

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
MAY 18, 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 2-5)
 - Regular Meeting Minutes – April 20, 2026
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. FY2027 SPORTS TOURSIM GRANT POLICY – (**Action Required**) Robert McFarland (Pages 6-9)
 - Public Comment
8. VCB DATA DASHBOARD LIVE DEMONSTRATION (20 – 30 MINUTES) Susan Phillips
9. TDC BOARD MEMBER VACANCY (**Action Required**) Dena Masters (Pages 10-33)
 - Public Comment
10. INITIAL DISCUSSION OF FY27 TOURISM BUDGET – Jesse Dunn (Pages 34–46)
 - A. Review of Category 5 Coastal Management Programs/Projects – Joe Giammanco, Emergency Management Director (Pages 47-62)
11. CITY OF ST. AUGUSTINE NIGHTS OF LIGHTS FUNDING REQUEST – David Birchim, City of St. Augustine (Pages 63-76)
12. ST. JOHNS COUNTY YEAR-ROUND CULTURAL PLATFORM DISCUSSION – Irving Kass (Pages 77-102)
13. MONTHLY REPORTS PROVIDED IN PACKETS (Pages 103-137)
14. MEMBER COMMENTS
15. NEXT MEETING DATE – June 15, 2026
16. ADJOURN

TDC Regular Meeting – May 18, 2026

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

- Regular Meeting – April 20, 2026
- Public Comment



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
April 20, 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, Chair
Charles Cox, District 3, Vice Chair
Regina G. Phillips, District 2
Irving Kass, District 2
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Michael Wicks, District 4
Michael Gordon, District 4

Absent: Beth Sweeny, Mayor, St. Augustine Beach City Commission, Seat 2

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

2. PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

3. ROLL CALL

Masters called the roll.

4. APPROVAL OF AGENDA

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

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

Nay: None

Absent: Sweeny

5. APPROVAL OF MINUTES

Motion by Cox, seconded by Kass, carried 9/0, to approve the minutes for the March 16, 2026, meeting, as submitted.

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

6. PUBLIC COMMENT

There was none.

7. REPORT ON BED TAX COLLECTION PROCESSES AND AVAILABLE PARKING

Jennifer Ravan, St. Johns County Tax Collector, presented details of the tax collection process, explaining that the office requires monthly filings, ensures short-term rental compliance, monitors listings, contacts delinquent accounts, and uses multiple data sources for enforcement.

Discussion ensued on challenges with Airbnb/VRBO agreements, universal availability of rooms, simplified collection with reduced transparency and enforcement, education for property owners, and asked that staff return with an overview after the decision-making process.

8. VISITOR/ECONOMIC IMPACT STUDY REPORT - DOWNS AND ST. GERMAIN RESEARCH

Susan Phillip, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors Convention Bureau, introduced Dr. Joseph St. Germain, President of Downs and St. Germain Research, who provided an overview of the 2025 annual visitation and the Nights of Lights economic impact report.

Discussion ensued on data reporting, including breakdowns for St. Augustine Beach, counting concert visitors and day-trippers, access to full reports, and Tourist Development Tax (TDT) revenue generated during the Nights of Lights period. Council members also discussed estimating total visitation through survey data, including day-tripper totals, visitor ratings, overall attendance, and detailed spending patterns such as lodging and category-based expenditures.

9. MONTHLY REPORTS PROVIDED IN PACKETS

Susan Phillip, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors Convention Bureau, presented the 2026 Creative Showcase Video, compiled with recent data; reported tourism demand for March and April, highlighting effective advertising efforts, including a feature on Wheel of Fortune; and noted plans to present a data dashboard. She also announced that Melissa Weisel had been recognized as Employee of the Year.

Discussion ensued on trends being similar to last year, and expressed appreciation for the team's efforts.

Jeff Potts, Director of the St. Johns Cultural Council, provided updates on the new Rotunda artwork; upcoming events, including a James Beard dinner; and recognition for the Black Heritage Trail project. He discussed outgoing grant workshops, a songwriter contest, and plans for a September “restaurant month.”

Discussion ensued on the statue selections and qualifying figures, venue sound upgrades, and details surrounding the meeting for the proposed park bench history project.

Masters provided an update that Michael Gordon's term was set to expire in May and that applications for the accommodation representative position were being accepted until May 1, 2026. She noted that Gordon could continue serving until a replacement was formally appointed.

10. MEMBER COMMENTS

Sikes-Kline expressed appreciation to Susan Phillips for nominating Melissa Weisel and noted that her work consistently went above and beyond.

Sweeny spoke on the Council membership listing on the Tourist Development Council website, which was out of date, and requested that it be updated.

Phillips mentioned a newly upgraded facility with an upgraded sound system as a potential venue for inclusion in the “Sing Out Loud” production.

11. NEXT MEETING DATE

The next meeting was scheduled for May 18, 2026.

12. ADJOURN

With no further business to come before the Council, the meeting adjourned at 2:57 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 & COMPROLLER

By: _____
Deputy Clerk

TDC Regular Meeting – May 18, 2026

Agenda Item 7 – FY2027 SPORTS TOURISM GRANT POLICY – Robert McFarland
(Action Required)

Updates to the Sports Tourism Grant Policy. The policy has been reviewed and recommended by the Recreation Advisory Board.

Sports Grant Policy

Grant Request Criteria

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

Application Requirements

- a. The proposed annual programs or event must be sports 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.
- b. Applicants, including for-profit businesses and private institutions of higher education, must be qualified to conduct business in the State of Florida, as evidenced by an Active Status designation with the Florida Division of Corporations.
- c. The grantee must apply within the timeframe provided by staff at the start of the grant portal opening.
- d. The grantee must use the designated online system to submit their application for consideration.
- e. It is the grantee's responsibility to ensure that their application is submitted with all required information.
- f. Submission of an application and funding request does not guarantee approval or funding.
- g. ~~The event name must only represent St. Johns County and its geographic location.~~ The grant opportunity is available to all eligible organizations. However, the event name may not reference or incorporate the name, nickname, or branding of any other County or geographic area.
- h. The event/grantee must market the Tourist Development Council (TDC) by:
 - Using the TDC Logo on marketing materials for the event.
 - Using the TDC Logo on their website, if the organization has a website.
 - Embedding the destination video on their website, if the organization has a website.
- i. Failure to agree and meet these requirements will result in the grant being removed from consideration.

Evaluation Process

a. Each application will be reviewed by an evaluation panel consisting of:

- ~~Two Parks and Recreation staff members~~ TDC Administration staff member
- One Visitor and Convention Bureau (VCB) member
- One Recreation Advisory Board (RAB) member

b. A new RAB member must be appointed to the panel annually.

c. Grants will be scored according to the guidelines established. If scores are outside of these guidelines, they will either be rounded to the nearest value or the evaluator's score will be removed.

d. The scores will be presented at a formal panel review meeting.

This meeting:

- Prohibits discussion of other evaluators' scores.
- Is open to the public, with attendance options in person, by phone, or via Zoom.

e. The scores from all four evaluators will be averaged and finalized at the panel review meeting.

Approval Process

a. Finalized scores and grant funding recommendations will be presented at the following RAB meeting for approval.

b. The RAB may recommend changes to grant funding at this meeting if deemed necessary.

c. Grants, along with RAB recommendations, will then be submitted to the Tourist Development Council (TDC) Board for final approval.

d. The TDC Board reserves the right to change or eliminate grants as they see fit.

Post-Event Requirements

a. After the grantee's event, they must submit post-event information within ~~60 days~~ 45 days of the event's conclusion.

b. Failure to complete the post-event submission within the specified timeframe will result in the grant being rescinded.

c. The post-event information will be reviewed. If significant discrepancies are identified, ~~the RAB~~ TDC Administration may modify or rescind the grant amount. A 15% buffer will be given, and any discrepancy

outside of the buffer can result in the grant being re-evaluated, with the funding being reduced or rescinded.

d. Site fees, 10% of official/referee cost, and direct event marketing materials invoices are required to be uploaded in the grant interface.

e. St. Johns County room night verification is required and will be verified. ~~The grantee must provide documentation of room nights generated by the event, and this will be reviewed for accuracy and compliance with the grant criteria.~~ The grantee must provide documentation of room nights generated by the event which includes hotel and survey documentation, and this will be reviewed for accuracy and compliance with the grant criteria.

f. The grantee must provide links and/or screenshots of social media posts and website marketing materials as documentation.

General Conditions

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

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

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

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

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

d. The minimum grant award is \$1,000. Any application recommended for less than \$1,000 will be increased to \$1,000; however, those funds must be allocated toward site fees, marketing, and/or referee expenses.

TDC Regular Meeting – May 18, 2026

Agenda Item 9 – TDC BOARD MEMBER RECOMMENDATION – Dena Masters (Action Required)

There is currently one (1) vacancy due to expiring term of:

Michael Gordon - Accommodation Member

This vacancy must be filled with an Accommodation Member.

Per Florida Statute 125.0104 up to four (4) members (but not less than 3 members) are owner or operators of tourist accommodations, which are subject to the bed tax. The remaining members are currently involved in tourist-related businesses other than accommodations.

All members must be electors in St. Johns County.

A notice of the committee vacancy was sent out by the BCC Office in March 2026, and the following table lists the applicants and their affiliation.

May 18, 2026 TDC Meeting

Agenda Item 9 - TDC Board Member Recommendation 2026 TDC APPLICANTS

TDC ACCOMODATIONS APPLICANTS			
NAME	ORGANIZATION/EMPLOYMENT	EDUCATIONAL BACKGROUND	AFFILIATIONS
William Ackland	VP of Finance Ponte Vedra Inn & Club/Gate Hospitality	Bachelors from UNF, CHAE and HFTP	None Provided
NAME	ORGANIZATION/EMPLOYMENT	EDUCATIONAL BACKGROUND	AFFILIATIONS
Brian Clark	President/CEO New Hope for Kids	BS, Finance and Management, Safe 20 Mortgage License, Florida Life Health Insurance License, Tax Preparer, Notary	SJC Housing Authority, Mayo Clinic Community Advisory Board, Jax Speech & Hearing Center BOD, YMCA Advisory BOD, Board of Governors for the Alice Ann Bein Memorial Foundation, Flagler Health Village YMCA Advisory Board, Boys and Girls Club, Volunteer
Heather Harley Davidson	General Contractor, Advanced Building Company of NF	UNF BS Industrial Technology Bldg Construction, Real Estate Broker	Notary, St. Augustine Art Association, FREC, Intern Mentor
Rebecca Gallardo	Assistant DOS and Catering, Renaissance World Golf Village	Bachelors/OT	No Longer Affiliated with Renaissance @ World Golf Village
Peter McGoldrick	Retired	Master of Science - Outdoor Recreation, Master Certificate, Bulding Resilient Commnunities, Certified	Ambassador for Make-A-Wish Mid Atlantic, Cub Scout Pack 291 Treasurer
Jan Orlosky	Retired	Bachelor of Arts Psychology & Sociology, Graduate Institute of Organization & Management, Culinary Institute of America	Crescent Sandpiper Condominium Treasure, BOD Vacation Rental, St. Augustine Art Association BOD, St. Augustine Shores Ladies Golf Association Member
Diane Solomon	Substitute Teacher - Duval Public Schools	Doctoral Degree in Education, Teacher of the Year, Scholarship in the Doctoral Program, Master of Business Administration -Central Michigan University	Cummer Museum Volunteer, Mayo Clinic Volunteer
Ashley Sumners	Circle K Corporate - Real Estate Development Mgr	MBA, Global Management, BBA Transportation & Logistics, AA Business Administration and Management, Notary State of Florida	Former Student - ULI Center of Leadership in Jacksonville, FL
Jason Wallis	Chief Technology Office/Payground Owner/PMI St. Augustine	MBA, Jack Welch Management Institute, Bachelors in Accounting	VRMA (Vacation Rental Management Association) Member of Longleaf Methodist Church
Seth Wingate	Bank of America	Graduate Level, MPA from UNF in Progress, Bachelors Degree - UNF Political Science	None Provided

Notes:

Does not appear requirements are met based on provided information



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 3/2/2026 3:23:17 PM Expires: 3/2/2027 3:23:17 PM

First Name: William

Last Name: Ackland

Address: 28 Turtleback Trail

City, State Zip: Ponte Vedra Beach, FL 32082

Home Phone:

Cell Phone: (904) 910-9819

Work Phone: (904) 273-7746

Email: willackland@gatehospitality.com

District:

Most Recent Occupation/Employer:

Ponte Vedra Resorts/ Gate Hospitality since 1987 and I currently serve as VP of Finance

Past Work Experience/Employers:

Civic Clubs, Organizations:

HFTP

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

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

Yes **Details:** Ponte Vedra Inn & Club and The Lodge & Club

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Bachelors from UNF, CHAE and HFTP

References:

Name	Relationship	Phone
Michael Gordon	Colleague	(904) 273-7717
Craig Schoninger	Friend	(305) 492-3435
Fred Cozby	Freind	(904) 707-1230

Additional Information:

I have been in the hospitality business for 39 years and look forward to working with the TDC



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Application

Board/Committee Name: Tourist Development Council

Submit Date: 2/3/2026 4:52:21 PM Expires: 2/3/2027 4:52:21 PM

First Name: Brian

Last Name: Clark

Address: 5213 RIVER PARK VILLAS DR

City, State Zip: Saint Augustine, FL 32092

Home Phone: (904) 742-4072

Cell Phone: (904) 742-4072

Work Phone: (904) 742-4072

Email: clarkbrian@bellsouth.net

District: 2

Most Recent Occupation/Employer:

President and CEO / New Hope for Kids / 2024 - Current

Past Work Experience/Employers:

New Hope for Kids Orlando, FL January 2024 - Current
President and CEO

- Leadership & Vision - Provide strategic leadership and executive oversight for one of Central Florida's most respected nonprofit organizations serving grieving children and children with life-threatening conditions. Drive the vision, mission, and impact of the organization through thoughtful long-term planning, innovation, and high-level community engagement. Actively partner with the Board of Directors to define strategic goals, cultivate an inclusive and purpose-driven culture, and ensure sustainable growth.
- Program Oversight - Direct and evaluate comprehensive grief support and wish-granting programs that serve hundreds of children and families annually. Champion trauma-informed, child-centered practices across all services. Lead, mentor, and empower a multidisciplinary team of staff, trained volunteers, and clinical interns to ensure consistently high-quality service delivery and program impact.
- Fundraising & Community Engagement - Lead all fundraising and development initiatives, including major donor cultivation, annual giving strategies, grant acquisition, and signature fundraising events. Strengthened brand visibility through impactful storytelling, community engagement, and the development of partnerships with corporations, foundations, and individual philanthropists. Increased donor retention and diversified funding streams through targeted outreach and data-driven development strategies.
- Fiscal Management & Compliance - Oversee the organization's financial health through detailed budget management, grant compliance, and strategic resource allocation. Work closely with the Finance Committee and Treasurer to ensure fiscal transparency, maintain balanced budgets, and align expenditures with programmatic priorities. Introduced enhanced reporting systems to support real-time tracking of key financial and program metrics.

BPC Family Trust Foundation St. Johns County, FL 2019 - 2024
President and CEO

- Strategic Oversight – Collaborating with local, state, federal, and nonprofit entities to foster impactful Private-Public Partnerships (P3) that align with the strategic goals and initiatives of the community. Utilizing influential relationships with stakeholders and community partners to explore, research, develop, and execute key initiatives that provide



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

comprehensive support, guidance, and oversight of community projects. These projects encompass a wide range of areas, including infrastructure, health and human services, housing, cyber and information security, land management and acquisition, financing, fundraising, as well as promoting and educating underserved populations about available services. Emphasizing transparency and collaboration, each project is meticulously tailored to address the specific needs of the community and the underrepresented.

- Executive Management – Recruit and lead a dynamic and diverse team of volunteers across multiple communities nationwide. Provide comprehensive training and development opportunities utilizing various social media platforms and organizing local meetings to foster community involvement and raise awareness. Development of a groundbreaking partnership program with local youth coaches in traditional rural and urban core communities. This initiative identifies and recruits talented leaders who mentor young men and women from underrepresented groups. The program focuses on empowering these individuals to serve as apprentice advisory directors for local non-profit board of directors. Through this mentorship, they gain valuable experience and contribute to the growth and impact of their communities.

BNY Mellon Jacksonville, FL 2017–2019

Vice President US Corporate Trust Sales & Relationship Management

- Business Development - Expanding revenue streams through strategic partnerships with Health Care Providers, Large Hospital Networks/Systems, Continuing Care Retirement Communities (CCRC), State Agencies, Municipalities and Private and Public Universities and Colleges all throughout Florida, North Carolina, and South Carolina.

- Relationship Management – Delivering exceptional service and fostering strong relationships with a portfolio of Tier I clients. Prioritizing the total client experience, maintaining a steadfast commitment to providing a high-quality level of service. Successfully retaining and expanding the portfolio through marketing strategies, product offerings and customer retention initiatives, which consistently generated over \$8 million and retained number one or two in all market territories, year after year.

EverBank Wealth Management (TIAA) Jacksonville, FL

2012-2017

Senior Wealth Specialist - VP

- Cross-Functional Coordination - Effectively collaborate with internal referral partners and oversee service delivery across six financial centers throughout Central, West, and North Florida. Engage with Institutional Investors, Endowments, Non-Profit Organizations, and High Net-Worth Investors to provide globally diversified investment strategies and solutions. Contribute to the creation, modification, and implementation of Investment Policy Statements, Procedures, and Best Practices.

- Market Research and Analysis - Subject Matter Expert (SME) on Trusts, World Markets (Currencies and Precious Metals), Bonds (Municipal, ABS-Asset Backed Securities, MBS-Mortgage Backed Securities) as well as CCRC's (Continuing Care Retirement Communities) regulated under Florida State Statutes. Managed a portfolio of assets including equities, fixed income and alternative investments including hard assets and currencies. Collaborated with internal teams, analysts, traders, and operations, to execute investment strategies.

Wells Fargo Financial Advisors Jacksonville, FL

2010-2012 Financial Advisor and Senior Investment

Specialist

- Capital Solutions – Utilize a strategic approach to prospect for new clients, combining personal network outreach, cold calling, door-to-door marketing for small businesses, active participation in industry conferences, and data mining of public databases. Successfully generate new business leads and opportunities, resulting in a profitable clientele book of over \$15 million assets under management. Actively contribute to the development of a test question database for general security and insurance licenses. Hold certifications including Series 7, Series 66, Safe 20 Mortgage licenses, the State of Florida 215 Insurance license, and the Florida Long-Term care license.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

- Prioritization and multi-tasking – Produced seminars, workshops, and presentations on a diverse range of subject matters for various groups, small businesses, Fortune 500 institutions, senior executives, investment committees, board of directors, and professional sports franchises. Responsible for creating and managing logistics over multiple years for a client event attended by national and international clients, prospects, centers of influence and industry professionals and executives.

Wells Fargo Bank Jacksonville, FL Vice President - Relationship Management Manager 2006-2010
Vice President – Senior Relationship Manager 2001-2006

- Corporate Strategies - Created innovative solutions that focused on strengthening diversity, inclusion, and cultural competencies across the organization as the business line continued regional expansion. Strategically planned and acquired new office expansions in the southeast, while opening offices in Jacksonville and Orlando, FL as well as Atlanta, GA. Managed all logistics for strategical operational set-up and execution which included: recruitment and staffing, marketing and brand recognition, training, and development for human capital, as well as negotiating new office buildouts and oversight.
- Executive Management – Recruited and managed a diverse team of 20 professionals, comprising Relationship Managers and Specialists across multiple locations and states. Pioneered the establishment of a corporate, municipal, and escrow services team from inception, starting with no revenue, clients, or retail footprint. Skillfully built and led this Southeast market team, achieving annual revenue exceeding \$15 million. Managed a portfolio totaling \$5 billion in total par principal, consistently ranking among the top three in market share across the seven states in the region and all represented product segments.
- Product Delivery – Positioned the organization as a leading professional consultant and Subject Matter Expert (SME) in niche products within select market segments. Recognized for expertise in new Insurance and Institutional Delaware Trust products, Student Loan programs, and Asset-Based Obligations like Mortgage-Backed Securities. Possess comprehensive knowledge and experience across the entire product life cycle.
- Contract Oversight – Demonstrated exceptional communication skills and keen judgement in negotiating complex legal documents. Played a key role in deal teams for significant projects, including the negotiation and representation for the largest Hospital System Capital Financing Structure in the State of Florida and the largest Catastrophic Financing in the nation.

Civic Clubs, Organizations:

St. Johns County Housing Finance Authority – Board Member
Mayo Clinic - Community Advisory Board
Jacksonville Speech and Hearing Center Board of Directors – Chair, Treasurer, Director, Executive Committee
Williams YMCA Advisory Board of Directors – Executive Committee, Impact and STEM Committee Chair
Community Foundation – Advisory Board (St. Augustine, FL)
Board of Governors for the Alice Ann Bien Memorial Foundation
Jacksonville State University (Alabama) Board of Governors Alumni Board
Flagler Health Village YMCA Advisory Board – Director and Founding Member
Edyth Bush Institute for Philanthropy & Nonprofit Leadership at Rollins College Empowering Good Cohort
Ambassador St. John County Florida Strategical Alliance
Switzerland Community Church - Member
President North Florida chapter for Jacksonville State University (Alabama) Alumni Association
Boys and Girls Club of St. Johns County, Florida - Volunteer
ABA – American Bankers Association
Florida Medical Group Management Association
TRIO – Transplant Recipients International Organization - Member
Jacksonville, FL Chamber of Commerce
Junior Developmental League Football Coach
Youth League Flag Football and Youth League Baseball Coach
United Way Coordinator
Moose Lodge International - Member
Habitat for Humanity Volunteer – Participated in completion and building of three (3) homes



St. Johns County Board of County Commissioners

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St. Johns County Expansion Task Force – Jacksonville Speech and Hearing Center

Elected or Appointed Positions:

None

Do you do Business with the County:

No **Details:**

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

No **Details:**

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Education/Training

Jacksonville State University Bachelor of Science in Finance and Management Jacksonville, AL 1990-1994

University of North Florida Business Management and Graduate Studies Jacksonville, FL 1995-1997

Cannon Trust Institute Certified Corporate Trust Specialist Charlotte, NC 1998-2000

Licenses/Designations

Safe20 mortgage license, Series 7 General Securities license, Series 66 license, State of Florida 215 (Life, Health, and Variable Annuity) license, State of Florida Long Term Care license, Notary of Public, Certified Auditor, Certified Tax Preparer.

References:

Name	Relationship	Phone
Brian Lee	Friend	(904) 669-4471
Beverly Slough	Friend	(904) 210-7289
Michael Howland	Work	(904) 608-2185

Additional Information:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

As the President and CEO of New Hope for Kids, I am proud to lead one of Florida's most impactful nonprofits, providing grief support and wish-granting services to children navigating unimaginable loss or serious illness. My leadership is grounded in over 30 years as a Community Ambassador and more than 25 years of executive experience with Fortune 50 and Fortune 150 international and multinational companies. Throughout my career, I've been deeply committed to community advancement and public service. I was appointed by the St. Johns County Board of County Commissioners to serve on the St. Johns County Housing Finance Authority and was selected to join the Mayo Clinic Community Advisory Board, both of which reflect my dedication to addressing community development, healthcare equity, and affordable housing solutions. Prior to my current role, I served as Board Chair for the Jacksonville Speech and Hearing Center, where I spent over a decade advancing its mission to provide the gift of communication to veterans and children. Through institutional fundraising, capital campaigns, annual giving, and planned giving strategies, I helped build a sustainable platform that supports the organization's 75-year legacy of exceptional patient care throughout North Florida. A trusted advisor and connector across sectors, I bring a proven track record of developing and expanding new and existing markets, products, and services—resulting in maximized stakeholder equity and sustainable growth. My professional network spans local, state, and federal agencies, GSEs, NGOs, universities, health systems, municipalities, and private enterprises. My background in business development, public-private partnerships, and strategic philanthropy enables me to merge the strengths of the nonprofit and for-profit worlds. I've led high-performing teams, developed innovative compensation and sales strategies, and overseen complex financial operations including P&Ls, investment portfolios, and feasibility studies. My lifelong commitment remains centered on leveraging experience, relationships, and resources to foster community growth, organizational sustainability, and mission-driven impact—locally and nationwide.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 10/18/2025 12:23:24 PM Expires: 10/18/2026 12:23:24 PM

First Name: Rebecca

Last Name: Gallardo

Address: 634 Market Street

City, State Zip: St Augustine, FL 32092

Home Phone: (904) 377-6426

Cell Phone: (904) 377-6426

Work Phone: (904) 940-8591

Email: rgallardo@marriott-wgvr.com

District: 5

Most Recent Occupation/Employer:

Renaissance World Golf Village
ADOS and Catering

Past Work Experience/Employers:

Wyndham Resort Virginia Beach
AGM/DOS

Civic Clubs, Organizations:

Elected or Appointed Positions:

Do you do Business with the County:

No Details:

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

No Details:

Voting Conflict:

No Details:

Number of Times Recused:

Details:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Bachelors/OT

References:

Name	Relationship	Phone
Christian Joransen	Employers	(904) 940-8000
Stevan Boudreaux	Employer	(904) 940-8000
Deborah Adams	Friend 20 years	(904) 540-0756

Additional Information:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

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

First Name: Heather

Last Name: Harley-Davidson

Address: 2070 Reef Drive

City, State Zip: St. Augustine, FL 32080

Home Phone: (904) 217-9571

Cell Phone: (904) 770-8392

Work Phone: (904) 770-8392

Email: heatherharleydavidson11@gmail.com

District: 3

Most Recent Occupation/Employer:

State Certified General Contractor/ Advanced Building Company of North Florida

Past Work Experience/Employers:

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

Civic Clubs, Organizations:

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

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

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

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

0 **Details:**



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

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

References:

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

Additional Information:

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



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 1/13/2026 11:03:12 AM Expires: 1/13/2027 11:03:12 AM

First Name: Peter

Last Name: McGoldrick

Address: 35 Awlleaf Ct

City, State Zip: Saint Johns, FL 32095

Home Phone: (301) 639-5914

Cell Phone: (301) 639-5914

Work Phone: (301) 639-5914

Email: Peter@McGoldricks.com

District: 5

Most Recent Occupation/Employer:

I am currently retired having worked thirty-four (34) years in finance, specifically banking and risk management related to mortgages. My most recent employer was Shore United Bank.

Past Work Experience/Employers:

Shore United Bank, Severn Bank, Compass Analytics, United Bank, Mortgage Services III, Waterfield Bank, Greater Atlantic Mortgage, First Nationwide Mortgage

Civic Clubs, Organizations:

Ambassador for Make-A-Wish Mid-Atlantic 2011-2012, 2023-2025. Cub Scout Pack 291 Treasurer

Elected or Appointed Positions:

Do you do Business with the County:

No Details:

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

No Details:

Voting Conflict:

No Details:

Number of Times Recused:

N/A Details:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

Master of Science - Outdoor Recreation Economy, University of Colorado
Master Certificate - Building Resilient Communities, University of Colorado
Master Certificate - Leading a Sustainable Business, University of Colorado
Master Certificate - Project Management Georgetown University
Bachelor of Science - Computer Science / Business Administration, University of Maryland Global Campus
Associate of Science - Architectural Drafting, Butler County Community College

References:

Name	Relationship	Phone
Robert Bodell	Mentor / Friend / Fo	(301) 467-4321
Doug Croot	Mentor / Friend / Fo	3035494908
Edward Hester	Friend	(443) 852-1673

Additional Information:

Having a lengthy career in finance and a refocus within my career on the outdoor recreation space I believe that I bring a strong skill set to actively represent the community on the Recreation Advisory Board, Housing Finance Authority, Tourist Development Council, or the LAMP Conservation Board. Thank you for your consideration.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

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

First Name: Jan Marie

Last Name: Orlosky

Address: 65 Anastasia Lakes Drive

City, State Zip: St Augustine, FL 32080

Home Phone:

Cell Phone: (518) 423-0249

Work Phone:

Email: jorlosky3@gmail.com

District: 5

Most Recent Occupation/Employer:

Retired

Past Work Experience/Employers:

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

Civic Clubs, Organizations:

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

Elected or Appointed Positions:

Do you do Business with the County:

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

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

No **Details:**

Voting Conflict:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

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

Number of Times Recused:

n/a **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

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

References:

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

Additional Information:

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

See Resume



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 10/6/2025 5:30:16 PM Expires: 10/6/2026 5:30:16 PM

First Name: Diane

Last Name: Solomon

Address: 94 Lantern Oak Lane

City, State Zip: Ponte Vedra, FL 32081

Home Phone:

Cell Phone: (248) 760-2948

Work Phone:

Email: dianeBMW@aol.com

District: 4

Most Recent Occupation/Employer:

Substitute Teacher-Duval Public Schools

Past Work Experience/Employers:

Same as above

Civic Clubs, Organizations:

Cummers Museum volunteer

Mayo Clinic volunteer

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

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

No **Details:**

Voting Conflict:

No **Details:**

Number of Times Recused:

NA **Details:**



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

- *Doctoral Degree in Educational Leadership and Policy Studies—Wayne State University—Detroit, Michigan
- *French Award—Wayne State University
- *Scholarship in the Doctoral program
- *Teacher of the Year twice in the Dearborn Public Schools

References:

Name	Relationship	Phone
Linda McCarty	Colleague	(313) 730-2159
Mandee Solomon	Daughter	(904) 477-1942
Jerry Solomon	Spouse	(248) 705-2702

Additional Information:

- *Master of Business Administration—Central Michigan University
- *Owned my own business for 11 years
- *Taught Retail Merchandising at Eastern Michigan University
- *Studied Spanish at the University of Salamanca and French in Gordes, France
- *Taught English, Spanish, and French at the Dearborn schools. Fluency in French and Spanish



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 10/10/2025 7:06:36 AM Expires: 10/10/2026 7:06:36 AM

First Name: Ashley

Last Name: Sumners

Address: 73 Bluebonnet Way

City, State Zip: Saint Augustine, FL 32092

Home Phone:

Cell Phone: (407) 962-8546

Work Phone:

Email: ashleylorrainec@gmail.com

District: 2

Most Recent Occupation/Employer:

Circle K Corporate—Real Estate Development Manager (Started in Feb. 2024). My main responsibilities are site selection and negotiating with Landlords, Sellers, and Developers. I provide excellent customer service to internal and external partners. I am highly involved in my projects, attending pre-app, variance, commission, and other meetings to get a project approved. I am involved with each project from negotiations till store opening.

Past Work Experience/Employers:

Concept Companies—Real Estate Director (5.5 years). My main responsibilities are site selection and negotiating with Landlords and Sellers. I was the main point of contact for various users, such as car washes, small/urgent care hospitals, and, most commonly known, Dollar General.

Civic Clubs, Organizations:

Former student - ULI Center for Leadership in Jacksonville, FL

St. Johns Parcels Owned:

Currently, we live on a 0.11-acre lot. We are currently building on a 0.24-acre lot.

Companies/Industries with Financial Interest:

None.

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:** None. Husband is active-duty Navy.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

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

Yes **Details:** At Circle K we have done various projects in Saint Johns County.

Voting Conflict:

Yes **Details:** Potentially, if it is a Circle K project or another gas user.

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:** None that I know of.

Negative Publicity:

No **Details:**

Educational Background:

Education:

University of Louisiana at Lafayette
MBA, Global Management

University of North Florida
Bachelor of Business Administration - BBA, Transportation & Logistics
Minor in International Business

Florida State College at Jacksonville
Associate of Arts (A.A.), Business Administration and Management, General

Certifications:

Notary Public for the State of Florida
Issued Oct 2021 · Expires Oct 2025

UAG - Part 107 Remote Pilot
Federal Aviation Administration
Issued Jul 2021 · Expires Mar 2027
Skills: Drone Piloting

Real Estate Sales Associate
Florida Department of Business and Professional Regulation
Issued Nov 2020 · Expires Sep 2026

References:

Name	Relationship	Phone
Margie Petraglia	Former Colleague	(904) 678-7383
Seth Lane	Former Direct Report	(352) 363-0136
Rob Whitmire	Former Colleague	(404) 788-9435



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Additional Information:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

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

First Name: Jason

Last Name: Wallis

Address: 496 E Kesley Lane

City, State Zip: st johns, FL 32259

Home Phone: (615) 218-6778

Cell Phone: (615) 218-6778

Work Phone: (615) 218-6778

Email: jason.h.wallis@gmail.com

District: 1

Most Recent Occupation/Employer:

Chief Technology Officer / PayGround
Owner / PMI St. Augustine

Past Work Experience/Employers:

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

Civic Clubs, Organizations:

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

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

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

No **Details:**

Voting Conflict:

No **Details:**



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

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

References:

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

Additional Information:

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

TDC Regular Meeting – May 18, 2026

Agenda Item 10 – INITIAL DISCUSSION OF FY27 TOURISM BUDGET – Jesse Dunn



Community and Destination Development Department Budget Discussion



Department Areas of Responsibility

Tourist Development Tax Revenue

St. Johns County levies 5 cents of bed tax on overnight accommodations generating approximately \$24 million in annual revenue.

Art in Public Places

A relatively new initiative to expand public arts programming.

Florida Museum of Black History

St. Johns County received a \$1 million dollar grant for the preliminary design of the project in FY26.

Community Redevelopment Areas and Main Street Partnerships

The budget requests for these programs and partnerships will be discussed as part of the May 20th Budget Session.





Tourist Development Tax (TDT)

- The TDT revenue is governed by both F.S. 125.0104 and County Ordinance 2024-42
- St. Johns County is currently eligible for and levies 5% of TDT
- TDT revenue must be utilized for qualifying tourism oriented expenses
- The SJC Tourist Development Plan (Ordinance 2024-42) establishes five categories of use for TDT

Category 1 Destination Marketing	Category 2 Arts, Culture, Heritage	Category 3 Leisure and Recreation	Category 4 Admin and Special Uses	Category 5 Beach Assets
1.6	0.6	0.6	0.8	1.4





AMERICA'S
CULTURAL VIP

ST. AUGUSTINE
PONTE VEDRA

Tourist Development Council Budget Recommendations

The TDC will review the Tourism Budget in
May and June and make recommendations to
the Board of County Commissioners



Historical TDT Revenue

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%	\$ 1,936,067	3.6%
March	\$ 2,580,026	74.4%	\$ 2,778,964	7.7%	\$ 2,903,360	4.5%	\$ 2,748,197	-5.6%	\$ 2,813,238	2.4%
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%		
Total	\$22,200,117		\$23,192,091		\$23,184,347		\$23,148,562		\$ 11,903,861	
Per Penny	\$ 4,440,023		\$ 4,638,418		\$ 4,636,869		\$ 4,629,712		\$ 2,380,772	
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



TDT Revenue

Suggesting that projected TDT revenue increase for FY26 be modified to 1.5%

Suggesting a 1.5% increase in projected TDT revenue for FY27

The anticipated FY27 TDT revenue is approximately \$23.8 million which will be allocated between the five categories of use as defined by Ordinance 2024-42

Category 1 Destination Marketing	Category 2 Arts, Culture, Heritage	Category 3 Leisure and Recreation	Category 4 Admin and Special Uses	Category 5 Beach Assets
1.6	0.6	0.6	0.8	1.4



TDT Budget Suggestions

Category 1 – Destination Marketing

- VCB Core Services Contract
- Tourism Marketing Contract
- Cultural Events Inc Allocation



Category 2 – Arts, Culture and Heritage

- Cultural Council Contract
- Arts Culture and Heritage Grants
- Cultural Events Inc Allocation



TDT Budget Suggestions

Category 3 – Leisure and Recreation

- **Ball Field Maintenance**
- **Water Access and Artificial Reef Maintenance**
- **Sports Marketing Grants**
- **Parks and Recreation Department Staff**



TDT Budget Suggestions

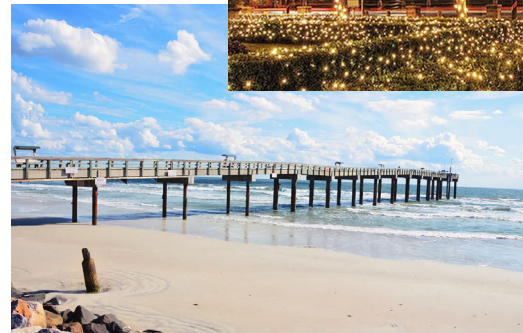
Category 4 – Admin and Special Uses

- Visitor Information Centers
- Holiday Lights and Fireworks
- Events and Beach Shuttles
- Cultural Events Inc Allocation
- TPC Support
- Tourism Department Staff



Category 5 – Beach Assets

- Beach Operations
- Beach Access Maintenance
- Beach Renourishment



Florida Museum of Black History

St. Johns County received a \$1 million dollar State grant for the preliminary design of the project.

Currently working on the RFP.

An additional funding request for FY27 is not anticipated.



Art In Public Places

New program initiative.

Requesting continued program funding support for FY27.



CRA and Main Street Partnerships

The budget requests for these programs and partnerships will be discussed as part of the May 20th Budget Session.



TDC Regular Meeting – May 18, 2026

Agenda Item 10a - Review of Category 5 Coastal/Beach Programs/Projects – Joe Giammanco, Director Emergency Management



Coastal Management

Joseph Giammanco, PhD
Emergency Management Director



MAIN REASONS FOR VISITING¹

CY 2025



Beach vacation/leisure trip
48%



Visit friends/relatives
22%



Visit historical sites
20%

¹Multiple responses permitted.



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®



TOP VISITOR ACTIVITIES¹

CY 2025



Dining out
76%



Visit Downtown St. Augustine
71%



Beach
70%



Visit historical sites
57%



Shopping
49%



Trolley/walking/ghost tour
30%



Spending time with family
30%



Visiting friends/family
29%



Art galleries and museums
24%

¹Multiple responses permitted.

Coastal Management

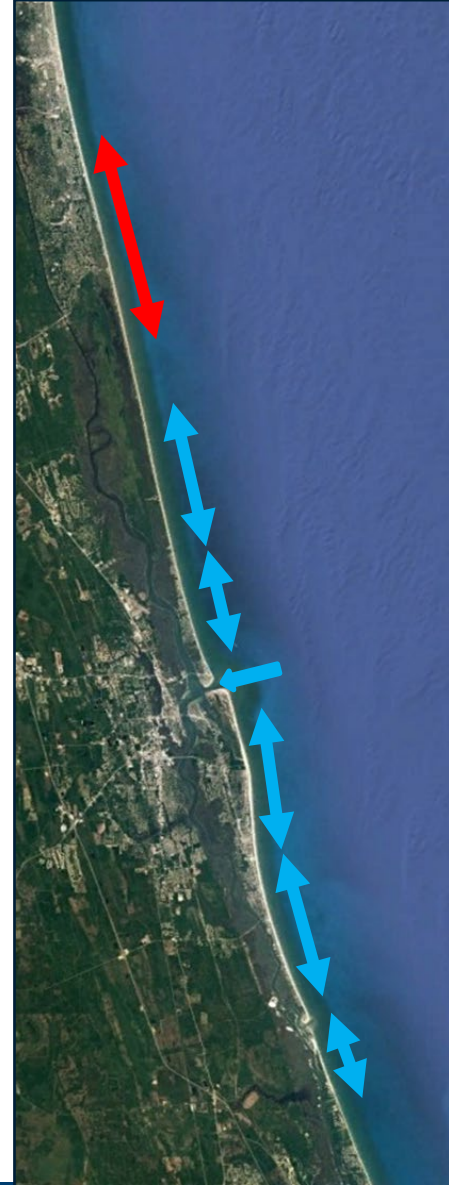
St. Johns County, FL

- 42 miles of Atlantic Ocean shoreline
- 11 distinct shoreline segments
- 2 tidal inlets
- 24 miles of Critically Eroded Shoreline
- **10+ engineered beach projects!!!**



North Ponte Vedra Beach

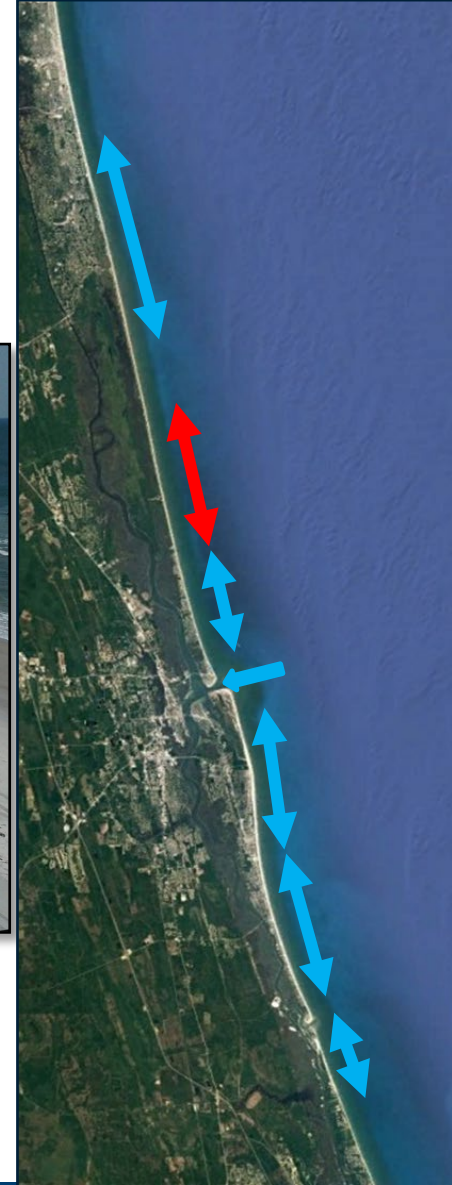
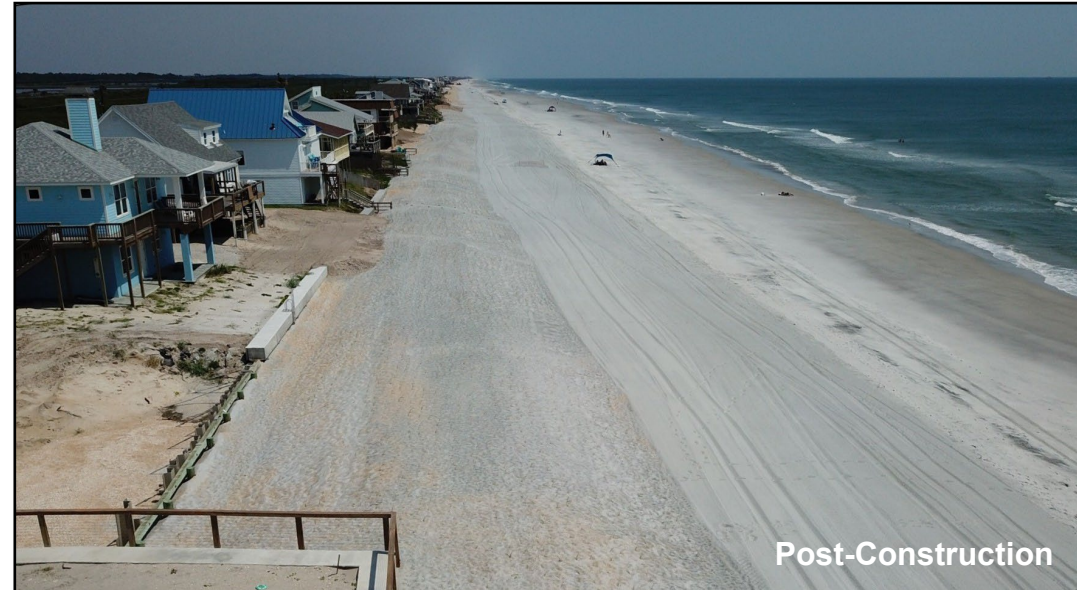
- Beach restoration - Summer 2024
- Hurricanes Debby/Milton - Oct 2024
- Current FEMA Category G Claim
 - Fully Funded (est cost \$24 million)
 - Permitting, Engineering, and Design phase
 - Est completion late 2027
- Long-term maintenance ensures FEMA participation - **unfunded**



Recent & Upcoming Projects

South Ponte Vedra Beach

- Beach Restoration - Summer 2022
- Hurricane Ian/Nicole - Fall 2022
- Hurricane Debby - Oct 2024
- FEMA Category G Project
 - Fully Funded (est cost \$25 Million)
 - Permitting, Engineering, and Design phase
 - Est completion late 2026

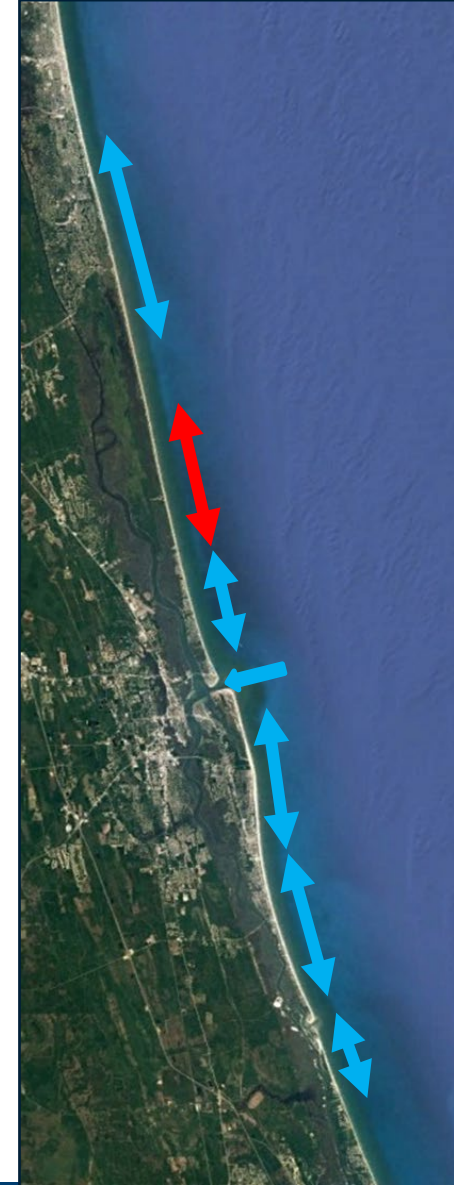
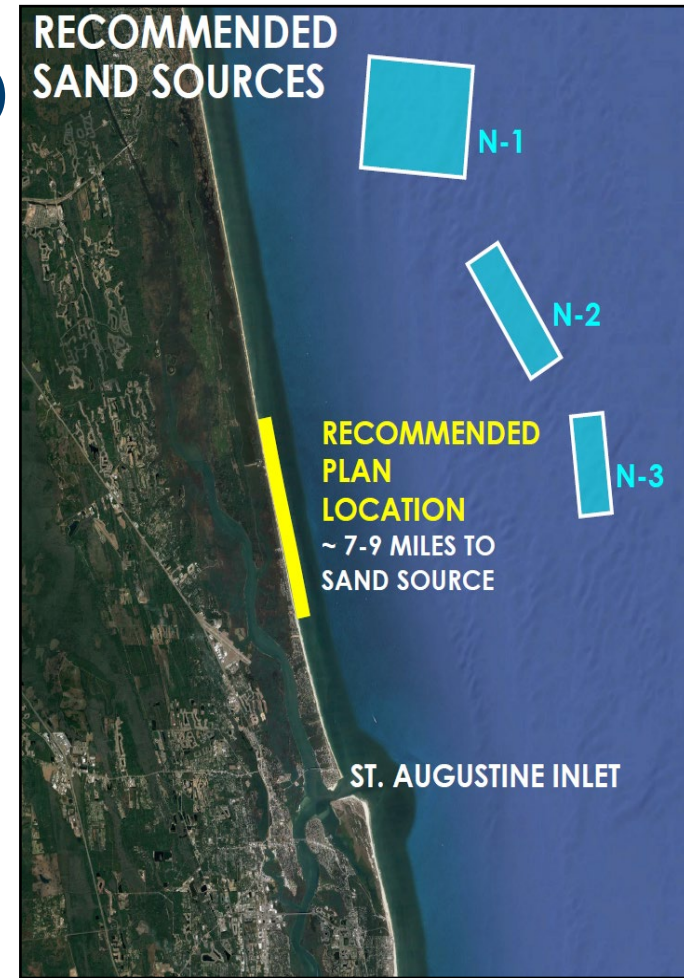


Recent & Upcoming Projects

Ponte Vedra – South Ponte Vedra

Coastal Storm Risk Management (CSRМ)

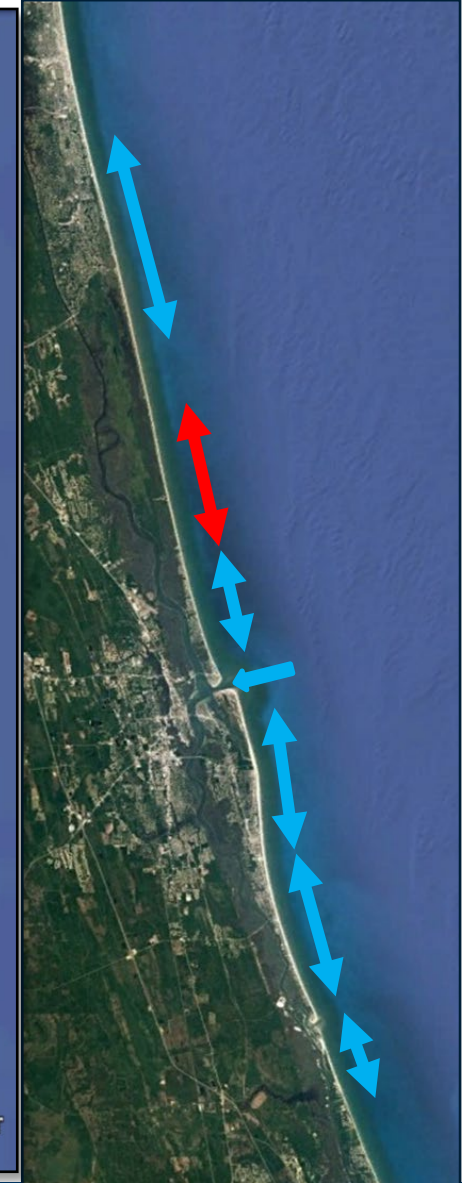
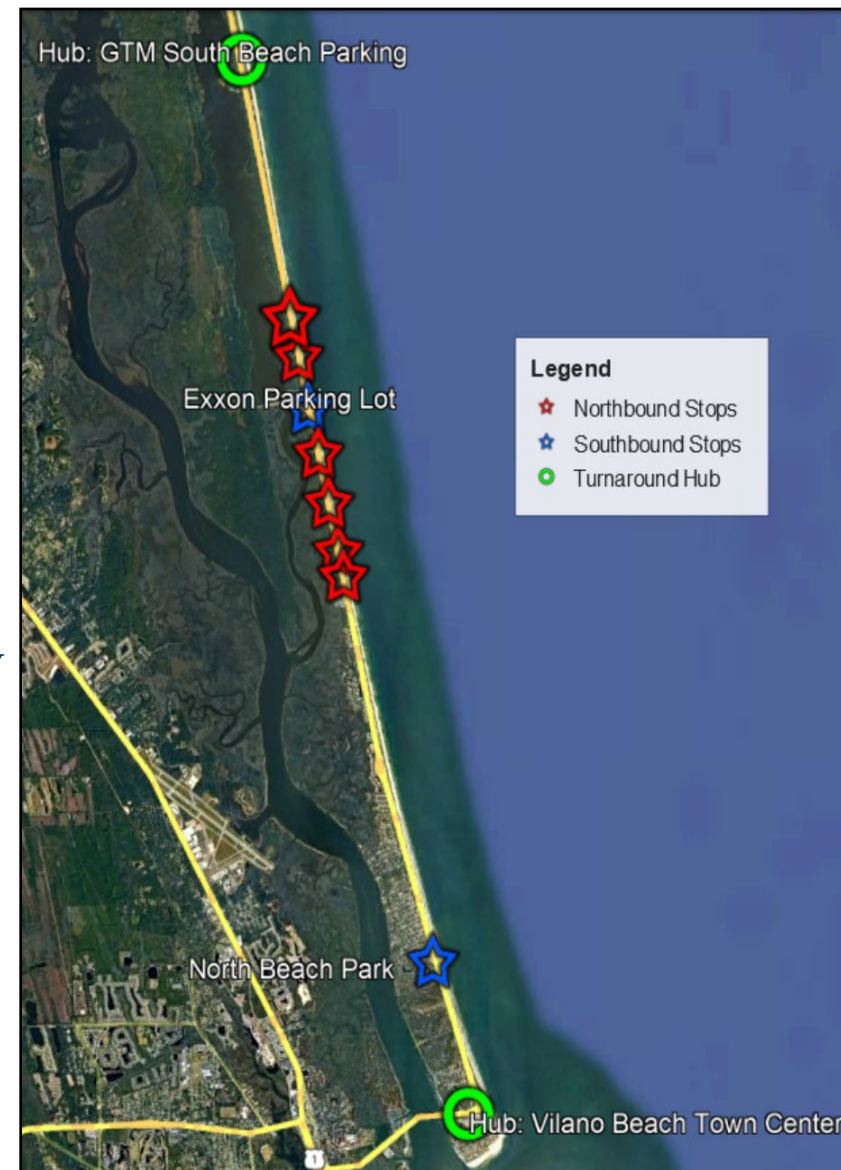
- Recently approved 50-year USACE project
- Federal, State, and Local PED funds secured
- Initial construction cost \$60M and **\$50 nonfederal share (unfunded)**
- County share estimated to be **\$120M+ over 50 years (unfunded)**
- Earliest possible construction scheduled in 2028
- Cost share improvement through additional access and/or trolley system



Recent & Upcoming Projects

South Ponte Vedra & Vilano Trolley

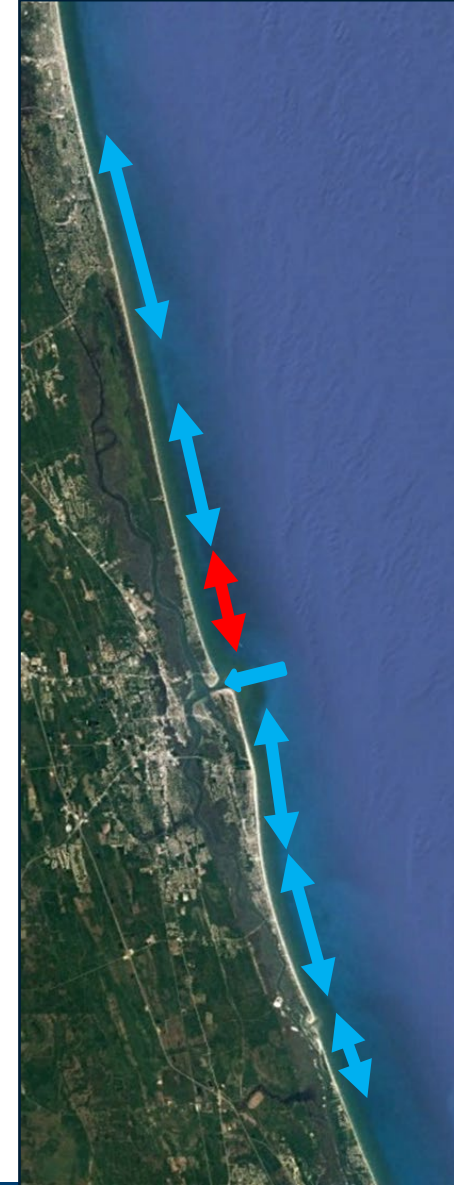
- Initial trolley construction estimates between \$2-\$4M (unfunded).
- Initial construction cost \$60M and \$35 nonfederal share (unfunded).
- County share estimated to be \$92M+ over 50 years (unfunded).
- 10-foot wide County-owned properties throughout South PV Blvd.
- Implementing trolley stops at intervals that will maximize cost share for the new USACE project
- Design is underway.
- Additional stops/expansions to come in the future.



Recent & Upcoming Projects

Vilano Beach CSRM

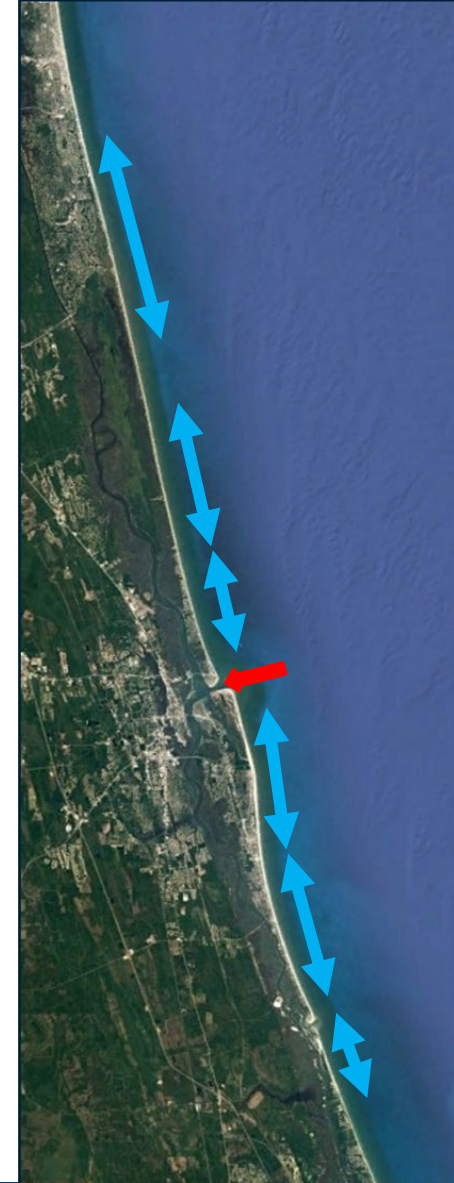
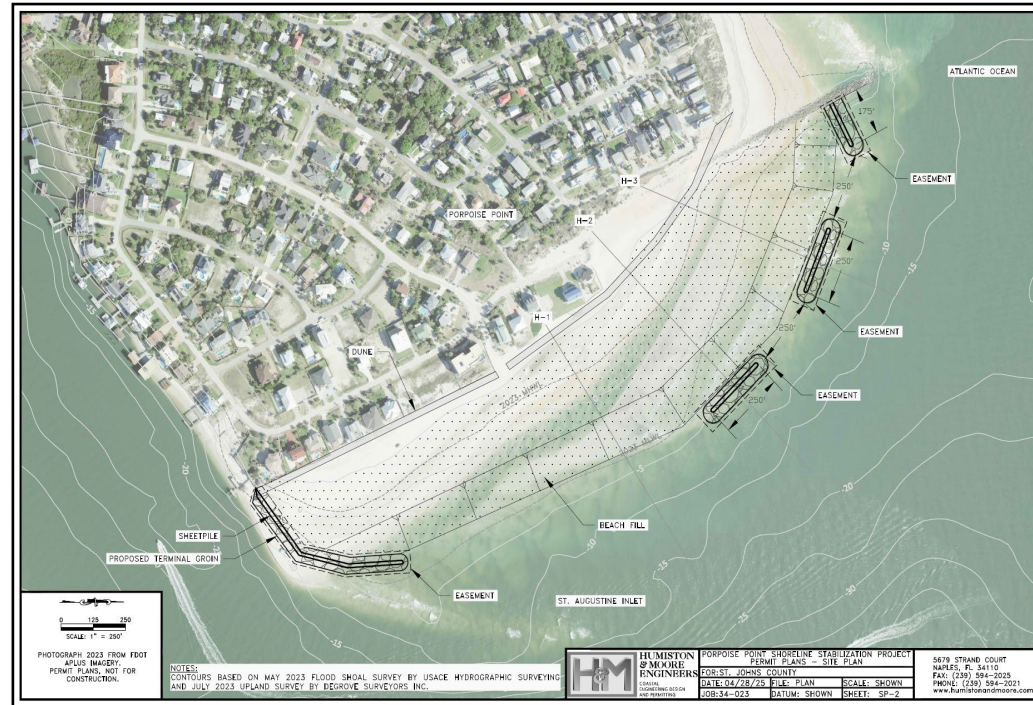
- Renourishment - spring 2024.
- 50-year USACE project.
- Cost shared with USACE.
 - 29% Federal
 - 71% Non-federal
 - TDT and MSTU contribute to non-fed cost
- 12-year renourishment interval.
- Close to 100% perpetual easements.



Recent & Upcoming Projects

Porpoise Point

- Inlet shoreline stabilization.
- Permitting, Engineering, and Design ongoing.
- **Construction estimate \$20M (unfunded).**

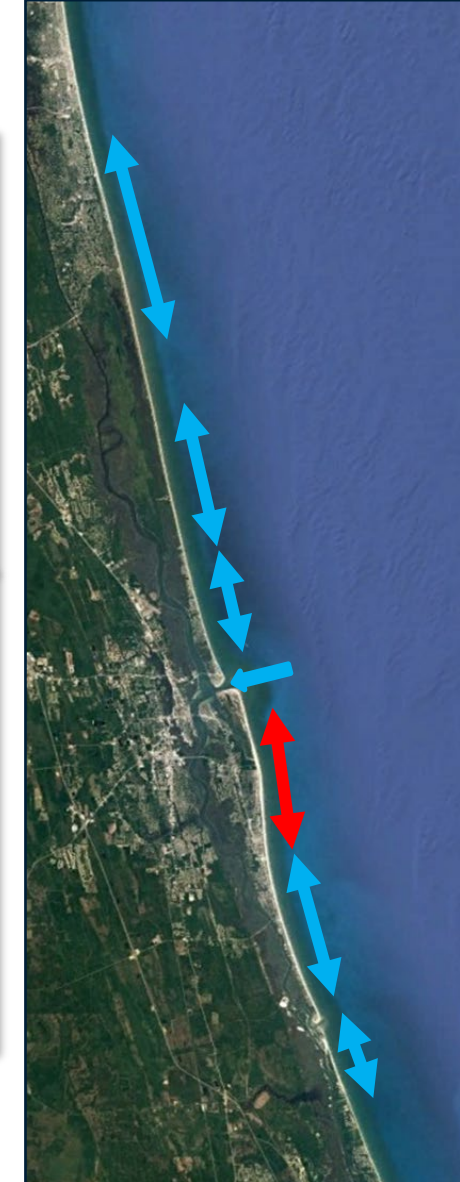


Recent & Upcoming Projects



St. Augustine Beach

- Renourishment - Summer 2024.
- 50-year USACE project.
- Cost shared with USACE.
 - 80.5% Federal
 - 19.5% Non-federal
 - TDT contributes to non-fed cost
- Updating 50-year easements to perpetual easements: 41 of 62 obtained.

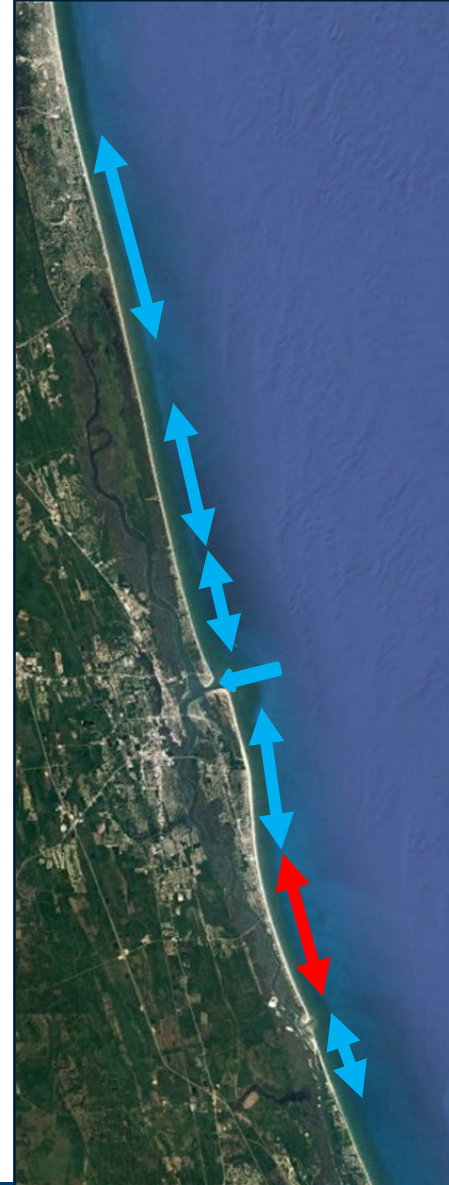


Recent & Upcoming Projects



Butler & Crescent Beach

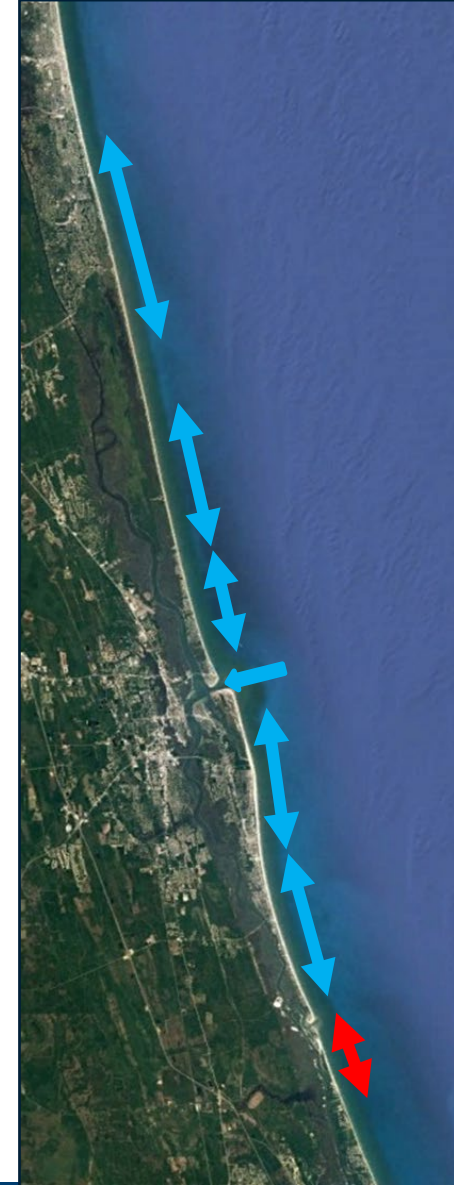
- Successful small dune restoration projects.
- Actively seeking USACE feasibility study.



Recent & Upcoming Projects

Summer Haven

- Managed retreat underway.
 - FDEP grant secured to assist
- Community engagement ongoing.
- County is working on solutions to stabilize the shoreline and open the Summer Haven River.
- Currently working on three projects, all of which have no identified funding for construction.



Recent & Upcoming Projects

Unfunded Projects

- North Ponte Vedra Maintenance.
 - Unknown cost
- South Ponte Vedra USACE CSRSM.
 - Initial construction between \$50-\$35M
 - Trolley system initial construction \$2-4M
- Porpoise Point Stabilization.
 - Construction estimates \$20M
- Summer Haven.
 - All three projects in total estimate over \$20M





Thank you!

SJC Coastal Management



TDC Regular Meeting – May 18, 2026

Agenda Item 11 – City of St. Augustine Nights of Lights Funding Request



2025-2026
Nights of Lights Season Review

With

2026-2027
Nights of Lights Season Request

David Birchim, AICP
City Manager

Tourism Development Council Meeting
May 18, 2026



CITY OF
ST AUGUSTINE
EST. 1565

Parking, Transportation and Mobility

Challenges from 2024-2025 Season

- Traffic congestion at US-1/Castillo, pedestrian & vehicular congestion
- Limited shuttle service, reduced alternative parking options
- Congestion and confusion at garage entrance
- Garage staff and law enforcement coordination challenges
- \$20 all-day rate did not discourage parking, frequent closures
- Free shuttles operated for 12 nights with 19,450 passengers served
- Shuttle service primarily operated from Broudy Lot
- Downtown STAR Circulator operations concluded at 5PM
- No transportation service operating to/from St. Augustine Beach
- Limited parking availability for residential neighborhoods adjacent to downtown
- Limited evening parking enforcement
- High volume of illegal parking due to low enforcement and low cost of citation
- Limited options for downtown workforce parking



Parking, Transportation and Mobility

Solutions Implemented for 2025-2026 Season

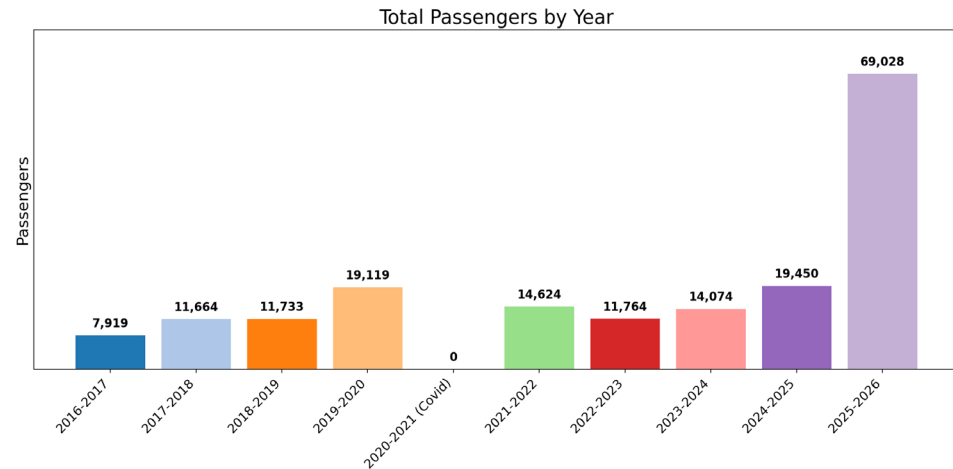
- Expanded shuttle operations to 33 days, using additional lots
- Garage rate increased to \$40 during shuttle operation times
- Expanded STAR Circulator to service Anastasia Island
- STAR Circulator hours from 5PM to 12AM, 56 nights of operation
- Expanded evening parking enforcement
- Implemented time-based parking restrictions
- Introduced new traffic and pedestrian controls
- Temporary residential permit parking implemented with resident-led adjustments
- Implemented law enforcement presence at US-1 & Castillo and garage exits
- Improved coordination with law enforcement for closures and traffic control
- Implemented workforce parking options in various lots
- Implemented weekend traffic controls using barricades and drums
- Increased parking enforcement staff and increased cost of citations from \$35 to \$100



Parking, Transportation and Mobility

2025-2026 Season Observations

- Garage closures increased, 77 → 79
- Total vehicle entries decreased, 135,359 → 129,023
- Patrons dissatisfied with \$40 garage rate
- 69,028 shuttle passengers
- Route adjustments made throughout season
- Wait times up to an hour for shuttle loading
- 16,391 STAR Circulator passengers on Island
- No wait times for STAR Circulator reported
- Increased shuttle operations reduced congestion
- 920 Residential permits issued
- Some workforce lots reached capacity while others had very low usage
- Cut-through traffic reduced and traffic flow improved in many high-traffic areas
- Effective operation coordination with Mobility staff, Law Enforcement and Contractors



Parking, Transportation and Mobility

2026-2027 Season Recommendations

- Continue close coordination with law enforcement for closures & traffic control
- Maintain mandatory officer presence at garage exits
- Continue daily use of multiple lots
- Fine-tune shuttle operations to capture days with high demand
- Continue Anastasia Island STAR Circulator & evaluate opportunities for expansion
- Update permitted parking area signs to include City seal
- Re-evaluate mixed-use streets
- Evaluate expansion into additional adjacent neighborhoods
- Continue workforce parking at the Toques and Granada Lots while re-evaluating Flagler Garage
- Continue US-1 Maintenance of Traffic plan with barricades, drums, law enforcement presence
- Continue Avenida Menendez and Cathedral Place pedestrian and traffic controls
- Continue higher enforcement rate and citation cost to discourage illegal parking



Public Restrooms

Challenges from 2024-2025 Season

- Limited inventory of public restrooms
- Overcrowding, long lines, aggressive behavior
- Complaints of public urination, vandalism, negative business impact

Solutions Implemented for 2025-2026 Season and Recommended for 2026-2027 Season

- Contracted Third-Party Custodial Service Provider
 - Supplemented City staff with downtown custodial service
 - Serviced public and portable restrooms
 - Provided extended coverage including holidays
 - Provided services until 2AM during peak times
- Increased Portable Restroom Facilities
 - Maintained 32 portable restrooms at 4 locations
 - Up to 75 portable restrooms during peak times
 - Weekly cleaning and servicing
 - Daily cleaning and servicing during peak times



Downtown Cleanliness

Challenges from 2024-2025 Season

- Limited staffing
- Businesses affected by waste
- Overflowing trash bins and litter during peak events
- Solid Waste crews unable to respond quickly due to traffic and pedestrian congestion
- Difficulty maintaining public restroom cleanliness due to high usage

Solutions Implemented for 2025-2026 Season and Recommended for 2026-2027 Season

- Third-party custodial support services
- Increased trash and recycling carts in high volume areas
- Staff worked extended shifts during peak times



Public Safety: Police, Fire and Code Enforcement

Challenges from 2024-2025 Season

- High staffing demands during Nights of Lights and special events
- Increased off-duty job requests & OT, reliance on multiple agencies
- Complex pedestrian and vehicular traffic
- Growing concerns related to congestion, illegal parking, mobility conflicts
- Congestion caused response and return-to-station delays, limited apparatus access
- Large number of unregistered Short-Term Rentals and pop-up parking lots identified



Solutions Implemented for 2025-2026 Season and Recommended for 2026-2027 Season

- Multi-agency coordination to support public safety and traffic operations
- St. Johns County Sheriffs office assisted throughout the season
- Meridian barricades purchased
- Training and installation of Meridian barricades throughout downtown
- Youth Resource Deputies deployed to St. George Street during Winter Break
- Over 100 hours of preparation



Communications

Challenges from 2024 - 2025 Season

- City promotes *Light-Up! Night* as its signature event
- Free Park & Ride Shuttle service through the month of December
- Providing information about alternatives for parking
- Promotion has not focused on the *Nights of Lights* season

Solutions Implemented 2025 - 2026 Season

- Stakeholder meetings and public engagement
 - Five public meetings, neighborhood associations, elected officials
- Increased coordination with St. Johns County Office of Public Affairs
- Collaboration with VCB
 - Mobile App - "Know Before You Go" campaign
- Increased communications
 - Social media and website administration
 - Parking and mobile app advertising
 - Television and radio media coverage
 - Television and radio appearances by leadership



Communications

2025-2026 Season Observations

- Social media channels increased metrics
 - 2025 FB: 112 posts, 2.4M views, 98K engagements
 - 2024 FB: 74 posts, 571K views, 19K engagements
 - 2025 IG: 102 posts, 225K views, 4500 engagements
 - 2024 IG: 54 posts, 65K views, 2600 engagements

- Website increased metrics

Metric	2024–25	2025–26	Change
Users	132,014	138,067	+6,053 users (+4.6%)
Sessions	183,224	322,066	+138,842 sessions (+75.8%)

- Parking/Shuttle – most visited webpages and search terms

- Mobile App Total downloads: 79, 722

2026-2027 Season Recommendations

- Continue expanded media coverage
- Promote Mobile App
- Continue collaboration with SJC/VCB and community stakeholders
- Increase social media presence and alternative communication strategies



Actual Revenue and Expense for 2025/2026 Season

2025/2026 Actual Revenue		2025/2026 Actual Expense	
TDC Funding Support:			
• Shuttles	\$605,663	• Shuttles	\$605,663
• Light installation, décor, electrical	\$180,689	• Light installation, décor, electrical	\$202,990
• <u>Promotional Activity</u>	\$10,930	• Promotional Activity	\$10,930
Total TDC Funding Support:	\$797,282	• Increased Restrooms/Cleaning	\$132,420
		• Public Safety, pedestrian & traffic Support	\$249,176
• 2025/2026 Actual Revenue	\$797,282	• 2025/2026 Actual Expense	\$1,201,179

\$797,282 General Fund Revenue -- \$1,201,179 General Fund Expense = Net City Expense \$403,897

** Meridian barricades purchased from General Fund Budget. Additional \$323,051 expense not reflected above.*



Requested Revenue and Expense for 2026/2027 Season

2026/2027 Requested Revenue

TDC Funding Support Request:

- Shuttles \$582,000
- Light installation, décor, electrical \$205,900
- Promotional Activity \$11,000

Total TDC Funding Support Request: \$798,900

2026/2027 Requested Revenues \$798,900

2026/2027 Anticipated Expense

- Shuttles \$582,000
- Light installation, décor, electrical \$205,900
- Promotional Activity \$11,000
- Increased Restrooms/Cleaning \$122,000
- Public Safety, pedestrian & traffic support \$180,000

2026/2027 Anticipated Expense \$1,100,900

\$798,900 General Fund Revenue -- \$1,100,900 General Fund Expense = Net City Expense \$302,000



Thank You



TDC Regular Meeting – May 18, 2026

Agenda Item 12 – St. Johns County Year-Round Cultural Platform Discussion
– Irving Kass

St. Johns County Year-Round Cultural Platform

Expanding Sing Out Loud into a resident-first economic development engine

Funding Proposal | Pilot Activation: September 2026 – May 2027

Executive Thesis

The strategy is economic development through resident-centered culture.

- St. Johns County does not need to create demand; it needs to better distribute demand across the year.
- A year-round cultural platform can stabilize local businesses, strengthen workforce retention, and improve resident quality of life.
- Sing Out Loud becomes the organizing platform: music, culinary, wellness, public space activation, and creative economy development.

This is not an events plan. It is a demand optimization strategy.

The Existing Economic Engine Is Large

Tourism is already a major county industry; small performance gains create meaningful returns.

\$3.8B

Annual tourism economic impact

30K+

Jobs supported

\$24M

Annual bed tax revenue

A 0.5%–1.0% improvement in performance can produce \$12M–\$24M in direct economic gain.

The Constraint Is Volatility, Not Demand

The highest ROI opportunity is smoothing the demand curve.

- Peak periods overperform while off-peak periods underutilize assets.
- Seasonal revenue swings make business planning and reinvestment harder.
- Workforce instability increases hiring, training, and retention costs.
- Residents experience peak congestion without enough year-round community benefit.

Stability—not volume—is the value lever.

Filling the Slow Months

The goal is not more crowds — it is a healthier year-round economy.

**St. Johns County does not need more pressure during peak times.
It needs more activity during slower months.**

**Peak Months
Keep strong months strong**



**Slow Months
Add activity where it is needed
most**

steadier business revenue | stronger year-round jobs | better resident quality of life

Simple takeaway: We are filling the valleys, not increasing the peaks.

Resident Benefit Is the Center of the Model

What improves daily life also strengthens the county's major industries.

- More year-round experiences for families, workers, and retirees.
- Stronger community connection through public spaces and cultural programming.
- More consistent local business activity and local employment.
- A stronger commercial tax base helps reduce pressure on residents over time.

Tourism should work for residents—not compete with them.

Resident Quality of Life and Industry Growth Reinforce Each Other

This is a shared value strategy.

- Better resident experience increases local spending and civic support.
- A more attractive lifestyle improves talent attraction and retention.
- Stable businesses create stronger employment pathways.
- Stronger industries expand the economic base that funds public services.

The same investment can serve residents, businesses, and government.



The Platform

From an annual event to a year-round cultural operating system.

Expand Sing Out Loud Into a Year-Round Platform

The event becomes the infrastructure.

- Move from a successful annual music event to a countywide cultural platform.
- Use Sing Out Loud as the anchor brand for music, culinary, wellness, and cultural activation.
- Create repeatable seasonal programming that supports residents and local businesses.
- Build a platform that can attract sponsors, grants, visitors, and private-sector partners.

Sing Out Loud can become the county's cultural and economic development engine.

Create a Florida-Based, Austin-Like Destination Model

A proven concept, localized to St. Johns County's strengths.

- Austin demonstrates how music can become economic infrastructure, not just entertainment.
- St. Johns County should not copy Austin; it should create its own coastal, historic version.
- The differentiator is culture + coast + history + lifestyle.
- The goal is a destination that works for residents first and attracts visitors because of its authenticity.

Not a big-city model—a coastal cultural lifestyle model.

Platform Components

Five connected layers create year-round economic and community value.

Music

artists, venues, local showcases

Culinary

restaurants, chefs, food weeks

Wellness

outdoor, fitness, coastal lifestyle

Public Space

parks, waterfront, districts

Creative Economy

entrepreneurs, education, workforce

The platform connects existing assets into one coherent economic strategy.



Pilot Activation Plan

Three coordinated activations from September 2026 through May 2027.

Pilot Timeline

A structured rollout that tests the full year-round platform.

Sep 2026



Regional
Launch

Mid-Jan–Feb 2027



Resident
Activation

May 2027



National
Showcase



Each activation answers a different economic question: build, stabilize, and scale.

September 2026: Regional Cultural Launch

Start with a strong, manageable proof of concept.

- Objective: build shoulder-season momentum and validate operational coordination.
- Programming: regional artists, local musicians , culinary participation, music industry networking, business education, talent development and elevating venues.
- Audience: residents, regional visitors, local businesses, and community partners.
- Success measures: foot traffic, business participation, resident attendance, hotel lift

Purpose: prove the platform can move demand into a softer period.

Mid-January–February 2027: Resident Activation Season

This is the most important test of the economic model.

- Objective: stabilize one of the lowest-demand periods while prioritizing residents.
- Programming: wellness, restaurant weeks, workshops, small-scale music, local musicians, cultural experiences, opportunity for St Johns County residents to experience our community at preferred pricing.
- Audience: residents first, supported by regional drive-market visitors.
- Success measures: off-season revenue, public space usage, resident participation, business continuity.

Purpose: demonstrate value where the county needs it most.

May 2027: National Cultural and Economic Showcase

This is where the platform scales into national positioning.

- Objective: create national visibility and high-value visitation.
- Programming: national artists, culinary events, industry partnerships, destination-wide activation, month long celebration of music in local venues
- Audience: visitors, sponsors, media, industry partners, and residents.
- Success measures: occupancy, visitor spending, sponsorships, earned media, brand reach.

Purpose: convert cultural identity into measurable economic impact.



Financial Model

A targeted investment against a multi-billion-dollar economic base.

Pilot Budget Framework

Recommended additional funding target: \$3.0M with 50% from Tourist Development Tax

Sept 2026

\$500K*

Jan–Feb 2027, Fiscal Request from TDT 2027 Budget

\$500K

May 2027, Fiscal Request from TDT 2027 Budget

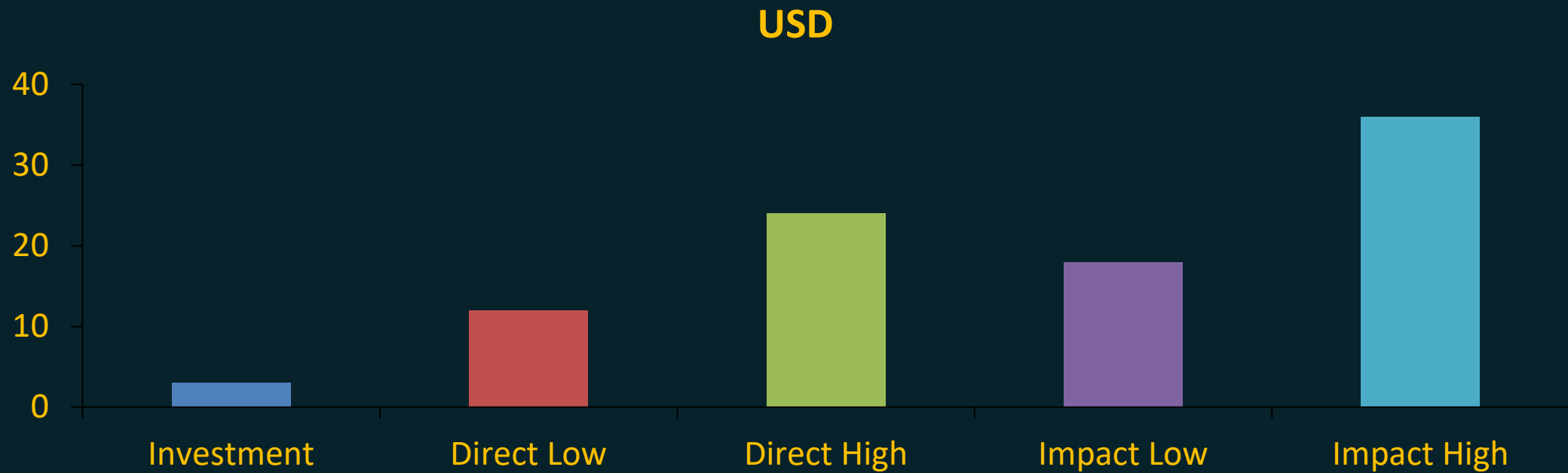
\$500K

* September 2026 funding is covered in the current 2026 Budget

Funding mix: public investment, private sponsorships, grants, and earned revenue.

Investment vs. Economic Impact

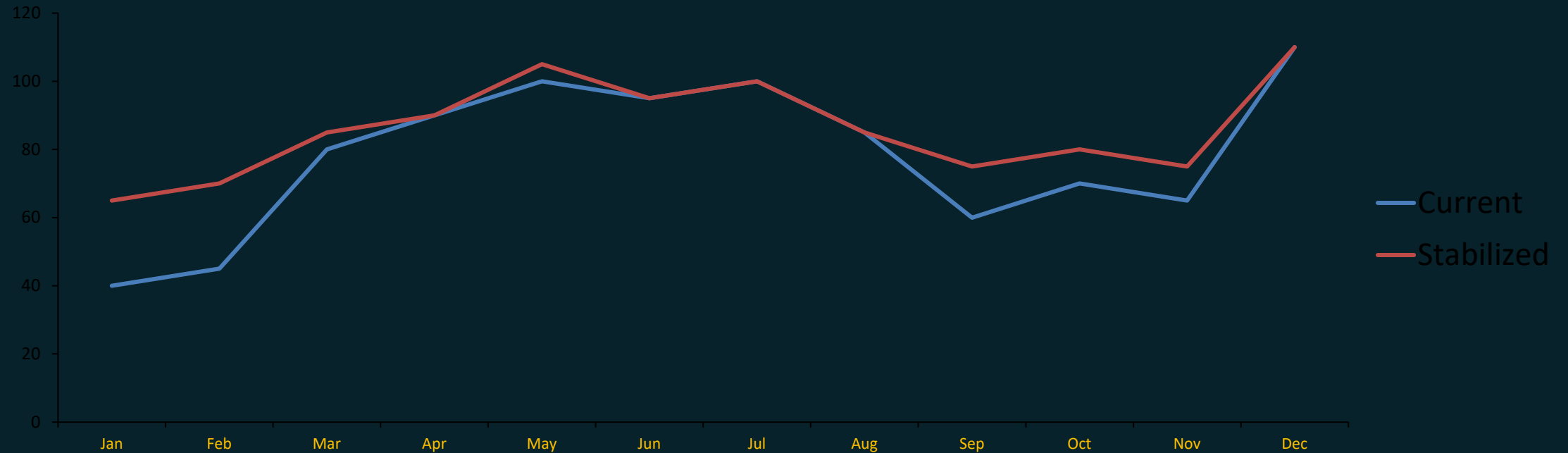
Conservative model: 0.5%–1.0% lift on existing visitor spending plus multiplier effect.



Estimated total economic impact: \$18M–\$36M, or approximately 6x–12x ROI.

Demand Smoothing Is the Strategy

The goal is not bigger peaks—it is filling the valleys.



This reduces seasonality risk while improving business and workforce stability.

Major Industries Benefit Directly

Resident-first activation strengthens the county's core economic sectors.

- Tourism & Hospitality: more consistent occupancy and revenue.
- Restaurants & Retail: steadier customer flow and stronger operating margins.
- Small Business: reduced revenue volatility and higher survival rates.
- Real Estate & Development: stronger lifestyle appeal and long-term value.
- Workforce: more stable employment and better talent retention.

The platform improves the performance of the whole local economy.

Implementation Requires Public-Private Alignment

The model should be coordinated, not centralized.

- County leadership defines the framework and public purpose.
- Private sector partners contribute sponsorship, venues, programming, and execution capacity.
- Community organizations ensure resident relevance and access.
- Unified calendar, shared metrics, and phased reporting create accountability.

Clear governance turns a good idea into a durable institution.

Measure What Matters

The pilot should be judged on both economic return and resident value.

- Economic: off-season revenue growth, occupancy lift, visitor spending, sales activity.
- Community: resident participation, public space utilization, quality-of-life feedback.
- Business: retention, operating-season extension, participation rates.
- Workforce: employment stability, retention, training opportunities.

A fundable strategy must produce measurable outcomes.

The Ask

Approval to move from concept to implementation.

- Approve pilot activation: September 2026, Mid-January–February 2027, and May 2027.
- Authorize development of the public-private governance structure.
- Align initial funding target of \$2.5M–\$3.0M across public, private, and earned sources.
- Launch detailed programming, sponsor development, and measurement planning.

Decision needed: commit to the pilot framework and begin execution planning.

From Destination → Identity

Today:
A place people visit



Future:
A place people choose

This is not about doing more—it is about making the county's strongest economic engine work better for residents.

TDC Regular Meeting – May 18, 2026

Agenda Item Monthly Reports

- Bed Tax Report – March Collections
- VCB Update

FY2026 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
March	\$ 2,813,238	2.4%
FYTD	\$ 11,903,862	2.06%
% OF BUDGET		50.0%
% OF FY		50.6%

BUDGETED \$ \$ 23,503,220

March 26 Collection Accounts

Description	Count
RV/MH Park or Campground	25
Hotel or Motel	91
Condo / COOP	2342
Apartment / House / Mobile Home	2350
Bed & Breakfast	34
Management Co.	1
Other	10
Total	4853

Collection by Municipality

City of St. Augustine	\$ 711,108
Ponte Vedra Beach	\$ 601,500
City of St. Augustine Beach	\$ 407,418

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%	\$ 1,936,067	3.6%
March	\$ 2,580,026	74.4%	\$ 2,778,964	7.7%	\$ 2,903,360	4.5%	\$ 2,748,197	-5.6%	\$ 2,813,238	2.4%
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%		
Total	\$ 22,200,117		\$ 23,192,091		\$ 23,184,347		\$ 23,148,562		\$ 11,903,862	
Per Penny	\$ 4,440,023		\$ 4,638,418		\$ 4,636,869		\$ 4,629,712		\$ 2,380,772	
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

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	\$965,414.55	57.1%	-9.8%	\$263,814.61	15.6%	2.0%	\$351,259.45	20.8%	-13.2%
February	\$1,121,874.84	56.8%	3.0%	\$294,214.36	14.9%	-9.2%	\$407,685.45	20.6%	13.9%
March	\$1,614,335.50	56.2%	2.3%	\$442,507.12	15.4%	-5.1%	\$671,078.98	23.4%	12.1%
April									
May									
June									
July									
August									
September									
TOTAL	\$ 7,184,239.40			\$ 1,510,889.44			\$ 2,676,289.89		

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	\$49,376.20	2.9%	-24.7%	\$61,856.81	3.7%	-2.3%	\$ 1,691,721.62
February	\$78,292.42	4.0%	1.5%	\$73,511.95	3.7%	24.2%	\$ 1,975,579.02
March	\$77,049.92	2.7%	-9.9%	\$65,679.79	2.3%	-13.6%	\$ 2,870,651.31
April							\$ -
May							\$ -
June							\$ -
July							\$ -
August							\$ -
September							\$ -
TOTAL	\$ 358,111.93			\$ 417,276.92			\$ 12,146,807.58

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	\$547,002.16	32.3%	-1.5%	\$279,810.55	16.5%	-24.3%	\$734,506.31	43.4%	-7.0%	\$22,566.41	1.3%	-33.3%
FEB	\$639,255.41	32.4%	-3.8%	\$378,813.48	19.2%	19.2%	\$801,300.65	40.6%	5.1%	\$28,824.34	1.5%	-26.4%
MAR	\$995,430.91	34.7%	-5.2%	\$603,864.08	21.0%	14.1%	\$1,080,947.40	37.7%	4.8%	\$31,951.62		
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD \$	3,751,785			\$ 2,175,660			\$ 5,284,221			\$ 161,887		

	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	\$85,522.48	5.1%	-6.4%	\$13,677.09	0.8%	1.2%	5.9%	\$8,636.62	0.5%	-6.5%	\$1,691,721.62
FEB	\$101,812.14	5.2%	6.1%	\$17,780.23	0.9%	7.4%	6.1%	\$7,792.77	0.4%	-27.7%	\$1,975,579.02
MAR	\$124,400.16	4.3%	6.8%	\$21,596.85	0.8%	-4.1%	5.1%	\$12,460.29	0.4%	4.6%	\$2,870,651.31
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD \$	613,796			\$ 104,558			\$ 54,892				\$12,146,797.58

VCB Report to the Tourist Development Council May 18, 2026



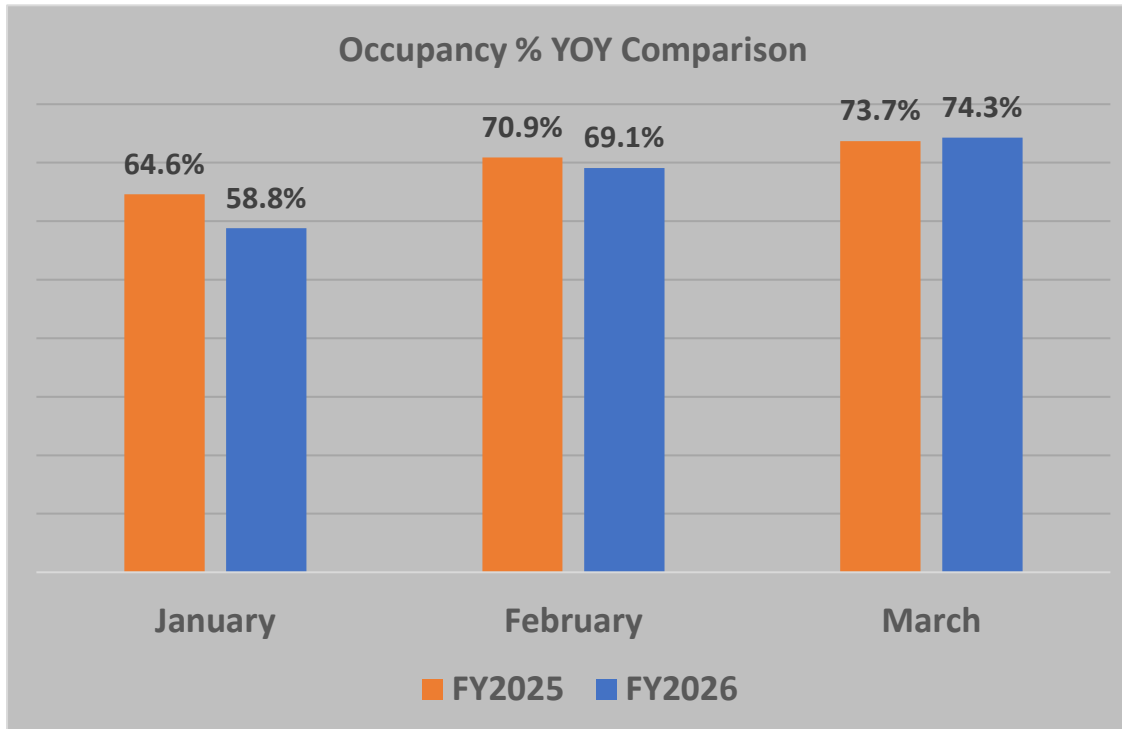
ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®



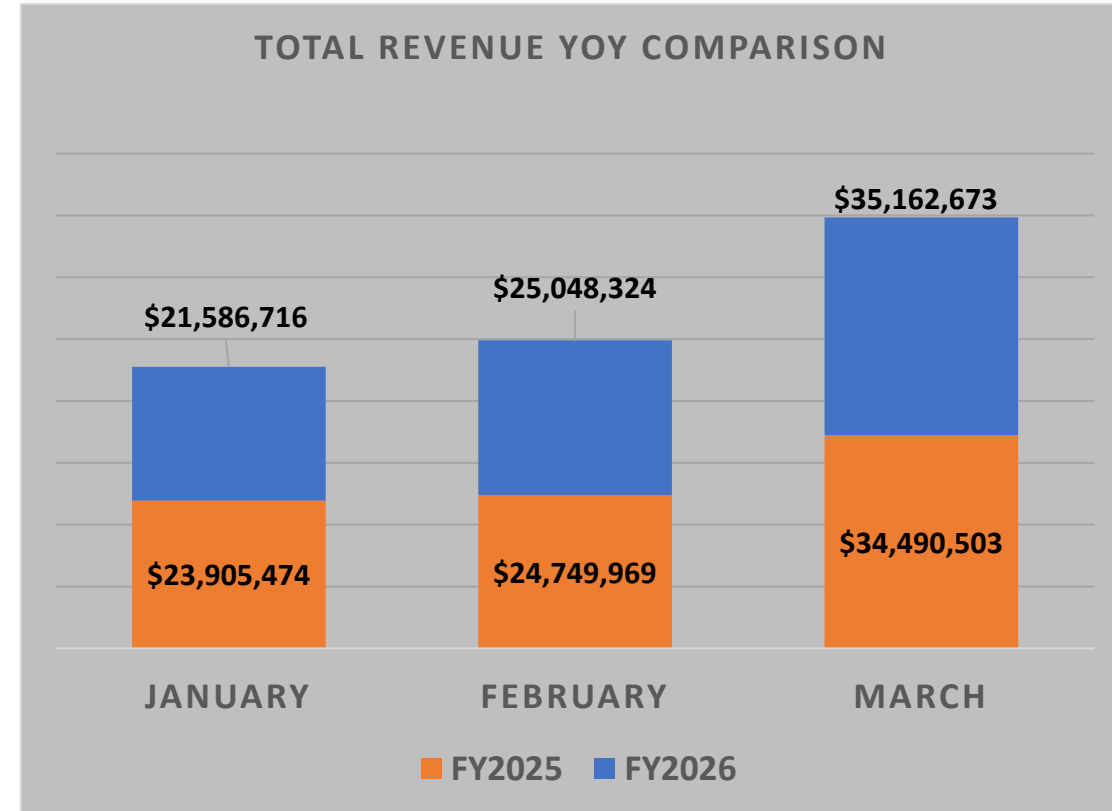
Smith Travel Research March 2026

Occupancy % March 2026

- **Occupancy % increased +0.8% YOY**



TOTAL REVENUE YOY COMPARISON



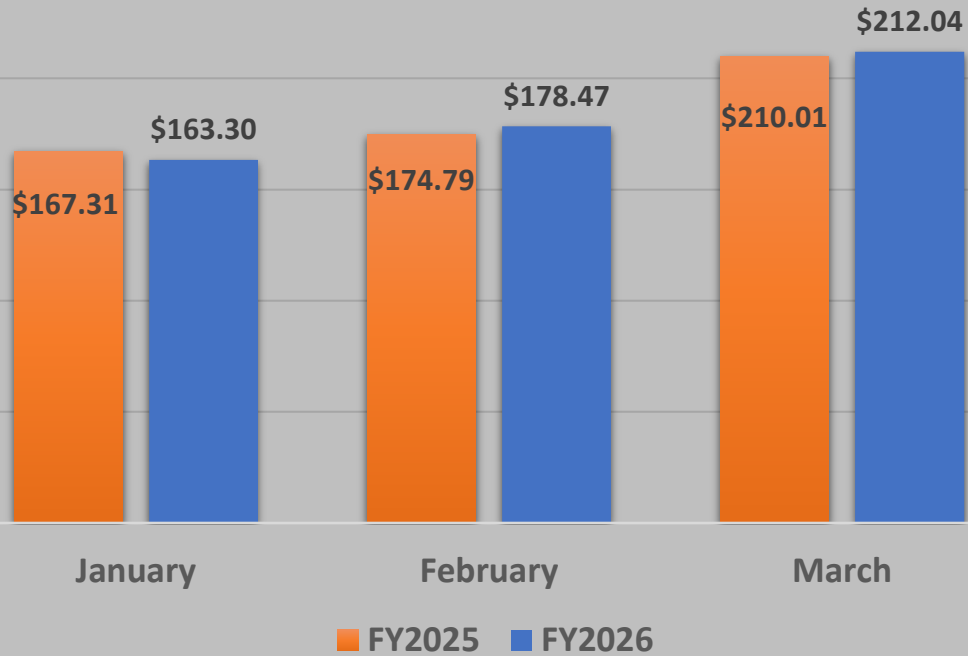
Total Revenue March 2026

- **Total Revenue increased +1.9% YOY**

Smith Travel Research

March 2026

ADR YOY Comparison



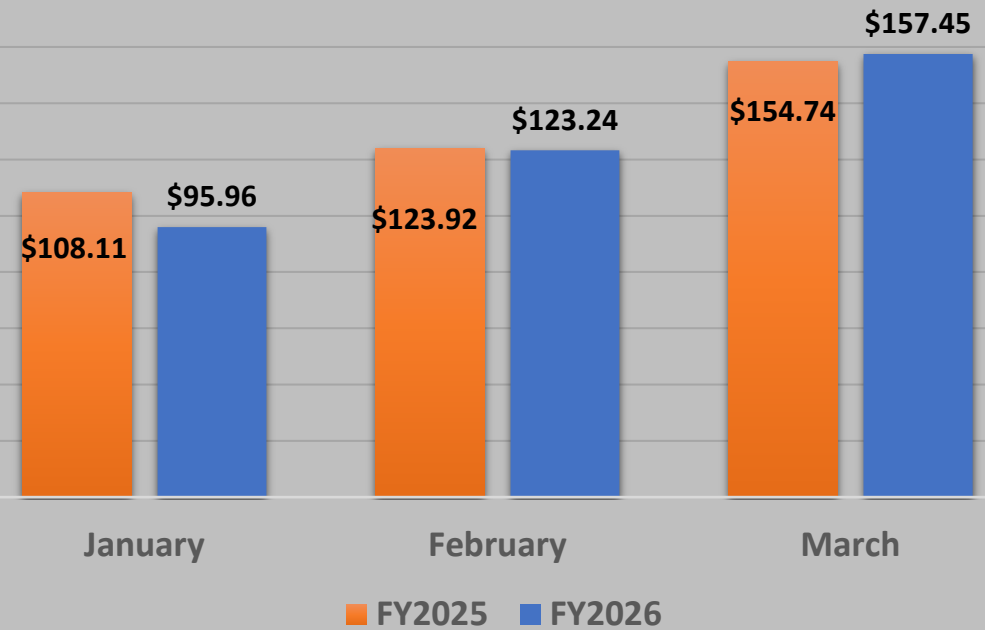
ADR March 2026

- ADR increased **+1.0% YOY**

RevPAR March 2026

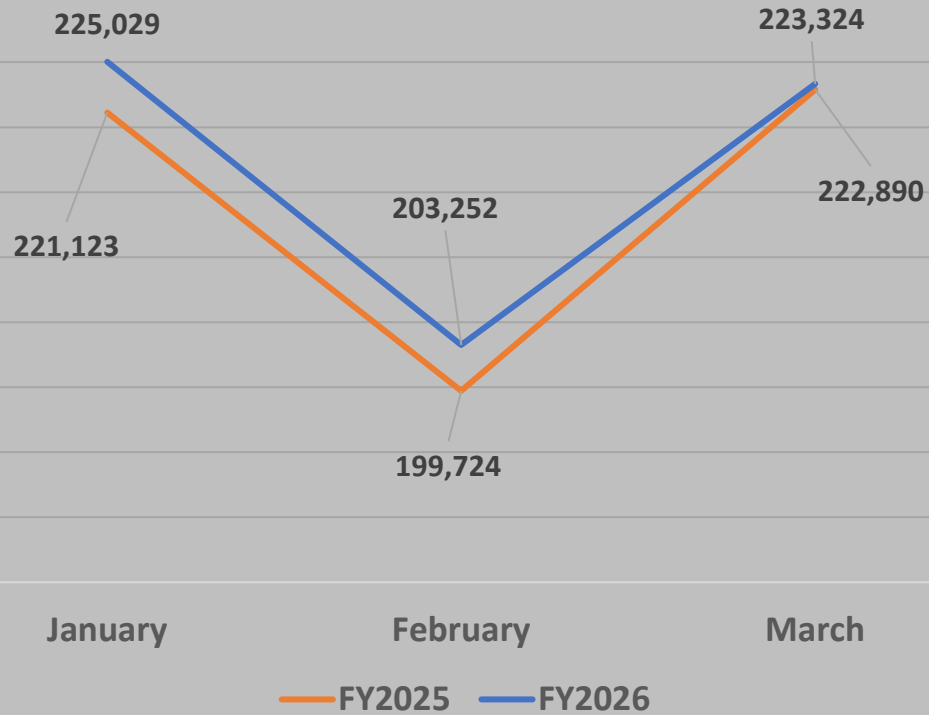
- RevPAR increased **+1.8% YOY**

RevPAR YOY Comparison



Smith Travel Research March 2026

Supply YOY Comparison



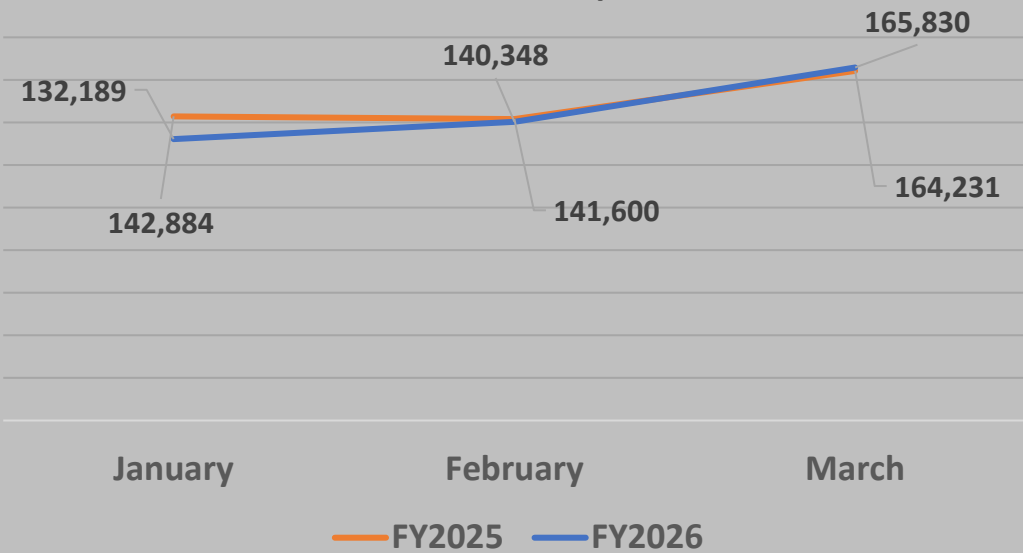
Supply March 2026

- **Supply increased +0.2% YOY**

Demand March 2026

- **Demand increased +1.0% YOY**

Demand YOY Comparison



March 2026 vs. March 2025 Comp Set

	Current Month March 2026 vs March 2025						
	Occ %	ADR	Percent Change from March 2025				
	2026	2026	Occ	ADR	RevPAR	Room Rev	
Hillsborough County, FL	81.4	203.80	-0.3	-0.7	-1.0	-0.7	
Nassau County, FL	78.2	351.89	1.7	13.6	15.5	8.5	
Pinellas County, FL	83.6	264.69	0.1	-1.9	-1.8	0.6	
St Johns County, FL	74.3	212.04	0.8	1.0	1.8	1.9	
Charleston, SC	80.7	199.36	6.8	7.6	14.9	17.1	
Jacksonville, FL	75.4	169.44	-0.0	3.1	3.0	5.2	
Myrtle Beach, SC	51.6	110.68	1.9	1.4	3.3	0.8	
Orlando, FL	79.2	241.35	3.3	4.1	7.5	7.6	
Sarasota, FL	81.8	311.82	1.1	8.3	9.5	9.3	
Savannah, GA	72.1	166.16	-5.0	0.8	-4.2	-0.3	
Fort Walton Beach, FL	64.8	165.49	3.2	-0.0	3.2	6.1	
Daytona Beach, FL	65.0	158.18	-5.5	-8.4	-13.4	-11.3	
Zip Code 32084+	80.6	183.18	3.4	-2.0	1.4	3.5	
Zip Code 32080+	74.5	182.52	-0.3	0.4	0.1	0.2	
Zip Code 32092+	64.3	118.51	-7.3	-9.8	-16.4	-20.5	
Ponte Vedra+	68.1	471.45	2.8	5.4	8.4	8.4	

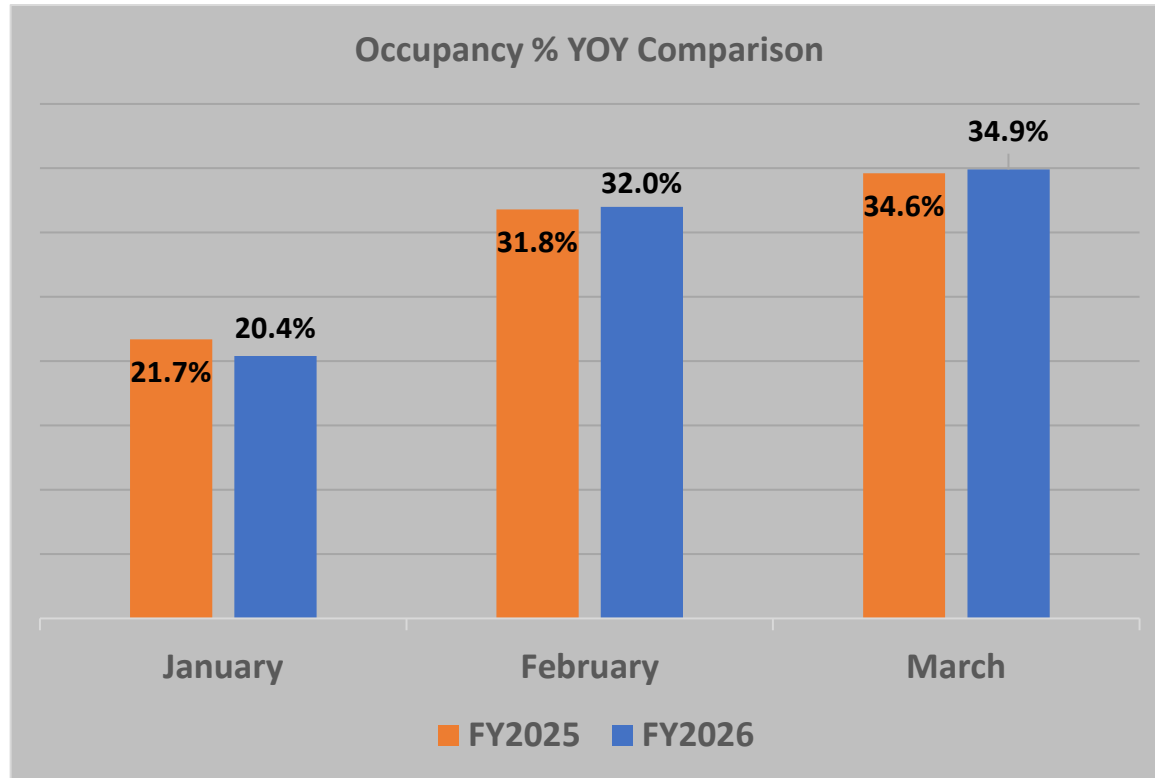
Glossary of Terms

- 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

March 2026



Paid Occupancy % March 2026

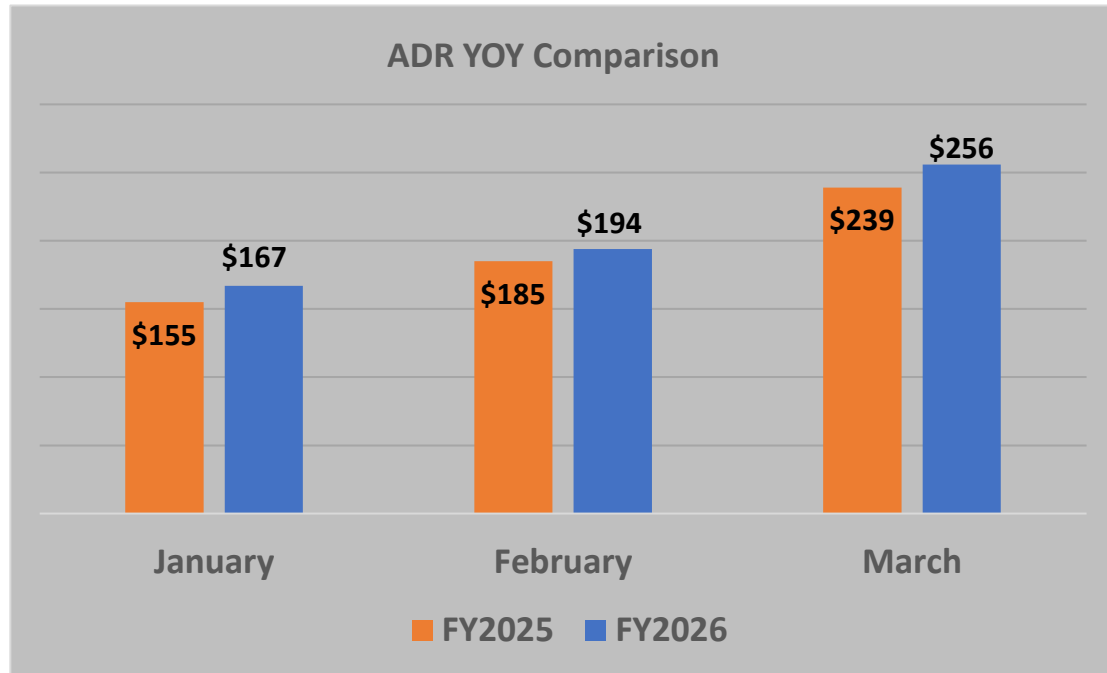
- **Paid Occupancy % increased +0.9% YOY**

Vacation Rental Analytics

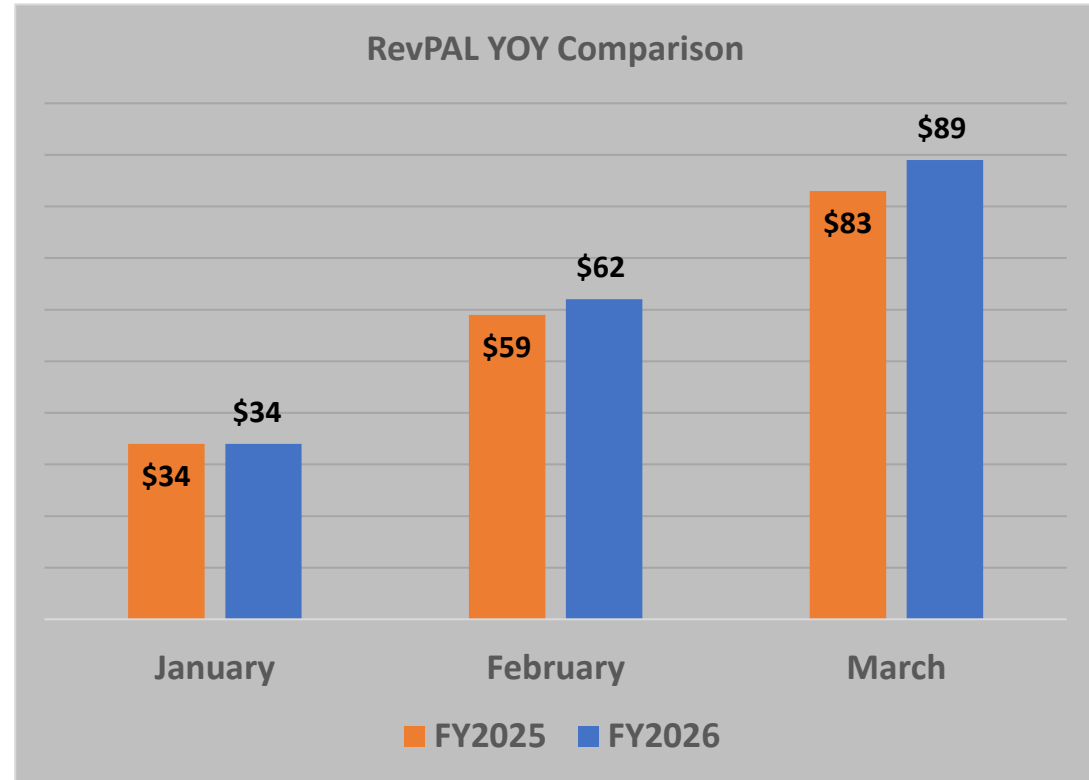
March 2026

ADR March 2026

- **ADR increased +7.1% YOY**



RevPAL YOY Comparison



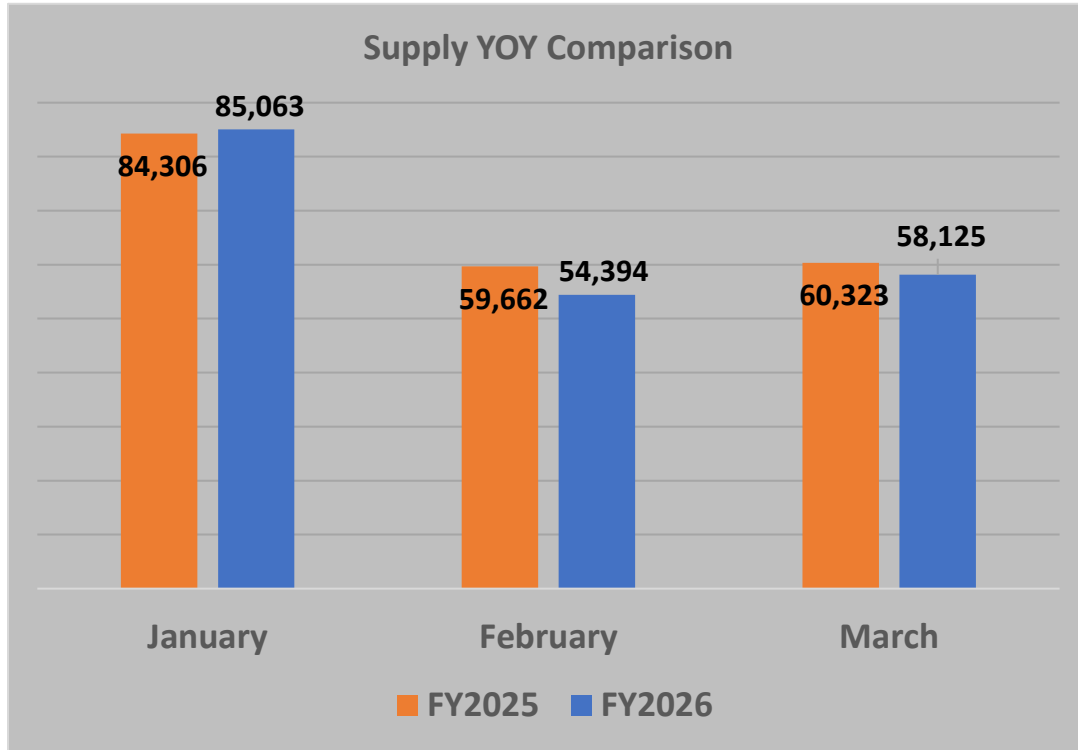
RevPAL March 2026

- **RevPAL increased +7.2% YOY**

Vacation Rental Analytics

March 2026

Supply YOY Comparison



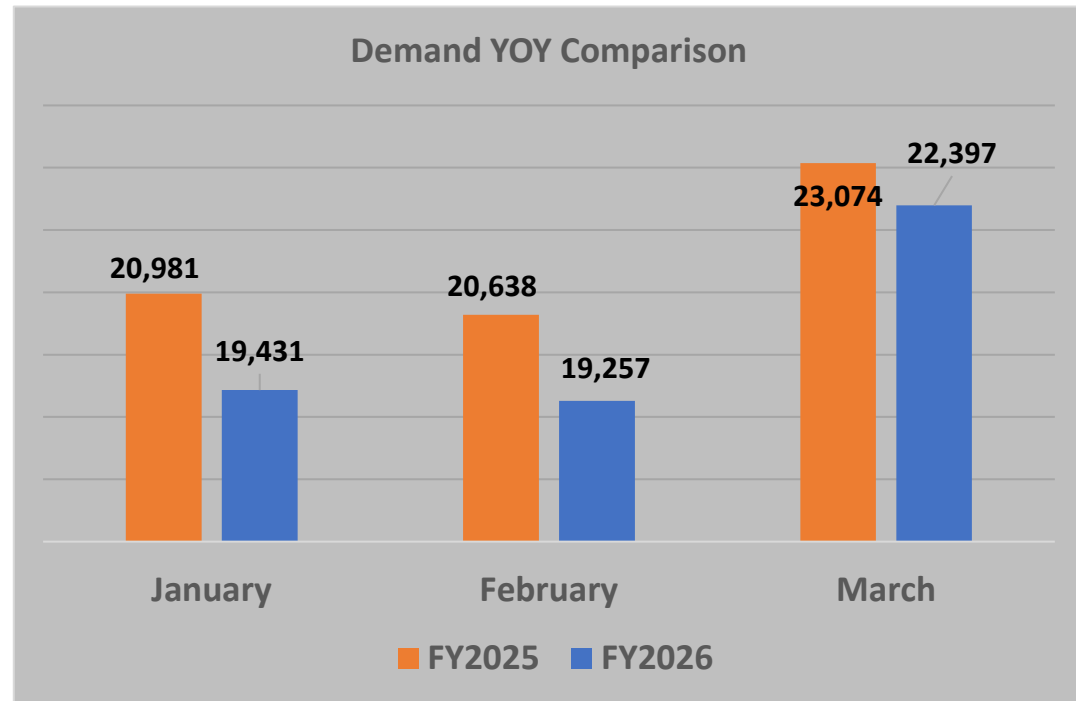
Supply March 2026

- **Supply** declined **-3.6% YOY**

Demand March 2026

- **Demand** declined **-2.9% YOY**

Demand YOY Comparison

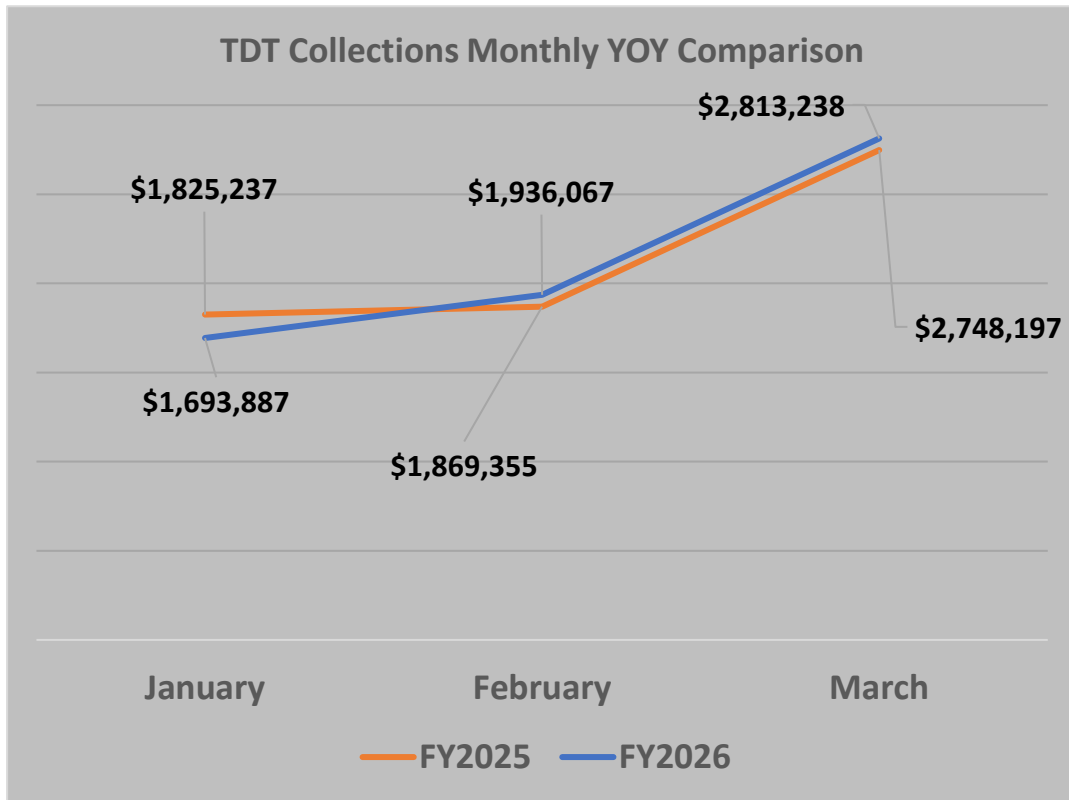


Tourist Development Tax Collections

March 2026

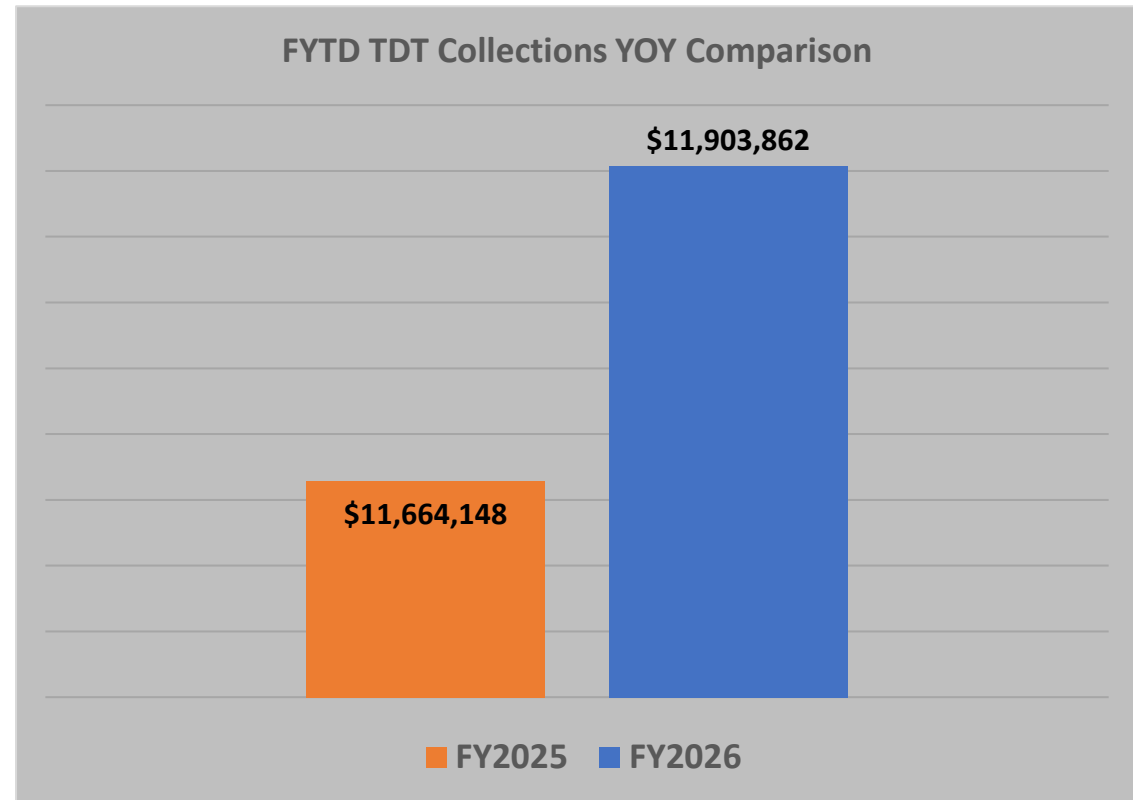
TDT Collections March 2026

- **TDT Collections** increased **+2.4% YOY**



FYTD TDT Collections March 2026

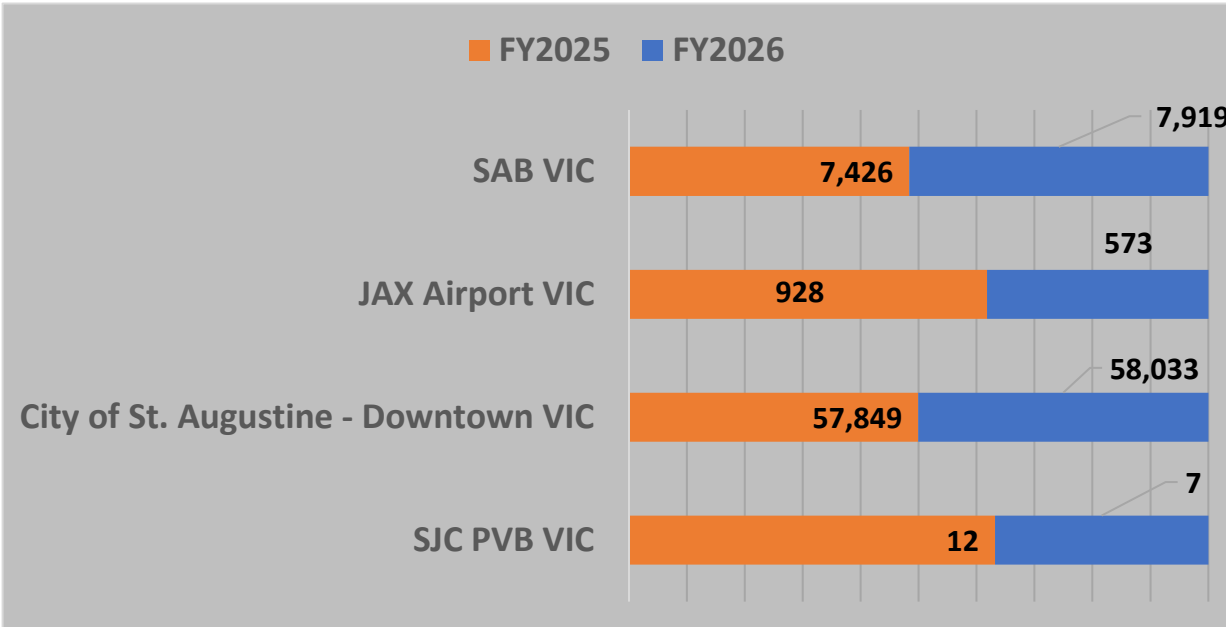
- **FYTD TDT Collections** increased **+2.1% YOY**



Visitor Information Centers Visitation

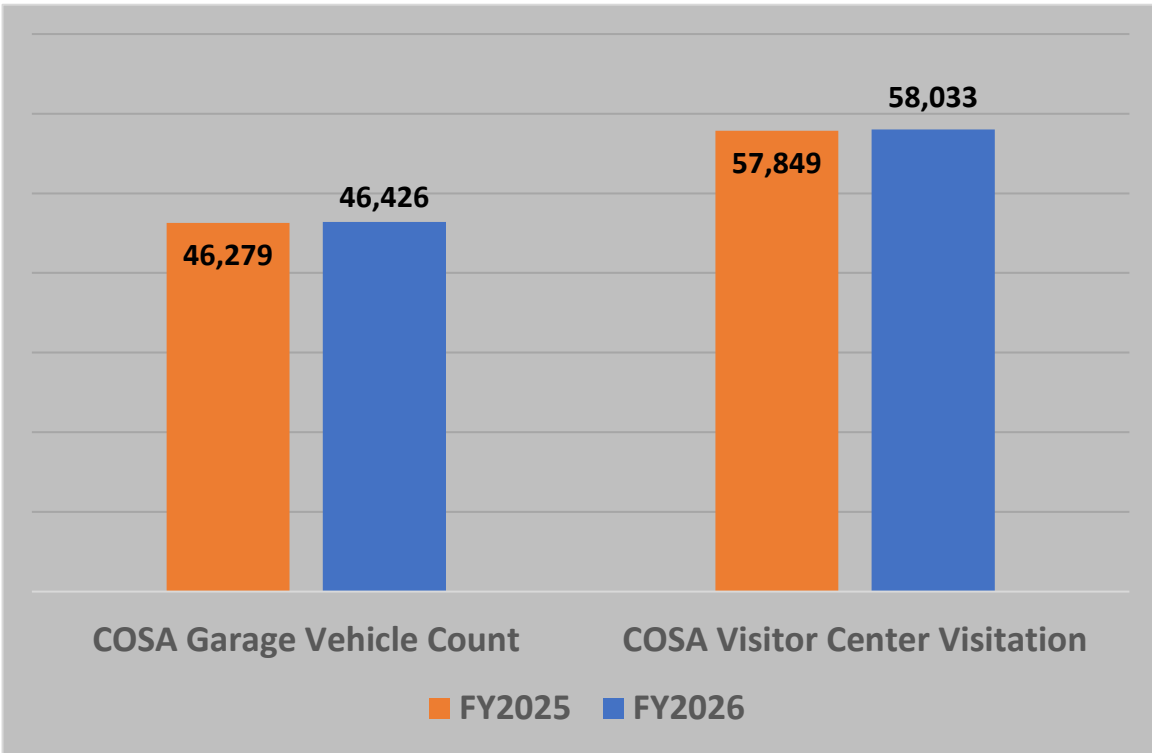
VIC Visitation April 2026

VIC Visitation – April 2026



- Visitation to the **St. Augustine Beach Visitor Information Center** increased **+6.6% YOY**
- Visitation to the **Jacksonville Airport Visitor Information Center** declined **-38.3% YOY**.
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+0.3% YOY**
- **SJC PVB Visitor Information Center** decreased by **-41.7%**

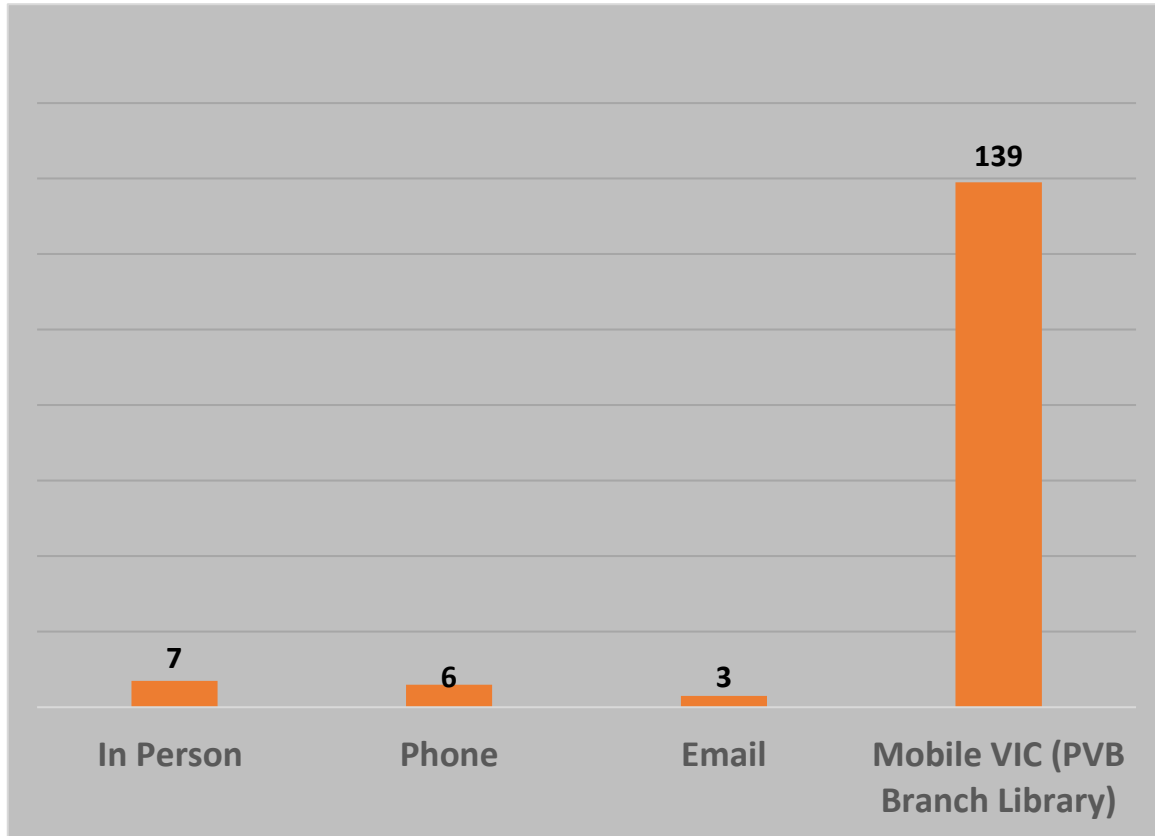
City of St Augustine Downtown VIC Visitation April 2026



City of St Augustine Downtown VIC Visitation – April 2026

- Visitor Information Center Vehicle Count 2025 46,279
- Visitor Information Center Vehicle Count 2026 46,426
- Visitor Information Center In-Person 2025 57,849
- Visitor Information Center In-Person 2026 58,033

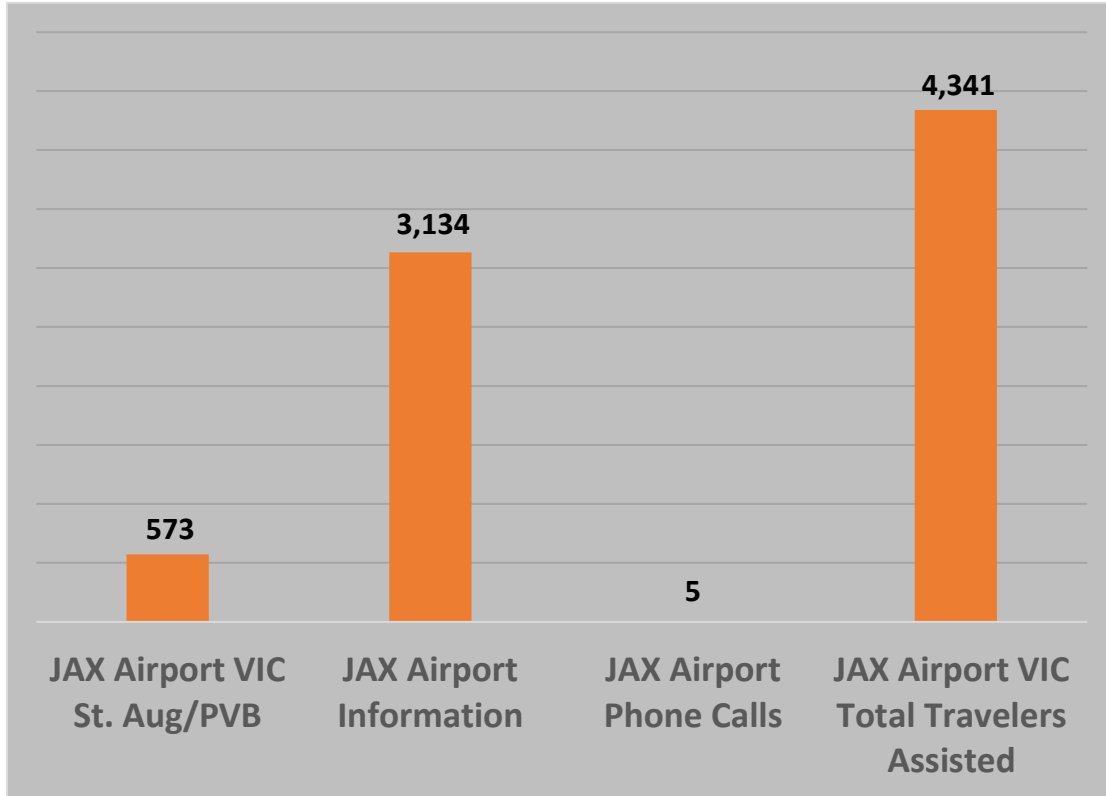
Ponte Vedra VIC Visitation April 2026



Ponte Vedra VIC Visitation April 2026

- Visitors Served In-Person 7
- # Phone Calls 6
- # Emails 3
- Mobile VIC (PVB Library) 139

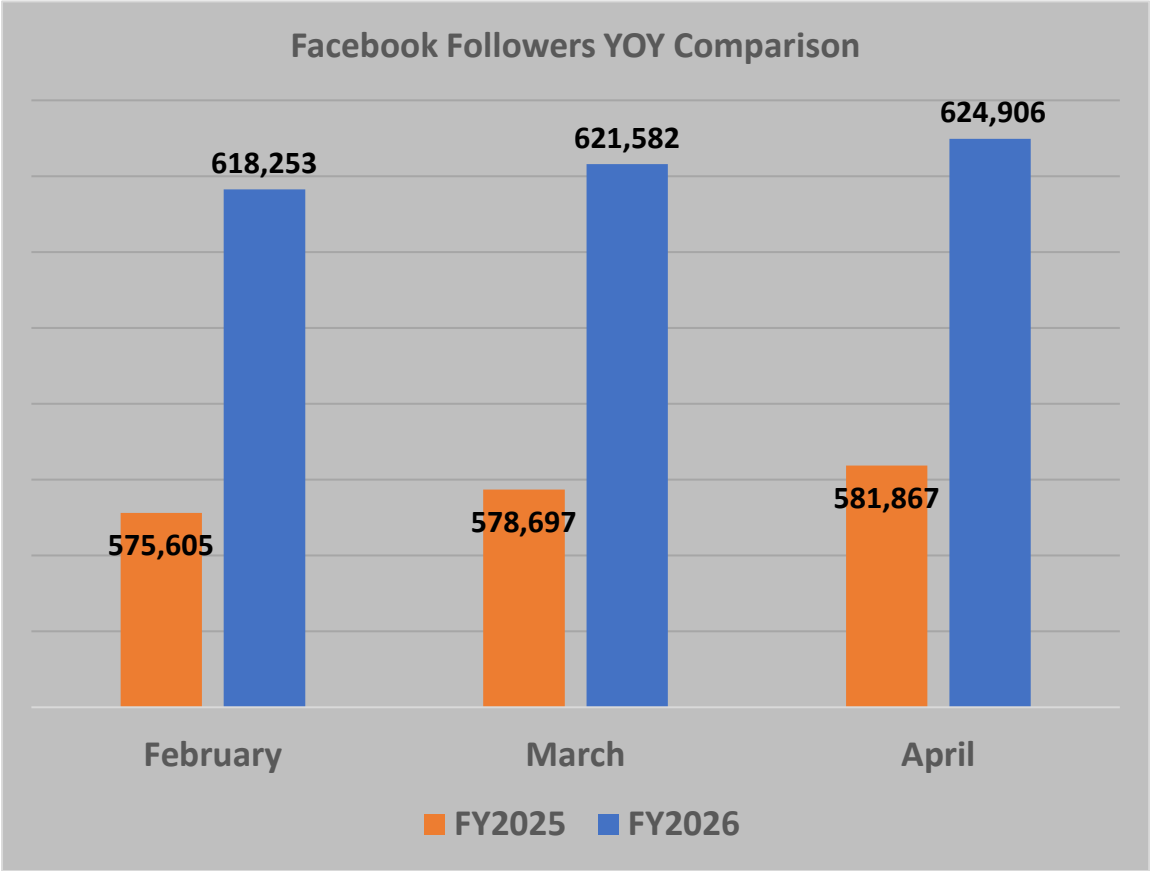
Jacksonville Airport VIC Visitation April 2026



Jacksonville Airport VIC Visitation – April 2026

- Jacksonville Airport VIC St. Aug & PV 573
- Jacksonville Airport VIC Airport Information 3,134
- Jacksonville Airport VIC Phone Calls 5
- Jacksonville Airport VIC Visitor In-Person 2026 4,341

Social Media April 2026

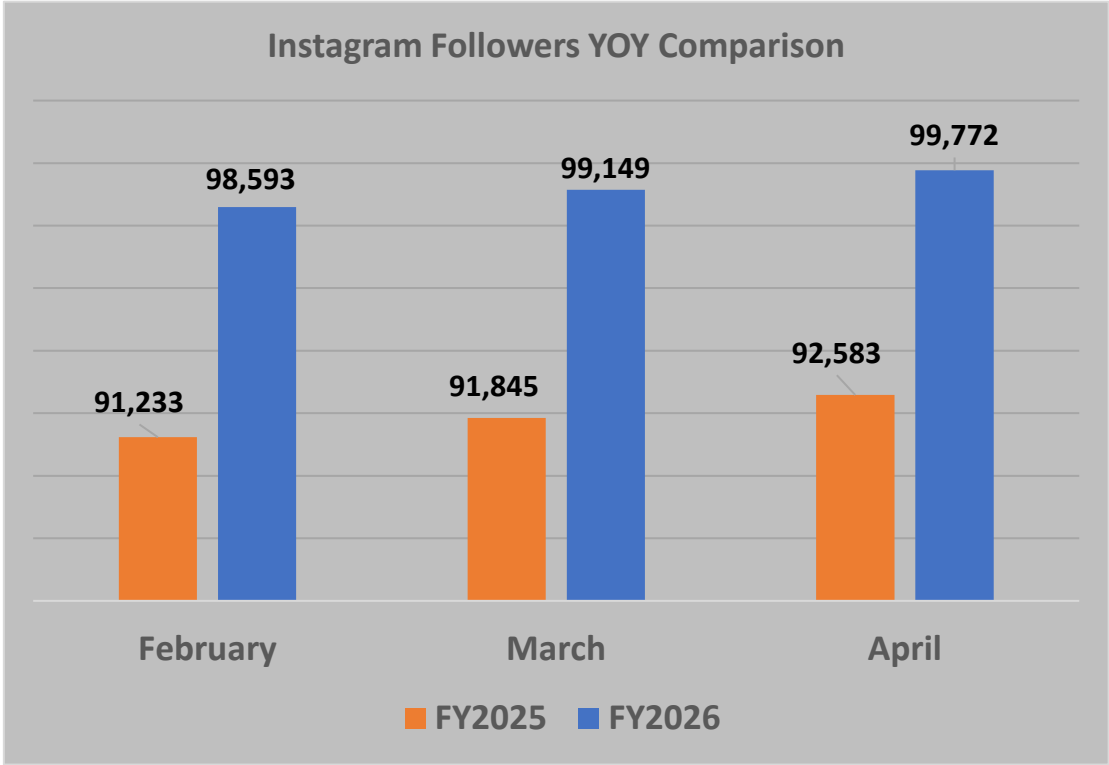


Facebook Followers April 2026

- Facebook Followers increased +7.4% YOY

Social Media April 2026

Instagram Followers YOY Comparison

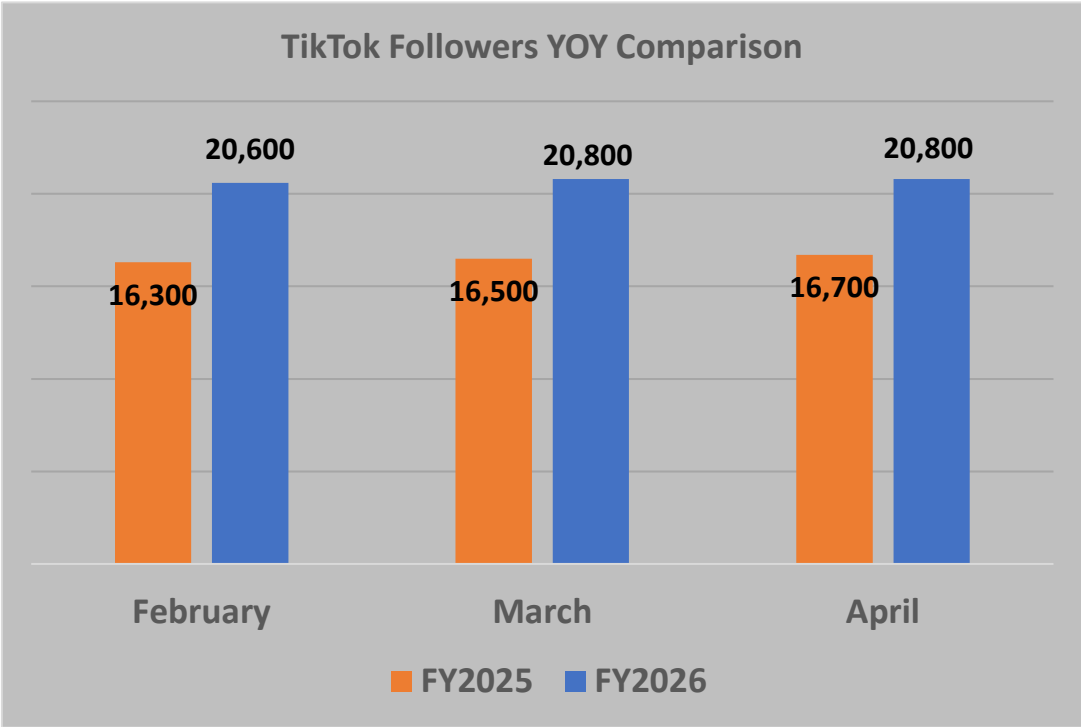


Instagram Followers April 2026

- **Instagram** increased **+7.8% YOY**

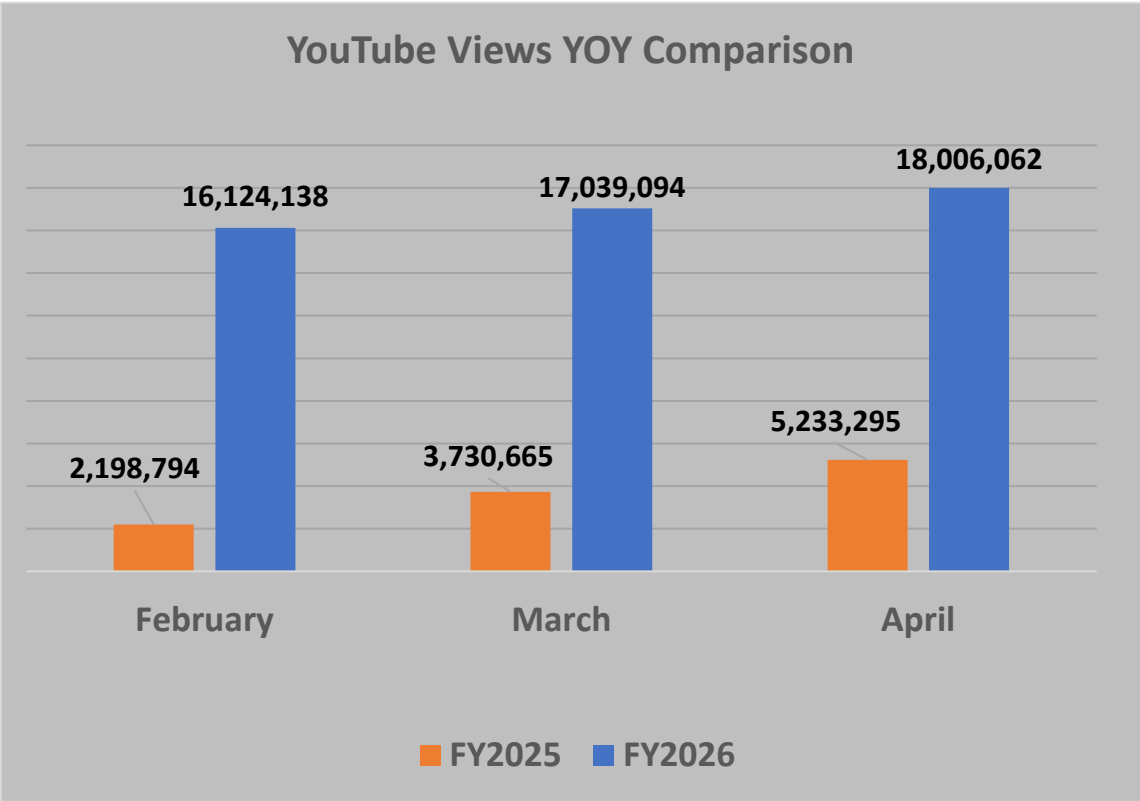
TikTok Followers April 2026

- **TikTok** increased **+24.6% YOY**



Social Media April 2026

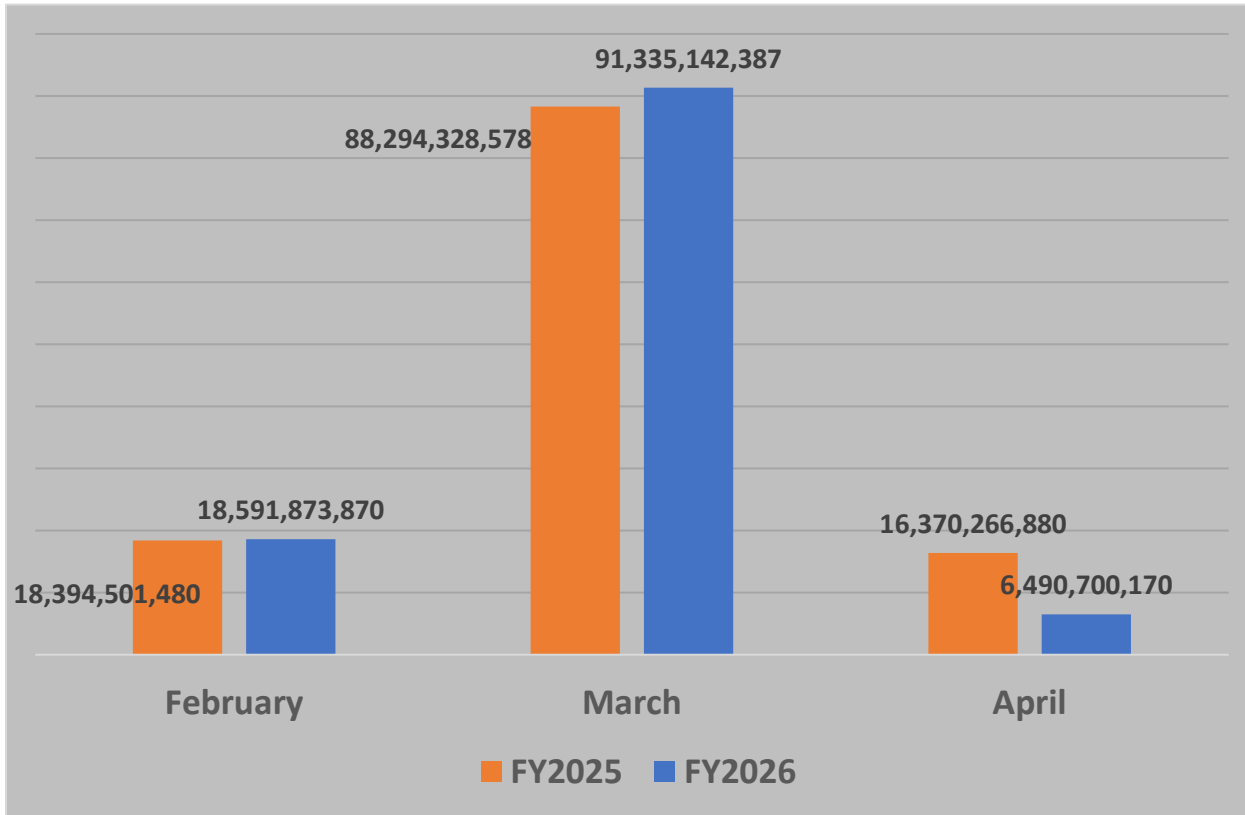
YouTube Views YOY Comparison



YouTube Views April 2026

- YouTube Views increased **+244.1% YOY**

Media Impressions – April 2026



Media Impressions – April 2026

- **Media Impressions declined -60.4% YOY**

Top National Stories – April 2026

- FOX Network and 420 Additional Outlets – [Get Ready for Family Fun This Summer on Florida's Historic Coast](#)



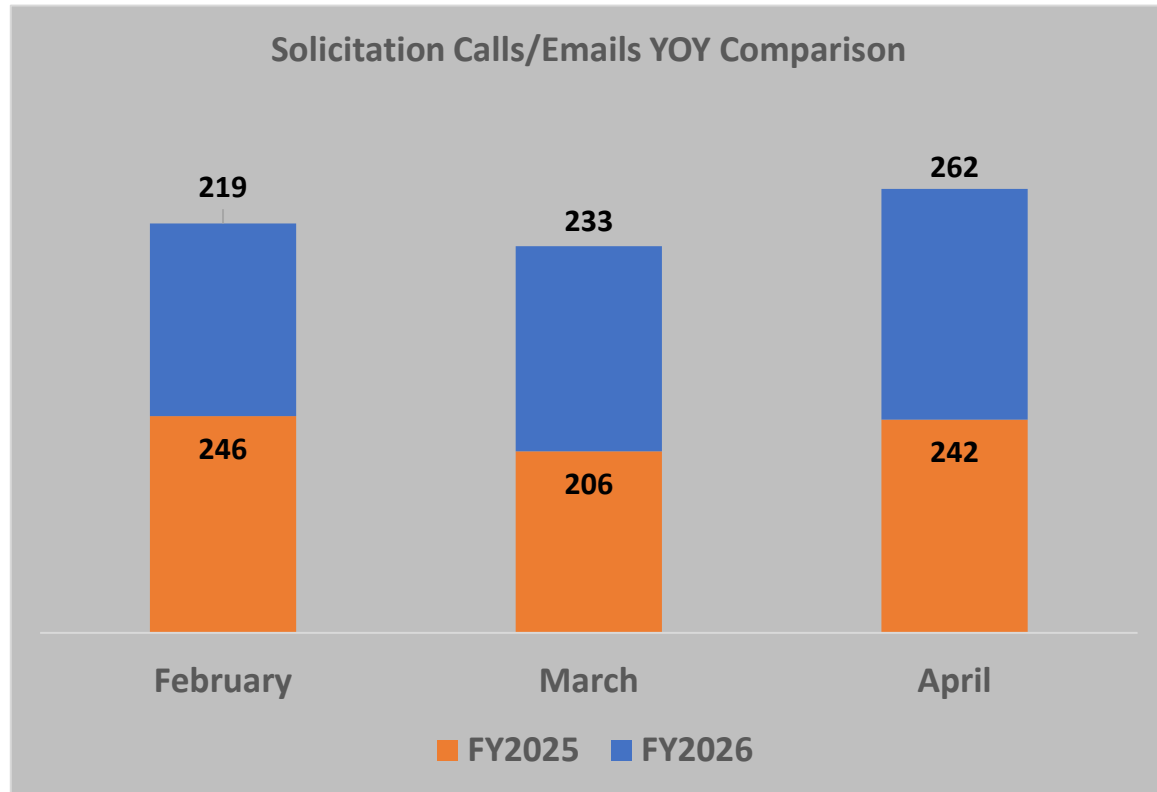
42.8 Million Impressions

- TreasureCoastMom.com and syndicated on Newsbreak.com – [Weekend Getaway in St. Augustine with Kids](#)



13.4 Million Impressions

Sales Measurement Summary

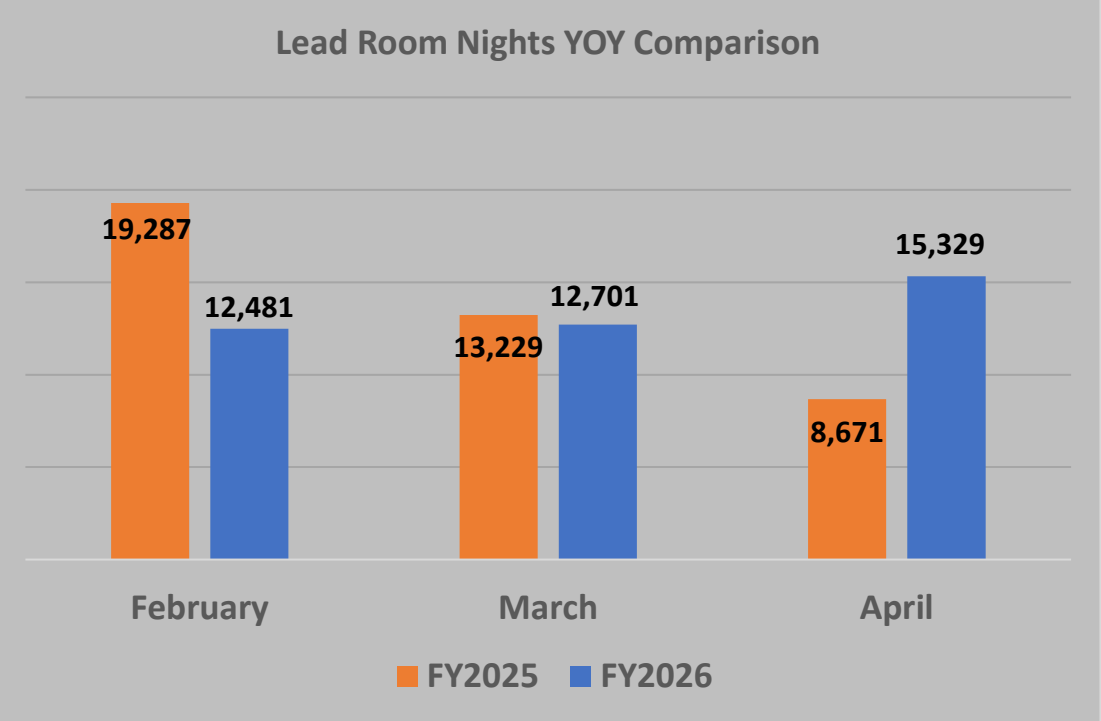


Solicitations April 2026

- Solicitations increased **+8.3% YOY**

Sales Report April 2026

Lead Room Nights YOY Comparison

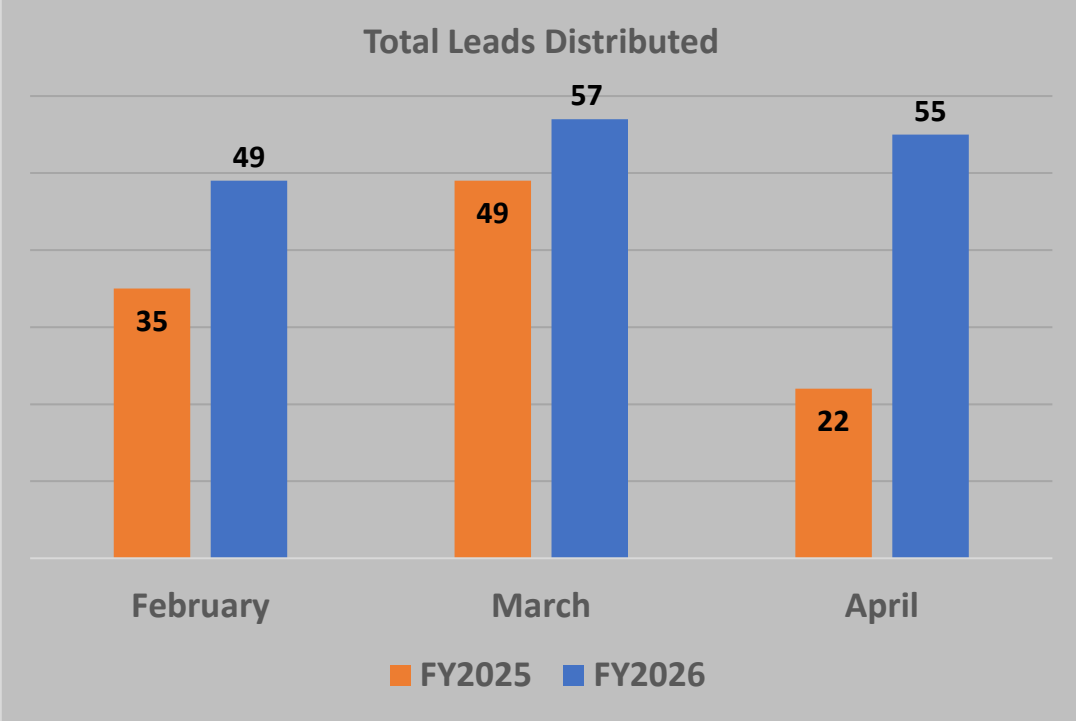


Lead Room Nights April 2026

- Lead Room Nights increased +76.8% YOY

Lead Distribution April 2026

- Lead Distribution increased +150.0% YOY



CEO's Comments

- March 2026 Traditional Lodging Stats: Occupancy 74.3% (+0.8%), ADR \$212.04 (+1.0%), RevPAR \$157.45 (+1.8%), Demand is +1.0%, Revenue is +1.9%, Supply is +0.2%.
- March 2026 Vacation Rental Stats: Paid Occupancy 34.9% (+0.9%), ADR \$256 (+7.1%), RevPAL \$89 (+7.2%), Demand -2.9%; Supply -3.6%
- March 2026 TDT Collections were +2.1% YOY
- April VIC visitation year-over-year: St. Augustine Beach VIC was +6.6%; CoSA VIC was +0.3%; Ponte Vedra Beach VIC was -41.7%; Jax Airport VIC was -38.3%;
- April Social Media YOY for Facebook/Meta was +7.4%, Instagram was +7.8%, TikTok was +24.6%, and YouTube was +255.1%
- April Media impressions declined -60.4% YOY.
- April Sales team solicitations are +8.3% YOY; lead room nights are +76.8% YOY; lead distributions are +150.0% YOY.

Thank You!