY24	\$ 13,206,489	55.8%		\$ 3,842,407	16.2%	\$ 5,188,457	21.9%	\$ 675,819	2.9%	\$ 744,325	3.1%	\$ 23,657,497
FY25	\$ 13,040,566	55.2%		\$ 3,720,544	15.8%	\$ 5,482,245	23.2%	\$ 685,377	2.9%	\$ 692,251	2.9%	\$ 23,620,983

FY26 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATION TYPE

	H/M	% Total	PV+-	Condo	% Total	Apts	% Total	Camp	% Total	B&B	% Total	TOTAL
October	\$ 881,121	62.7%	6.0%	\$ 150,139	10.7%	\$ 279,992	19.9%	\$ 40,792	2.9%	\$ 52,192	3.7%	\$ 1,404,236
November	\$ 1,128,634	61.9%	0.9%	\$ 171,069	9.4%	\$ 397,516	21.8%	\$ 51,663	2.8%	\$ 74,781	4.1%	\$ 1,823,663
December	\$ -			\$ -		\$ -		\$ -		\$ -		\$ -
January	\$ -			\$ -		\$ -		\$ -		\$ -		\$ -
February	\$ -			\$ -		\$ -		\$ -		\$ -		\$ -
March	\$ -			\$ -		\$ -		\$ -		\$ -		\$ -
April	\$ -			\$ -		\$ -		\$ -		\$ -		\$ -
May	\$ -			\$ -		\$ -		\$ -		\$ -		\$ -
June	\$ -			\$ -		\$ -		\$ -		\$ -		\$ -
July	\$ -			\$ -		\$ -		\$ -		\$ -		\$ -
August	\$ -			\$ -		\$ -		\$ -		\$ -		\$ -
SEPT	\$ -			\$ -		\$ -		\$ -		\$ -		\$ -
FY25 YTD	\$ 2,009,755	62.3%		\$ 321,208	10.0%	\$ 677,508	21.0%	\$ 92,456	2.9%	\$ 126,973	3.9%	\$ 3,227,899

TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE, FY16 through FY25

	Anastasia Island		Ponte Vedra Beach		St. Augustine/ Villano/N. Bch		Shores/South/207		WGV + west of I95		I95&SR16 + Palencia		Other		
	32080	% Total	32082	% Total	32084	% Total	32086	% Total	32092	% Total	32095	% Total	OTHER	% Total	TOTAL
FY16	\$ 3,402,894	33.8%	\$ 2,237,272	22.2%	\$ 3,399,917	33.7%	\$ 46,317	0.5%	\$ 799,659	7.9%	\$ 147,864	1.5%	\$ 46,155	0.5%	\$ 10,080,079
FY17	\$ 3,300,396	32.7%	\$ 2,207,743	21.8%	\$ 3,504,561	34.7%	\$ 63,401	0.6%	\$ 827,048	8.2%	\$ 153,758	1.5%	\$ 49,602	0.5%	\$ 10,106,509
FY18	\$ 3,714,721	32.3%	\$ 2,629,109	22.8%	\$ 4,081,024	35.4%	\$ 97,837	0.8%	\$ 854,768	7.4%	\$ 85,523	0.7%	\$ 52,876	0.5%	\$ 11,515,858
FY19	\$ 4,308,104	35.6%	\$ 2,531,345	20.9%	\$ 4,159,634	34.4%	\$ 112,932	0.9%	\$ 807,893	6.7%	\$ 112,251	0.9%	\$ 55,678	0.5%	\$ 12,087,837
FY20	\$ 3,792,503	39.4%	\$ 1,734,140	18.0%	\$ 3,297,613	34.3%	\$ 103,326	1.1%	\$ 559,523	5.8%	\$ 97,682	1.0%	\$ 41,874	0.4%	\$ 9,626,661
FY21	\$ 5,609,445	38.2%	\$ 2,685,205	18.3%	\$ 5,284,352	36.0%	\$ 160,774	1.1%	\$ 761,200	5.2%	\$ 128,333	0.9%	\$ 50,425	0.3%	\$ 14,679,734
FY22	\$ 8,274,843	36.5%	\$ 4,222,752	18.6%	\$ 8,353,846	36.9%	\$ 269,103	1.2%	\$ 1,219,794	5.4%	\$ 216,079	1.0%	\$ 96,763	0.4%	\$ 22,653,181
FY23	\$ 8,611,420	36.4%	\$ 4,539,084	19.2%	\$ 8,710,097	36.8%	\$ 352,036	1.5%	\$ 1,178,653	5.0%	\$ 177,914	0.8%	\$ 96,195	0.4%	\$ 23,665,400
FY24	\$ 8,469,241	35.8%	\$ 4,568,516	19.3%	\$ 8,911,250	37.7%	\$ 302,335	1.3%	\$ 1,125,988	4.8%	\$ 169,831	0.7%	\$ 110,338	0.5%	\$ 23,657,497
FY25	\$ 8,526,224	36.1%	\$ 4,031,592	17.1%	\$ 9,313,385	39.4%	\$ 363,196	1.5%	\$ 1,089,287	4.6%	\$ 176,125	0.7%	\$ 121,174	0.5%	\$ 23,620,983

FY2026 TOURIST DEVELOPMENT TAX BY ZIP CODE

	Anastasia Island		Ponte Vedra Beach		St. Augustine/		Shores/South/207		WGV + west of I95		I95&SR16 + Palencia		Other		TOTAL
	32080	% Total	32082	% Total	32084	% Total	32086	% Total	32092	% Total	32095	% Total	OTHER	% Total	
OCT	\$ 427,313	30.4%	\$ 293,104	20.9%	\$ 564,887	40.2%	\$ 18,567	1.3%	\$ 80,243	5.7%	\$ 14,477	1.0%	\$ 5,635	0.4%	\$ 1,404,226
NOV	\$ 487,835	26.8%	\$ 335,403	18.4%	\$ 850,370	46.6%	\$ 25,237	1.4%	\$ 101,537	5.6%	\$ 15,157	0.8%	\$ 8,124	0.4%	\$ 1,823,663
DEC	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
JAN	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
FEB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
MAR	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
APR	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
MAY	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
JUN	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
JUL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
AUG	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
SEPT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
FY26 YTD	\$ 915,148	28%	\$ 628,508	19.5%	\$ 1,415,257	43.8%	\$ 43,804	1.4%	\$ 181,780	5.6%	\$ 29,634	0.9%	\$ 13,759	0.4%	\$ 3,227,889

VCB Report to the Tourist Development Council February 23, 2026



ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®



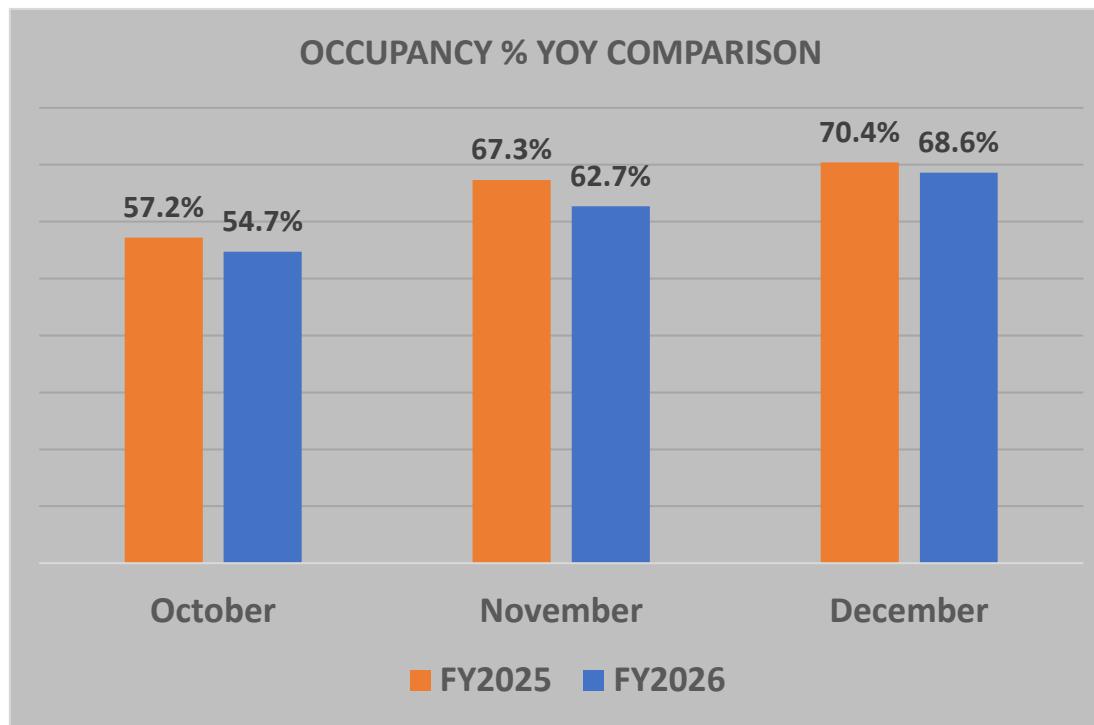
Smith Travel Research

Smith Travel Research

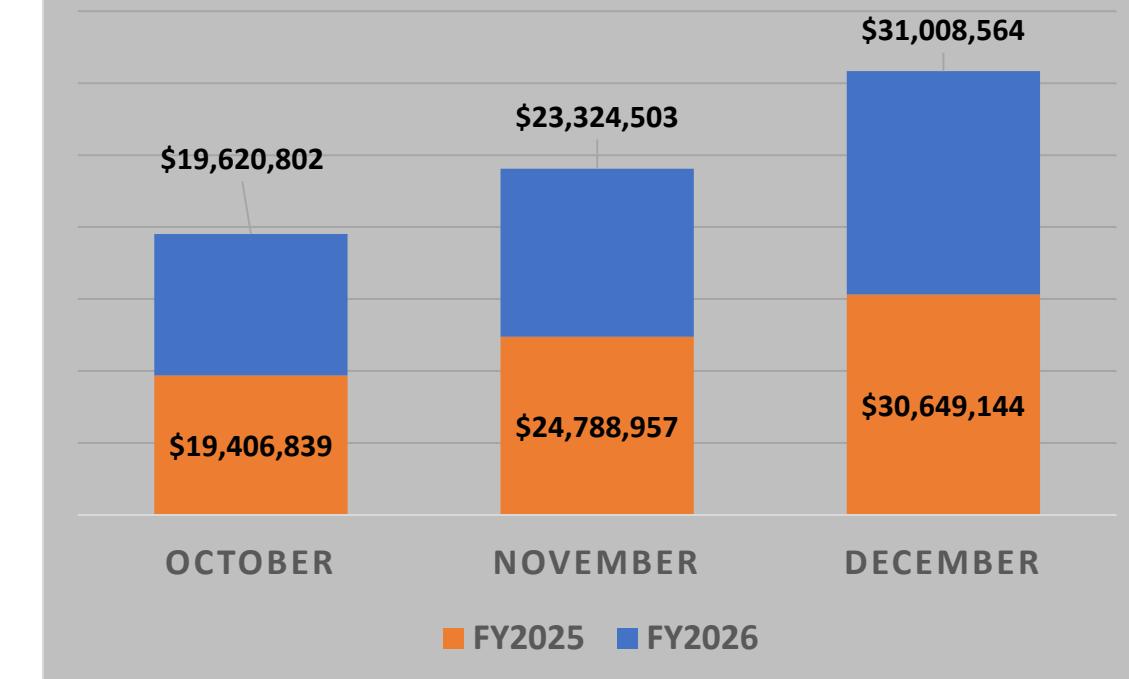
December 2025

Occupancy % December 2025

- Occupancy % declined -2.6% YOY



TOTAL REVENUE YOY COMPARISON



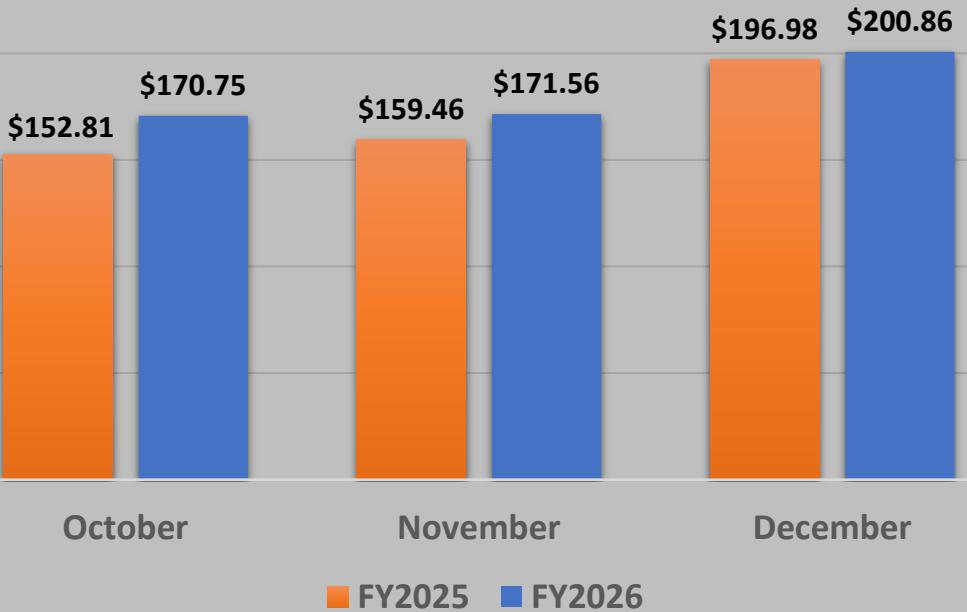
Total Revenue December 2025

- Total Revenue increased +1.2% YOY

Smith Travel Research

December 2025

ADR YOY COMPARISON



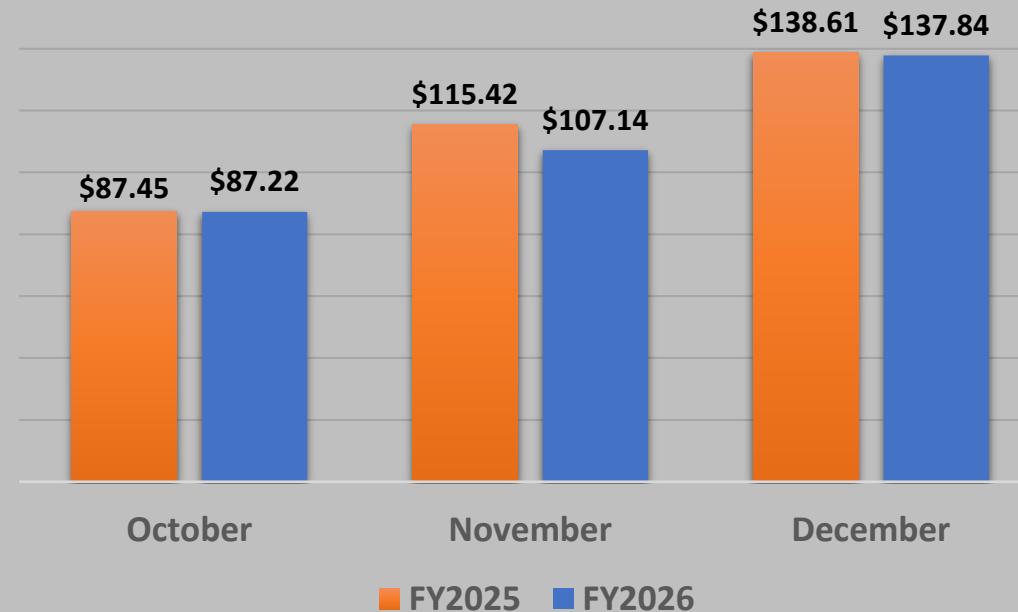
ADR December 2025

- ADR increased +2.0% YOY

RevPAR December 2025

- RevPAR declined -0.6% YOY

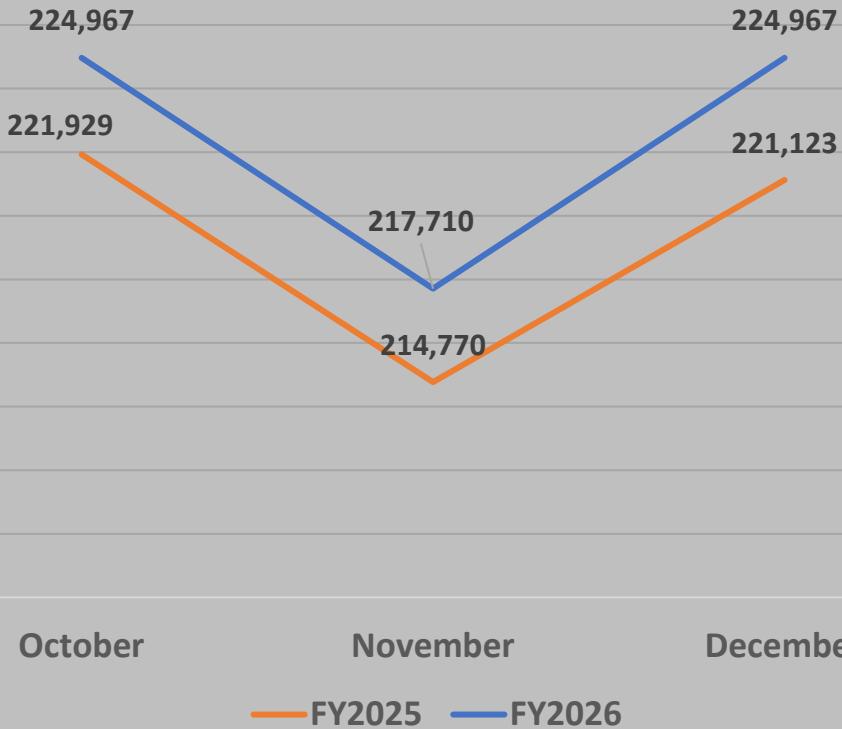
REVPAR YOY COMPARISON



Smith Travel Research

December 2025

SUPPLY YOY COMPARISON



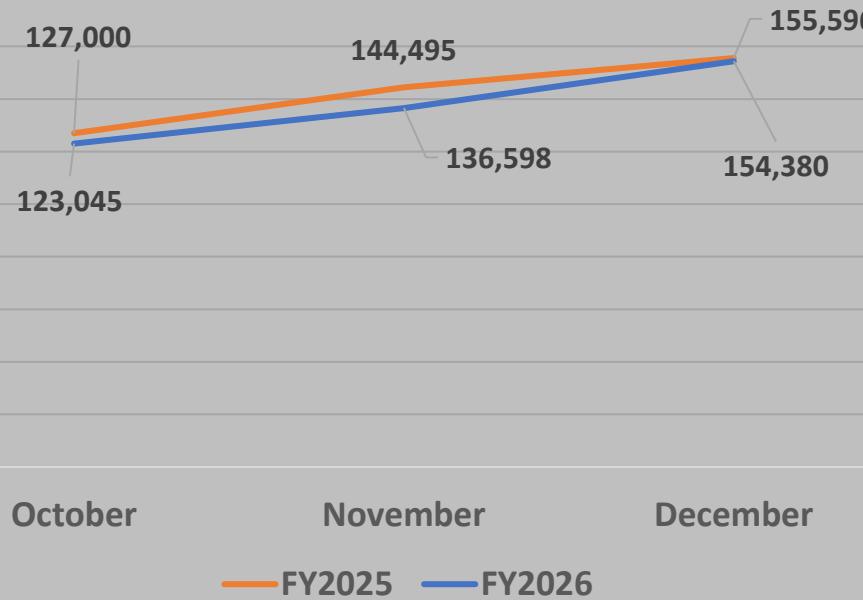
Supply December 2025

- Supply increased +1.7% YOY

Demand December 2025

- Demand declined -0.8% YOY

DEMAND YOY COMPARISON



December 2025 vs. December 2024 Comp Set

	Occ %	ADR	Percent Change from December 2024				Room Rev	
			2025	2025	Occ	ADR		
Hillsborough County, FL	68.3	155.21			-13.0	-9.3	-21.0	-18.9
Nassau County, FL	48.9	239.80			-8.4	5.7	-3.2	-4.1
Pinellas County, FL	59.5	166.85			-22.8	-6.3	-27.7	-24.9
St Johns County, FL	68.6	200.86			-2.5	2.0	-0.6	1.2
Charleston, SC	57.5	156.28			0.9	1.2	2.1	2.0
Jacksonville, FL	61.7	136.99			-8.2	-0.2	-8.4	-5.3
Myrtle Beach, SC	31.5	80.98			-6.0	2.8	-3.4	-4.6
Orlando, FL	72.2	219.65			-1.5	4.5	2.9	3.8
Sarasota, FL	62.2	202.64			-12.7	1.5	-11.4	-8.7
Savannah, GA	57.4	127.05			-7.7	-4.0	-11.4	-6.8
Fort Walton Beach, FL	37.6	107.16			1.4	1.5	2.9	4.5
Daytona Beach, FL	47.3	112.14			-17.0	-10.0	-25.3	-23.7
Zip Code 32084+	78.5	223.15			-0.8	0.9	0.2	5.9
Zip Code 32080+	67.2	172.46			-5.1	-0.3	-5.4	-5.4
Zip Code 32092+	58.9	122.42			-10.2	0.4	-9.8	-14.3
Ponte Vedra+	53.0	247.62			5.4	-0.9	4.5	4.5

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)

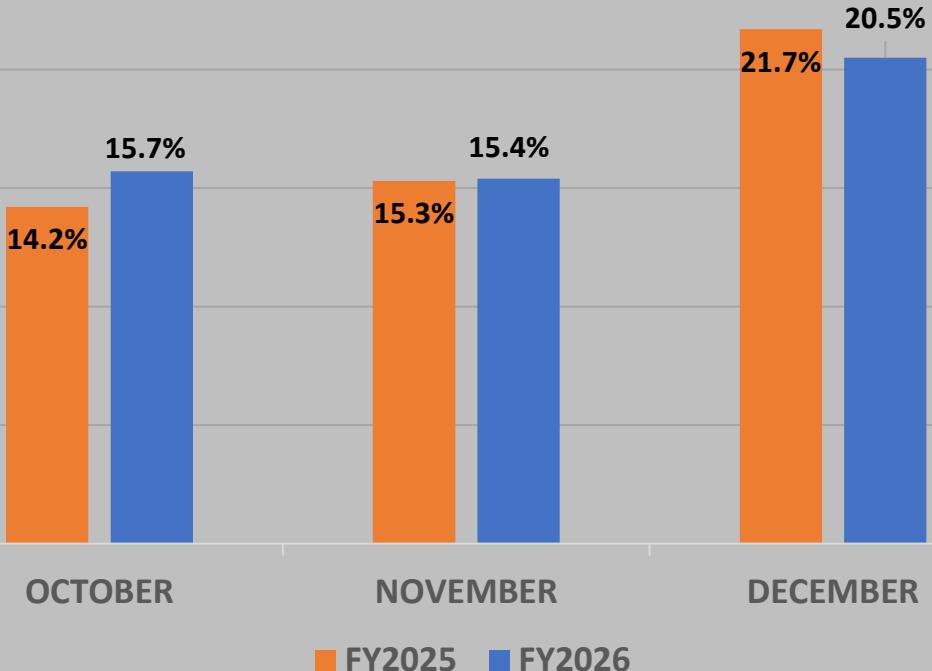
+

Tourist Development Tax Collections

Vacation Rental Analytics

December 2025

OCCUPANCY % YOY COMPARISON



Paid Occupancy % December 2025

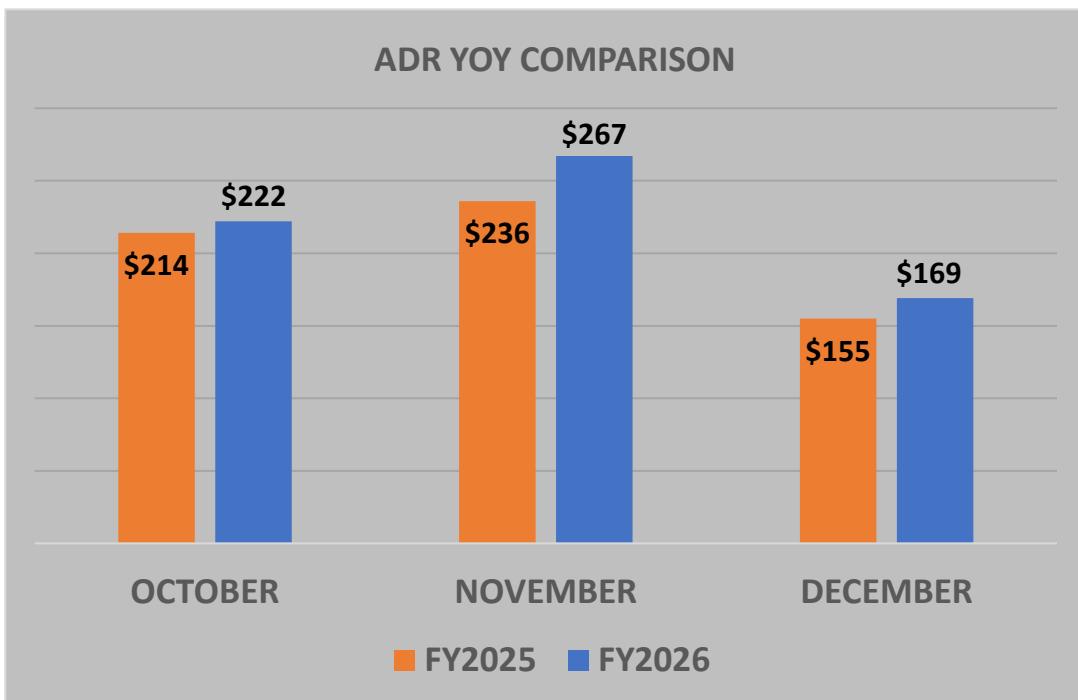
- Paid Occupancy % declined -5.5% YOY

Vacation Rental Analytics

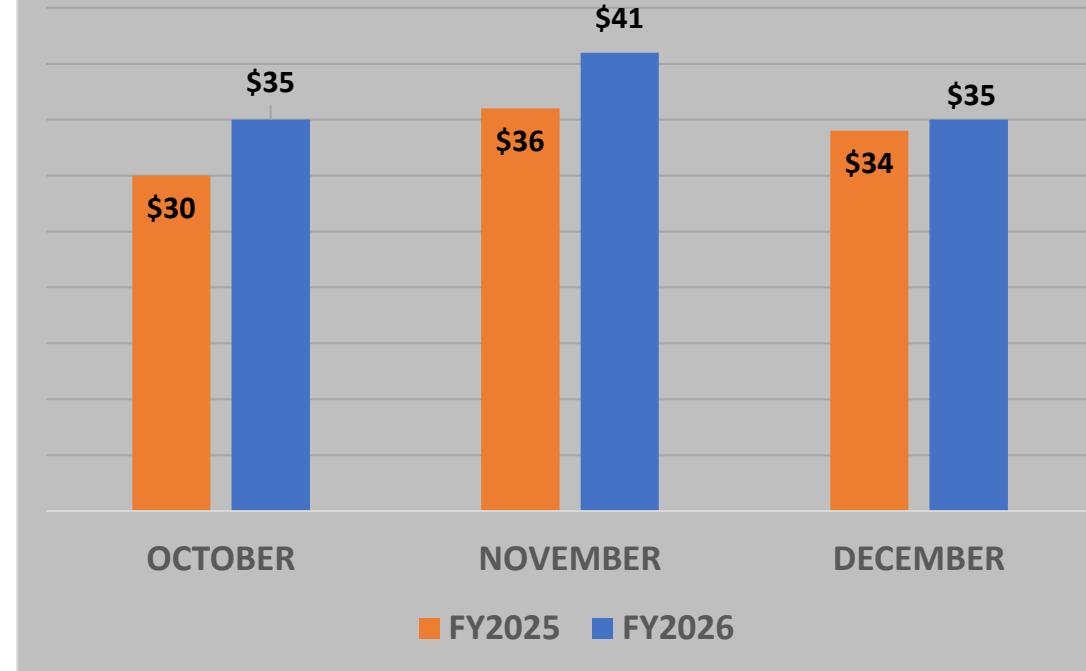
December 2025

ADR December 2025

- ADR increased **+9.0% YOY**



REVPAL YOY COMPARISON



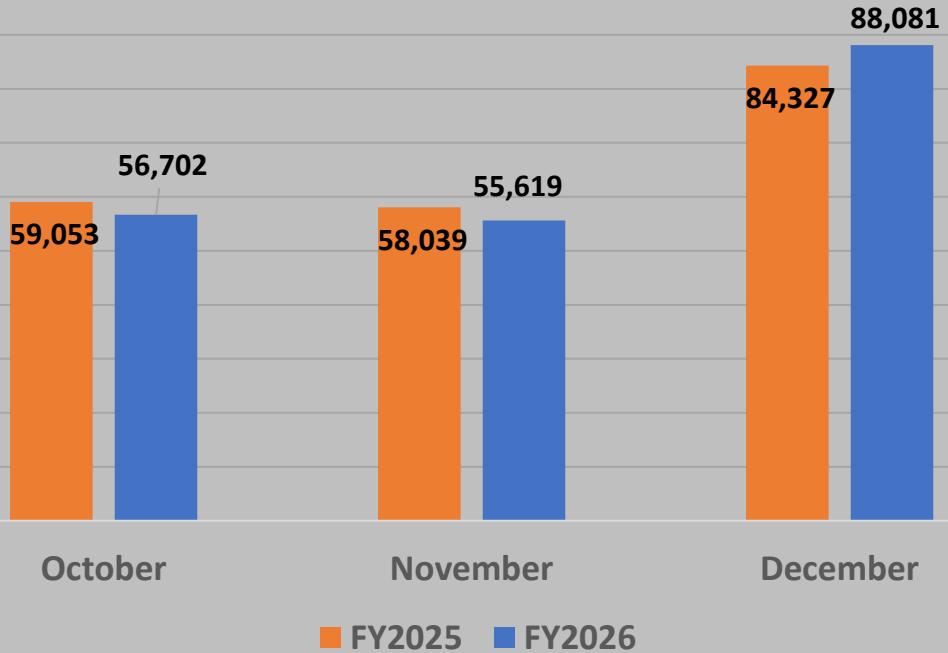
RevPAL December 2025

- RevPAL increased **+2.9% YOY**

Vacation Rental Analytics

December 2025

SUPPLY YOY COMPARISON



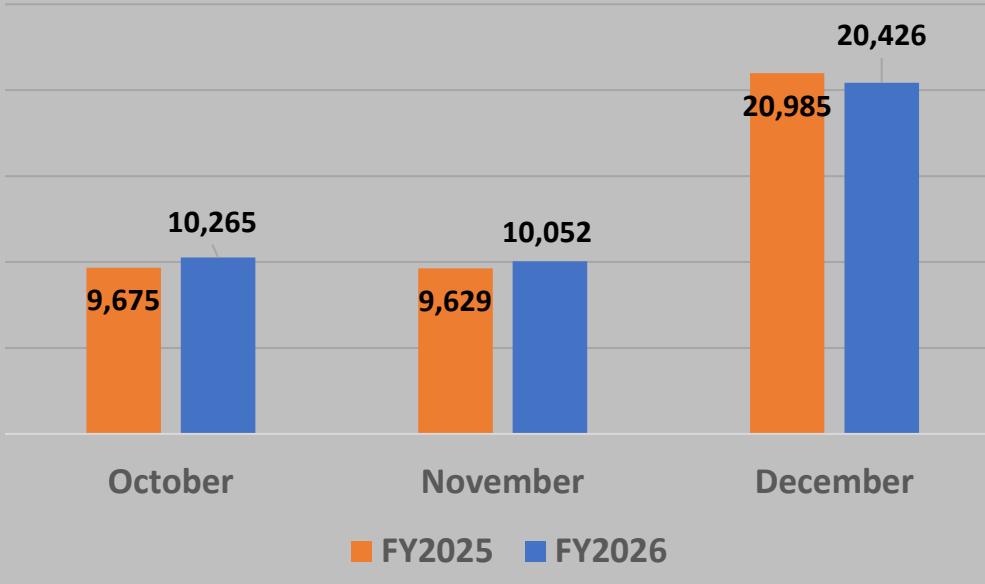
Supply December 2025

- Supply increased +4.4% YOY

Demand December 2025

- Demand declined -2.7% YOY

DEMAND YOY COMPARISON



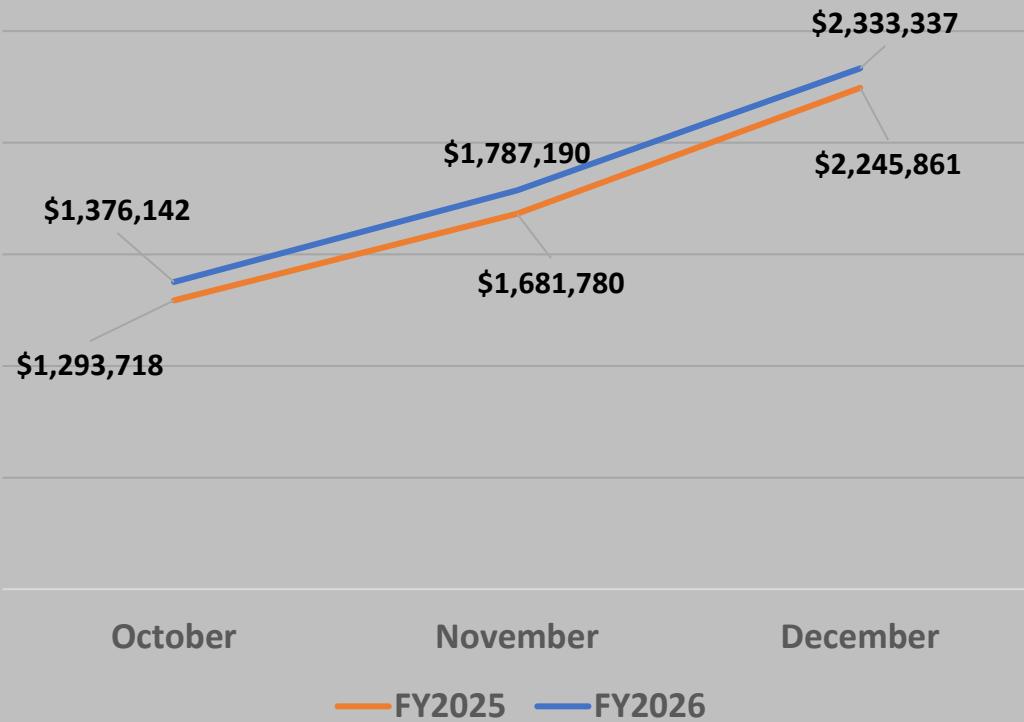
Tourist Development Tax Collections

December 2025

TDT Collections December 2025

- TDT Collections increased +3.9% YOY

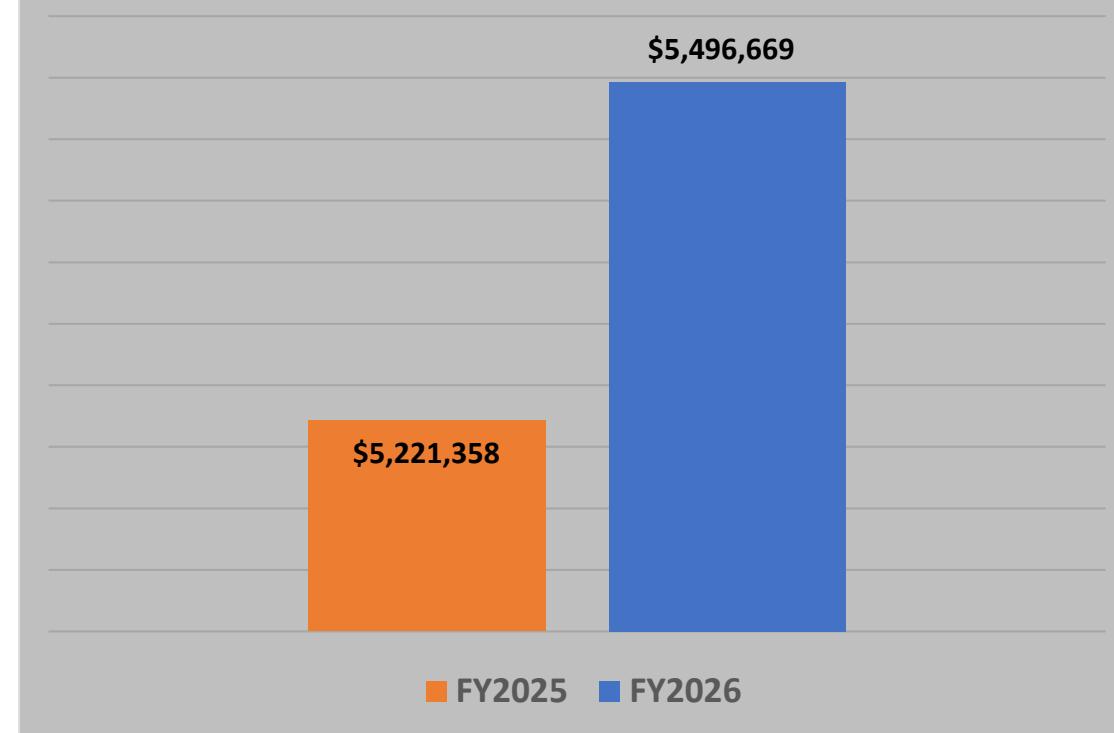
TDT COLLECTIONS MONTHLY YOY COMPARISON



FYTD TDT Collections December 2025

- FYTD TDT Collections increased +5.3% YOY

FYTD TDT COLLECTIONS YOY COMPARISON



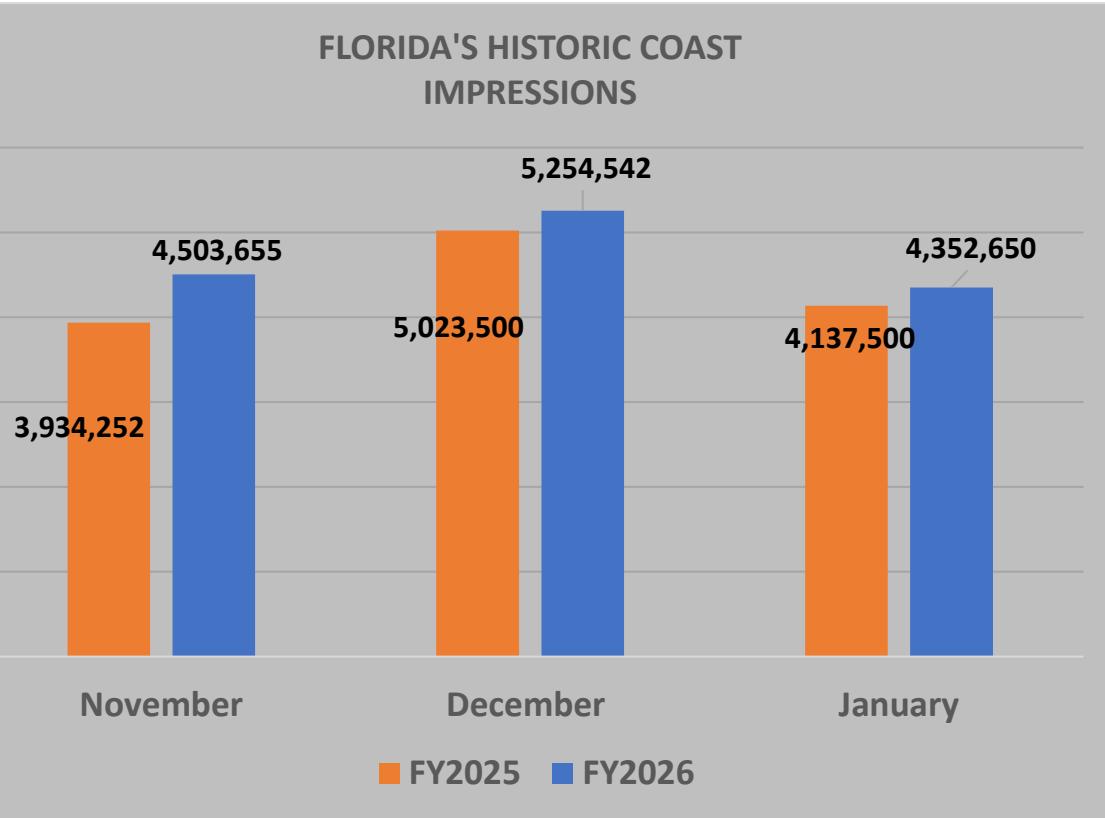
Website + eCRM

Website Report

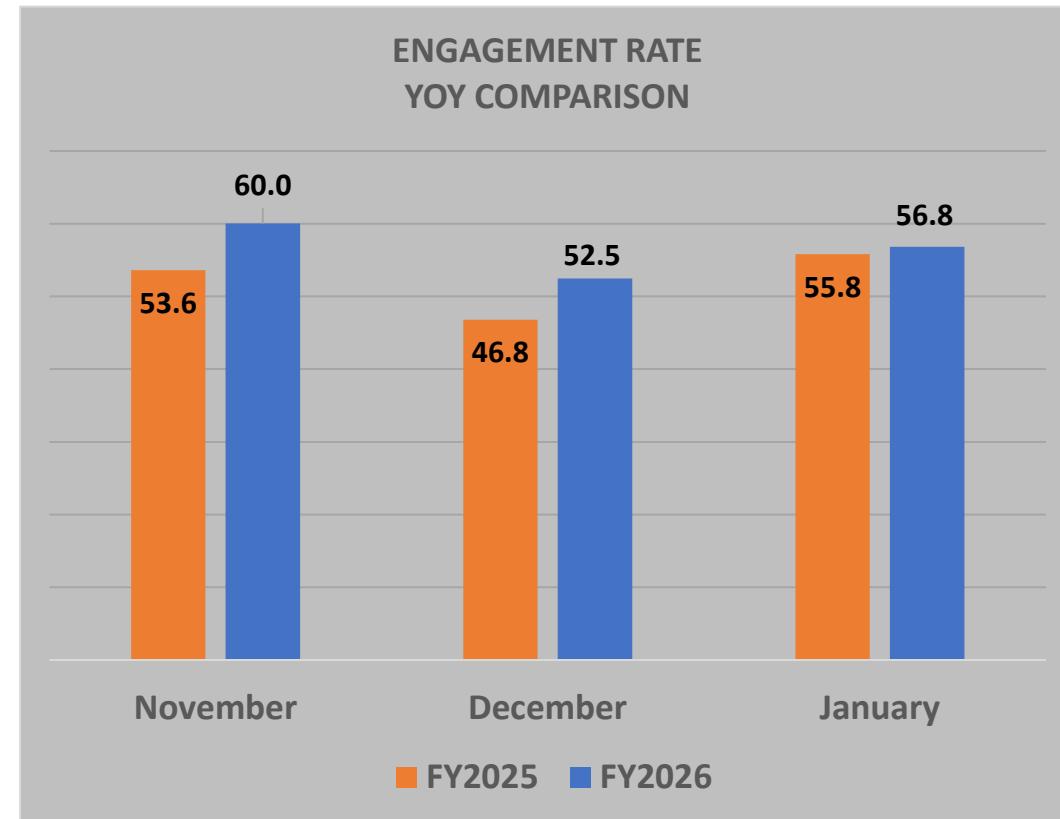
January 2026

Website Impressions January 2026

- VCB website impressions increased by +5.2%



ENGAGEMENT RATE YOY COMPARISON



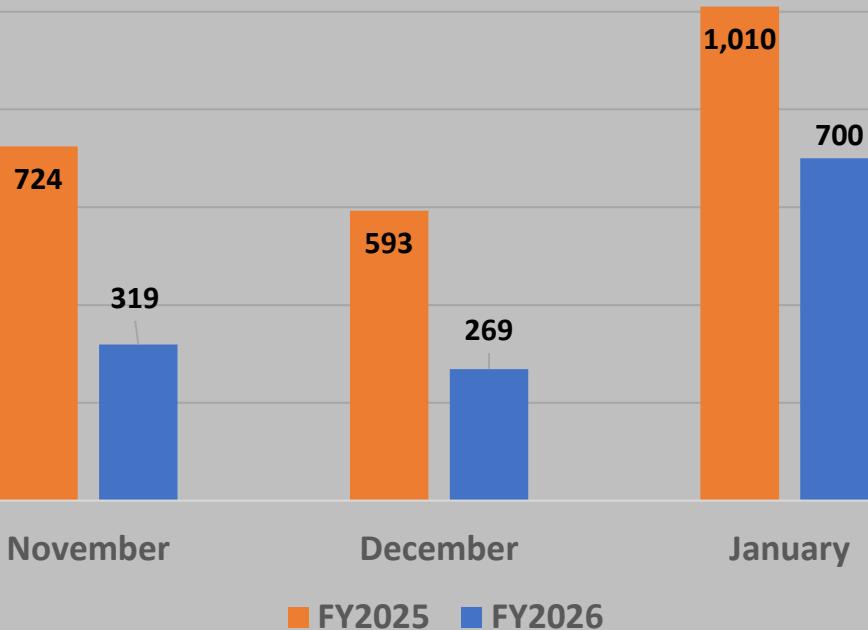
Website Engagement Rate January 2026

- Engagement Rate increased by +1.8% YOY

Website Report

January 2026

TRAVEL PLANNERS ORDERED



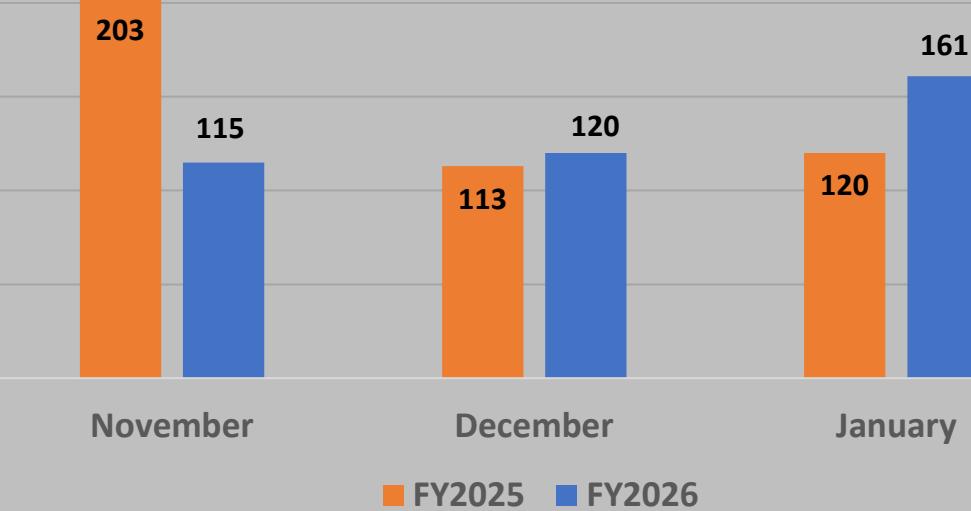
Guides Ordered January 2026

- Guides ordered declined by -30.7% YOY

eNewsletter Signups January 2026

- eNewsletter signups increased +34.2% YOY

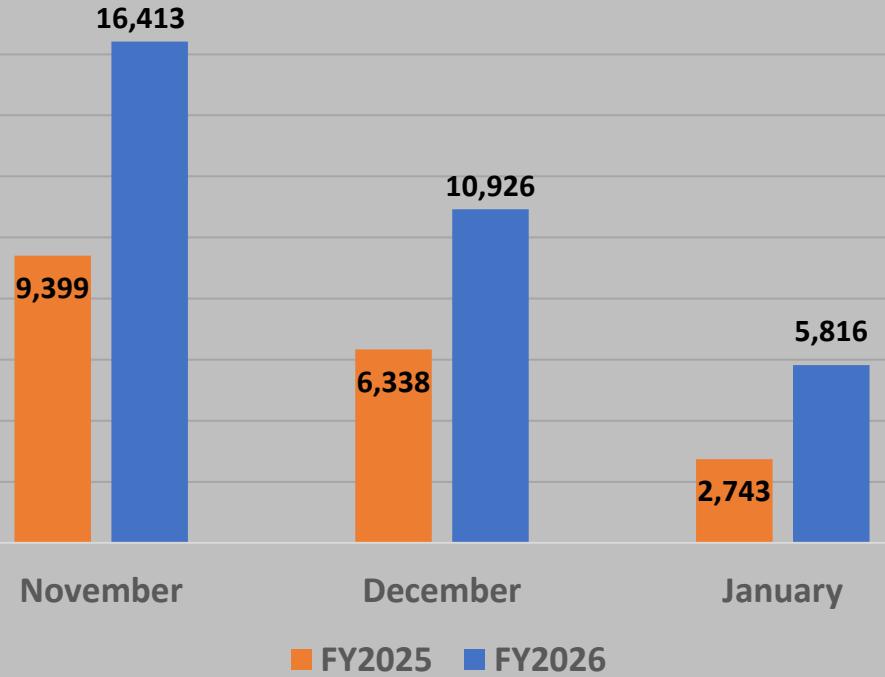
E-NEWSLETTER SIGNUPS



Website Report

January 2026

BOOK DIRECT CLICKS (LODGING) YOY COMPARISON



BookDirect Clicks January 2026

- BookDirect clicks increased by **+112.0% YOY**



January Performance Report

Key Takeaways:

AI Visibility:

- AI Overview: 708 citations
- ChatGPT: 100 citations (+18 vs last month)

Traffic Performance:

Overall sessions decreased **48% YoY**, driven primarily by:

- google / organic (-41%)
- google / cpc (-53%)

Top Partners:

- Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort (+192%)
- Old Town Trolley Tours (-74%)
- Prohibition Kitchen (+135%)

Top Landing Pages:

- /events/holidays/valentines-day/ (+74%), enhanced in January, earned a #1 ranking and AIO citation for the keyword "st augustine valentine's day"
- /things-to-do/shopping/farmers-markets/ (+61%)
- /visitor-info/order-guide/ (+16%)

Top Markets:

- Nocatee: +34%
- Fruit Cove: +25%
- Daytona Beach: +26%

Email Performance

Total Subscribers: 274,743

Opt-In Email:

- **Messages Sent:** 42,498
- **CTOR:** 18%
- **Visit to Website:** 736
- **Length of Visit:** 0:02:53

Other Source Subscribers Email:

- **Messages Sent:** 162,335
- **CTOR:** 37%
- **Visit to Website:** 314
- **Length of Visit:** 0:02:04

Tasks Completed in January:

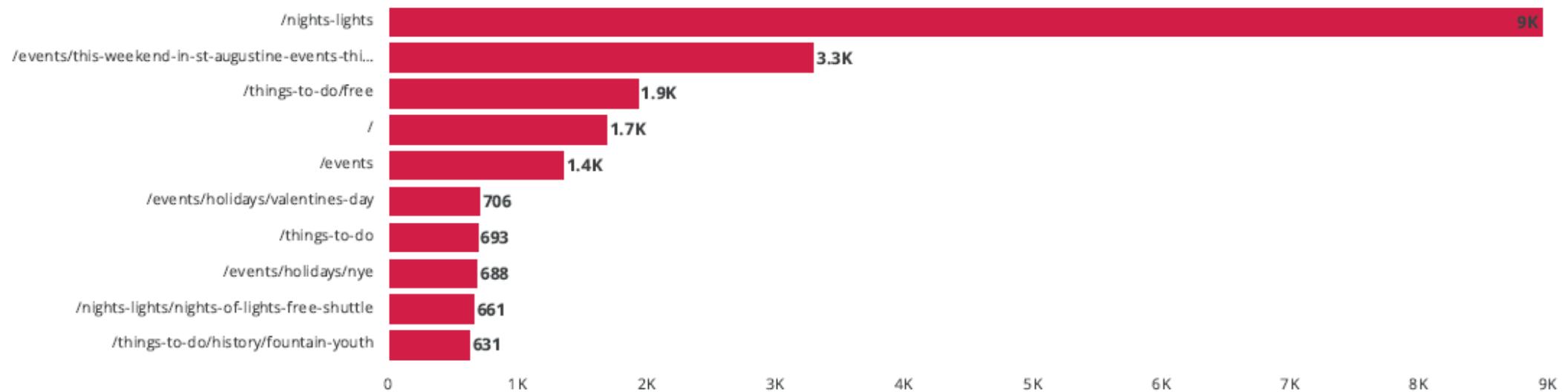
- **Optimize:** Black History Month annual event page
- **Optimize:** Fort Mose Jazz & Blues Series Festival page
- **Enhance:** Valentine's Day Holiday page
- **January Monthly Email**

Upcoming Tasks:

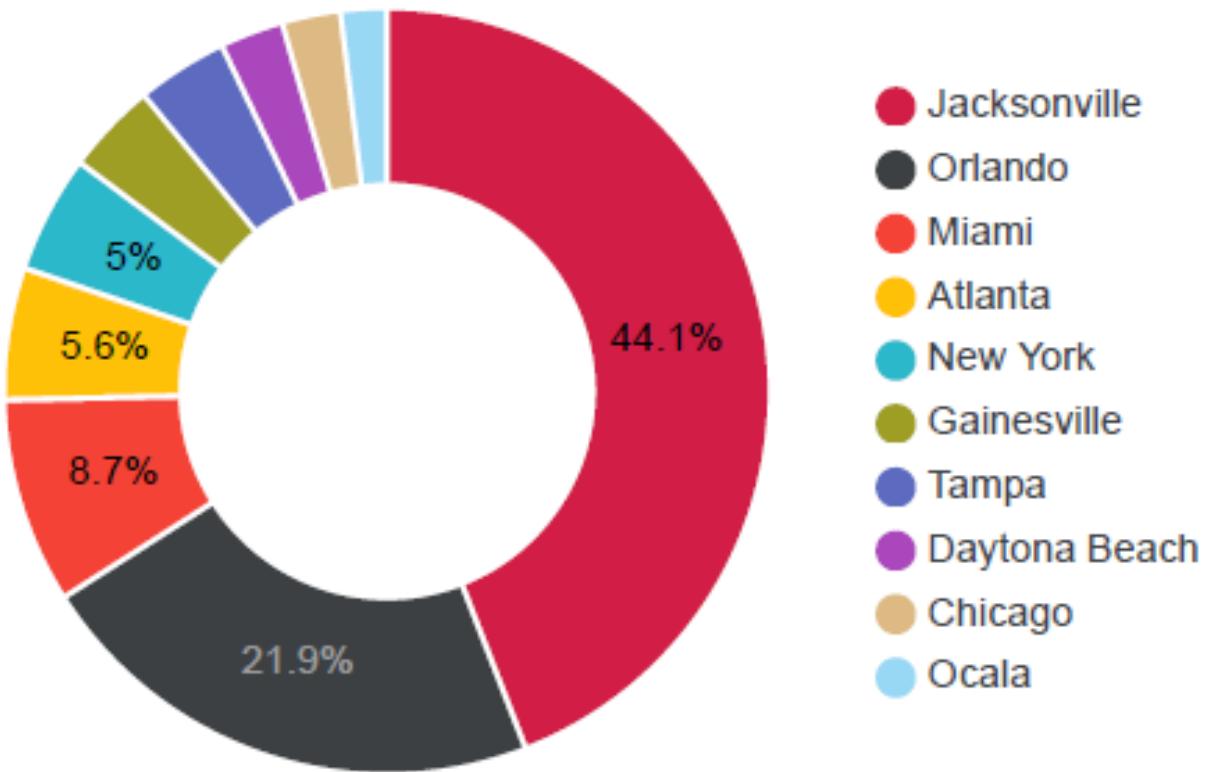
February:

- **Optimize:** THE PLAYERS annual event page
- **Enhance:** Celtic Music & Heritage Festival Festival page
- **Enhance:** St. Patrick's Day blog
- **February Monthly Email**

Top 10 Landing Pages

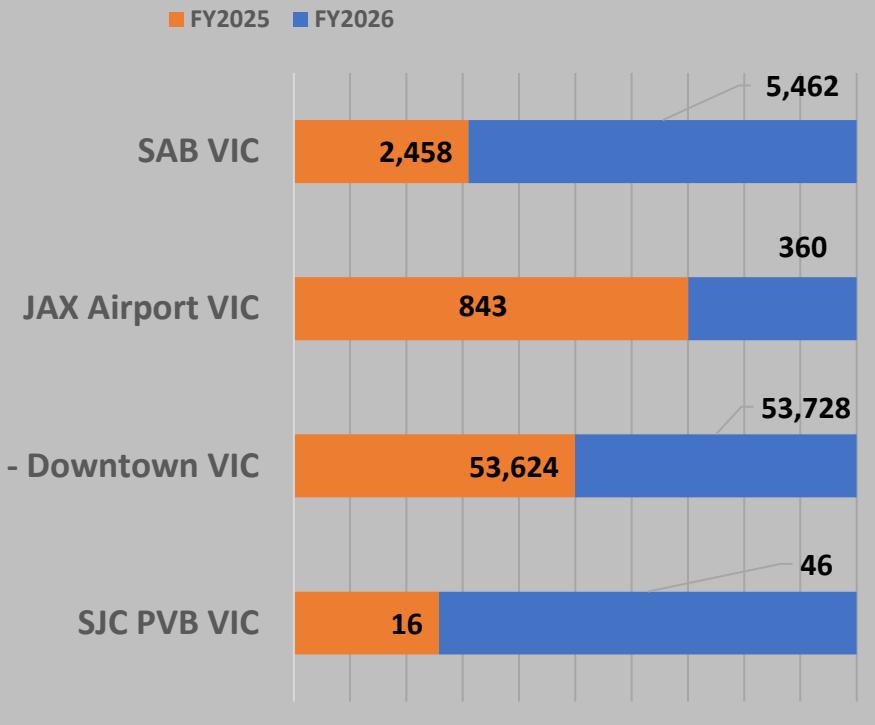


Top 10 Organic Cities



VIC Visitation

January 2026

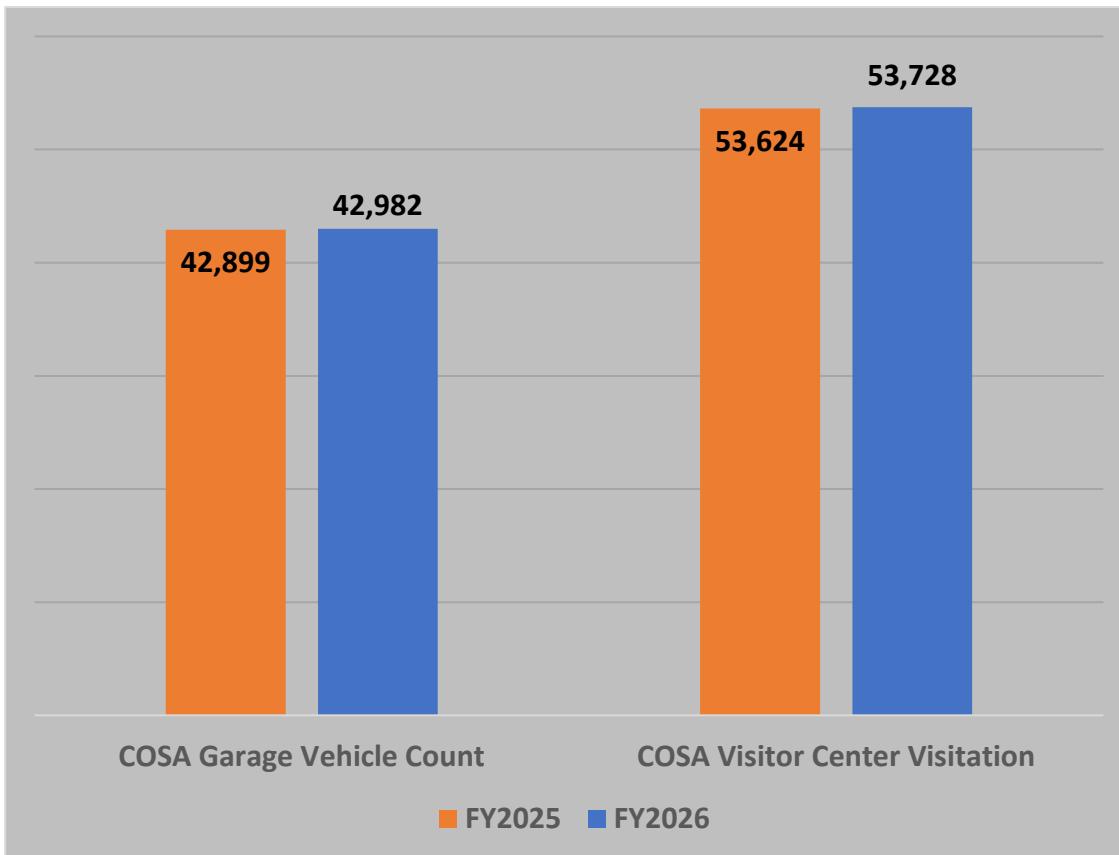


VIC Visitation – January 2026

- Visitation to the **St. Augustine Beach Visitor Information Center** increased by **+122.2%**
- Visitation to the **Jacksonville Airport Visitor Information Center** declined **-57.3%** due to construction – expected to be completed in March 2026.
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+0.2% YOY**
- SJC PVB Visitor Information Center** increased by **+187.5%**

City of St Augustine Downtown VIC Visitation

January 2026

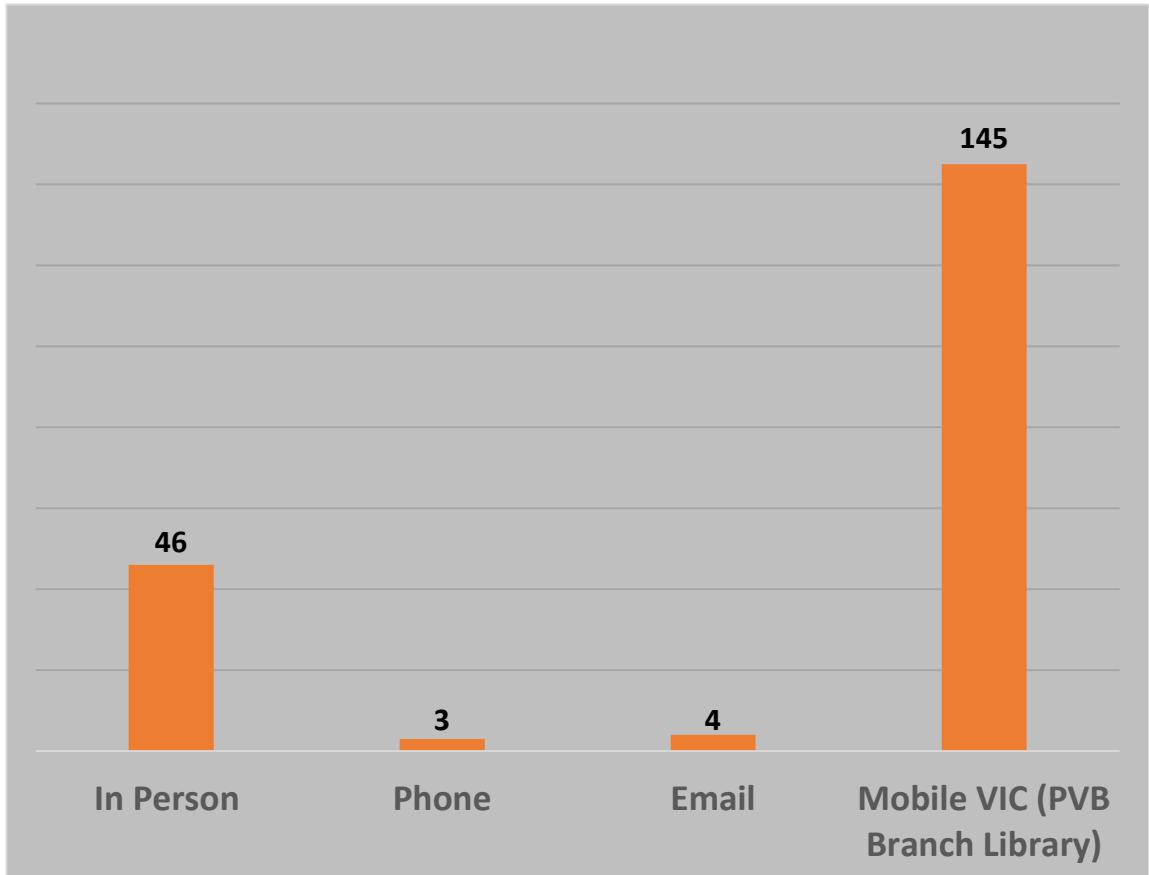


City of St Augustine Downtown VIC Visitation – January 2026

- Visitor Information Center Vehicle Count 2025 42,899
- Visitor Information Center Vehicle Count 2026 42,982
- Visitor Information Center In-Person 2025 53,624
- Visitor Information Center In-Person 2026 53,728

Ponte Vedra VIC Visitation

January 2026

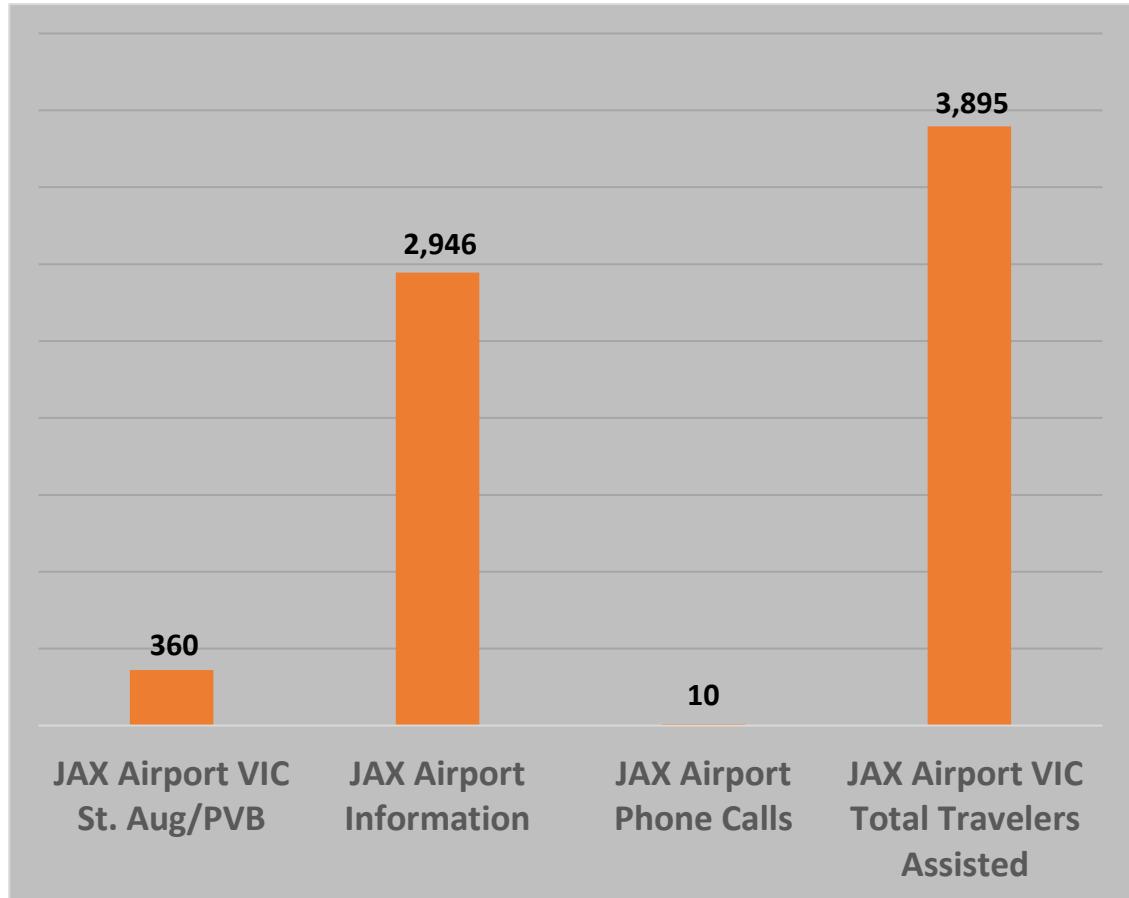


Ponte Vedra VIC Visitation January 2026

- **Visitors Served In-Person** 46
- **# Phone Calls** 3
- **# Emails** 4
- **Mobile VIC** 145

Jacksonville Airport VIC Visitation

January 2026



Jacksonville Airport VIC Visitation – January 2026

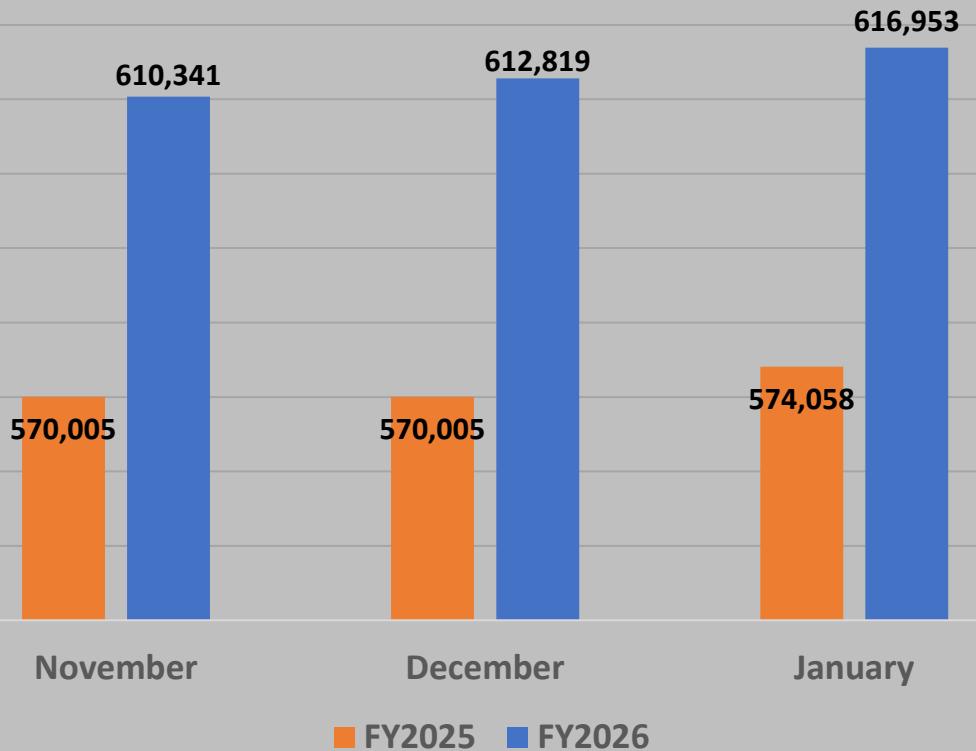
- Jacksonville Airport VIC St. Aug & PV 360
- Jacksonville Airport VIC Airport Information 2,946
- Jacksonville Airport VIC Phone Calls 10
- Jacksonville Airport VIC Visitor In-Person 2025 3,895

Social Media

Social Media

January 2026

FACEBOOK FOLLOWERS YOY COMPARISON



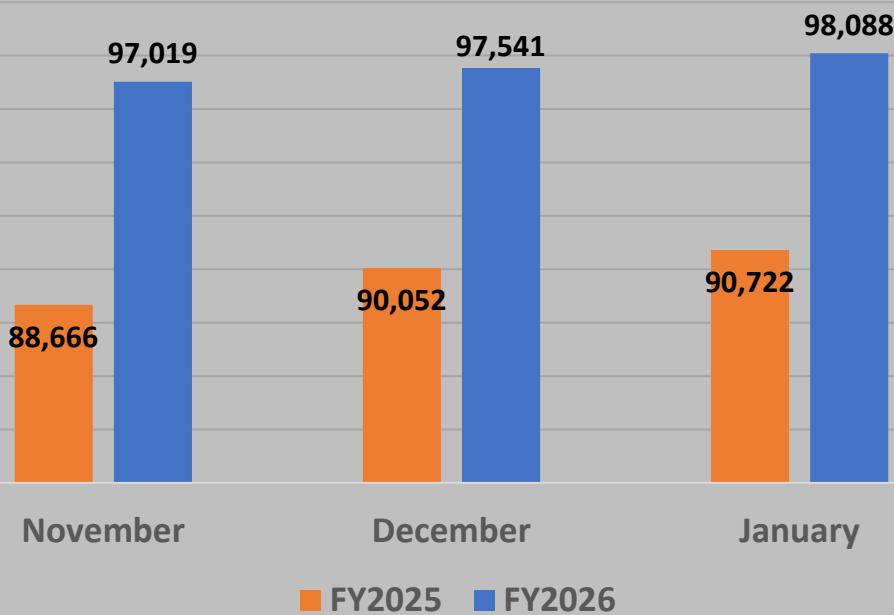
Facebook Followers January 2026

- Facebook Followers increased **+7.5% YOY**

Social Media

January 2026

INSTAGRAM FOLLOWERS YOY COMPARISON



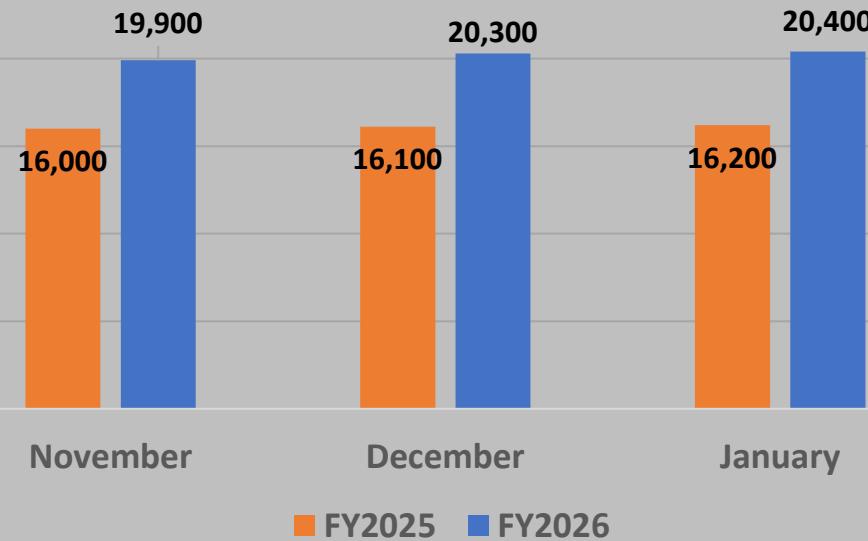
Instagram Followers January 2026

- Instagram increased +8.1% YOY

TikTok Followers January 2026

- TikTok Followers increased +25.9% YOY

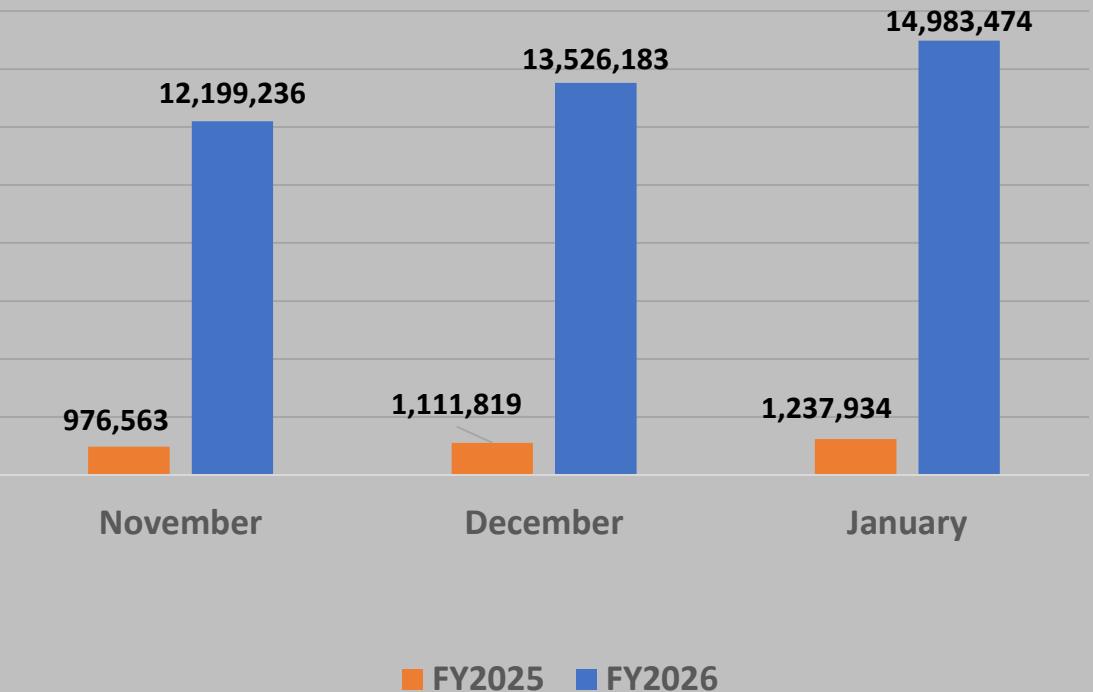
TIKTOK FOLLOWERS YOY COMPARISON



Social Media

January 2026

YOUTUBE VIEWS YOY COMPARISON

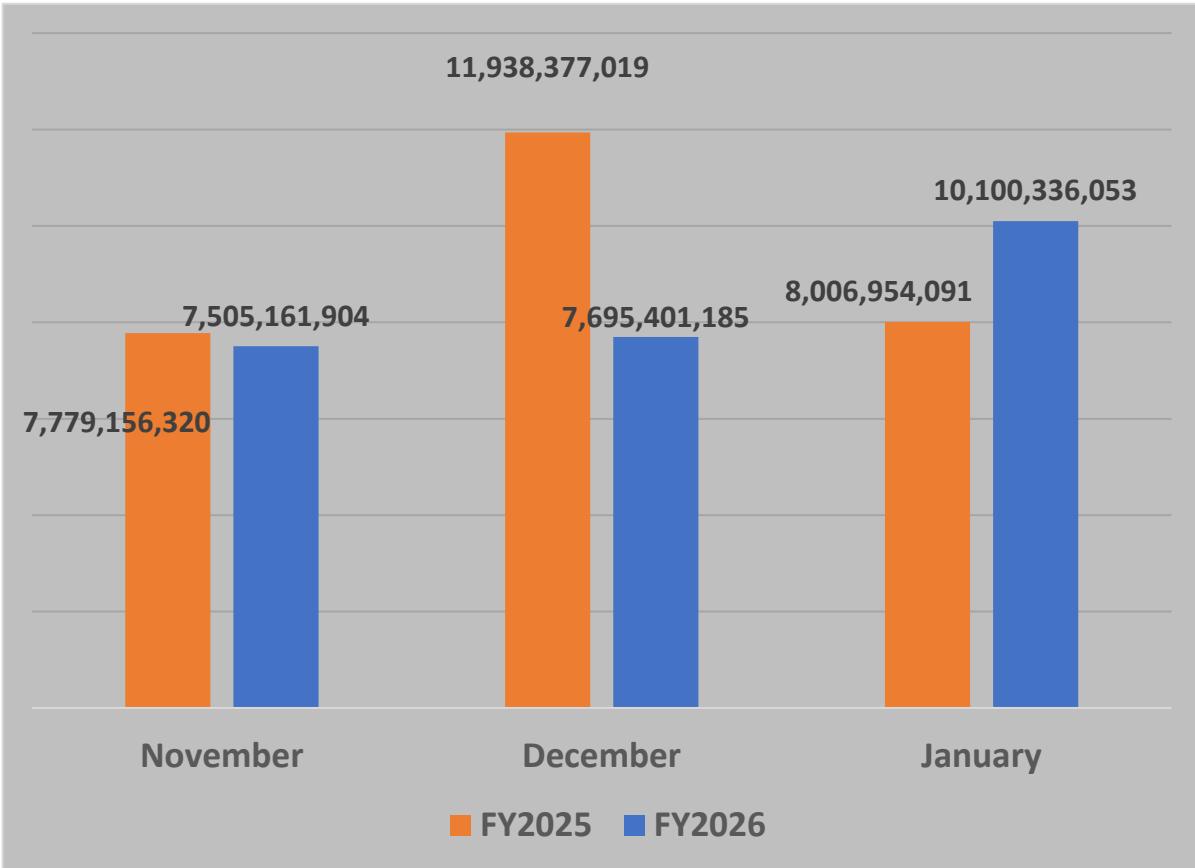


YouTube Views January 2026

- YouTube Views increased **+1110.4% YOY**

Media Relations

Media Impressions – January 2026



Media Impressions – January 2026

- Media Impressions increased **+26.1% YOY**

Top National Stories – January 2026

- State of the Union News – Wire Story
[Florida's Historic Coast Celebrates James Beard-Nominated Chef and Restaurateur Barry Honan](#)



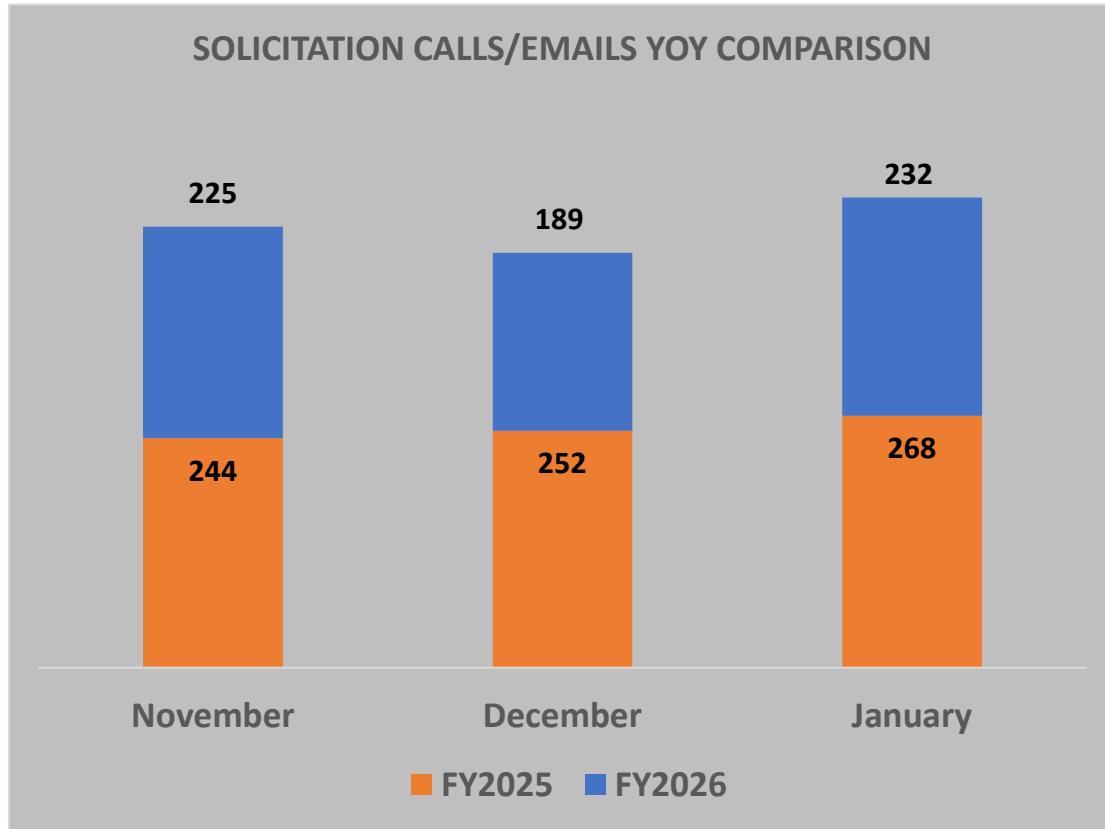
320,685,564 Million+ Impressions

- Associated Press – [Florida's Historic Coast and Tinsley Advertising Launch New Multimedia Campaign Celebrating World-Class Experiences](#)



83,770,393 Million Impressions

Sales Measurement Summary



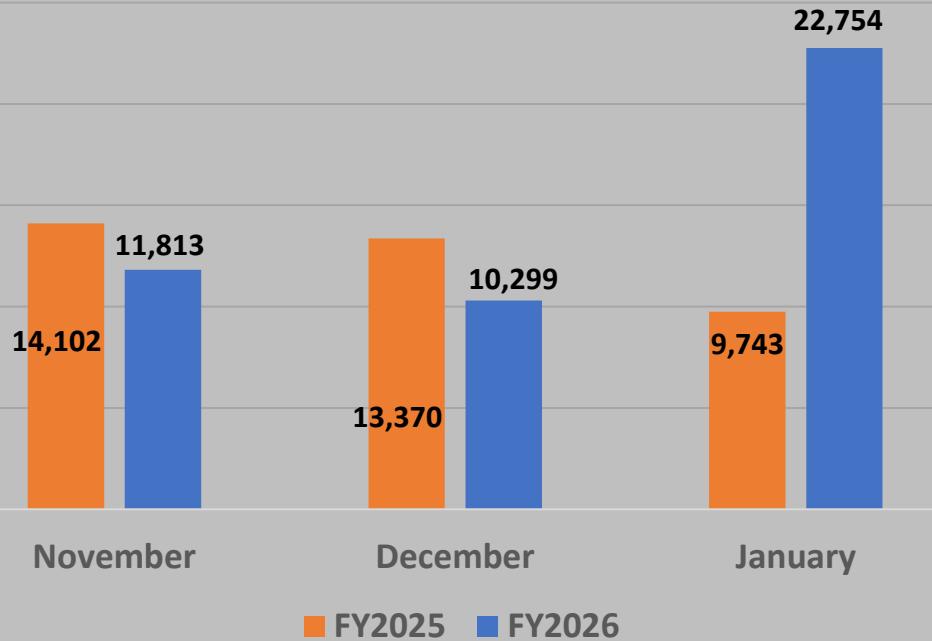
Solicitations January 2026

- **Solicitations declined -13.4% YOY**

Sales Report

January 2026

LEAD ROOM NIGHTS YOY COMPARISON



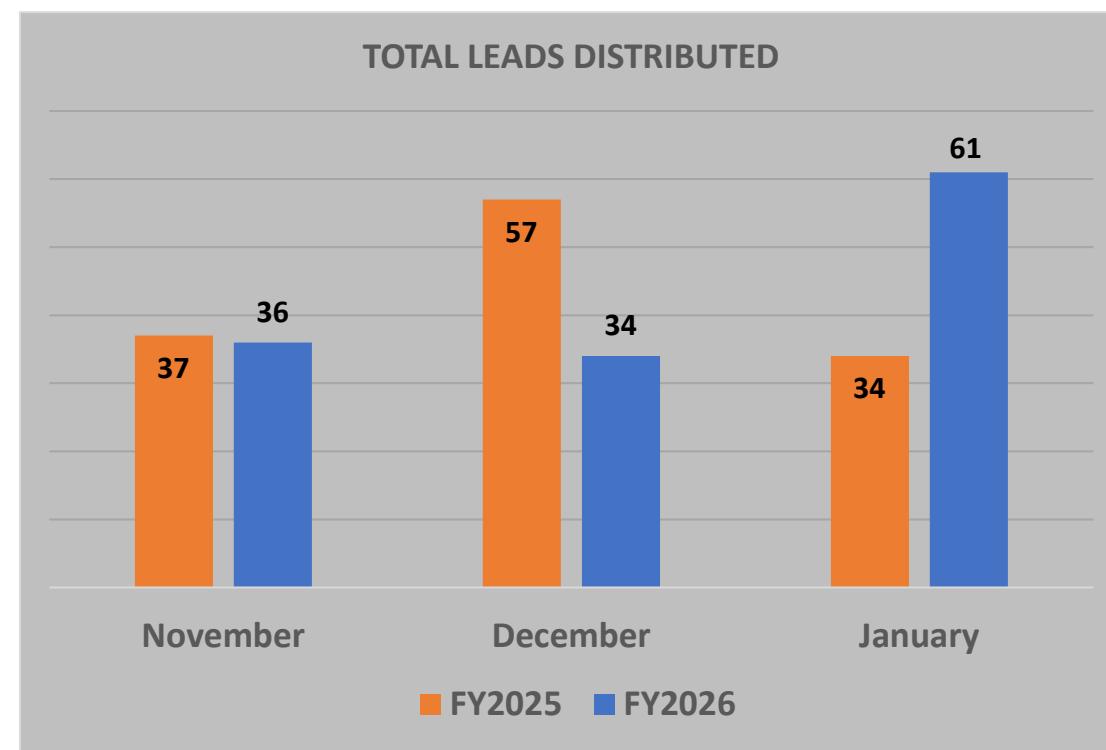
Lead Room Nights January 2026

- Lead Room Nights increased +133.5% YOY

Lead Distribution January 2026

- Lead Distribution increased +79.4% YOY

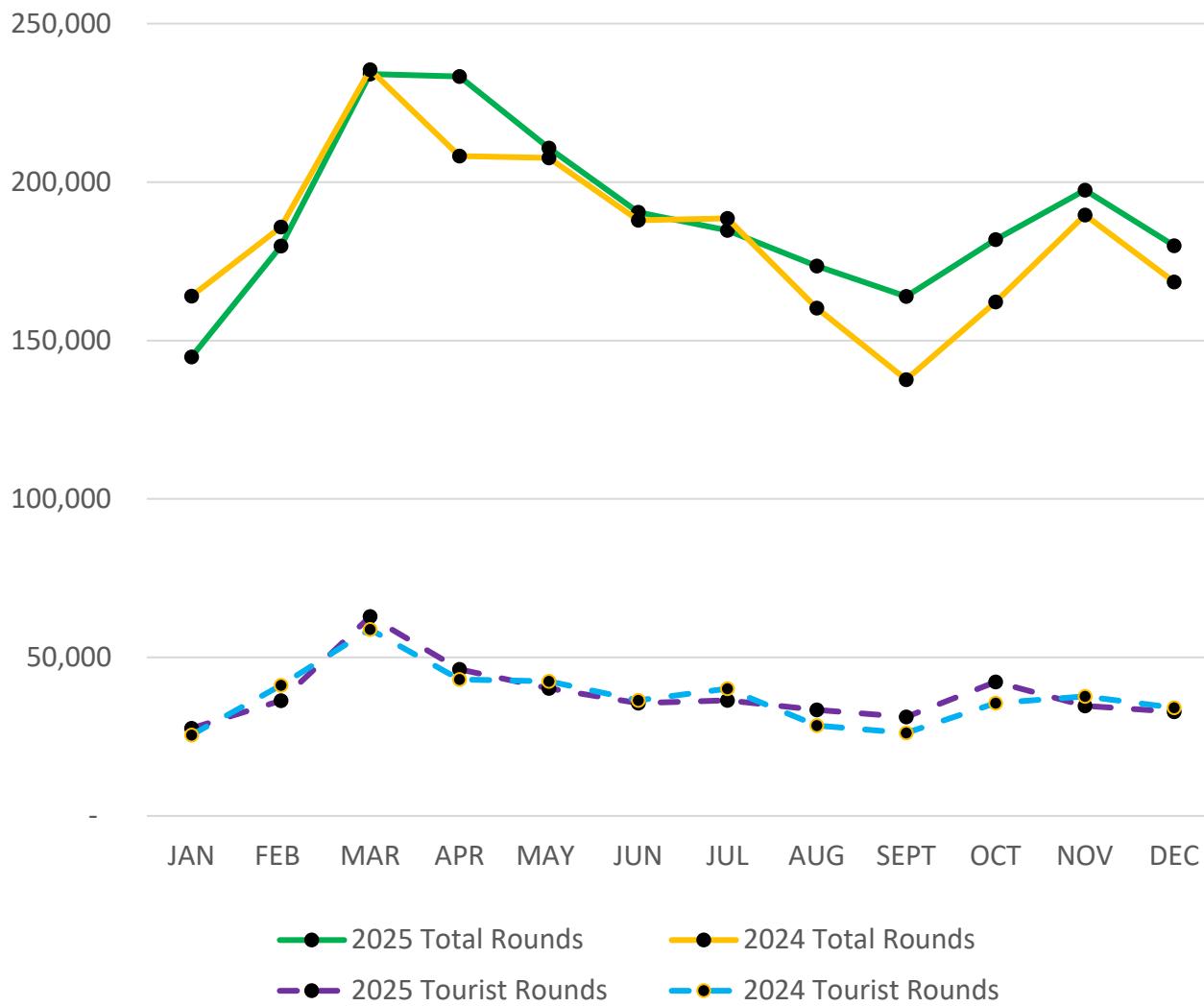
TOTAL LEADS DISTRIBUTED



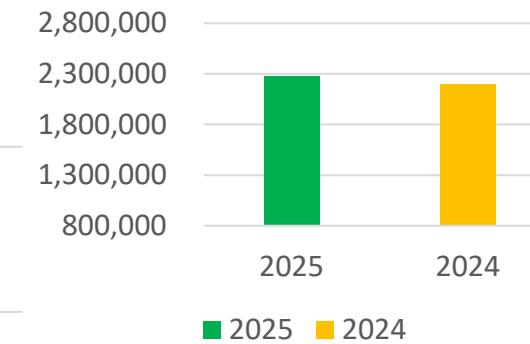
Florida's First Coast of Golf

Total Rounds Dec: +7%
Tourist Rounds Dec: -4%

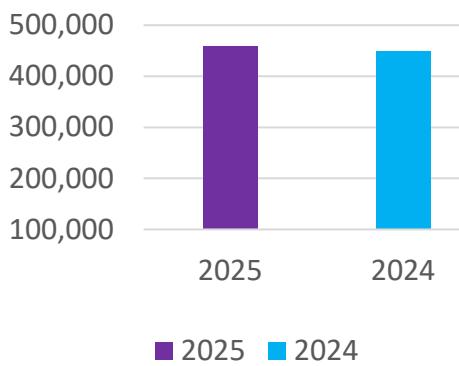
ROUNDS UPDATE



2025 TOTAL ROUNDS YTD
4%



2025 TOURIST ROUNDS
YTD 2%



CEO's Comments

- December 2025 Traditional Lodging Stats: Occupancy 68.6% (-2.6%), ADR \$200.86 (+2.0%), RevPAR \$137.84 (-0.6%), Demand is -0.8%, Revenue is +1.2%, Supply is +1.7%.
- December 2025 Vacation Rental Stats: Paid Occupancy 20.5% (-5.5%), ADR \$169 (+9.0%), RevPAL \$35 (+2.9%), Demand -2.7%; Supply +4.5%.
- December 2025 TDT Collections were +3.9% YOY
- January VIC Visitation YOY for the St. Augustine Beach VIC is +122.2%; CoSA VIC was +0.2%; Ponte Vedra Beach VIC was +187.5%; Jax Airport was -57.3% due to construction – expected completion in March 2026.
- January Social Media YOY for Facebook/Meta was +7.5%, Instagram was +8.1%, TikTok was +25.9%, and YouTube was +1110.4%
- January Media impressions increased +26.1% YOY.
- January Sales team solicitations are -13.4% YOY; lead room nights are +133.5% YOY; lead distributions are +79.4% YOY.

Thank You!