

ST. JOHNS COUNTY  
TOURIST DEVELOPMENT COUNCIL MEETING  
**MARCH 16, 2026 1:30 PM**  
COUNTY AUDITORIUM

1. CALL TO ORDER – Troy Blevins, Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**) (Pages 2 – 9)
  - Workshop Meeting Minutes – February 2, 2026
  - Regular Meeting Minutes – February 23, 2026
  - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. SING OUT LOUD 25 REVIEW UPDATE – Dianya Markovits, Cultural Events (Pages 10-17)
8. ST. JOHNS CULTURAL COUNCIL UPDATES – Jeff Potts, Cultural Council
  - ACH Grant Scoring Criteria Update (Pages 18 – 32)
  - Black Heritage Trail Update
9. SIGNATURE SEASONS INITIATIVE FOLLOW UP DISCUSSION (Pages 33-45)
10. MONTHLY REPORTS
  - Review of TDT Collections (Pages 46-51)
  - VCB monthly update (Pages 52-80)
11. MEMBER COMMENTS
12. NEXT MEETING DATE – April 20, 2026
13. ADJOURN

## **TDC Regular Meeting – March 16, 2026**

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

- Workshop Meeting – February 2, 2026
- Regular Meeting – February 23, 2026
- Public Comment



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
February 2, 2026 - 9:00 a.m.

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1. CALL TO ORDER

Kass called the meeting to order at 9:00 a.m.

Present: Irving Kass, District 2, Chair  
Troy Blevins, District 5, Vice Chair  
Regina G. Phillips, District 2  
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative  
Beth Sweeny, Mayor, St. Augustine Beach City Commission, Seat 2

Absent: Michael Gordon, District 4  
Michael Wicks, District 4  
Sarah Arnold, BCC Representative  
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.

4. SIGNATURE SEASON FRAMEWORK INITIATIVE WORKSHOP

Kass presented the details of the Signature Season Framework initiative.

Discussion ensued on the “Seasons” concept, including a September “Dates of Spain” theme, recognition initiatives, and balancing a St. Augustine focus with countywide inclusiveness. Members emphasized coordinated event promotion, economic impact, branding strategy, accountability, the Council’s advisory role to the Board of County Commissioners, outreach efforts, and leveraging the County’s history and beaches as key brand pillars.

Public Comment:

Melinda Rakoncay spoke on prior marketing strategies promoting the 37 miles of beaches in St. Johns County and highlighted St. Augustine's historic significance.

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors Convention Bureau, spoke on the season concept, highlighting economic impacts, re-engaging visitors for repeat and multi-purpose trips, expanding diverse countywide offerings, effective marketing strategies with an advertising agency, and increasing summer opportunities.

Jeff Potts, Executive Director of St. Johns County Cultural Council, spoke in support of the six-month focus on Arts, Heritage, and Culture (ACH), aligning ACH grant funding and new event development with appropriate times of year, and testing the plan over the coming months.

Isabelle Rennault, St. Johns County Chamber of Commerce, thanked the Council on the countywide tourism strategy, stressing the importance of history while promoting all community assets. She noted that the destination was close to becoming Florida's first fully autism-certified destination and offered the Chamber's support in advancing these efforts.

L. Taylor informed the Council that the next step would be to present the workshop discussion at the Tourist Development Council meeting on February 23, 2026.

5. MEMBER COMMENTS

There were none.

6. NEXT MEETING DATE

Masters stated that the next meeting was scheduled for February 23, 2026

7. ADJOURN

With no further business to come before the Council, the meeting adjourned at 10:05 a.m.

Approved \_\_\_\_\_, 2026

TOURIST DEVELOPMENT COUNCIL  
OF ST. JOHNS COUNTY, FLORIDA

By: \_\_\_\_\_  
Irving Kass, Chair

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

By: \_\_\_\_\_  
Deputy Clerk

Draft



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
February 23, 2026 - 1:30 p.m.

---

1. CALL TO ORDER

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

Present: Troy Blevins, District 5, Vice Chair  
Regina G. Phillips, District 2  
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative  
Beth Sweeney, Mayor, St. Augustine Beach City Commission, Seat 2  
Michael Wicks, District 4  
Charles Cox, District 3  
Michael Gordon, District 4

Absent: Irving Kass, District 2, Chair  
Sarah Arnold, BCC Representative

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

2. PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

3. ROLL CALL

The clerk called the roll.

4. APPROVAL OF AGENDA

**Motion by Sweeny, seconded by Cox, carried 7/0, with Arnold and Kass absent, to approve the Agenda, as submitted.**

**Yea: Blevins, Cox, Gordon, Phillips, Sikes-Kline, Sweeny, Wicks**

**Nay: None**

**Absent: Arnold, Kass**

5. SELECTION OF NEW CHAIR AND VICE CHAIR

L. Taylor reviewed the procedures and process for selecting the chair and vice chair. Blevins called for nominations for chair and vice chair.

Public Comment: There was none.

**Motion by Sweeny, seconded by Gordon, carried 7/0, nominating Troy Blevins as Chair.**

**Yea: Blevins, Cox, Gordon, Phillips, Sikes-Kline, Sweeny, Wicks**

**Nay: None**

**Absent: Arnold, Kass**

**Motion by Phillips, seconded by Gordon, carried 7/0, nominating Charles Cox as vice chair.**

**Yea: Blevins, Cox, Gordon, Phillips, Sikes-Kline, Sweeny, Wicks**

**Nay: None**

**Absent: Arnold, Kass**

6. APPROVAL OF MINUTES

**Motion by Phillips, seconded by Sweeny, carried 7/0, to approve the minutes for the November 17, 2025, meeting, as submitted.**

**Yea: Blevins, Cox, Gordon, Phillips, Sikes-Kline, Sweeny, Wicks**

**Nay: None**

**Absent: Arnold, Kass**

7. PUBLIC COMMENT

Sandra Parks spoke on the history of the Tourism Development Act, highlighting the collaboration among the hospitality, arts, and county sectors, and urged the Council to fulfill the original promised funding whenever making tourism budget decisions.

Joe Kistel highlighted the economic benefits of fishing and diving in Florida and proposed using advanced underwater filming to showcase St. Johns County's artificial reefs for conservation and tourism promotion.

ST. JOHNS COUNTY CHAMBER OF COMMERCE PRESENTATION

Isabelle Renault, President and CEO of the St. Johns County Chamber of Commerce, presented the details of the Ponte Vedra Culture and Heritage website and introduced Chris Norman, who spoke on the history of Culture and Heritage and displayed a video.

Alex Barr, Community Engagement Coordinator for the Public Library System, expressed gratitude for the feature in "Explore Ponte Vedra" and highlighted upcoming monthly mobile visitor pop-ups to promote culture, heritage, and the arts.

Berta Owen spoke in support of the Ponte Vedra website and venue for showcasing the community's attractions, highlighting the opportunities to promote local businesses without focusing on rankings.

Discussion ensued on the Ponte Vedra Naturally website's development and promotion, including visitor access, marketing strategies, and partnerships with GTM Research Reserve, and tracking website impacts on tourism.

## 8. SPORTS TOURISM GRANT APPROVALS

- Ancient City Redfish Bash, \$2,500 recommended
- Southern Pickleball Association, Inc., - St. Augustine Shamrock Smash, \$2,200 recommended
- St. Augustine Race Week 2026, \$7,500 recommended
- Advanced Sports Media Group - St. Augustine Spring Classic, \$1,563 recommended
- Veritas Pickleball Tournament presented by Holey Ballz!, \$2,000 recommended
- Jacksonville Football Club Battle at the Beach Soccer, \$1,500 recommended
- St. Augustine Boating Club Annual Fishing Tournament, \$670 recommended
- Game On! Ponte Vedra Beach Triathlon, \$4,000 recommended
- Old School Kingfish Shootout, \$22,500 recommended
- Game On! St. Augustine Triathlon-Summer, \$4,000 recommended
- Florida Elite Soccer Pre-Season Girls and Boys Invitational Tournament, \$11,250 recommended
- 2026 Ancient City Karate Championship, \$3,573 recommended
- AJGA The Junior Players Championship, \$9,375 recommended
- Jacksonville Football Club, Labor Day Shootout, \$3,000 recommended

Jaime Baccari, Parks and Recreation Assistant Director, presented the details of the grant requests.

Discussion ensued regarding funding for two youth sport events, highlighting concerns about event titles, identical hotel stay counts, duplicate applications, and perceived inaccuracies. The Council members expressed their positions on the requests.

### Public Comment:

Donna France requested that the Council restore funding for the Ancient City Redfish Tournament to last year's level, highlighting the organization's long contributions to local tournaments and community events.

Blevins suggested reallocating funds from the lower-funded Battle of the Beach event to the Ancient City Redfish Bash.

**Motion by Wicks, seconded by Phillips, carried 7/0, to recommend that the Board of County Commissioners approve the Sports Tourism Grants for fiscal year 2026, with the exception of removing the lower-funded Jacksonville Football Club application and reallocating those funds to the Ancient City Redfish Bash.**

**Yea: Blevins, Cox, Gordon, Phillips, Sikes-Kline, Sweeny, Wicks**  
**Nay: None**  
**Absent: Arnold, Kass**

Public Comment:

Donna France thanked the Council and staff for their support.

9. FISCAL YEAR 2027 ACH GRANT GUIDELINES RECOMMENDATION

Brenda Swann, St. Johns County Cultural Council Executive Director, presented the grant guidelines and stated that the reports were included in the agenda packet.

Discussion ensued on minor revisions to the grant scoring, including refining peak-period rules with the new provision that would allow events during peak periods to avoid a 5-point deduction if they add a Thursday or Monday stay to encourage additional weeknight hotel occupancy.

Public Comment: There was none.

**Motion by Cox, seconded by Gordon, carried 7/0, to approve ACH Grant Guidelines for Fiscal Year 2027, as presented.**

**Yea: Blevins, Cox, Gordon, Phillips, Sikes-Kline, Sweeny, Wicks**  
**Nay: None**  
**Absent: Arnold, Kass**

10. MONTHLY REPORTS PROVIDED IN PACKETS

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

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 Visitors and Convention Bureau, noting that the Nights of Lights study would be presented at the March 16, 2026, meeting, highlighting St. Johns County's involvement in America 250 celebration events that St. Johns County would be included in the production of. She provided a recap of the Fiscal Year 2026 St. Johns County Day at the Capitol.

Discussion ensued on advertising campaigns targeting families, the designation of the first annual St. Johns County Day, state tourism spending, and analytics on vacation rental tax growth and compliance. Sikes-Kline also noted an exhibit opening at the Visitors and Convention Bureau on March 8, 2026, with Council members to be invited.

11. MEMBER COMMENTS

Gordon congratulated Blevins and Cox on their appointments as chair and vice-chair, respectively.

12. NEXT MEETING DATE

The next meeting was scheduled for March 16, 2026.

13. ADJOURN

With no further business to come before the Council, the meeting adjourned at 3:15 p.m.

Approved \_\_\_\_\_, 2026

TOURIST DEVELOPMENT COUNCIL  
OF ST. JOHNS COUNTY, FLORIDA

By: \_\_\_\_\_  
Troy Blevins, Chair

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

By: \_\_\_\_\_  
Deputy Clerk

## **TDC Regular Meeting – March 16, 2026**

Agenda Item 7 – 2025 Sing Out Loud Review and Future Strategy  
Discussion/Update – Dianya Markovits, SJC Culture Events



# 2025 Review & Future Strategy

Presented by Dianya Markovits  
Director of Public Relations & Partnerships  
SJC Cultural Events, Inc.

## Purpose

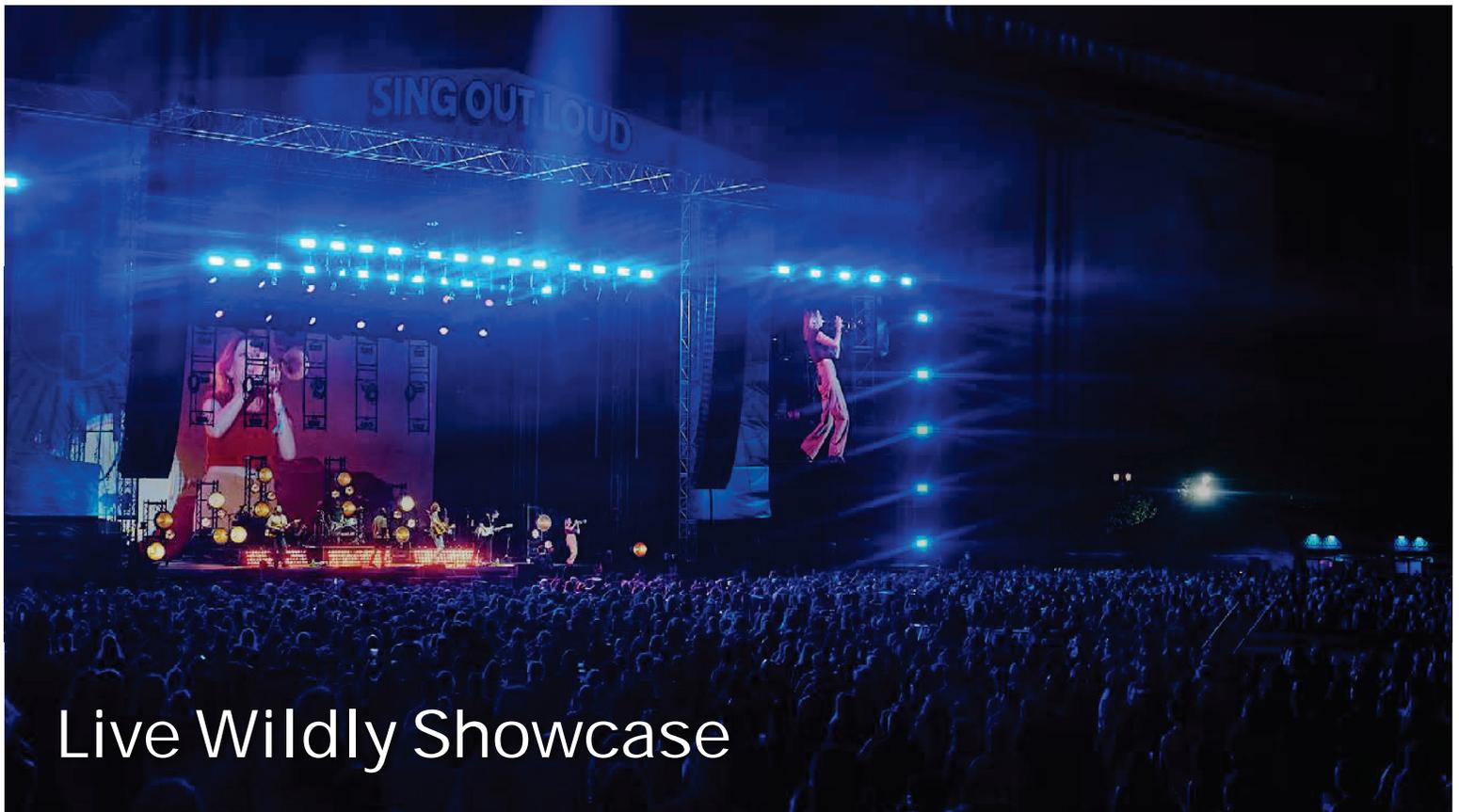
- I. Review Sing Out Loud Festival 2025
- II. Provide update on future festival strategy



# Sing Out Loud 2025

Dates	Artists	Venues	Events
Sept 5 – 28, 2025	202 Artists	17 Venues	165 Events
<ul style="list-style-type: none"> <li>• 4 Weekends</li> <li>• 16 Days of Programming</li> </ul>	<ul style="list-style-type: none"> <li>• 13 Headliners Hozier, Beabadoobee, Vance Joy, The Teskey Brothers, Rilo Kiley, Father John Misty, Maren Morris, Sombr, Gigi Perez, David Kushner, Sarah Kinsley, Brenn! and Chuck Leavell</li> <li>• 157 Local &amp; Regional Artists</li> <li>• 32 Singer-Songwriters</li> </ul>	<ul style="list-style-type: none"> <li>• Bar Citra, Casa De Vino 57, Colonial Oak Music Park, Dog Rose Brewing, Francis Field, Jimmy Hula's, Limelight Theatre, Markland House, Ponte Vedra Concert Hall, Prohibition Kitchen, Nobby's, Ragga Surf Café, Sarbez, Spinster Abbott's, The St. Augustine Amphitheatre, The Waterworks, Tradewinds</li> </ul>	<ul style="list-style-type: none"> <li>• 157 free Local Artist Showcases</li> <li>• The St. Augustine Amphitheatre Night Market</li> <li>• An Evening with Chuck Leavell</li> <li>• Live Wildly Showcase</li> <li>• Vance Joy Pop Up at Spinster Abbott's</li> <li>• Late Night with Gigi Perez</li> <li>• Music Business Panel</li> <li>• St. Augustine Record Fair</li> <li>• St. Augustine Songwriters Festival</li> </ul>

Over 34,000 people attended Sing Out Loud events throughout September

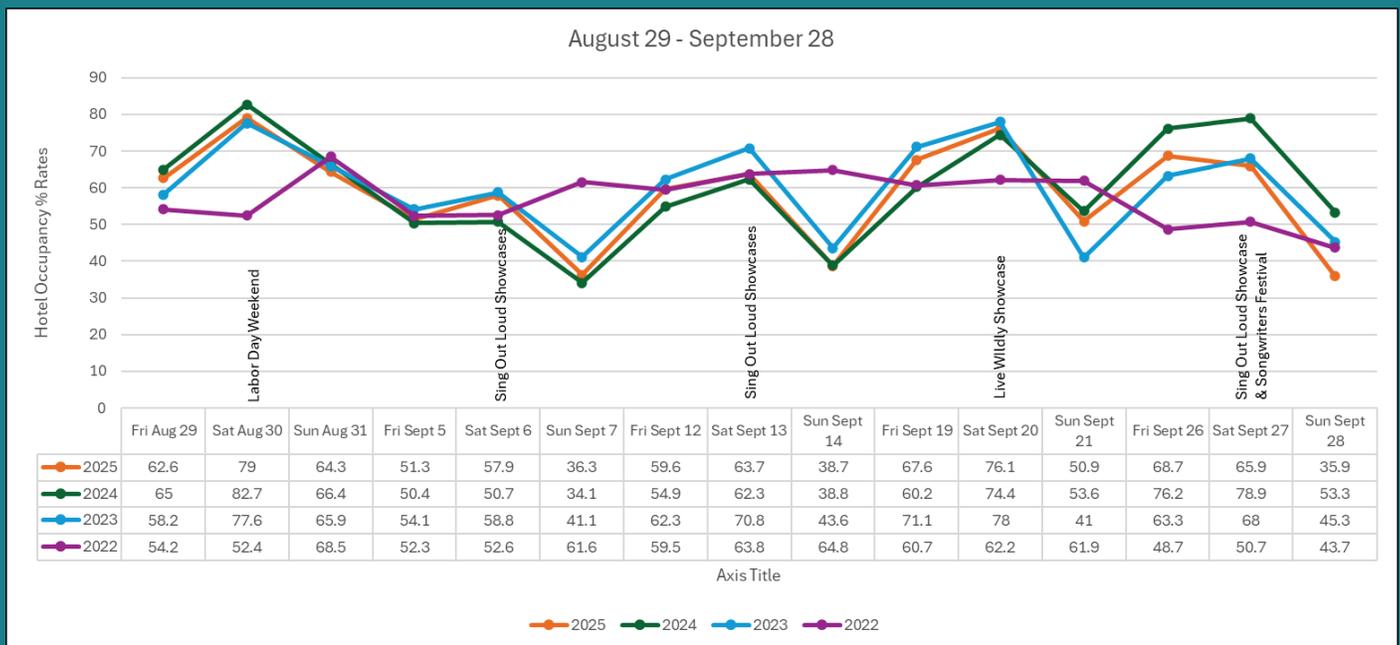


Live Wildly Showcase

- Saturday Sept 20 & Sunday Sept 21
- 25,000 attendees
- 87.5% of ticket buyers came from outside St. Johns County
- Tickets sales from all 50 states and 12 countries including England, Germany, and Australia
- Over \$130,000 raised for land conservation
- 3<sup>rd</sup> year efficiency with positive feedback
- Estimated economic impact of \$9 million

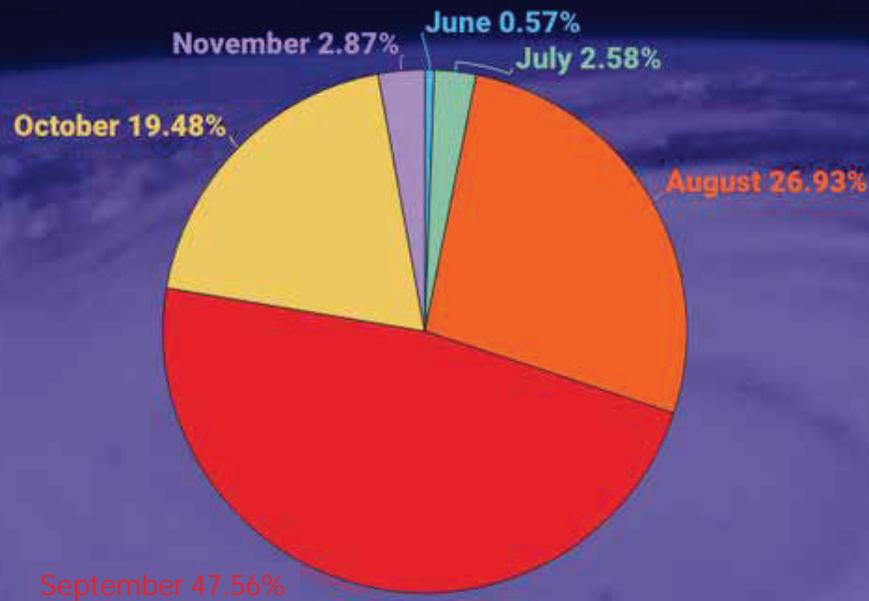


# September Hotel Occupancy Rates



# Atlantic Basin Cat. 3+ Hurricanes 1851-2022

Data: NOAA/AOML/HRD

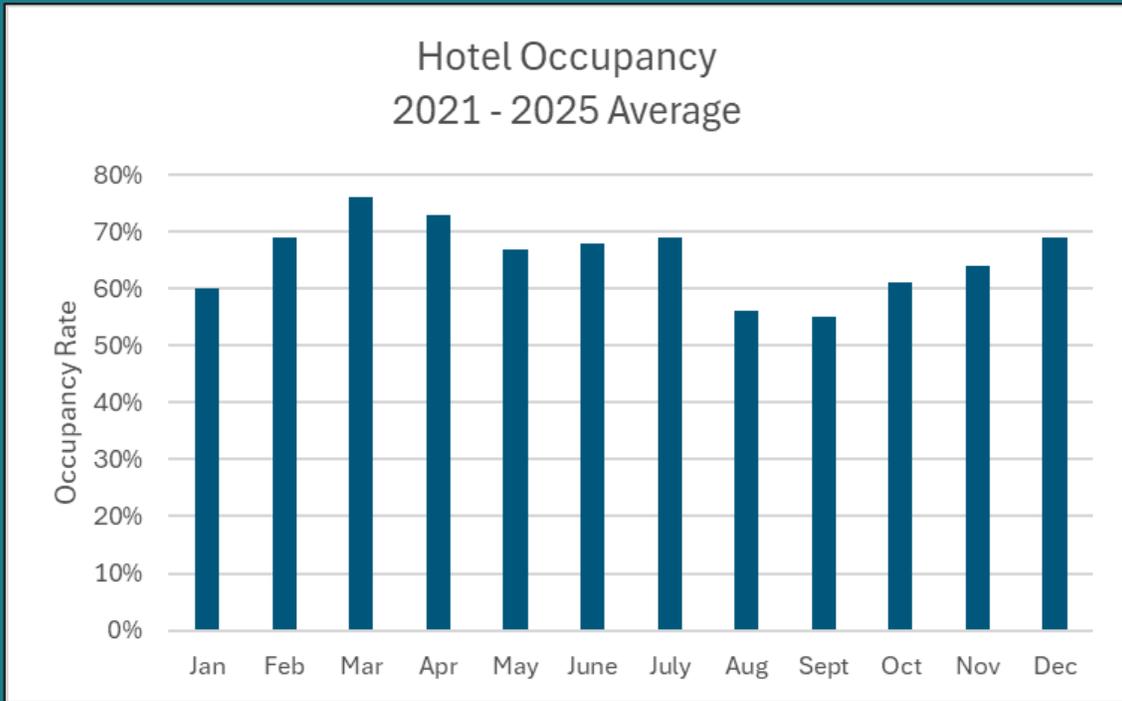


Percentage of Category 3 or stronger hurricanes by month.

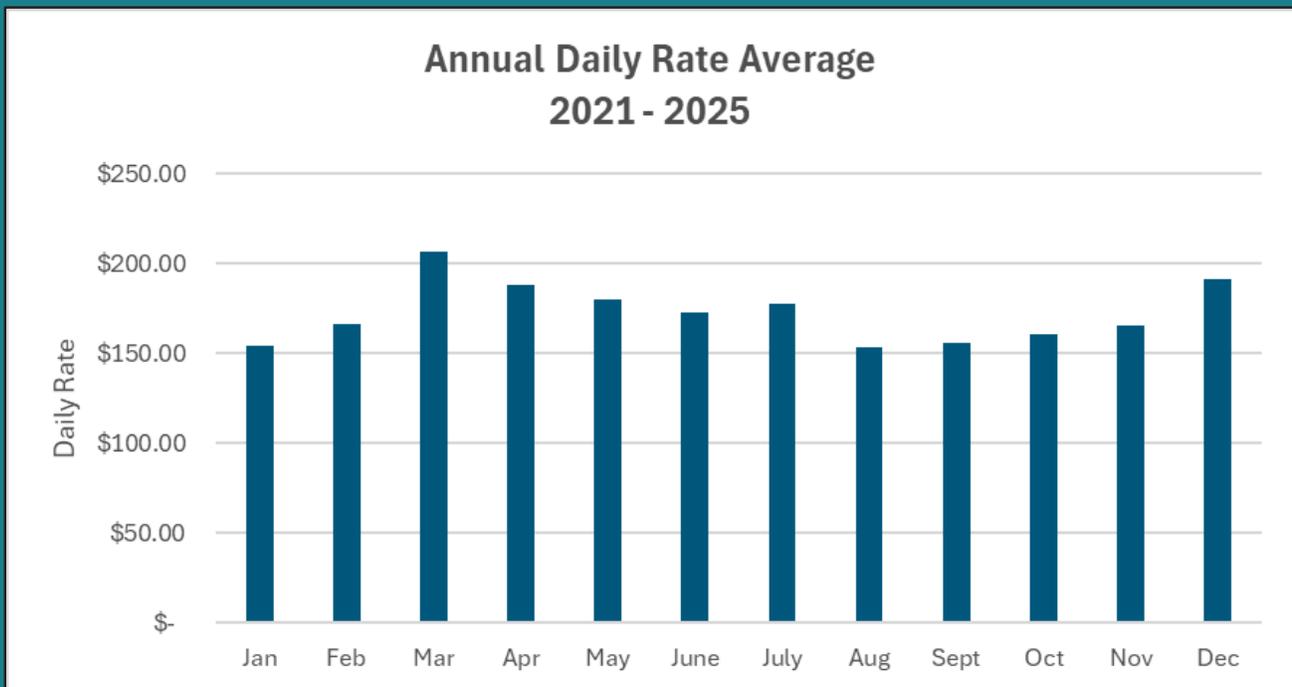
## Considerations

- Weather
  - Outside hurricane season
- Programming Congestion
  - Should not compete with other festivals, special events or holidays
- Tourism Impact
  - Shoulder season

# Hotel Occupancy Averages



# Daily Rate Averages



Shift Francis Field Weekend to third weekend in May while keeping other Sing Out Loud Festival elements in September

## Benefits

May is ideal month for weather

- Reduces probability of cancellation
- Reduces potential strain on emergency services
- Improves attendee comfort
- Increased artist availability

Spreads tourism spikes across the year

- Balances visitor volume across seasons
- Supports restaurants, hotels, and small businesses during shoulder season
- Potential to increase occupancy during shoulder season

Preserves September's "Month of Music"

- Retains local artist programming and free community events
- Retains activation and visitation during slowest time of year
- Continues to build local artist spotlights

# MAY 2027

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3	4	5	6	7	8	9 Mother's Day
10	11	12	13	14	15	16
				Target Francis Field Weekend		
17	18	19	20	21	22	23
24	25	26	27	28	29	30 Memorial Day Weekend

# Sing Out Loud Dates

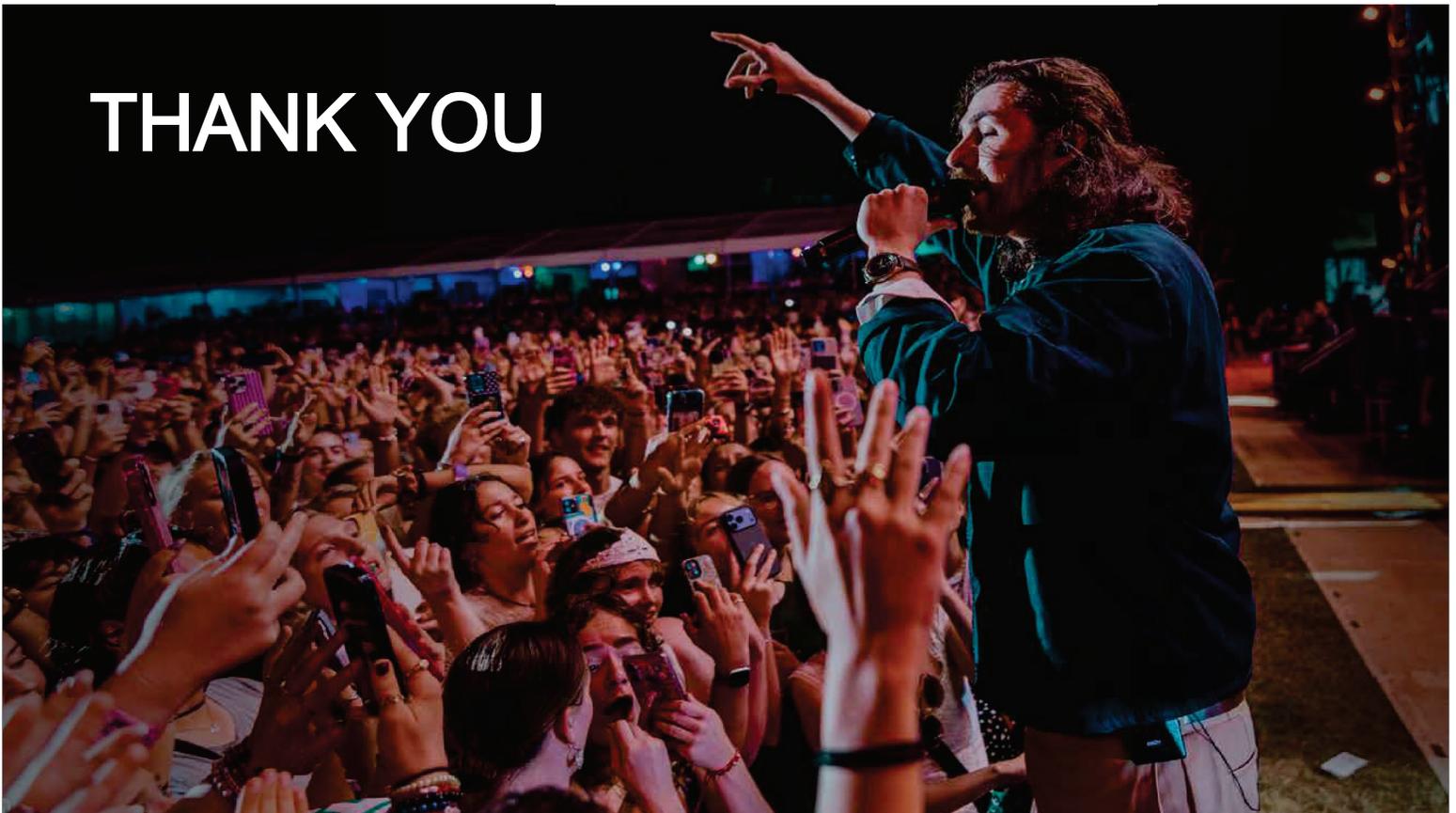
## September 2026

- 10<sup>th</sup> Anniversary
- 4 Weekends
- Multiple Venues
- Local Artists Showcases
- St. Augustine Songwriters Festival
- St. Augustine Record Fair
- Music Business Panel

## Francis Field Weekend

- Dates:
  - May 14 – 16, 2027
  - May 19 – 21, 2028
  - May 18 – 20, 2029
  - May 17 – 19, 2030
  - May 16 – 18, 2031
  - May 14 – 16, 2032
  - May 20 – 22, 2033
- Multiple Headliners
- Non-profit partners
- Philanthropic tie-in

THANK YOU



## **TDC Regular Meeting – March 16, 2026**

### **Agenda Item 8 – ACH Grant Scoring Criteria Update**

Revised language regarding events occurring during the peak period timeframe was included in the ACH Grant guidelines but inadvertently omitted from the scoring and evaluation criteria. This update aligns the evaluation criteria with the approved guidelines and is presented for informational purposes.

# FY2027 Tourist Development Council Arts Culture and Heritage Grants

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*St. Johns County Cultural Council*

## *Application Name and General Comments*

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### **Program/Performance/Event Name**

*Character Limit: 100*

### **General Comments**

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

*Character Limit: 500*

## *Optional Bonus Points for Exceptional First-time and Free Events (up to 10 points)*

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### **Free Event**

Is this a free event?

(Completed by SJCC staff.)

#### **Choices**

Yes

No

### **Free Event (up to 5 points)\***

Because a new event will not have previous attendance data or examples of past marketing efforts available and free events have difficulty tracking attendance, reviewers may award up to ten additional points to free events that provide exceptional value to visitors.

For all other applications, please select N/A.

**NOTE: Total points for the application may not exceed 100 points. Any additional points in excess of 100 points will be subtracted.**

**Scoring Options:** 1 - 5 or N/A

### First time event

Is this a first time event?

(Completed by SJCC staff.)

#### Choices

Yes

No

### First time event (up to 5 points)\*

Because a new event will not have previous attendance data or examples of past marketing efforts available and free events have difficulty tracking attendance, reviewers may award up to ten additional points to first-time events that provide exceptional value to visitors.

For all other applications, please select N/A.

**NOTE: Total points for the application may not exceed 100 points. Any additional points in excess of 100 points will be subtracted.**

Scoring Options: 1 - 5 or N/A

### New Event Comments

Character Limit: 1000

## *Mandatory 5-point Deduction for Events Occurring in Peak Periods*

### Peak Period Deduction\*

SJCC staff will provide points for this deduction.

If the application you are reviewing is for a special event or a series of events with most dates occurring during a peak visitor period **without a Thursday or Monday included in the event program**, the application will receive an automatic 5-point deduction. This deduction will not apply to nonprofit organizations offering year-round programming or to events that have activities Monday - Friday only.

### FY2026 Peak Periods (as defined by TDC staff)

<u>October</u> None	<u>April</u> April 1st to April 30th
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<p><u>November</u> Thanksgiving Day 4-day weekend</p> <p><u>December</u> Christmas week</p> <p><u>January</u> New Year’s week</p> <p><u>February</u> President’s Day weekend Daytona Speed Week/Daytona 500</p> <p><u>March</u> March 1st to March 31st</p>	<p><u>May</u> May 1st to May 31st</p> <p><u>June</u> June 1st to 30th</p> <p><u>July</u> July 1st to 31st</p> <p><u>August</u> None</p> <p><u>September</u> None</p>
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SJCC staff will answer this question. *Note that for those marked yes, the overall score will be 5 points less than what you show.*

**Choices**

Yes

No

*Section 1: Attendance (25 points)*

**Attendance Ratio (15 points)\***

SJCC staff have verified attendance ratios in all the applications, adjusted for accuracy if needed, and have input the attendance ratio score for each application.

Ratio	Score
9.9 and below	15
10 – 14.9	10
15 and higher	5

**Scoring Options:** 1 - 15

**Attendance Explanation (10 points)\***

For new or free events, you may consider criteria other than previous attendance data for your score, but a new event cannot score above a 6. Section 5 of the evaluation form provides the opportunity to give an exceptional new or free event additional points if warranted.

Weak	Fair	Good	Excellent
<p>0 – 2 pts</p> <p>Explanation for attendance lacks detail and is not plausible.</p> <p>Previous attendance data not provided or minimal.</p> <p>Little or no information about attendance tracking.</p> <p>No specificity about out-of-area attendance nor room nights generated.</p>	<p>3 – 5 pts</p> <p>Explanation for attendance is somewhat detailed and plausible.</p> <p>Previous attendance data does not support attendance estimate.</p> <p>Some information about attendance tracking.</p> <p>Some specificity about attendance by visitors from out-of-area and room nights generated.</p>	<p>6 – 8 pts</p> <p>Explanation for attendance is detailed and plausible.</p> <p>Previous attendance data supports attendance estimate and demonstrates audience interest.</p> <p>Attendance data is systematically tracked.</p> <p>Could determine out-of-area attendance with some accuracy.</p> <p>Plausible explanation of room nights generated.</p>	<p>9 – 10 pts</p> <p>Explanation for attendance is highly detailed and plausible.</p> <p>Previous attendance data supports the attendance estimate and shows strong audience interest.</p> <p>Attendance data is systematically tracked.</p> <p>Could determine out-of-area attendance with a high degree of accuracy.</p> <p>Highly plausible explanation of room nights generated.</p>

**Scoring Options:** 0 - 10

### Attendance Score Comments

Comments are encouraged for all scores but are required for scores under 6 points.

*Character Limit: 1000*

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

### Program History (5 points)\*

Weak	Fair	Good	Excellent
<p>0 – 1 pts</p> <p>Has less than 1 year of arts, culture, or heritage program or event history, none of which is in St. Johns County. (0 pts)</p> <p>Has less than 1 year of arts, culture, or heritage program or event history, all of which is in St. Johns County. (1 pt)</p>	<p>2 – 3 pts</p> <p>Has 1 year of arts, culture, or heritage program or event history in the County. (2 pts)</p> <p>Has 2 years of arts, culture, or heritage program or event history, but less than 2 years in the County. (2 pts)</p> <p>Has 2 years of arts, culture, or heritage program or event history in the County. (3 pts)</p>	<p>4 pts</p> <p>Has 3 years of arts, culture, or heritage program or event history, but less than 3 years in the County.</p> <p>The event or program has had some success and a good reputation.</p>	<p>5 pts</p> <p>Has 3 or more years of arts, culture, or heritage program or event history in the County.</p> <p>The event or program has a long history of success and a overwhelmingly positive reputation.</p>

Scoring Options: 0 - 5

### Program History Comments

Comments are encouraged for all scores but are required for scores under 3 points.

*Character Limit: 1000*

### Programming Details (5 points)\*

Reviewers should consider the event date as part of their score. For example an event occurring in October 2023 should have more artists contracted than one that takes place in May 2024.

Weak	Fair	Good	Excellent
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<p>0 – 1 pts</p> <p>The proposed activities are unclear.</p> <p>The description does not provide a timeline or schedule.</p> <p>The descriptions of headliners, artists, program or exhibition theme/subjects, shows, and/or performances are minimal or vague.</p>	<p>2 – 3 pts</p> <p>There is a some understanding of the proposed activities.</p> <p>The description has a general schedule or timeline, with only a few dates/times are shown.</p> <p>There is a general descriptions of types headliners, artists, program or exhibition theme/subjects, shows, and/or performances.</p>	<p>4 pts</p> <p>There is a basic understanding of the proposed activities.</p> <p>The description includes a schedule or timeline, but some details are missing.</p> <p>There is a general description of types and some named headliners, artists, program or exhibition themes/subjects, shows, and/or performances either contracted or proposed.</p>	<p>5 pts</p> <p>There is a clear understanding of proposed activities.</p> <p>The description includes a detailed schedule or timeline.</p> <p>There are detailed descriptions/lists of headliners, artists, program or exhibition themes/subjects, shows, and/or performances either contracted or proposed.</p>
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Scoring Options: 0 - 5

**Programming Details Comments**

Comments are encouraged for all scores but are required for scores under 3 points.

*Character Limit: 1000*

**Artistic Excellence (10 points)\***

Weak	Fair	Good	Excellent
<p>0 – 2 pts</p> <p>If applicable, a small percentage of professional artists, performers, exhibition</p>	<p>3 - 5 pts</p> <p>If applicable, less than half but more than 20% of the artists have a</p>	<p>6 - 8 pts</p> <p>If applicable, more than half of the artists have a professional track record.</p>	<p>9 - 10 pts</p> <p>If applicable, all or nearly all artists, performers, exhibition designers, and</p>

<p>designers, and program developers.</p> <p>If applicable, the program does not present significant heritage or culture.</p> <p>There is no demonstrated tie to County history, heritage, culture or arts.</p>	<p>professional track record.</p> <p>If applicable, somewhat significant heritage or culture is presented.</p> <p>Programming has a loose tie to County history, heritage, culture or arts.</p>	<p>If applicable, significant or unique heritage or culture is presented.</p> <p>Programming has a clear tie to County history, heritage, culture or arts.</p>	<p>program developers are award winning professionals with some notoriety and, where applicable, a national following.</p> <p>If applicable, the heritage and/or culture presented is significant and authentic.</p> <p>Programming has a strong and direct tie to County history, heritage, culture or arts.</p>
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**Scoring Options:** 0 - 10

**Artistic Excellence Comments**

Comments are encouraged for all scores but are required for scores under 3 points.

*Character Limit: 1000*

**Artistic Merit (10 pts)\***

<b>Weak</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
<p>0 – 2 pts</p> <p>The programming is not related to the applicant’s mission or purpose.</p> <p>There are no specific goals for the programming or evidence of how the grant</p>	<p>3 – 5 pts</p> <p>The programming is loosely related to the applicant’s mission or purpose.</p> <p>The goals and target audience for this programming are vague.</p>	<p>6 – 8 pts</p> <p>The programming is closely related to the applicant’s mission or purpose.</p> <p>Programmatic goals are somewhat specific and measurable.</p>	<p>9 – 10 pts</p> <p>The programming is directly related to the applicant’s mission or purpose.</p> <p>Programmatic goals are specific and measurable.</p> <p>Target audience is well defined and</p>

<p>funds would be used.</p> <p>Programming does not seem achievable by the applicant.</p>	<p>The programming budget does not support high quality programming, nor demonstrate that grant funds would be put to proper use.</p> <p>Programming may be achievable by the applicant, but there is no compelling evidence provided to support this.</p>	<p>Target audience is somewhat defined and programming would likely attract the intended audience.</p> <p>The programming budget supports quality programming and demonstrates that grant funds would be put to proper use.</p> <p>Programming is achievable by the applicant.</p>	<p>programming will promote growth of the intended audience.</p> <p>The programming budget supports high quality, unique programming and demonstrates that grant funds would be put to proper use.</p> <p>Programming is ambitious yet achievable by the applicant.</p>
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Scoring Options: 0 - 10

### Artistic Merit Comments

Comments are encouraged for all scores but are required for scores under 6 points.

Character Limit: 1000

### Relationship to St. Johns County and Community Support (5 pts)\*

Weak	Fair	Good	Excellent
<p>0-1 pts</p> <p>Does not explain the cultural impact to the County.</p> <p>The event theme is not specific or unique to the County.</p>	<p>2-3 pts</p> <p>Explains the programming's significance but does not include relevance to the County.</p> <p>The programming occurs in the County, but it is</p>	<p>4 pts</p> <p>Details the programming's significance as a component of the County.</p> <p>The programming is related to the County but could</p>	<p>5 pts</p> <p>The programming is specific to the County and could not happen anywhere else.</p> <p>Details the organization's &amp;/or event's significance as an integral part</p>

<p>Overnight guests are not likely to be attracted by this event/organization. There are no or very minimal levels of support from community partners, other grants secured, volunteer support, and/or in-kind contributions.</p>	<p>not imperative it happens here.</p> <p>Overnight guests may be attracted by this activity but there is no compelling evidence provided to support this.</p> <p>The level of support from community partners, other grants secured, volunteer support, and/or in-kind contributions are not very significant, and it does not prove nor ensure high-quality programming from the organization.</p>	<p>be conducted elsewhere.</p> <p>Likely to attract visitors who stay overnight in paid accommodations. There are multi-day or all day through evening activities.</p> <p>Volunteer support and/or in-kind contributions are prominent.</p> <p>Other grants for the programming have been sought or secured.</p>	<p>of the County’s arts, culture, or heritage.</p> <p>Provides strong evidence that visitors will stay overnight in paid accommodations to attend. There are multi-day and all day through evening activities.</p> <p>The level of support from community partners is evidenced by at least 2 partnerships or supporters.</p>
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Scoring Options: 0 - 5

**Relationship to St. Johns County and Community Support Comments**

Comments are encouraged for all scores but are required for scores under 3 points.

*Character Limit: 1000*

*Section 3: Marketing Plan (30 Total points)*

**Marketing Plan: Strategies, Goals, and Metrics (10 pts)\***

Weak	Fair	Good	Excellent
0-2 pts	3-5 pts	6-8 pts	9-10 pts

<p>The marketing plan holds insufficient information to suggest it will attract out-of-area visitors.</p> <p>No media platforms are defined.</p> <p>A return on the marketing investment is unlikely.</p>	<p>There is a marketing plan, but it is vague and includes only scant evidence of attracting out-of-area visitors.</p> <p>The strategy includes 1-2 media platforms.</p> <p>A return on the marketing investment is possible but not likely.</p>	<p>The marketing plan is detailed and includes evidence of trying to attract out-of-area visitors.</p> <p>Sending press releases are included in the plan.</p> <p>The strategy includes 2-3 media platforms.</p> <p>Audience expansion may occur but there are no goals or metrics to measure this.</p> <p>A return on the marketing investment is likely.</p>	<p>The marketing plan is detailed and provides strong evidence it will attract out-of-area visitors.</p> <p>Sending press releases are included in the plan.</p> <p>There are a variety of strategies used to appeal to a wide range of demographics.</p> <p>There are marketing goals and metrics that demonstrate audience expansion efforts.</p> <p>A return on the marketing investment is almost certain.</p>
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Scoring Options: 0 - 10

### Marketing Plan Comments

Comments are encouraged for all scores but are required for scores under 6 points.

*Character Limit: 1000*

### Out-of-Area Marketing Plan and Budget (5 points)\*

Weak	Fair	Good	Excellent
<p>0-1 pts</p> <p>There is no description or outline of a marketing budget nor an explanation of how 25% of the</p>	<p>2-3 pts</p> <p>There is a total budget amount with some information about how they intend to allocate advertising by type.</p>	<p>4 pts</p> <p>The marketing budget includes types of advertising and estimated costs for each.</p>	<p>5 pts</p> <p>The marketing budget includes types of advertising (radio, digital, print, etc.) and specific advertisers with</p>

<p>grant request would be put towards out-of-area marketing.</p>	<p>How or if the 25% of the grant request would be put towards out-of-area marketing is vague.</p>	<p>The budget somewhat corresponds with the marketing plan provided in the previous question. The total budget amount matches the out-of-area advertising amount provided on their grant budget (Exhibit B) and is at least 25% of the request amount.</p>	<p>estimated costs for each. The budget corresponds with the marketing plan provided in the previous question. The total budget amount matches the out-of-area advertising amount provided on their grant budget (Exhibit B) and is at least 25% of the request amount.</p>
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Scoring Options: 0 - 5

### Marketing Budget Comments

Comments are encouraged for all scores but are required for scores under 6 points.

Character Limit: 1000

### Marketing support materials (5 points)\*

Weak	Fair	Good	Excellent
<p>0-1 pts</p> <p>There are no supporting documents from media platforms from past events that attract visitors.</p> <p>There is no evidence of past marketing success.</p>	<p>2-3 pts</p> <p>There are supporting documents from one media platform from past events that attract visitors.</p> <p>The documents provided are not associated with the event/organization nor is there evidence of success.</p>	<p>4 pts</p> <p>There are supporting marketing documents from two media platforms from past events that attract visitors.</p> <p>The documents are associated with the event/organization.</p> <p>Google analytics, click through rates, other</p>	<p>5 pts</p> <p>There are supporting marketing documents from at least three media platforms from past events that attract visitors.</p> <p>Samples of upcoming marketing are included.</p> <p>The documents are associated with the event/organization.</p>

		data provide evidence of moderate success.	Google Analytics, click through rates, and other data provide evidence of success.
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**Scoring Options:** 0 - 5

**Marketing support materials comments**

Comments are encouraged for all scores but are required for scores under 3 points.

*Character Limit: 1000*

**Accommodation Link(s) (2 points)\***

Lodging listed on webpage: 2 points for listing and linking with one or more hotels or other accommodations. Must provide webpage URL that has the link to the accommodation(s) in their application to verify this.

**Scoring Options:** 0 - 2

**Formal Package Agreements (up to 8 points)\***

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
- Discounted admission tickets for stay hotel rooms
- Discounted room rate if purchasing an admission ticket.
- Special events with packages to visit other locations in St. Johns County after the event

<b>Weak*</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
1-2 pts  Has or plans to have a formal agreement with one accommodation to provide rooms for program providers/performers. OR Has or plans to have at least one formal agreement with	3-4 pts  Has or plans to have a formal agreement with one accommodation that provides a block of rooms or discount code for program/event attendees.	5-6 pts  Has or can demonstrate the plan to have a formal agreement with more than one accommodation that provides a block of rooms or discount code for program/event attendees and to	8 pts  Has or can demonstrate the plan to have a formal agreement with more than one accommodation that provides a block of rooms or discount code for program/event attendees and to

another tourist attraction or event.	OR Has or plans to have a formal agreement with at least two other tourist attractions or events.	provide rooms for program providers/performers. AND Has or plans to have a formal agreement with one tourist attraction or event.	rooms for program providers/performers. AND Has or plans to have a formal agreement with more than one tourist attractions or events that extend visitor stay. (Example: A two-day time event with a nighttime tour on the 2nd day of the event.)
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*\*If they have not shown or described any plans to create a formal package agreement, the score is zero.*

Scoring Options: 0 - 8

### Section 4: Financial information (10 points)

#### Financial information (10 points)\*

Please see SJCC staff summary of the financial information provided in administrative comments.

Weak	Fair	Good	Excellent
0-2 pts  The financial information suggests a lack of financial strength and/or event budget is unclear or unrealistic.  The organization's financial stability is uncertain.	3-5 pts  The financial information provided suggests some financial strength and/or event budget is fairly clear and realistic.  The organization does not have a long history of financial	6-8 pts  The financial information is reasonable for the organization and/or the event budget is clear and realistic.  <b>The organization's financial record does not demonstrate a strong need for this grant funding.</b>	9-10 pts  The financial information is reasonable for the organization and the need for the grant is clear and realistic.  This grant funding is integral to the successful outcome of the proposed programming.

<p>Based on the financial information delivered, there is low confidence in the organization's fiscal stability and ability to carry out the proposed events.</p>	<p>stability but is growing or sustainable. Based on the financial information delivered, there is some confidence in the organization's fiscal stability and belief in the ability to carry out the proposed events.</p>	<p>The organization appears to be financially stable. Based on the financial information delivered, there is confidence in the organization's fiscal stability and ability to carry out the proposed events.</p>	<p>The financial information supports the conclusion that the organization has excellent financial management. Based on the financial information delivered, there is high confidence in the organization's fiscal stability and belief in the ability to carry out the proposed events/programs.</p>
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**Scoring Options:** 0 - 10

**Financial information comments**

Comments are encouraged for all scores but are required for scores under 6 points.

*Character Limit: 1000*

## **TDC Regular Meeting – March 16, 2026**

Agenda Item 9 – Signature Seasons Framework Follow-Up Discussion

# SIGNATURE SEASONS

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ST. AUGUSTINE ST. AUGUSTINE BEACH  
PONTE VEDRA

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## COUNTYWIDE SIGNATURE SEASONS INITIATIVE

11/6/25

Prepared by Irving J. Kass

1

## Purpose & Mission

This initiative proposes the development of five significant, branded event periods throughout the year. Each Signature Season will be carefully curated to elevate St. Johns County's identity, strengthen its destination brand, and deliver a consistent, world-class guest experience.

11/6/25

Prepared by Irving J. Kass

2

## Purpose & Mission

### Continued

The mission of this Signature Season Initiative is to explore the best ways to support, coordinate, and elevate essential aspects of event development, incubation, planning, production, financing, and marketing. Through community input and collaboration with existing organizations, the initiative will identify how to enhance existing events and create new programming that meets the highest standards of quality, safety, and visitor experience.

11/6/25

Prepared by Irving J. Kass

3

## Purpose & Mission

### Continued

This work will be guided by broad community participation and close collaboration with the Visitors and Convention Bureau, the Cultural Council, St. Johns County Cultural Events, Inc., and tourism leadership. This approach ensures that communications, promotions, and programming reflect and strengthen a unified destination brand.

11/6/25

Prepared by Irving J. Kass

4

## Purpose & Mission Continued

By focusing on Signature Seasons and building strong, inclusive partnerships, St. Johns County will continue to position itself as a leader in world-class destination experiences.

11/6/25

Prepared by Irving J. Kiss

5

## Collaborative Framework & Alignment

During this development phase, the Signature Season Initiative will rely on input and feedback from the community and key partners, including:

- St. Johns County Cultural Events, Inc.
  - Visitors and Convention Bureau
  - Cultural Council of St. Johns County
- Local event organizers and nonprofit partners
  - County, City and Beach Administrations
    - Tourist Development Council
    - Community Leaders

11/6/25

Prepared by Irving J. Kiss

6

## Collaborative Framework & Alignment continued

The purpose of this phase is not to alter or affect any existing county agreements, contracts, or governance structures. Instead, it is to ensure that Signature Seasons are developed in a manner that supports, enhances, and aligns with current agreements and operations.

11/6/25

Prepared by Irving J. Kass

7

## Collaborative Framework & Alignment continued

No changes will be proposed without comprehensive consultation and input from affected parties. The initiative will work collaboratively to ensure that messaging, branding, logistics, and programming support the county's broader destination strategy.

11/6/25

Prepared by Irving J. Kass

8

## Event Development & Tourism Stabilization

Each of the Signature Seasons is envisioned to span approximately 70 days, producing sustained opportunities for residents and visitors to enjoy curated programming. This structure is designed to stabilize tourism by spreading demand throughout the year and reducing reliance on peak periods.

11/6/25

Prepared by Irving J. Kass

9

## Event Development & Tourism Stabilization Continued

There are hundreds of events that take place countywide. As the initiative advances, existing events will be evaluated for potential alignment within each Signature Season, with the goal of amplifying visibility, strengthening marketing, and enhancing overall consistency.

11/6/25

Prepared by Irving J. Kass

10

## Event Development & Tourism Stabilization Continued

This process will be fully collaborative and will not alter how current partners plan or operate their events. Instead, the goal is to position events within a unified marketing and branding framework that benefits all stakeholders.

11/6/25

Prepared by Irving J. Kass

11

## Signature Seasons

American Legacy & Heritage

Love of the Arts

Living the Outdoors

Sing Out Loud/Hispanic Heritage Alive

Nights of Lights

11/6/25

Prepared by Irving J. Kass

12

## Seasons Calendar

AL&H: Mid January - March

LOTA: April - June

LTO: July & August

SOL/HHC: September - Mid November

NOL: Mid November - Mid January

11/6/25

Prepared by Irving J. Kass

13

## American Legacy & Heritage

St. Johns County will come alive with history, culture, music, and community. By weaving together the MLK Celebration, the Fort Mose Jazz & Blues Series, African American and Women History Months, we create a powerful season of programming that honors the diverse stories shaping our county. Linking these commemorations under one umbrella elevates their visibility, deepens public engagement, and celebrates the legacy of our heritage.

11/6/25

Prepared by Irving J. Kass

14

## Love of the Arts

St. Johns County is home to extraordinary artists, musicians, and creatives, along with a cultural history that deserves to be celebrated. This season will highlight our vibrant arts scene, galleries, performances, festivals, and heritage events, while honoring the traditions that shaped our community. By designing programs that welcome and inspire younger audiences, we will cultivate the next generation of art lovers and ensure that our creative legacy thrives well into the future.

11/6/25

Prepared by Irving J. Kass

15

## Living the Outdoors

From the Guana River to the Bartram Trail, our county offers a wealth of natural beauty and outdoor experiences. This season would showcase our unique landscapes—estuaries, trails, waterways, beaches and wildlife—inviting visitors and residents alike to explore and appreciate the who are focused on outdoor recreation and conservation, we can attract broad support while also fostering local pride and participation. This approach not only boosts tourism but also strengthens our community's connection to the natural world.

11/6/25

Prepared by Irving J. Kass

16

## Sing Out Loud Hispanic/Latino Heritage Alive

Expand from a concentrated two-week festival into a full ten-week season, positioning music as a cornerstone of St. Johns County's brand. Add Hispanic/Latino Heritage with vibrant celebrations of the roots, rhythms, and flavors that shape our identity. From the journeys of Ponce de León to the global influence of Jennifer Lopez, this season spans history, music, and cuisine. Anchored by Hispanic Heritage Month (September 15), Founders Day (September 6), and culinary experiences like Flavors of St. Augustine, creating a multi-layered celebration of sound, culture, and cuisine.

11/6/25

Prepared by Irving J. Kass

17

## Nights of Lights

Maintain and build upon the current momentum while our community develops recommendations for the season's long-term vision, growth, and sustainability. This approach ensures that Nights of Lights continues to enchant visitors and residents alike while evolving thoughtfully for the future.

11/6/25

Prepared by Irving J. Kass

18

## Leadership, Participation & Input Process

During the development phase, a designated facilitator will coordinate meetings, gather community input, and guide the planning process. Responsibilities will include:

- Conducting listening sessions with community stakeholders
- Facilitating meetings with VCB, Cultural Council, and Cultural Events, Inc.
  - Developing draft management models for review
- Ensuring that all work respects and preserves current county agreements
  - Building consensus on the most effective long-term management approach
  - Creating an interim board

11/6/25

Prepared by Irving J. Kass

19

## Qualifications for the Facilitator

- Significant world class event experience, including planning & logistics
  - Ability to work across multiple organizations, respecting existing governance
  - Strategic vision for destination development and branded events
- Economic impact focus, with emphasis on local business and workforce participation
  - Strong communication and collaboration skills
- Understanding of destination branding and message coordination

11/6/25

Prepared by Irving J. Kass

20

## Opportunity & Responsibility

Through this collaborative, exploratory process, St. Johns County has a unique opportunity to:

- Create year-round economic and employment opportunities
- Identify a unified approach to event branding and promotion
- Strengthen the county's identity through five distinct Signature Seasons
  - Develop a management model that enhances operations without modifying or interfering with existing agreements
- Build stronger connections between residents, visitors, and the cultural and natural assets of the county

11/6/25

Prepared by Irving J. Kass

21

## Next Steps and Immediate Priorities

- Launch a structured community engagement process to gather input and refine the long-term vision for the Signature Seasons initiative.
- Determine the most effective management approach for the initiative without altering any existing county agreements.

11/6/25

Prepared by Irving J. Kass

22

## Next Steps and Immediate Priorities

### Continued

- Develop a comprehensive seasonal branding framework to be integrated into the County's Marketing Plan, with full implementation targeted for the 2027 plan cycle.
- Align messaging and communication efforts across partners including the VCB, Cultural Council, Cultural Events, Inc., and event organizers, while maintaining current operational structures.

11/6/25

Prepared by Irving J. Kass

23

## Next Steps and Immediate Priorities

### Continued

- Update the 2027 grant program guidelines to encourage alignment with Signature Seasons for funding requests above a defined threshold.
- Prepare a 2027 zero-based budget for Signature Seasons implementation to be presented alongside the seasonal marketing strategy for TDC review

11/6/25

Prepared by Irving J. Kass

24

## **TDC Regular Meeting – March 16, 2026**

### Agenda Item Monthly Reports

- January Bed Tax Report
- VCB Monthly Report

**FY2026 MONTHLY LOTDT DASHBOARD**

<b>Occupancy Month</b>	<b>Net to TDC</b>	<b>+/- PY</b>
January	\$ 1,657,887	-9.2%
FYTD	\$ 7,154,556	1.53%
% OF BUDGET		33.3%
% OF FY		29.1%

**BUDGETED \$** \$ 24,596,273

**January 26 Collection Accounts**

<b>Description</b>	<b>Count</b>
RV/MH Park or Campground	26
Hotel or Motel	92
Condo / COOP	2329
Apartment / House / Mobile Home	2333
Bed & Breakfast	34
Management Co.	1
Other	8
<b>Total</b>	<b>4823</b>

**Collection by Municipality**

City of St. Augustine	\$ 549,385
Ponte Vedra Beach	\$ 279,279
City of St. Augustine Beach	\$ 205,466



**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%	<b>6.0%</b>	\$150,139.24	10.7%	<b>-0.3%</b>	\$279,991.92	19.9%	<b>8.2%</b>
November	\$1,128,634.03	61.9%	<b>0.9%</b>	\$171,068.72	9.4%	<b>8.7%</b>	\$397,515.84	21.8%	<b>17.3%</b>
December	\$1,472,859.42	61.9%	<b>3.5%</b>	\$189,145.39	7.9%	<b>-3.9%</b>	\$568,758.25	23.9%	<b>12.0%</b>
<b>2026 January</b>	\$965,414.55	57.1%	<b>-9.8%</b>	\$263,814.61	15.6%	<b>2.0%</b>	\$351,259.45	20.8%	<b>-13.2%</b>
February									
March									
April									
May									
June									
July									
August									
September									
<b>TOTAL</b>	<b>\$ 4,448,029.06</b>			<b>\$ 774,167.96</b>			<b>\$ 1,597,525.46</b>		
OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL		
October	\$40,792.33	2.9%	<b>23.5%</b>	\$52,191.71	3.7%	<b>13.6%</b>	\$1,404,236.26		
November	\$51,663.20	2.8%	<b>33.6%</b>	\$74,781.21	4.1%	<b>20.2%</b>	\$1,823,663.00		
December	\$60,937.86	2.6%	<b>-10.3%</b>	\$89,255.45	3.7%	<b>-6.9%</b>	\$2,380,956.37		
<b>2026 January</b>	\$49,376.20	2.9%	<b>-24.7%</b>	\$61,856.81	3.7%	<b>-2.3%</b>	\$ 1,691,721.62		
February							\$ -		
March							\$ -		
April							\$ -		
May							\$ -		
June							\$ -		
July							\$ -		
August							\$ -		
September							\$ -		
<b>TOTAL</b>	<b>\$ 202,769.59</b>			<b>\$ 278,085.18</b>			<b>\$ 7,300,577.25</b>		

**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
<b>Fiscal Year 2026</b>												
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	\$547,002.16	32.3%	-1.5%	<b>\$279,810.55</b>	16.5%	-24.3%	\$734,506.31	43.4%	-7.0%	<b>\$22,566.41</b>	1.3%	-33.3%
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
<b>FY YTD \$</b>	<b>2,117,098</b>			<b>\$ 1,192,982</b>			<b>\$ 3,401,973</b>			<b>\$ 101,111</b>		

	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%	<b>\$1,404,226.26</b>
NOV	\$101,537.26	5.6%	3.2%	\$15,157.05	0.8%	-10.2%	6.4%	\$8,124.05	0.4%	19.6%	<b>\$1,823,663.00</b>
DEC	\$120,280.65	5.1%	-0.1%	\$21,869.89	0.9%	-5.7%	6.0%	\$12,243.11	0.5%	-31.8%	<b>\$2,380,956.37</b>
JAN	\$85,522.48	5.1%	-6.4%	\$13,677.09	0.8%	1.2%	5.9%	\$8,636.62	0.5%	-6.5%	<b>\$1,691,721.62</b>
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
<b>FY YTD \$</b>	<b>387,583</b>			<b>\$ 65,181</b>				<b>\$ 34,639</b>			<b>\$7,300,567.25</b>

**Net TDT Revenue to the Tourism Department by Fiscal Year**

	FY22	+ /-	FY23	+ /-	FY24	+ /-	FY25	+ /-	FY26	+ /-
October	\$ 1,433,249	87.6%	\$ 1,472,774	2.8%	\$ 1,502,822	2.0%	\$ 1,293,718	-13.9%	\$ 1,376,142	6.4%
November	\$ 1,411,921	92.3%	\$ 1,419,713	0.6%	\$ 1,554,762	9.5%	\$ 1,681,780	8.2%	\$ 1,787,190	6.3%
December	\$ 1,848,637	105.3%	\$ 1,878,754	1.6%	\$ 2,089,638	11.2%	\$ 2,245,861	7.5%	\$ 2,333,337	3.9%
January	\$ 1,339,161	77.6%	\$ 1,707,915	27.5%	\$ 1,731,678	1.4%	\$ 1,825,237	5.1%	\$ 1,657,887	-9.2%
February	\$ 1,829,297	92.4%	\$ 1,947,956	6.5%	\$ 1,994,649	2.4%	\$ 1,869,355	-6.7%		
March	\$ 2,580,026	74.4%	\$ 2,778,964	7.7%	\$ 2,903,360	4.5%	\$ 2,748,197	-5.6%		
April	\$ 2,337,424	62.6%	\$ 2,439,606	4.4%	\$ 2,109,250	-13.5%	\$ 2,204,047	4.3%		
May	\$ 1,862,167	30.2%	\$ 1,899,752	2.0%	\$ 2,005,957	5.6%	\$ 2,011,064	0.3%		
June	\$ 2,188,339	28.5%	\$ 2,263,926	3.5%	\$ 2,248,389	-0.7%	\$ 2,196,675	-2.4%		
July	\$ 2,517,580	28.8%	\$ 2,584,377	2.7%	\$ 2,413,376	-6.6%	\$ 2,227,555	-8.3%		
August	\$ 1,515,709	13.8%	\$ 1,405,773	-7.3%	\$ 1,467,943	4.4%	\$ 1,520,170	3.4%		
September	\$ 1,336,608	41.2%	\$ 1,392,580	4.2%	\$ 1,162,523	-16.5%	\$ 1,324,904	12.3%		
<b>Total</b>	<b>\$ 22,200,117</b>		<b>\$ 23,192,091</b>		<b>\$ 23,184,347</b>		<b>\$ 23,148,562</b>		<b>\$ 7,154,556</b>	
Per Penny	\$ 4,440,023		\$ 4,638,418		\$ 4,636,869		\$ 4,629,712		\$ 1,430,911	
Per Penny Growth	23.5%		4.5%		0.0%		-0.2%			

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

# VCB Report to the Tourist Development Council March 16, 2026



ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

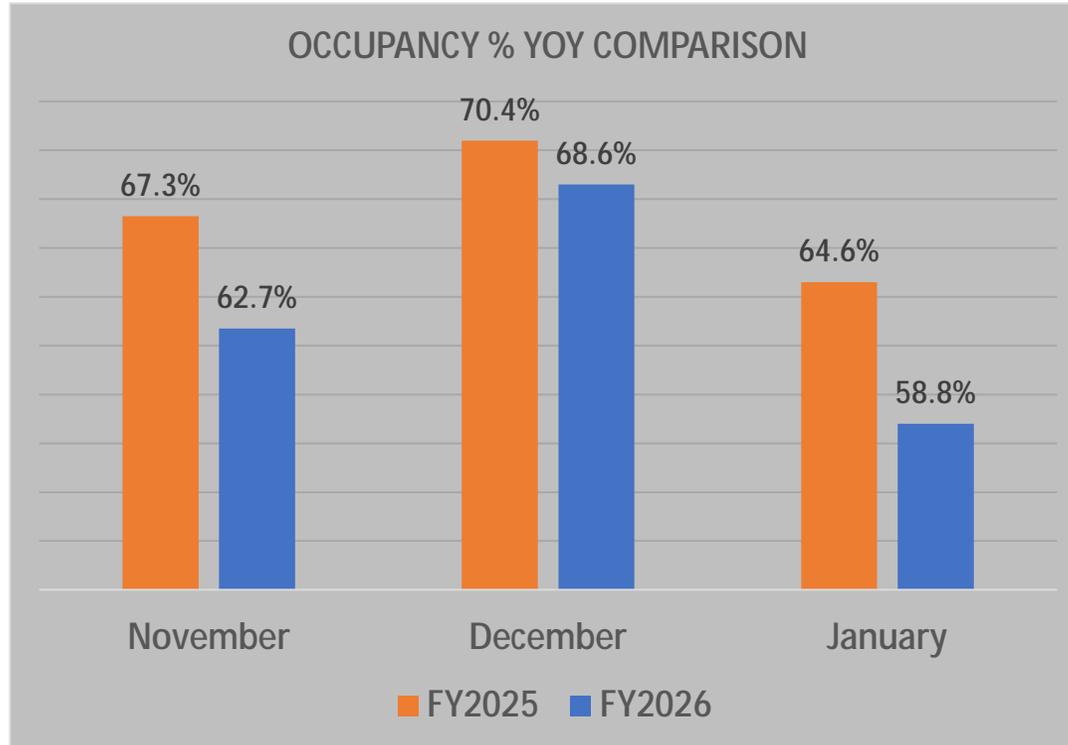




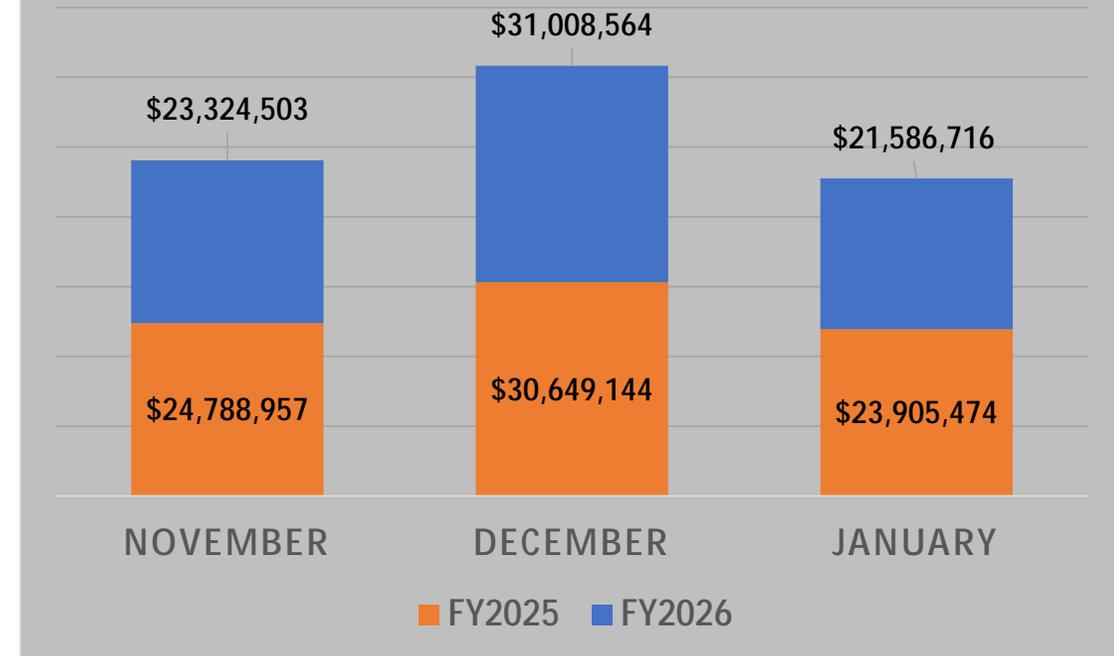
# Smith Travel Research January 2026

## Occupancy % January 2026

- Occupancy % declined -9.0% YOY



## TOTAL REVENUE YOY COMPARISON



## Total Revenue January 2026

- Total Revenue declined -9.7% YOY

# Smith Travel Research January 2026

## ADR YOY COMPARISON



## ADR January 2026

- ADR declined -2.4% YOY

## RevPAR January 2026

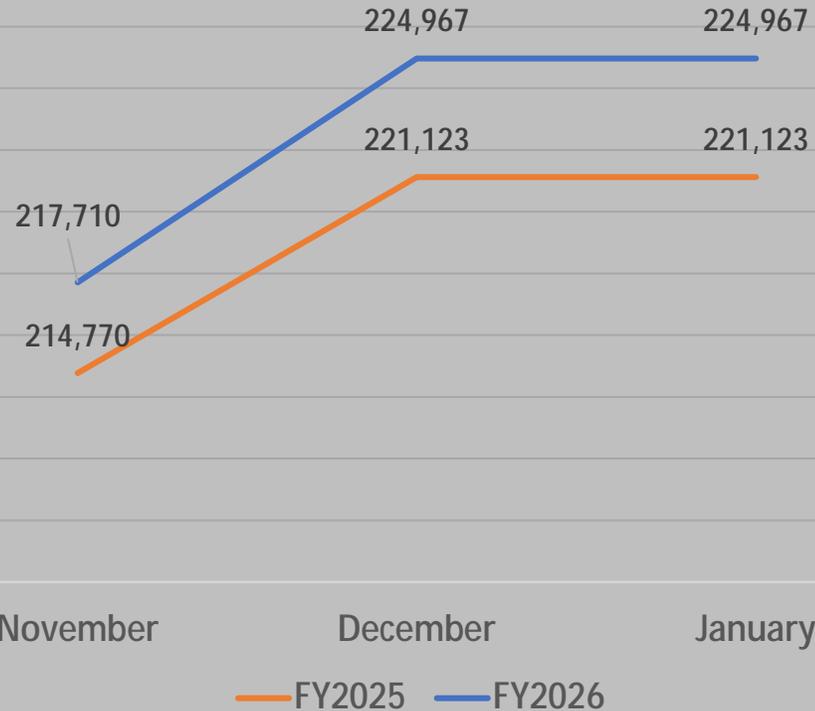
- RevPAR declined -11.2% YOY

## REVPAR YOY COMPARISON



# Smith Travel Research January 2026

### SUPPLY YOY COMPARISON



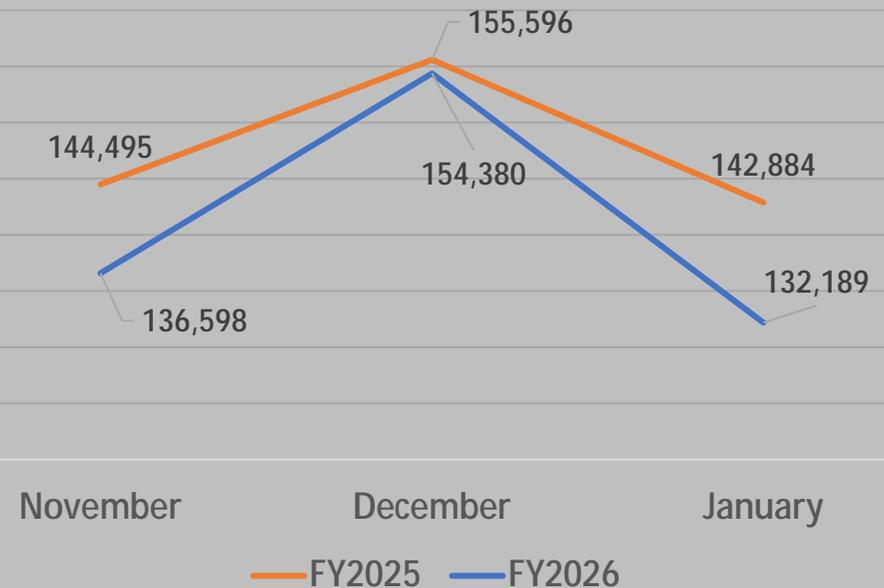
### Supply January 2026

- Supply increased +1.7% YOY

### Demand January 2026

- Demand declined -7.5% YOY

### DEMAND YOY COMPARISON



# January 2026 vs. January 2025 Comp Set

	Current Month January 2026 vs January 2025					
	Occ %	ADR	Percent Change from January 2025			
	2025	2025	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	72.9	181.37	-9.6	-5.2	-14.3	-12.0
Nassau County, FL	54.1	225.20	-4.4	4.4	-0.1	-1.1
Pinellas County, FL	63.4	175.75	-19.9	-4.9	-23.8	-20.5
St Johns County, FL	58.8	163.30	-9.1	-2.4	-11.2	-9.7
Charleston, SC	53.6	134.47	5.4	-0.1	5.3	5.2
Jacksonville, FL	62.3	129.08	-5.1	-2.6	-7.6	-4.8
Myrtle Beach, SC	30.3	76.25	-0.6	2.1	1.6	0.0
Orlando, FL	74.7	209.70	0.4	2.9	3.4	4.3
Sarasota, FL	68.1	214.60	-8.1	0.5	-7.7	-6.7
Savannah, GA	54.1	125.42	-5.2	0.2	-5.0	-0.2
Fort Walton Beach, FL	40.1	103.54	7.8	-1.2	6.5	8.9
Daytona Beach, FL	55.2	152.18	-8.1	-2.8	-10.7	-8.7
Zip Code 32084+	64.3	164.09	-9.2	-2.6	-11.5	-6.4
Zip Code 32080+	56.9	135.29	-5.1	-2.3	-7.3	-7.3
Zip Code 32092+	51.6	104.31	-16.6	-5.7	-21.4	-25.2
Ponte Vedra+	56.4	265.04	-9.5	-3.4	-12.6	-12.6

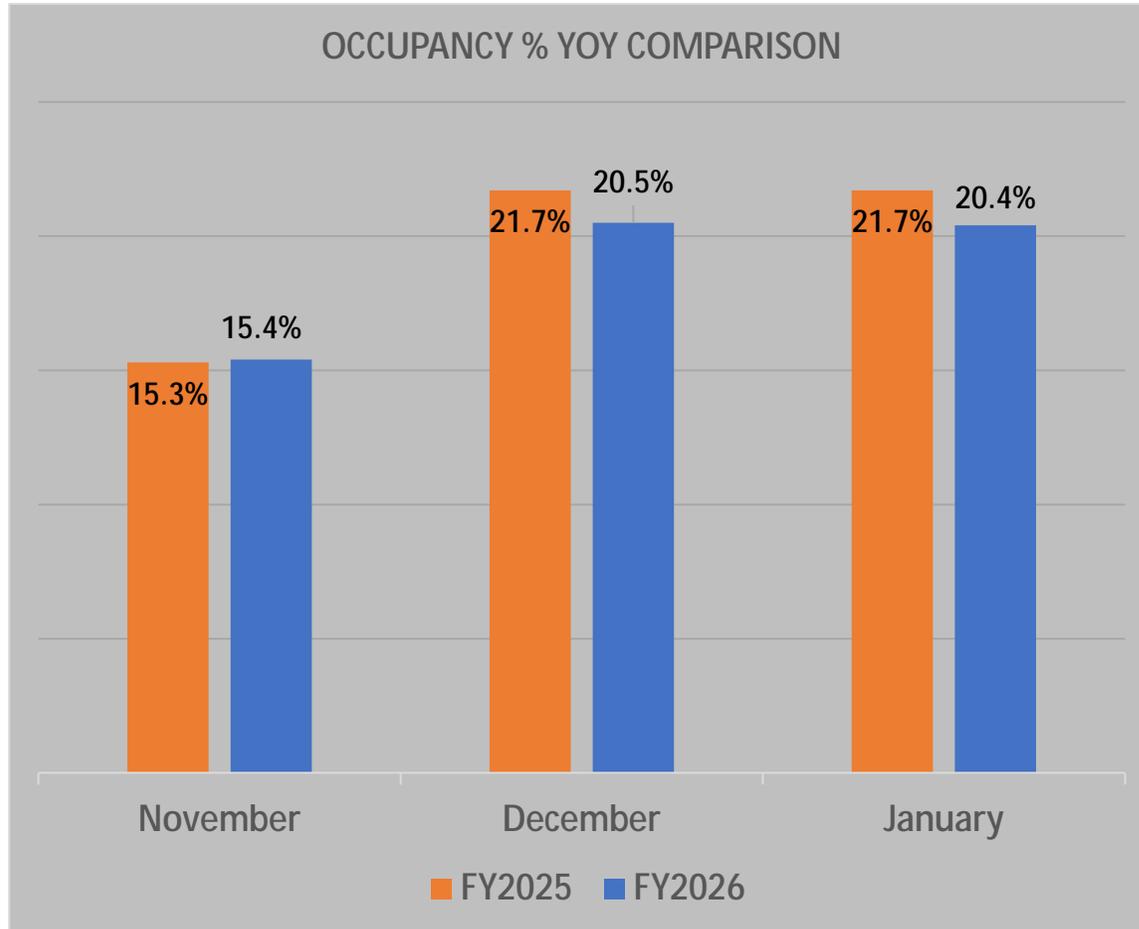
# Glossary of Terms

- 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

## January 2026



Paid Occupancy % January 2026

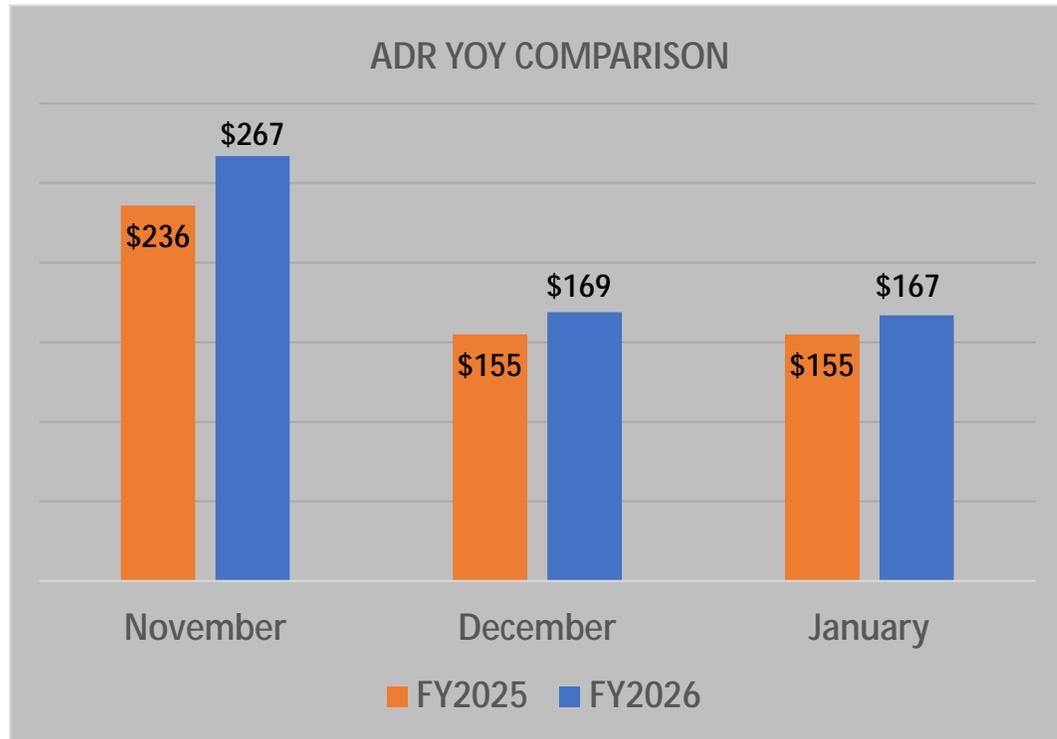
- Paid Occupancy % declined -6.0% YOY

# Vacation Rental Analytics

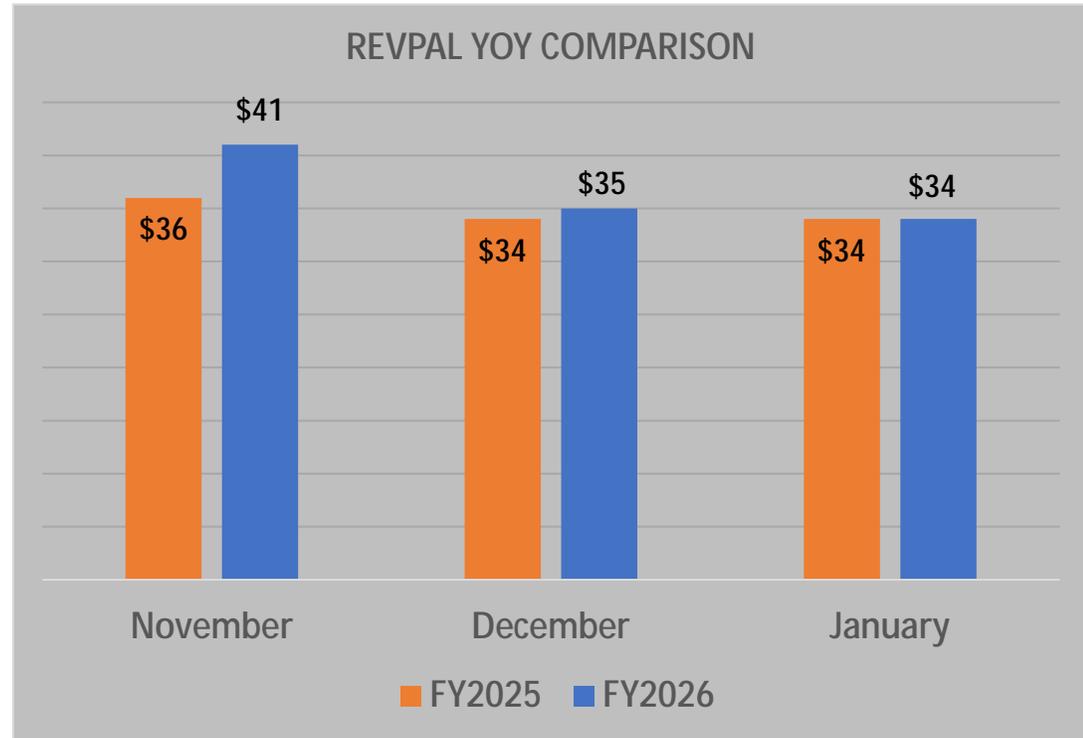
## January 2026

### ADR January 2026

- ADR increased +7.7% YOY



### REVPAL YOY COMPARISON



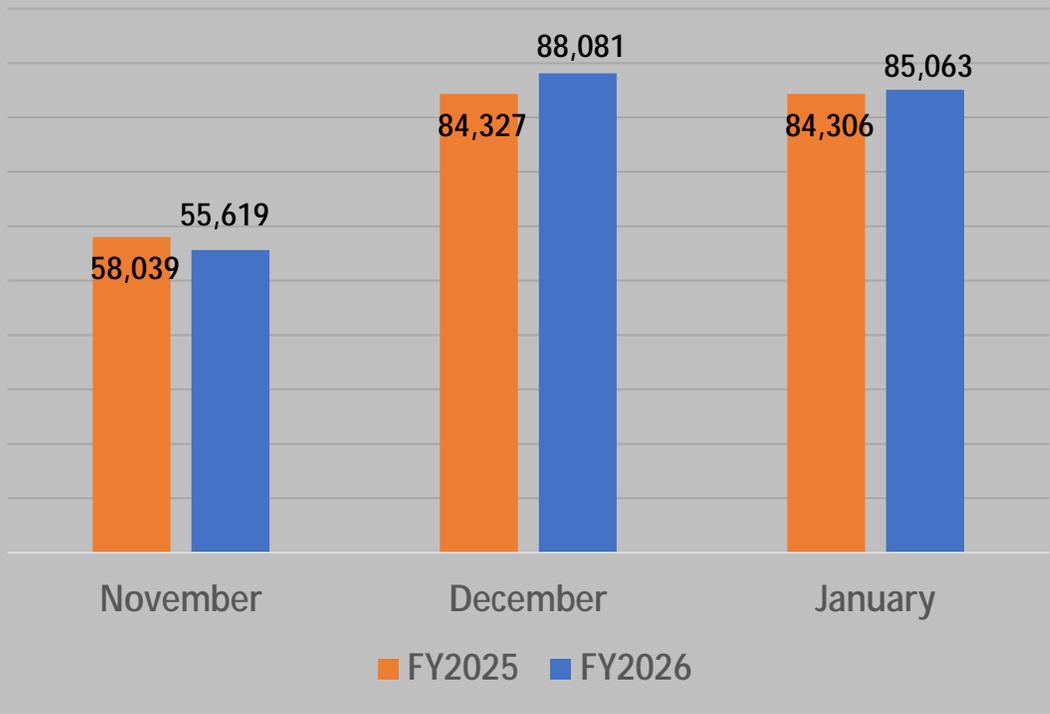
### RevPAL January 2026

- RevPAL is FLAT YOY

# Vacation Rental Analytics

## January 2026

### SUPPLY YOY COMPARISON



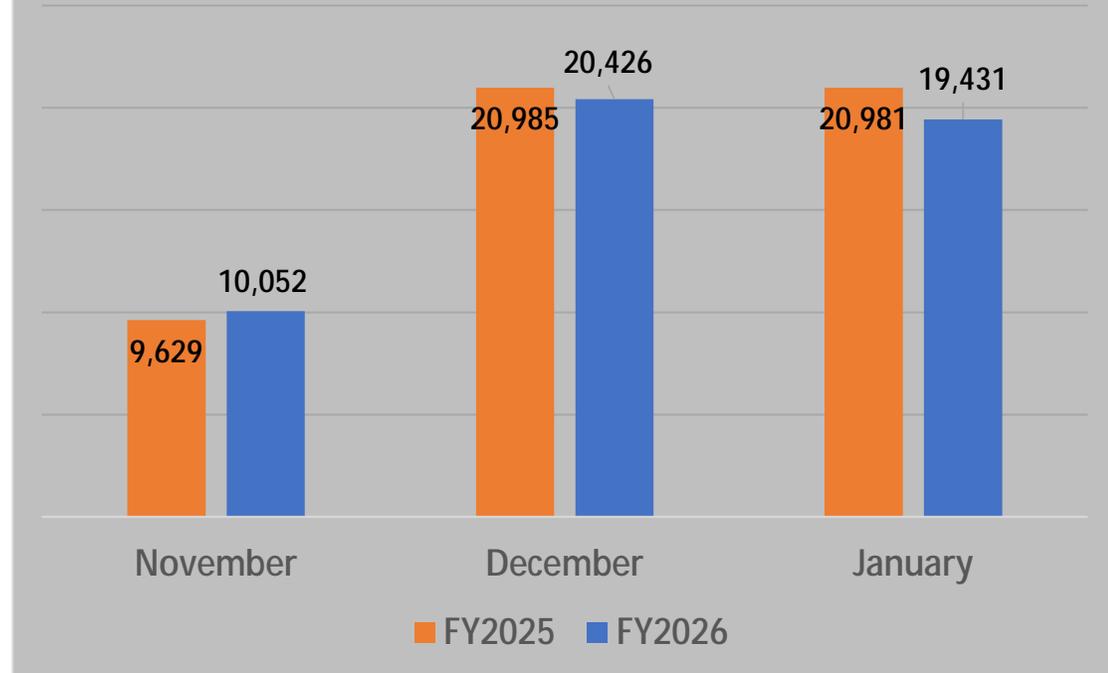
### Supply January 2026

- Supply increased +0.9% YOY

### Demand January 2026

- Demand declined -7.4% YOY

### DEMAND YOY COMPARISON

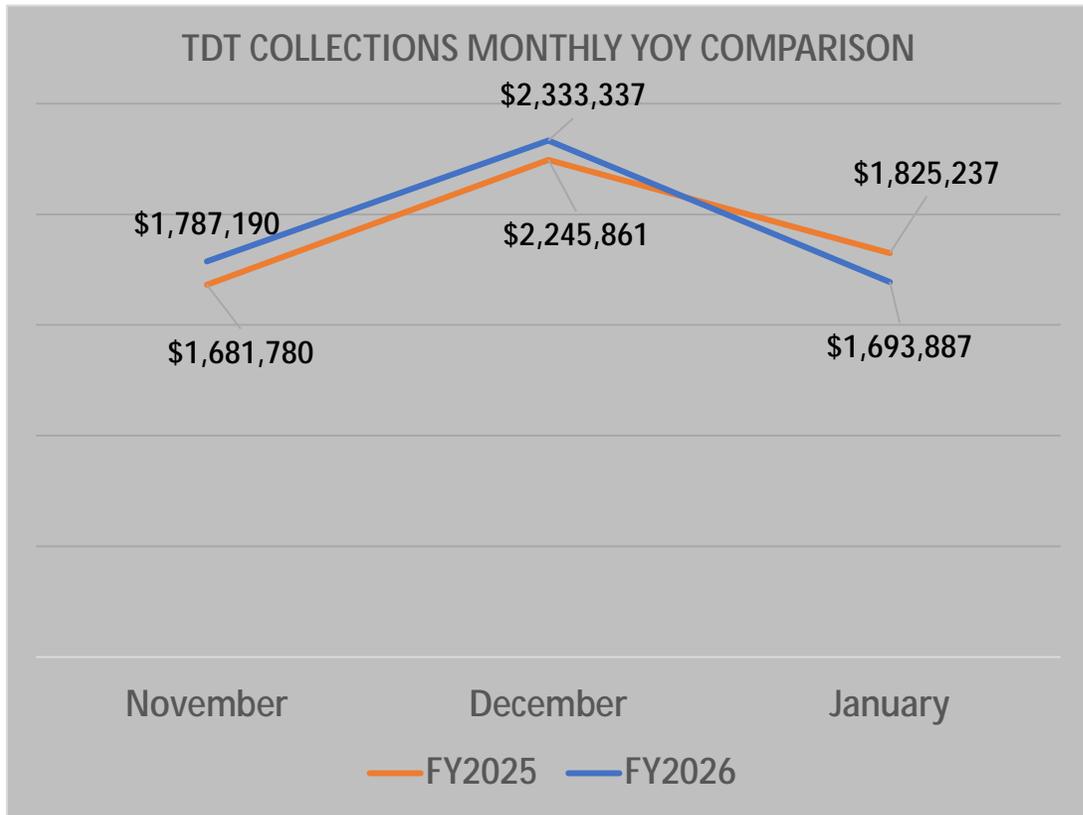


# Tourist Development Tax Collections

## January 2026

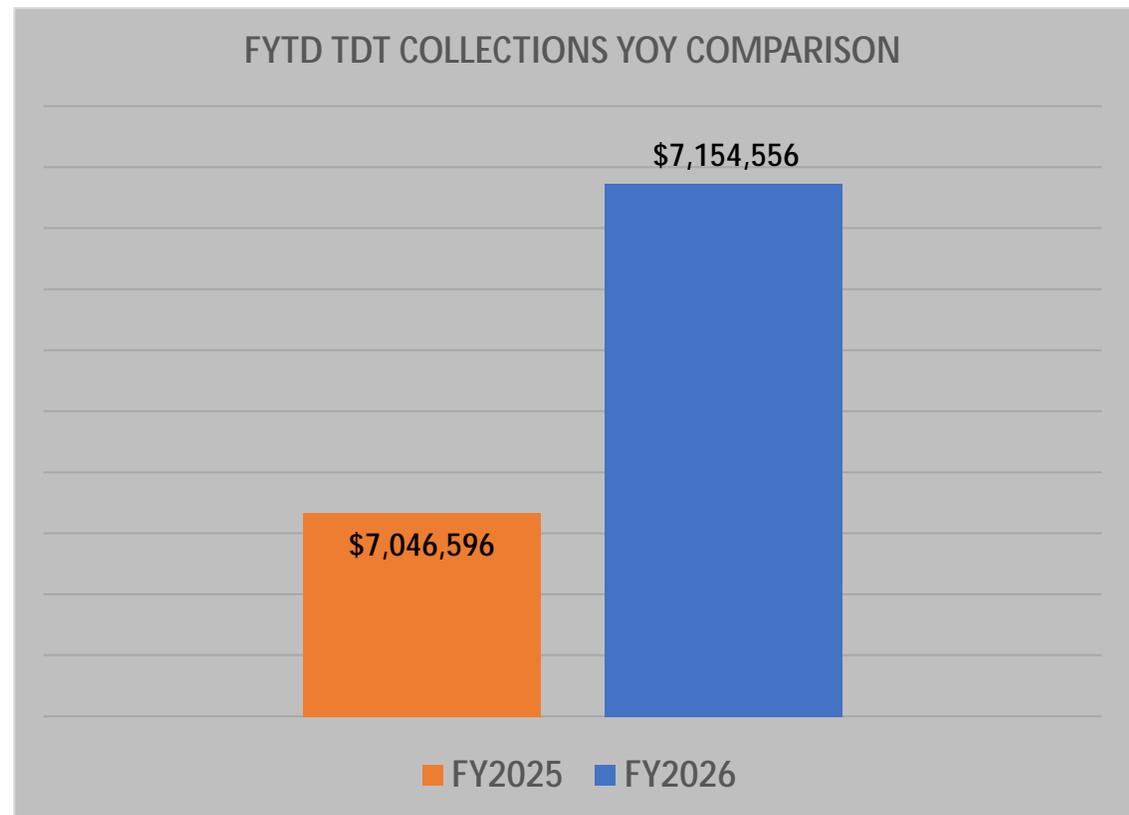
### TDT Collections January 2026

- TDT Collections declined -7.2% YOY



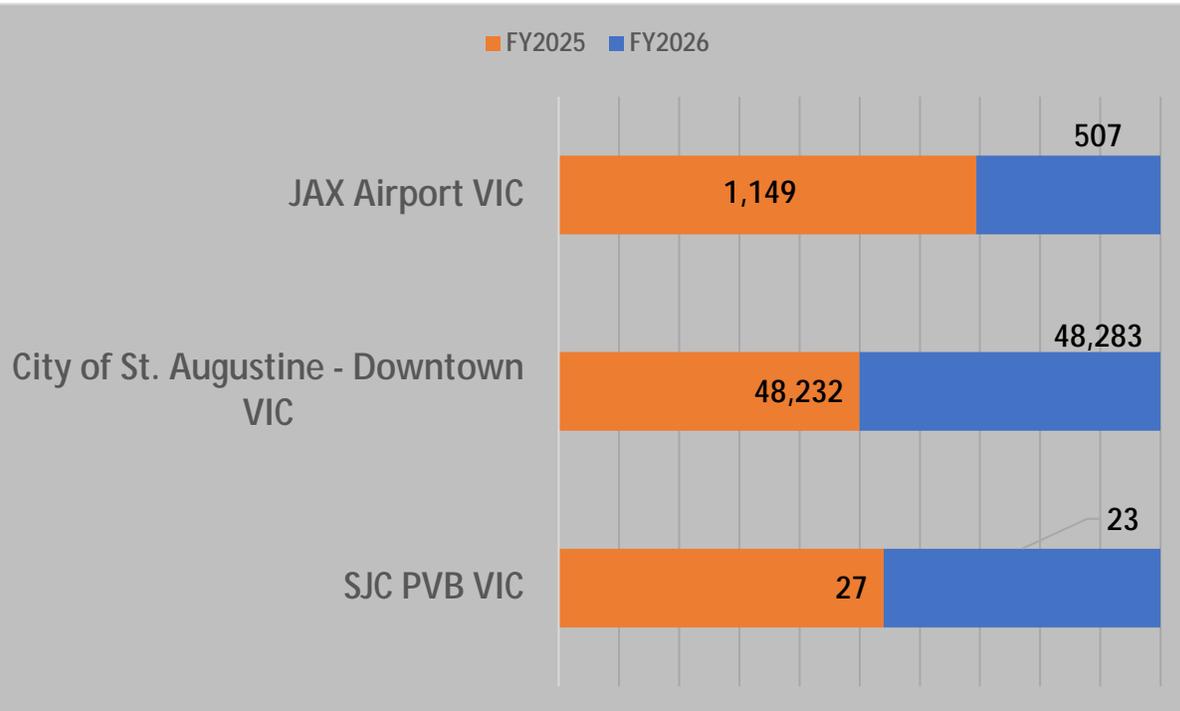
### FYTD TDT Collections January 2026

- FYTD TDT Collections increased +1.5% YOY





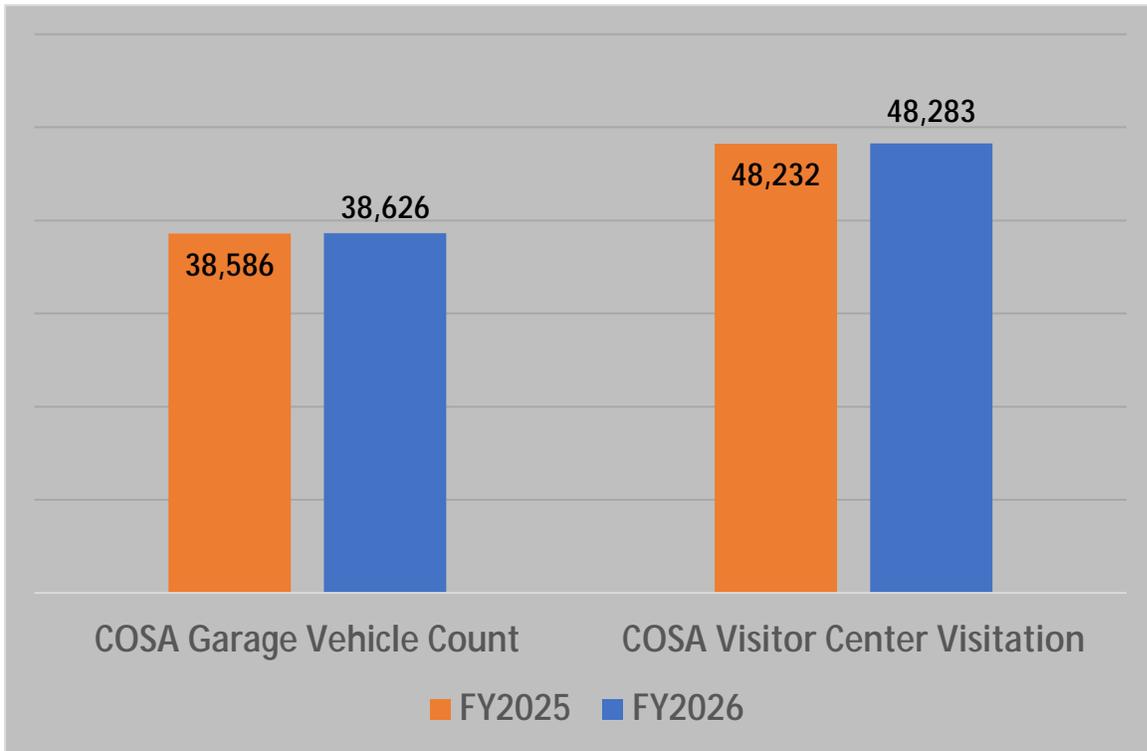
# VIC Visitation February 2026



## VIC Visitation – February 2026

- Visitation to the **Jacksonville Airport Visitor Information Center** declined **-55.9%** due to construction – expected to be completed in March 2026.
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+0.1% YOY**
- **SJC PVB Visitor Information Center** decreased by **-14.8%**
- The **St. Augustine Beach Visitor Information Center** assisted 6,223 guest. \*Please note the Beach VIC was closed February and March 2025.

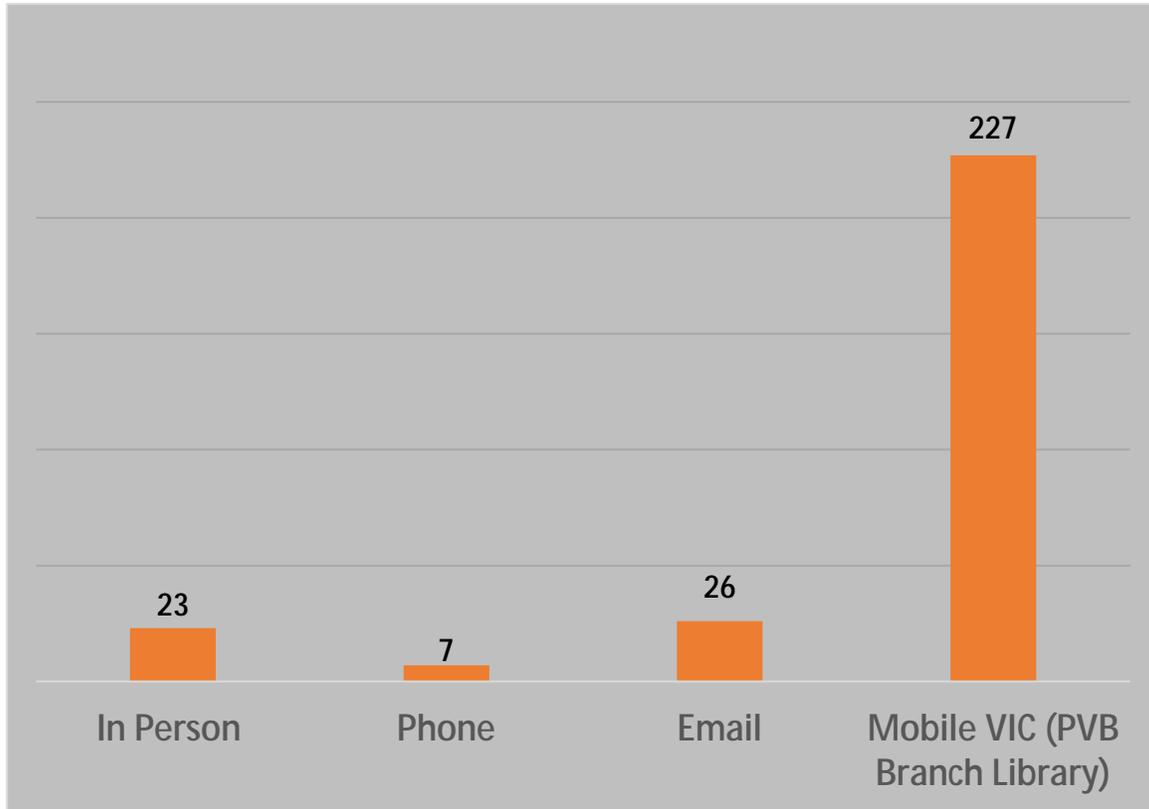
# City of St Augustine Downtown VIC Visitation February 2026



## City of St Augustine Downtown VIC Visitation – February 2026

- Visitor Information Center Vehicle Count 2025 38,586
- Visitor Information Center Vehicle Count 2026 38,626
- Visitor Information Center In-Person 2025 48,232
- Visitor Information Center In-Person 2026 48,283

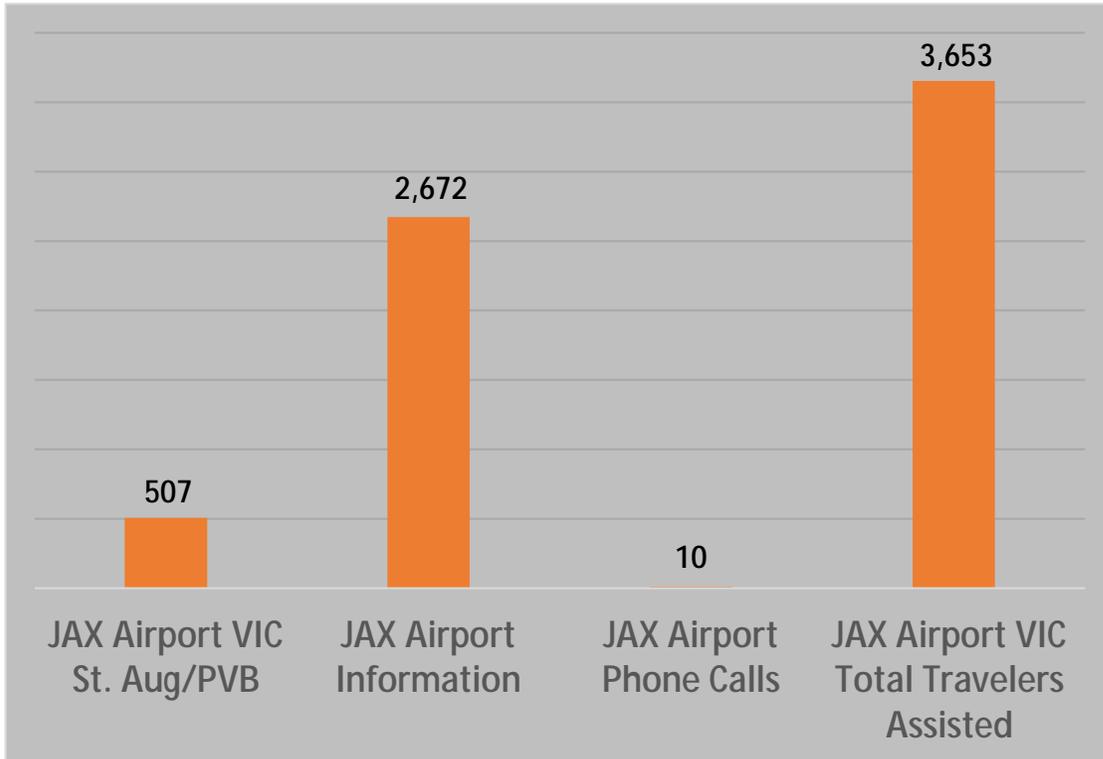
# Ponte Vedra VIC Visitation February 2026



## Ponte Vedra VIC Visitation February 2026

- Visitors Served In-Person 23
- # Phone Calls 7
- # Emails 26
- Mobile VIC 227

# Jacksonville Airport VIC Visitation February 2026



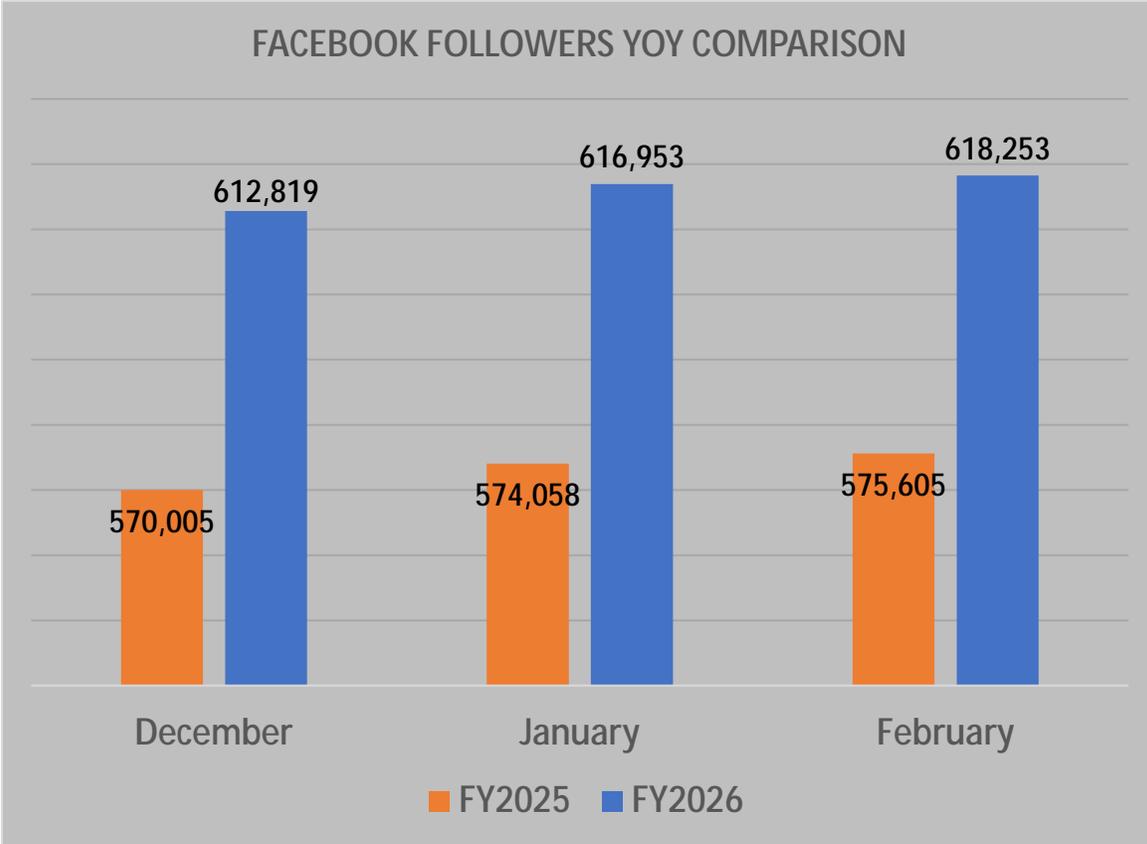
## Jacksonville Airport VIC Visitation – February 2026

- Jacksonville Airport VIC St. Aug & PV 507
- Jacksonville Airport VIC Airport Information 2,672
- Jacksonville Airport VIC Phone Calls 10
- Jacksonville Airport VIC Visitor In-Person 2026 3,653



# Social Media February 2026

FACEBOOK FOLLOWERS YOY COMPARISON

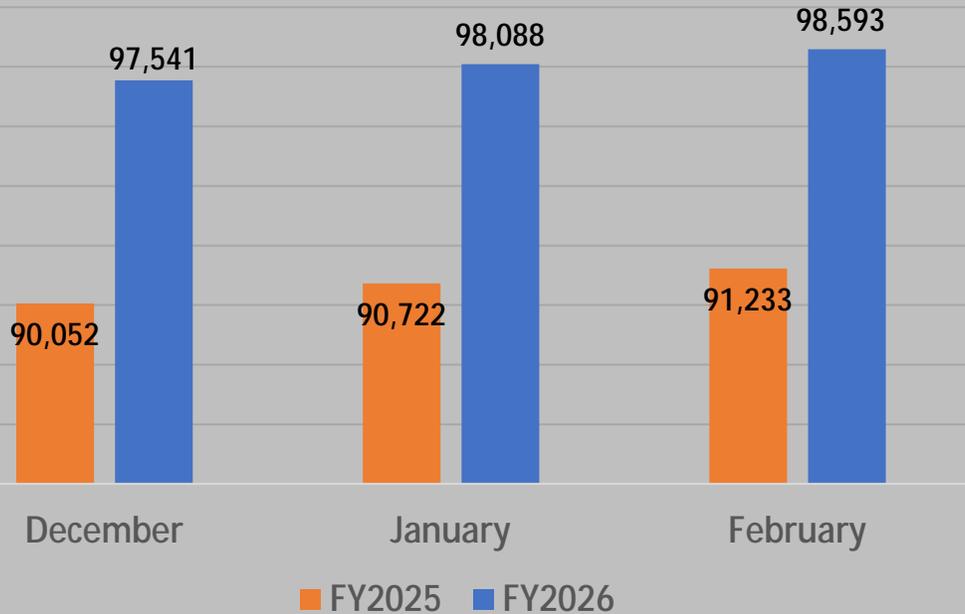


## Facebook Followers February 2026

- Facebook Followers increased +7.4% YOY

# Social Media February 2026

INSTAGRAM FOLLOWERS YOY COMPARISON



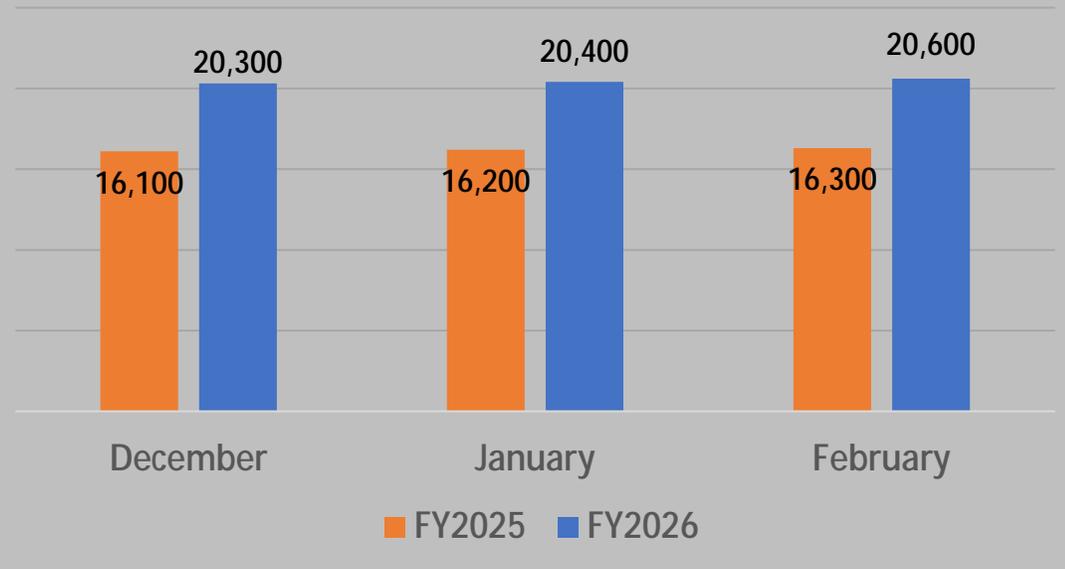
## Instagram Followers February 2026

- Instagram increased +8.1% YOY

## TikTok Followers January 2026

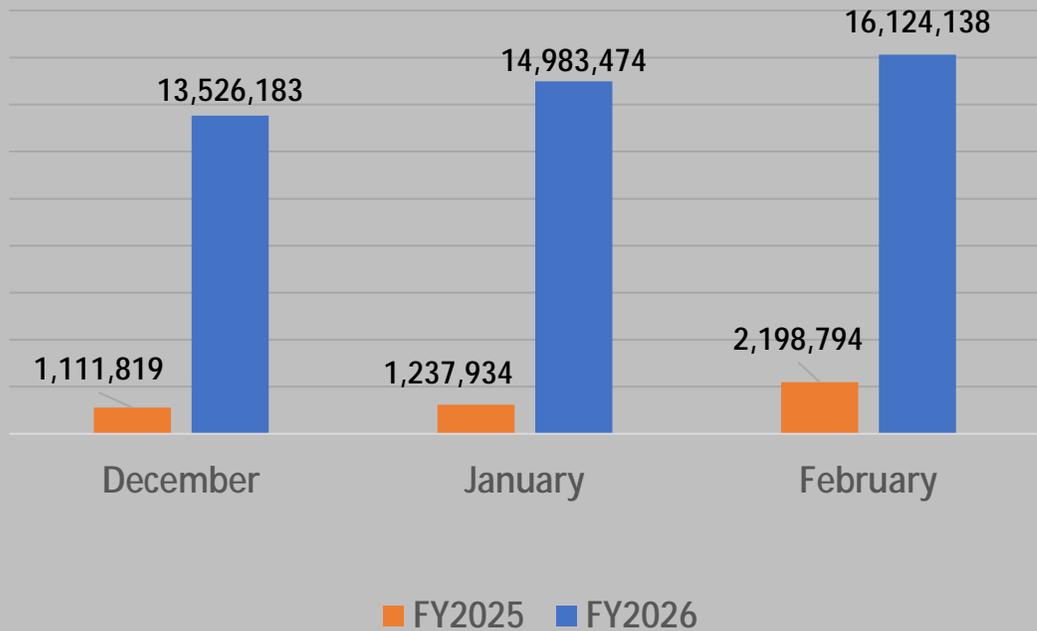
- TikTok increased +26.4% YOY

TIKTOK FOLLOWERS YOY COMPARISON



# Social Media February 2026

YOUTUBE VIEWS YOY COMPARISON

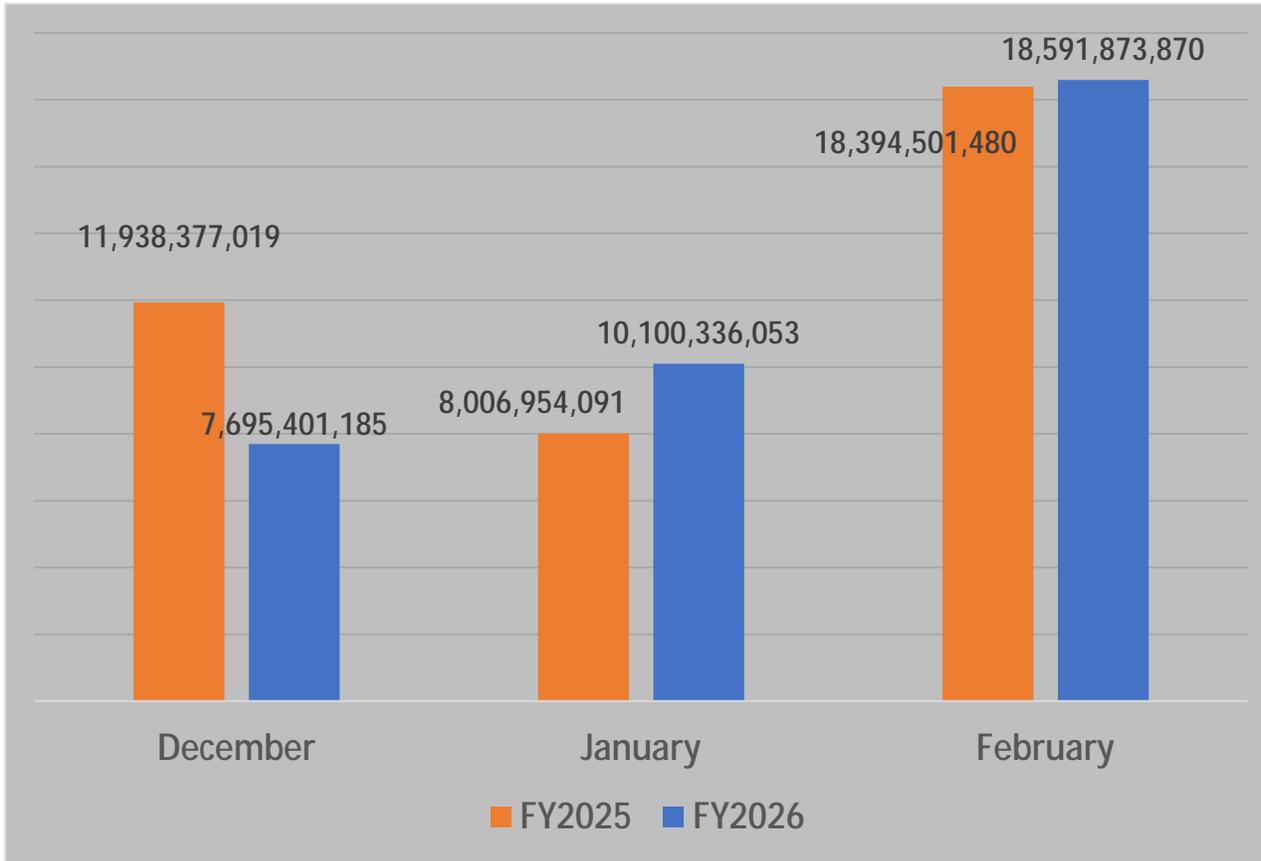


## YouTube Views January 2026

- YouTube Views increased +633.3% YOY

# Media Relations

# Media Impressions – January 2026



## Media Impressions – February 2026

- Media Impressions increased +1.1% YOY

# Top National Stories – February 2026

- Conde Nast Traveler and Yahoo! Life – [Best Places to Live in Florida for Beach Bums, Nature Lovers and History Buffs](#)



11.2 Million Impressions

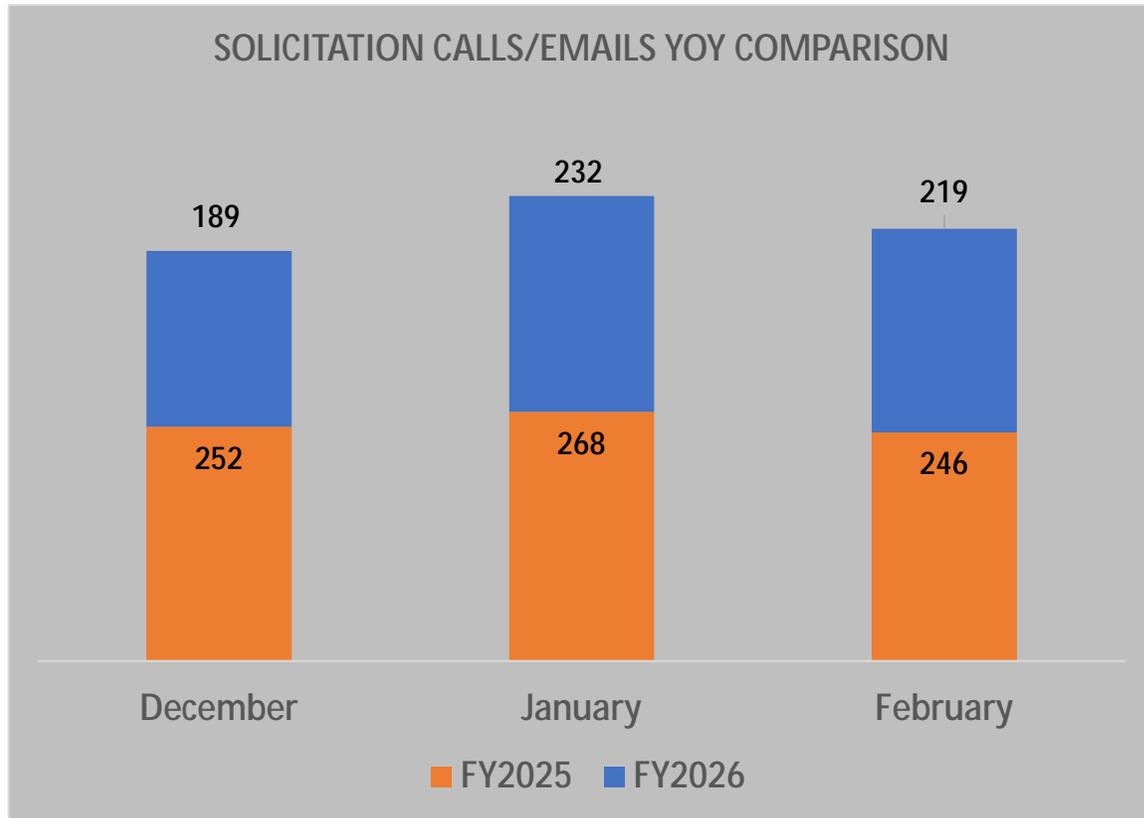
- Smithsonian Magazine – [The Little-Known Story of Enslaved Africans Who Found Freedom in the European Fight Over North America](#)



4.3 Million Impressions



# Sales Measurement Summary

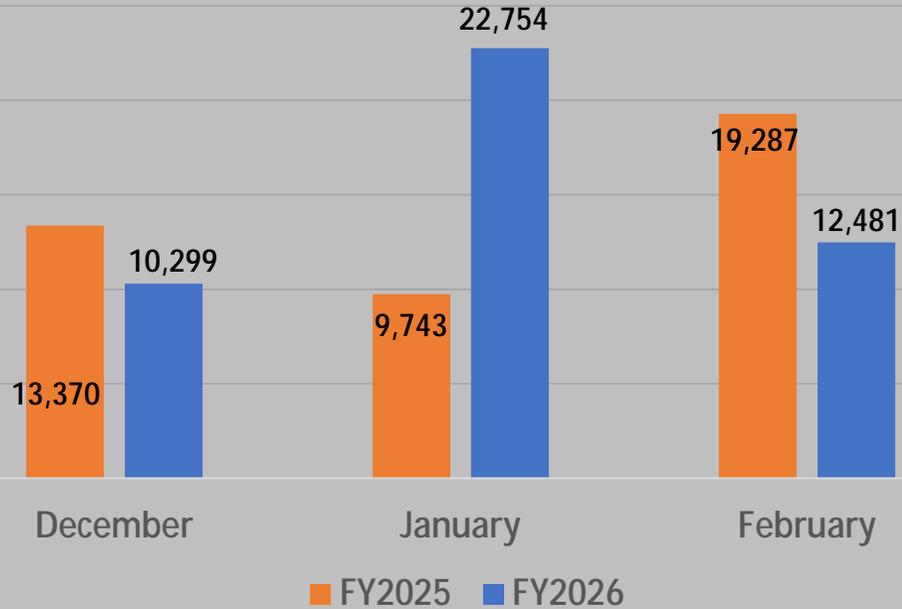


## Solicitations February 2026

- Solicitations **declined -11.0% YOY**

# Sales Report February 2026

### LEAD ROOM NIGHTS YOY COMPARISON



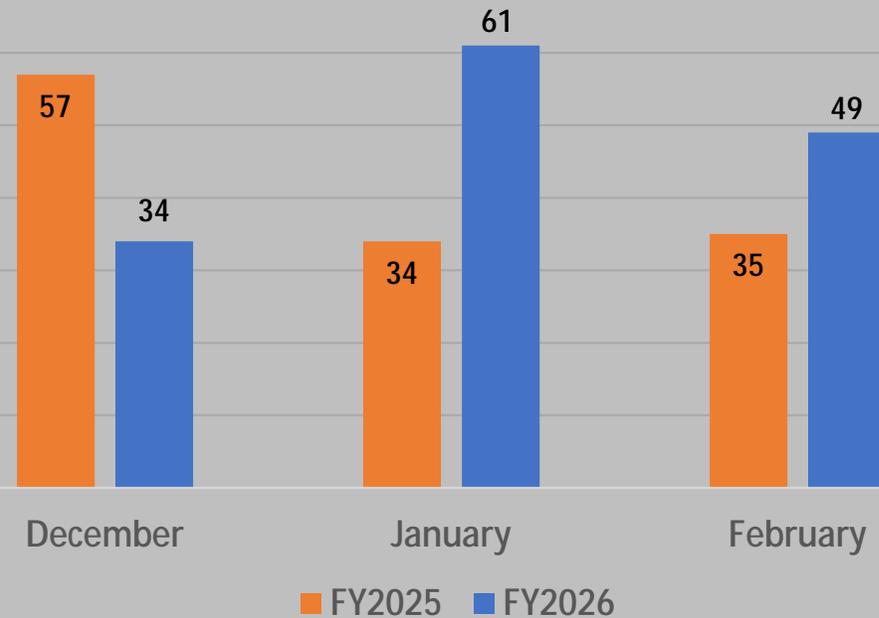
### Lead Room Nights February 2026

- Lead Room Nights declined -35.3% YOY

### Lead Distribution February 2026

- Lead Distribution increased +40.0% YOY

### TOTAL LEADS DISTRIBUTED



# CEO's Comments

- January 2026 Traditional Lodging Stats: Occupancy 58.6% (-9.0%), ADR \$163.30 (-2.4%), RevPAR \$95.96 (-11.2%), Demand is -7.5%, Revenue is -9.7%, Supply is +1.7%.
- January 2026 Vacation Rental Stats: Paid Occupancy 20.4% (-6.0%), ADR \$167 (+7.7%), RevPAL \$34 (+0% FLAT), Demand -7.4%; Supply +0.9%.
- January 2026 TDT Collections were +1.5% YOY
- February VIC visitation year-over-year: CoSA VIC was +0.1%; Ponte Vedra Beach VIC was -14.8%; St. Augustine Beach VIC assisted 6,223 guests (the Beach VIC was closed February and March 2025); Jax Airport VIC was -55.9% due to construction, with completion expected in March 2026.
- February Social Media YOY for Facebook/Meta was +7.4%, Instagram was +8.1%, TikTok was +26.4%, and YouTube was +633.3%
- February Media impressions increased +1.1% YOY.
- February Sales team solicitations are -11.0% YOY; lead room nights are -35.3% YOY; lead distributions are +40.0% YOY.

# Thank You!