

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
AUGUST 17, 2026 - 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**) (Pages 2 – 7)
 - Regular Meeting Minutes – July 20, 2026
 - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. TDC BOARD MEMBER RECOMMENDATION – (**Action Required**) (Pages 8 – 38)
Public Comment
8. FY27 ACH TOURISM GRANT FUNDING RECOMMENDATIONS (**Action Required**) (Pages 39 – 54)
 - Public Comment
9. FY27 SPORTS TOURISM GRANT FUNDING RECOMMENDATIONS (**Action Required**) (Pages 55–59)
 - Public Comment
10. FY2027 TDT BUDGET OVERVIEW – (**Action Required**) (Page 60 – 62))
 - Public Comment
11. MONTHLY REPORTS PROVIDED IN PACKETS (Pages 63 – 127)
12. MEMBER COMMENTS
13. NEXT MEETING DATE – October 19th
14. ADJOURN

TDC Regular Meeting – August 17, 2026

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting – July 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
July 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
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Beth Sweeny, Mayor, St. Augustine Beach City Commission, Seat 2
William Ackland, District 4

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

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.

Blevins welcomed Ackland to his first Tourist Development Council meeting, and Ackland provided a brief introduction and overview of his background.

3. ROLL CALL

Masters called the roll.

4. APPROVAL OF AGENDA

Kass requested that his budget overview PowerPoint presentation be added to the Regular Agenda as Item 9A.

Motion by Cox, seconded by Phillips, carried 7/0, with Arnold and Wicks absent, to approve the Agenda, as amended.

Yea: Cox, Phillips, Blevins, Kass, Sweeny, Ackland, Sikes-Kline

Nay: None

Absent: Arnold, Wicks

5. APPROVAL OF MINUTES

Sweeny requested a correction to Meredith Breidenstein's name in the minutes

Motion by Sweeny, seconded by Phillips, carried 7/0, with Arnold and Wicks absent, to approve the minutes for the June 15, 2026, meeting, as amended.

Yea: Sweeny, Phillips, Blevins, Cox, Ackland, Sikes-Kline, Kass

Nay: None

Absent: Arnold, Wicks

6. PUBLIC COMMENT

There was none.

7. SIP OUT LOUD EVENT

Irving Kass presented the details of the event. Discussion ensued regarding plans to promote the event through regional and national marketing, expand the “Sing out Loud” brand with complementary events, develop public-private partnerships, and create programming to increase visitation during slower tourism periods.

8. VISITOR INFORMATION CENTER FOLLOW-UP/UPDATE

Meredith Breidenstein, Assistant City Manager, provided an update on the visitor information center counts. Discussion ensued on visitor services, exhibit updates, opportunities to modernize the facility, potential partnerships and revenue-generating ideas, and the role of the center in enhancing the visitor experience. The Council agreed the Visitor Information Center remains an important resource while exploring ways to improve its operations and long-term sustainability.

9. TOURIST DEVELOPMENT TAX ELIGIBILITY/MAXIMUM LEVY DISCUSSION

Jesse Dunn, Deputy County Administrator, presented the details of the tourist development tax. Discussion ensued on balancing the Tourist Development Tax budget, including reducing the Visitor and Convention Bureau contract allocation, maintaining arts and cultural grant funding, supporting improvements to the St. Augustine Beach Cultural Arts Center, preserving funding for the historical statue initiative, and reviewing long-term funding practices for recurring grant recipients while addressing the overall budget deficit.

9A. BUDGET OVERVIEW

Irvin Kass provided an overview of the Tourist Development Council (TDC) budget. Discussion ensued regarding proposed expenditures, return on investment, reserve fund usage, marketing priorities, and potential budget reductions, with Council members exploring opportunities to reallocate funding, reduce reliance on reserves, and improve the long-term sustainability of tourism initiatives.

10. FISCAL YEAR 2027 TOURISM BUDGET DISCUSSION

Jesse Dunn, Deputy County Administrator, presented the details on the fiscal year 2027 tourism recommended budget. Discussion ensued regarding Category One cost allocations, including shifting a portion of the Visitor and Convention Bureau contract costs to another funding category. The Council expressed support for a phased approach.

Kass requested *Council members' consensus to take a phased approach to reallocating Visitor and Convention Bureau costs, rather than shifting the full allocation at once.* **Consensus was given.**

Discussion ensued regarding Category Two ACH budget adjustments, with consensus to reduce the proposed budget by \$46,000 while maintaining ACH grant pool funding. The Council also discussed potential future allocation of TDT funding toward the Old City Hall restoration project as an Arts, Cultural, and Heritage asset.

Dunn confirmed with Council that *consensus was reached to recommend the Cultural Council contract amount of \$135,523 and maintain ACH grant funding at \$800,000.* The Council also supported moving forward with the historical project discussed.

Discussion ensued regarding Category Three funding and the Waldron Park project, with staff explaining the current allocation represented only a portion of the estimated \$25 million to \$30 million project cost. The Council discussed the project scope, sports marketing advertising approach, and design efforts.

Tera Meeks, Marketing and Tourism Director, provided an update on marketing expenditures, the funding utilized under the current allocation, and the expiration of the current contract.

Motion by Sweeny, seconded by Cox, carried 7/0, with Arnold and Wicks absent, to reduce the Category Three advertising line item to \$10,000.

Yea: Sweeny, Cox, Phillips, Blevins, Ackland, Sikes-Kline, Kass

Nay: None

Absent: Arnold, Wicks

Blevins requested *Council consensus to reduce the allocation to \$1 million and use the remaining funds to increase reserves.* **Consensus was given.** Discussion ensued regarding the proposed Category Four and Category Five budgets, including contract funding, event and program allocations, reserves, and beach-related projects. The Council reached consensus on several Category Four funding reductions and discussed potential reserve transfers to balance the budget.

The Council also reviewed Category Five priorities, including beach renourishment, walkovers, and the proposed beach trolley program

Consensus was reached to remove funding for several projects and contracts while reaffirming the Council's funding priorities, including support for the Nights of Lights event.

Public Comment:

Linda LaCerva, Executive Director of Vilano Beach Main Street, requested continued funding for the Vilano New Year's Eve fireworks celebration, citing its benefits to local businesses and the community.

Rob Phillips urged the Council to reconsider eliminating funding for the Vilano New Year's Eve fireworks.

Motion by Sweeny, seconded by Kass, carried 7/0, with Arnold and Wicks absent, to approve the proposed budget, incorporating the consensus items discussed during the meeting.

Yea: Sweeny, Kass, Cox, Phillips, Blevins, Ackland, Sikes-Kline

Nay: None

Absent: Arnold, Wicks

11. MONTHLY REPORTS PROVIDED IN PACKETS

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

Jeff Potts provided updates on the Arts, Culture, and Heritage (ACH) grant process, highlighted new community partnerships and a pilot program to improve live music venues, shared upcoming public art initiatives, and thanked the board for its continued support.

12. MEMBER'S COMMENTS

Sweeny thanked staff, presenters, and Council members for their time, presentations, and efforts.

Taylor requested *Council consensus to seek guidance from the Attorney General's Office regarding the legality of the proposed funding under state law before proceeding.* **Consensus was given.**

13. NEXT MEETING DATE

The next meeting was scheduled for August 17, 2026.

14. ADJOURN

With no further business to come before the Council, the meeting adjourned at 4:27 p.m.

Approved _____, 2026

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Troy Blevins, Chair

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

By: _____
Deputy Clerk

TDC Regular Meeting – August 17, 2026

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

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

Regina Gayle Phillips – Non-Accommodation Member

This vacancy can be filled with either an Accommodation or Non-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 ad ran until July 31st.

The following table lists the applicants and their affiliation.

August 17, 2026 TDC Meeting

Agenda Item 7 - TDC Board Member Recommendation 2026 TDC APPLICANTS

TDC APPLICANTS			
NAME	ORGANIZATION/EMPLOYMENT	EDUCATIONAL BACKGROUND	AFFILIATIONS
Regina Gayle Phillips	Executive Director, Lincolnville Museum	University of Florida, BA Journalism, First Coast Technical Institute Culinary Arts Degree	St. Augustine Historical Society; Low Country Task Force for Gullah Exhibit at the Smithsonian Museum; Current TDC board Member
NAME	ORGANIZATION/EMPLOYMENT	First Coast Technical Institute Culinary Arts Degree	Former Task force member for Florida Black History Museum,
Nicole Boudreaux	Federal Government Contractor	Bachelor of Arts in English Language and Literature, The University of Florida, 2015 Master of Public Policy (MPP), Duke University, 2020	Former High School Teacher, Teach for America Alumni Board
Bunjamin Cankirli	Sr Solutions Architect/Concentrix	GED	Fluent in 3 Different Languages
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
Rebecca Gallardo	Former Assistant DOS and Catering, Renaissance World Golf Village	Bachelors/OT	No Longer Affiliated with Renaissance @ World Golf Village
Anthony Harp	Mortgage Loan Originator	Bachelors Business, Management and Operations	Mortgage Banking Association Professional Association of Athlete Development
Lacey Hillard	Realtor, Keller Willaims	Registered Nurse/Realtor	NEFAR, Legacy House, Cup of Love
Peter McGoldrick	Retired	Master of Science - Outdoor Recreation, Master Certificate, Bulding Resilient Communities, Certified Project Mgmt, BS Computer Science, AS Architectural Drafting	Ambassador for Make-A-Wish Mid Atlantic, Cub Scout Pack 291 Treasurer
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
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: 7/20/2026 11:57:34 AM Expires: 7/20/2027 11:57:34 AM

First Name: Regina

Last Name: Phillips

Address: 102 M. L. King Avenue

City, State Zip: St. Augustine, FL 32095

Home Phone: (205) 826-0609

Cell Phone:

Work Phone: (904) 824-1191

Email: Rgphillips@lincolnvillemuseum.org

District: 5

Most Recent Occupation/Employer:

Executive Director Lincolnville Museum and Cultural Center

Past Work Experience/Employers:

Owner, Gayle's Gourmet,

Civic Clubs, Organizations:

St. Augustine Historical Society; Low Country Task Force for Gullah Exhibit at the Smithsonian Museum of American History; Current TDC board member
Former Task force member for Florida Black History Museum,

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:

1 Details: Vote on funding related to the Black History Museum because I served on the task force that



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

recommended St. Johns County as the site for the new museum.

Subject of Active Civil or Criminal Investigation:

No Details:

Negative Publicity:

No Details:

Educational Background:

University of Florida, BA Journalism
National Interpreters Certificate
First Coast Technical Institute Culinary Arts Degree
Florida Junior College at Jacksonville, AA

References:

Name	Relationship	Phone
Phillips McDaniels	Friends / Business A	(904) 806-1440
Lavern March	Friends	(904) 501-3859
Arlena Willims	Friends	(786) 246-1173

Additional Information:

I am a current TDC member and have worked with the St. Johns Cultural Council and VCB to bring greater awareness of the rich cultural history of St. Augustine and St. Johns County to visitors and potential visitor. Collaborated on the award winning Black Heritage Trail guidebook for visitors that won a Florida Trust for Historic Preservation award in 2026.

Regina Gayle Phillips is the Executive Director of the Lincolnville Museum and Cultural Center in St. Augustine, FL. She came to the museum as a volunteer in 2015 and has helped to transform its exhibits and organizational structure. She holds a Journalism Degree from the University of Florida and was managing editor of the Daytona Times Newspaper in her youth. She has managed a successful catering business, Gayle's Gourmet. She also worked with her husband Floyd in his Allstate Neighborhood Insurance Agency in Miami, FL. Phillips also brings a wealth of knowledge from her world travels. She has been able to transfer much of her business experience and writing skills into interpretive exhibits and grant writing for the museum. Under her leadership the museum also preserved the Excelsior High School which is celebrating its 100th anniversary. She was also instrumental in establishing several income streams and cultural programs for the non-profit including a live jazz series and a Living Legends annual awards program. She has been successful in building collaborations with other institutions in the area to establish the Resilience Project and others, such as St. Johns County Black Heritage Trail Guide

Awards and Recognition:

ROWITA: Recognition of Women in the Arts Award, St. Johns County Cultural Council,
Legacy: Florida Trust for Historic Preservation
Adelaide Sanchez Award: Historic Preservation from City of St. Augustine
EMMA Concert Guild: Women of Action
Enterprising Women
President's Volunteer Service Award 2023
Florida Black History Museum Task Force
USA Today Top 10 Small Town Museums 2024 & 2025



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Boards and Affiliations

St. Johns County Tourism Development Council

St. Augustine Historical Society

St. Augustine Lighthouse and Maritime Museum (former)

Association of African American Museums

Reconstruction Era Museums

African American Civil Rights Network

Florida African American Historic Preservation Network

Gullah Geechee Historic Preservation Corridor

Gullah Geechee US/Sea Island Coalition: Legacies of Enslavement Task force

From: [Shelby Romero](#)
To: [Dena Masters](#)
Subject: FW: Letter of interest another term for TDC
Date: Monday, August 3, 2026 4:12:07 PM
Attachments: [image001.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

FYI



*Many Thanks,
Shelby Romero*

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

From: Regina Gayle Phillips <rgphillips@lincolnvillemuseum.org>
Sent: Monday, August 3, 2026 4:02 PM
To: Shelby Romero <sromero@sjcfl.us>
Subject: Re: Letter of interest another term for TDC

Good afternoon Shelby,

I have submitted an application to be considered for a second term on the St. Johns County Tourism Development Council. It is my pleasure to serve on this committee for a second term.

Regina Gayle Phillips
Executive Director
Lincolnvillle Museum and Cultural Center
Rgphillips@lincolnvillemuseum.org

On Mon, Aug 3, 2026 at 3:19 PM Shelby Romero <sromero@sjcfl.us> wrote:

Good afternoon,

I have received your application, but I will need an email stating your interest in being considered for another term. If you could please respond to this email, that will be sufficient.

Thank you!



*Many Thanks,
Shelby Romero*

Sr. Assistant to the Board of County Commissioners

St. Johns County Board of County Commissioners

500 San Sebastian View, St. Augustine FL 32084

904-209-0307 | www.sjcfl.us

Compassionate-Trustworthy-Innovative



--

Executive Director

Lincolnvile Museum and Cultural Center

102 Martin Luther King Ave.

St. Augustine, FL 32084

904.824.1191

Visit us on the web at: <https://www.lincolnvilemuseum.org/>



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 7/22/2026 2:51:19 PM Expires: 7/22/2027 2:51:19 PM

First Name: Nicole

Last Name: Boudreaux

Address: 624 W Surf Spray Ln

City, State Zip: Ponte Vedra Beach, FL FL

Home Phone: (904) 655-0712

Cell Phone:

Work Phone: nicole.boudreaux517@gmail.com

Email:

District: 4

Most Recent Occupation/Employer:

Federal Government Contractor / Booz Allen Hamilton (6+ years, Present)

Past Work Experience/Employers:

Public High School Teacher / Teach For America (2 years, 2016-2018)

Civic Clubs, Organizations:

Teach For America, Alumni Board (2025-2026)

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:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

N/A **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Bachelor of Arts in English Language and Literature, The University of Florida, 2015
Master of Public Policy (MPP), Duke University, 2020

References:

Name	Relationship	Phone
Dalya Farah	Friend	(904) 238-4621
Leah Jimenez	Friend	(904) 315-9038
Amanda Donovan	Coworker	(856) 630-1689

Additional Information:

I was born and raised in Ponte Vedra Beach, but I have also lived in three other states over the last decade (including Arizona, North Carolina, and Vermont). I recently moved back to Ponte Vedra Beach with my husband, and I am looking for opportunities to offer my experience and skillset to improve community outcomes. I currently work full-time as a contractor for the federal government, managing large contracts that provide professional services to a wide variety of government agencies. I have worked with local, state, and federal governments so I understand the unique challenges of navigating the public landscape. Additionally, I bring the perspective of a young professional, which is a demographic often overlooked in St. Johns County. I appreciate the opportunity to be considered for a role on any of the boards indicated. Thank you.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 5/29/2026 3:04:51 PM Expires: 5/29/2027 3:04:51 PM

First Name: BUNYAMIN

Last Name: CANKIRLI

Address: 115 Los Caminos ST.

City, State Zip: St Augustine, FL 32095

Home Phone:

Cell Phone: (407) 435-4734

Work Phone:

Email: bunyamin.cankirli@hotmail.com

District: 5

Most Recent Occupation/Employer:

Sr Solutions Architect / Concentrix

Past Work Experience/Employers:

Been with Concentrix since 2014

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: 0

Voting Conflict:

No Details:

Number of Times Recused:

no Details:

Subject of Active Civil or Criminal Investigation:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

GED

References:

Name

Relationship

Phone

Kenniesha Cankirli

Spouse

Robert Pitts

Friend

Heather Phillips

Colleague

Additional Information:

I do have a passion for Tourism having traveled around the world, and I do speak 3 different languages fluently.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

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
Specialist

2010-2012 Financial Advisor and Senior Investment

- **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

Office of the Board of County Commissioners

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: 7/30/2026 9:17:09 AM Expires: 7/30/2027 9:17:09 AM

First Name: Anthony

Last Name: Harp

Address: 188 Scotch Pebble Drive

City, State Zip: Saint Johns, FL 32259

Home Phone:

Cell Phone: (904) 315-5583

Work Phone:

Email: anthonydharp@outlook.com

District: 1

Most Recent Occupation/Employer:

Mortgage Loan Originator Assistant - Licensed / DHI Mortgage

Past Work Experience/Employers:

Administrative Assistant / DHI Mortgage
University of North Florida / Student Business Consultant
Winn Dixie / Seafood Associate
Steak N' Shake / Dresser

Civic Clubs, Organizations:

Mortgage Banking Association
Professional Association of Athlete Development

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:

0 **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

University of North Florida - Bachelor of Science (B.S.), Business Administration, Management, and Operations

Athlete Development Specialist - PAADS/University of Florida

Financial Inclusion with a Risk-Based Approach - ACAMS.

Florida Housing Finance Corporation Program Certificate.

Career Essentials in Data Analysis by Microsoft.

Diploma in Photography by UpSkillist

How to Write a Grant Proposal by Universal Class

Mortgage Banking Association Certificates:

Mortgage Loan Fraud Overview and Current Trends

Mortgage Banking Basics

Loan Production Basics

Mortgage Loan Fraud for Profit

Mortgage Loan-Level Misrepresentation

References:

Name	Relationship	Phone
Jenna Michelson	Personal	(904) 248-1815
Nick Stultz	Peer	(904) 392-5793
Alex Attebury	Peer	(815) 994-8805

Additional Information:

Having lived in Saint John's County my entire life, I am deeply committed to the growth and well-being of our community. My professional experience reflects a strong foundation in data analysis, stakeholder collaboration, and process optimization, skills that align well with serving as a board member. I've aided in the successful closing of over 800 loans, totaling \$165 million, while ensuring compliance with state and federal laws. Additionally, my expertise in financial analysis and project management has contributed to improved efficiency and customer satisfaction within my organization.

I recently received my Athlete Development Specialist credential, which allows me to develop personal and professional literacies among athletes. As a generalist and lifelong learner, I bring a versatile skill set that includes strategic collaboration, financial compliance, customer relations, and process improvement. My adaptability and mission-driven mindset make me eager to assist in preserving and enhancing the beauty of Saint John's County while supporting initiatives that benefit its residents and future generations.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Board/Committee Name: Tourist Development Council

Submit Date: 6/17/2026 6:22:19 PM Expires: 6/17/2027 6:22:19 PM

First Name: Lacey

Last Name: Hillard

Address: 59 Pomona Way

City, State Zip: Saint Augustine, FL 32095

Home Phone: (330) 347-5225

Cell Phone: (330) 347-5225

Work Phone:

Email: laceyhillard@gmail.com

District: 5

Most Recent Occupation/Employer:

Registered Nurse-Healthtrust
Realtor-Keller Williams

Past Work Experience/Employers:

Ohio- various healthcare facilities, registered nurse since 2005

Civic Clubs, Organizations:

NEFAR
Legacy House
Cup of Love

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:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Registered Nurse
Realtor

References:

Name	Relationship	Phone
Tisha Dalessandro	friend/coworker	(330) 466-4555
Kelsey Rembold	co-worker	(224) 237-1325
Suzanne Layser	co-worker	(904) 460-6450

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: 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: 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: 9/23/2025 7:19:40 PM Expires: 9/23/2026 7:19:40 PM

First Name: Seth

Last Name: Wingate

Address: 139 Straw Pond Way

City, State Zip: St Augustine , FL 32092

Home Phone: (904) 838-4357

Cell Phone: (904) 838-4357

Work Phone:

Email: wingateseth@gmail.com

District: 2

Most Recent Occupation/Employer:

Bank of America

Past Work Experience/Employers:

Wells Fargo

Civic Clubs, Organizations:

St. Johns Parcels Owned:

139 Straw Pond Way

Companies/Industries with Financial Interest:

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:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:**

Number of Times Recused:

NA **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Graduate Level
MPA from UNF in progress
Graduate Certificate in Non Profit Management
Bachelors Degree- UNF Political Science

References:

Name	Relationship	Phone
Paul Schneider	Friend	(815) 573-6629
Chris Oberley	Colleague	(850) 890-2447
Mark Kirwan	Colleague	(904) 501-5779

Additional Information:

TDC Regular Meeting – August 17, 2026

Agenda Item 8 – FY27 ACH Grant Funding Recommendations (Action Required)

A total of 26 applications were received, requesting \$1,291,382 in funding. The Grant Evaluation Panel reviewed and scored each application at its meeting on August 6th. All applicants received a score of 80 or higher and are therefore eligible for funding consideration.

The recommended FY27 ACH Grant budget allocation is \$800,000.

Grant applications and supporting documentation are available for your review using the link below.

 [FY2027 ACH Applications](#)

The scores and funding recommendations are as follows.

Application #	Organization Name	Program/Performance/Event Name	Average Score	Request Amount	Eligible Funding	Recommended Funding
2027-008	Lightner Museum of Hobbies	Lightner Museum Exhibitions 2026-2027	95.60	\$ 75,000.00	\$ 75,000.00	\$ 52,000.00
2027-009	The Woman's Exchange of St. Augustine	Woman's Exchange Cultural, Historical & Culinary Programs	94.80	\$ 75,000.00	\$ 75,000.00	\$ 52,000.00
2027-006	Flagler College	Crisp-Ellert Art Museum General Programming 2026-27	94.25	\$ 49,000.00	\$ 49,000.00	\$ 34,000.00
2027-007	Friends of Lincolnville, Inc.	Lincolnville Museum General Program Support	94.00	\$ 75,000.00	\$ 75,000.00	\$ 52,000.00
2027-012	Historic Florida Militia, Inc	Historic Florida Militia, Inc. Events 2026-2027	93.60	\$ 30,000.00	\$ 30,000.00	\$ 20,890.00
2027-011	Saint Augustine Film Festival	17th Annual Saint Augustine Film Festival	92.40	\$ 50,000.00	\$ 45,000.00	\$ 31,330.00
2027-026	Fort Mose Historical Society	The Story of Fort Mose: The Battle for the Truth...	91.60	\$ 25,000.00	\$ 22,500.00	\$ 15,600.00
2027-021	NSCDA FL, DBA, The Ximenez-Fatio House Museum	Ximenez-Fatio House Museum FY2027 Programming	91.40	\$ 75,000.00	\$ 67,500.00	\$ 47,000.00
2027-024	Hastings Main Street, Inc.	Hastings Fall Harvest Festival 2026	91.40	\$ 50,000.00	\$ 45,000.00	\$ 31,330.00
2027-023	St Augustine Lighthouse & Maritime Museum	St Augustine Lighthouse Paid Social Media Marketing	90.60	\$ 30,000.00	\$ 27,000.00	\$ 18,700.00
2027-001	St. Augustine Art Association	STAAA General Program Support	90.20	\$ 75,000.00	\$ 67,500.00	\$ 47,000.00
2027-005	EMMA Concert Association	EMMA Concert Series 2026-2027	89.40	\$ 29,500.00	\$ 26,550.00	\$ 18,500.00
2027-016	A Classic Theatre	2026-2027 Season and Special Event	89.40	\$ 25,000.00	\$ 22,500.00	\$ 15,700.00
2027-004	First Coast Opera	2026-27 Opera Season	88.00	\$ 44,000.00	\$ 39,600.00	\$ 27,500.00
2027-019	Gamble Rogers Folk Festival	32nd Annual Gamble Rogers Folk Festival	87.60	\$ 22,000.00	\$ 19,800.00	\$ 13,800.00
2027-003	Jimmy Jam Community Outreach	11th Annual Jimmy Jam BBQ Slam	87.00	\$ 43,500.00	\$ 39,150.00	\$ 27,200.00
2027-014	Flagler College	St. Augustine Spanish Food & Wine Festival	87.00	\$ 45,000.00	\$ 40,500.00	\$ 28,100.00
2027-002	Limelight Theatre, Inc.	Limelight Season 35	86.80	\$ 75,000.00	\$ 67,500.00	\$ 47,000.00
2027-025	The AdFish Group	St. Augustine Food + Wine Festival	86.00	\$ 50,000.00	\$ 40,000.00	\$ 27,500.00
2027-010	Hastings Main Street, Inc.	Hastings Cabbage, Potato, and Bacon Festival 2027	85.20	\$ 50,000.00	\$ 40,000.00	\$ 27,500.00
2027-013	Saint Augustine Music Festival	Saint Augustine Music Festival	85.20	\$ 50,000.00	\$ 40,000.00	\$ 27,500.00
2027-015	Culinary Festivals Foundation, Inc.	Whiskey, Wine & Wildlife	85.00	\$ 50,000.00	\$ 40,000.00	\$ 27,500.00
2027-020	Ancient City Farmstead	The Christmas Experience at Ancient City Farmstead	84.20	\$ 75,000.00	\$ 60,000.00	\$ 41,650.00
2027-022	The Saint Augustine Ballet	The 18th Annual Nutcracker Ballet	84.20	\$ 40,000.00	\$ 32,000.00	\$ 22,200.00
2027-017	Apex Theatre Studio	Apex Theatre Studio Mainstage Series	81.00	\$ 51,182.00	\$ 40,945.60	\$ 28,500.00
2027-018	ShepardFest, Inc.	ShepardFest	80.40	\$ 32,200.00	\$ 25,760.00	\$ 18,000.00
				\$ 1,291,382.00	\$ 1,152,805.60	\$ 800,000.00

FY2027 Tourist Development Council Arts Culture and Heritage Grants

St. Johns County Cultural Council

Application Name and General Comments

Program/Performance/Event Name

Character Limit: 100

General Comments

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

Character Limit: 500

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

Free Event

Is this a free event?

(Completed by SJCC staff.)

Choices

Yes

No

Free Event (up to 5 points)*

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

For all other applications, please select N/A.

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

Scoring Options: 1 - 5 or N/A

First time event

Is this a first time event?

(Completed by SJCC staff.)

Choices

Yes

No

First time event (up to 5 points)*

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

For all other applications, please select N/A.

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

Scoring Options: 1 - 5 or N/A

New Event Comments

Character Limit: 1000

Mandatory 5-point Deduction for Events Occurring in Peak Periods

Peak Period Deduction*

SJCC staff will provide points for this deduction.

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

FY2026 Peak Periods (as defined by TDC staff)

<u>October</u> None	<u>April</u> April 1st to April 30th
------------------------	---

<u>November</u> Thanksgiving Day 4-day weekend	<u>May</u> May 1st to May 31st
<u>December</u> Christmas week	<u>June</u> June 1st to 30th
<u>January</u> New Year's week	<u>July</u> July 1st to 31st
<u>February</u> President's Day weekend Daytona Speed Week/Daytona 500	<u>August</u> None
<u>March</u> March 1st to March 31st	<u>September</u> None

SJCC staff will answer this question. *Note that for those marked yes, the overall score will be 5 points less than what you show.*

Choices

Yes

No

Section 1: Attendance (25 points)

Attendance Ratio (15 points)*

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

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

Scoring Options: 1 - 15

Attendance Explanation (10 points)*

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

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

Scoring Options: 0 - 10

Attendance Score Comments

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

Character Limit: 1000

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

Program History (5 points)*

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

Scoring Options: 0 - 5

Program History Comments

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

Character Limit: 1000

Programming Details (5 points)*

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

Weak	Fair	Good	Excellent
------	------	------	-----------

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

Scoring Options: 0 - 5

Programming Details Comments

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

Character Limit: 1000

Artistic Excellence (10 points)*

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

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

Scoring Options: 0 - 10

Artistic Excellence Comments

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

Character Limit: 1000

Artistic Merit (10 pts)*

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

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

Scoring Options: 0 - 10

Artistic Merit Comments

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

Character Limit: 1000

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

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

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

Scoring Options: 0 - 5

Relationship to St. Johns County and Community Support Comments

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

Character Limit: 1000

Section 3: Marketing Plan (30 Total points)

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

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

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

Scoring Options: 0 - 10

Marketing Plan Comments

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

Character Limit: 1000

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

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

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

Scoring Options: 0 - 5

Marketing Budget Comments

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

Character Limit: 1000

Marketing support materials (5 points)*

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

		data provide evidence of moderate success.	Google Analytics, click through rates, and other data provide evidence of success.
--	--	--	--

Scoring Options: 0 - 5

Marketing support materials comments

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

Character Limit: 1000

Accommodation Link(s) (2 points)*

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

Scoring Options: 0 - 2

Formal Package Agreements (up to 8 points)*

Formal package agreements with other venues/events or accommodations. Examples include:

- Historic sites and museums creating a joint ticketing/tour package or weekend event
- Weekend packages that include lodging, dinner, and a theater show
- Discounted admission tickets for stay hotel rooms
- Discounted room rate if purchasing an admission ticket.
- Special events with packages to visit other locations in St. Johns County after the event

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

another tourist attraction or event.	OR Has or plans to have a formal agreement with at least two other tourist attractions or events.	provide rooms for program providers/performers. AND Has or plans to have a formal agreement with one tourist attraction or event.	rooms for program providers/performers. AND Has or plans to have a formal agreement with more than one tourist attractions or events that extend visitor stay. (Example: A two-day time event with a nighttime tour on the 2nd day of the event.)
--------------------------------------	--	---	---

**If they have not shown or described any plans to create a formal package agreement, the score is zero.*

Scoring Options: 0 - 8

Section 4: Financial information (10 points)

Financial information (10 points)*

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

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

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

Scoring Options: 0 - 10

Financial information comments

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

Character Limit: 1000

TDC Regular Meeting – August 17, 2026

Agenda Item 9 – FY27 Phase 1 - Sports Tourism Grant Approvals (Action Required)

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

- Phase 1: October 1, 2026 – March 31, 2027
- Phase 2: April 1, 2027 – September 30, 2027

The applications presented represent Phase 1 of Fiscal Year 2027. Applications were accepted through the online grant portal from May 22 through July 22.

A total of 12 applications were received. All applications were reviewed and scored by the Grants Evaluation Panel. A copy of the scoring rubric is included for your reference.

The applications, scores, and funding recommendations will be presented to the Recreation Advisory Board for review at its upcoming meeting on August 12th.

Grant applications and supporting documentation are available for review using the link below:

[Sports Tourism Grant Applications - FY27 Phase 1](#)

The events, scoring results and proposed funding recommendations are as follows.

Fiscal Year 2027 Phase 1 Sports Tourism Grant Scores/Funding Recommendations

Date	Event Name	Organization	Final Score	Eligible Grant Request	RAB Recommendation	PY Grant Amount	Type of Event	Location of Event	Comments
10/4-10/7/26	Women's Sr Amateur Championship	Women's Southern Golf Association (WSGA)	76	\$30,000	\$22,500		Golf	King and The Bear Golf Course	110 year old event and will be hosting the 41st Senior Women's Championship in October.
10/10-10/12	Prime Cup	Prime Sports	93	\$27,900	\$27,900	\$16,013	Soccer	SJC P&R Fields	Largest youth sporting soccer tournament in phase 1, a staple in the community.
10/11	Game On! St. Augustine Triathlon	W B Events, LLC d/b/a Game On Race Events	65	\$4,000	\$3,000	\$4,000	Triathlon	Vilano Beach	A destination race hosted at Vilano beach; Olympic distance triathlon.
10/23-10/25/26	Fall Sunshine State Championships	Perfect Game Incorporated	75	\$10,000	\$7,500	\$15,000	Baseball	SJC High School Fields	A premier youth baseball tournament that has bee a community staple.
11/6-11/8/26	Fall Florida Premier Championships	Perfect Game Incorporated	65	\$10,000	\$7,500	\$15,000	Baseball	SJC High School Fields	A premier youth baseball tournament that has bee a community staple.
11/6/26	Tunnel to Towers National Golf Series St. John's Golf Classic	Stephen Siller Tunnel to Towers Foundation	45	\$19,232	\$9,616		Golf	The Golf Club at South Hampton	A purpose-driven event that brings golfers together across the nation to honor our heroes and support the foundation's mission.
11/14-11/15/26	First Coast Volleyball Series Collegiate Clash	First Coast Volleyball Events LLC	55	\$2,300	\$1,150		Volleyball	SJC Pier	A beach volleyball tournament for official college beach volleyball clubs.
11/22/26	The Tip Off Cup	RBG Events, LLC	84	\$30,000	\$22,500		Golf	TPC Sawgrass Golf Course	First annual Tip Off Cup Championship. 10-12 groups of 4 will represent their chosen University to compete for a Prize with 4 days of festivities.
12/4 - 12/6/26	St. Augustine Amatuer	Rising Leaders of North Florida	78	\$30,000	\$22,500	\$22,500	Golf	St. Johns Golf Club	A premier amateur golf championships in the southeastern United States.
12/12/26	Suites on the Loose 5k	St. Augustine Youth Services	49	\$5,388	\$2,694	\$2,500	Running	St. Augustine Pier parking area and surrounding area	An annual running event that raises critical awareness of SAYS' mission.
1/16-1/17/27	2026 Puma King Cup	Jacksonville FC, Inc.	45	\$2,000	\$1,000	\$1,025	Soccer	Davis Park	Premier Soccer tournament for boys ages U9 - U19 in the southeast.
1/24-1/25/27	Winter Invitational	Sporting Jax Soccer Academy	75	\$3,920	\$2,940	\$0	Soccer	SJC P&R Fields	U8-U14 boys and girls competitive team soccer tournament.
Totals				\$174,740	\$130,800				

Denotes new grantee for FY27

TDT Sports Tourism Grant Application Scoring FY27

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

Overnight Stays

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

Section 2: Visitor Value (5 - 15) Points

What value of visitor's does the event provide?

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

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

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

a. (25 points) Non-Peak Periods

b. (15 points) Peak Periods

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

Peak and Non- Peak Period Times

October

Non-Peak Period

November

Thanksgiving 4-day weekend-Peak

December

Christmas week - Peak

January

New Year's week - Peak

February

President's Day weekend - Peak

March

March 1st – 31st - Peak

April

April 1st – 30th - Peak

May

May 1st – 31st - Peak

June

June 1st – 30st - Peak

July

July 1st – 31st - Peak

August

Non-Peak Period

September

Non-Peak Period

Section 4: Community Contribution (0 - 10 Points)

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

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

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

Section 5: Final Score and Eligible Funding

Section	Section Score
Section 1: Overnight Stays	
Section 2: Visitor Value	
Section 3: Business Impact	
Section 4: Community Contribution	
Section 5: Total Score	

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

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

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

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

24 points or less is not eligible for a grant

•

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

TDC Regular Meeting – August 17, 2026

Agenda Item 10 – FY27 TDT Budget Overview (Action Required)

- Public Comment



ST. JOHNS COUNTY COUNTY ADMINISTRATION

500 San Sebastian View
St. Augustine, Florida 32084
904-209-0530

M E M O R A N D U M

TO: Tourist Development Council

FROM: Joy Andrews, County Administrator

SUBJECT: TDT Budget Recommendation

DATE: July 29, 2026

A handwritten signature in blue ink, appearing to be "JA", is written next to the "FROM" line.

I have carefully reviewed the Council's July 20 recommendation regarding the FY27 Tourist Development Tax Budget. I greatly value the Council's role under Florida law as the advisory body appointed to make recommendations to the Board of County Commissioners regarding the effective use of Tourist Development Tax revenue, and I appreciate the thoughtful work reflected in its recommendation.

After reviewing the Council's budget motion and having received additional programming and budget information from staff that was not available during the Council's deliberations, I will be providing the Board with an addendum to the FY27 TDC budget recommendation for consideration.

Because the information below was not available to the TDC when the prior budget review was completed, I wanted to share my updated recommendation with you first, before it is presented to the Board.

Approximately \$540,000 in unspent FY26 TDT funds have been identified for which there is no immediate planned use. My recommendation to the Board will be to appropriate these funds in FY27 to achieve the TDC's stated goal of maintaining both the VCB Core Services Contract and the VCB Marketing Contract at funding levels equal to their FY26 allocations.

Using these available funds would allow the County to accomplish that goal without implementing the program reductions identified in the July 20th motion, including funding reductions and/or elimination for the TPC, Chamber of Commerce tourism support programs, Waldron Park, Sports Advertising, Vilano Beach Fireworks, Placer Data, and the Beach Trolley.

This approach maintains the funding level the TDC identified as a priority while avoiding reductions or elimination of other tourism-related programs until their potential impacts can be fully evaluated and discussed.

For that reason, I recommend the TDC take additional time to consider the proposed funding and service reductions contained in the July 20 motion. The impacts of those changes on tourism support services and the community organizations that rely on them are not yet fully understood, and allowing additional review would support a more informed recommendation.

This information is offered for the Council's consideration as you prepare your final FY27 budget recommendation at your August meeting. My recommendation to the Board of County Commissioners will be as outlined above, and I hope it is one the Council will also find worthy of its support.

I welcome the opportunity to discuss this recommendation further at the Council's convenience.

TDC Regular Meeting – August 17, 2026

Agenda Item – Monthly Reports

- June Bed Tax Collection Report
- VCB Monthly Report

FY2026 MONTHLY LOTDT DASHBOARD

Occupancy Month	Net to TDC	+/- PY
June	\$ 2,183,200	0.6%
FYTD	\$ 18,373,569	1.65%
% OF BUDGET		75.0%
% OF FY		78.2%

BUDGETED \$ \$ 23,503,220

June 26 Collection Accounts

Description	Count
RV/MH Park or Campground	24
Hotel or Motel	92
Condo / COOP	2317
Apartment / House / Mobile Home	2356
Bed & Breakfast	34
Management Co.	2
Other	17
Total	4842

Collection by Municipality

City of St. Augustine	\$ 427,700
Ponte Vedra Beach	\$ 409,308
City of St. Augustine Beach	\$ 381,801

Net TDT Revenue to the Tourism Department by Fiscal Year

	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26
October	\$ 791,701	\$ 748,068	\$ 764,027	\$ 1,433,249	\$ 1,472,774	\$ 1,502,822	\$ 1,293,718	\$ 1,376,142
November	\$ 734,460	\$ 828,129	\$ 734,256	\$ 1,411,921	\$ 1,419,713	\$ 1,554,762	\$ 1,681,780	\$ 1,787,190
December	\$ 888,565	\$ 964,804	\$ 900,241	\$ 1,848,637	\$ 1,878,754	\$ 2,089,638	\$ 2,245,861	\$ 2,333,337
January	\$ 827,594	\$ 904,473	\$ 754,128	\$ 1,339,161	\$ 1,707,915	\$ 1,731,678	\$ 1,825,237	\$ 1,657,887
February	\$ 1,004,681	\$ 1,012,638	\$ 950,746	\$ 1,829,297	\$ 1,947,956	\$ 1,994,649	\$ 1,869,355	\$ 1,936,067
March	\$ 1,435,691	\$ 691,517	\$ 1,479,331	\$ 2,580,026	\$ 2,778,964	\$ 2,903,360	\$ 2,748,197	\$ 2,813,238
April	\$ 1,191,039	\$ 254,852	\$ 1,437,785	\$ 2,337,424	\$ 2,439,606	\$ 2,109,250	\$ 2,204,047	\$ 2,286,506
May	\$ 1,037,134	\$ 424,308	\$ 1,430,279	\$ 1,862,167	\$ 1,899,752	\$ 2,005,957	\$ 2,011,064	\$ 2,000,002
June	\$ 1,230,856	\$ 988,383	\$ 1,702,388	\$ 2,188,339	\$ 2,263,926	\$ 2,248,389	\$ 2,196,675	\$ 2,183,200
July	\$ 1,334,808	\$ 1,143,383	\$ 1,954,847	\$ 2,517,580	\$ 2,584,377	\$ 2,413,376	\$ 2,227,555	
August	\$ 805,973	\$ 765,057	\$ 1,331,818	\$ 1,515,709	\$ 1,405,773	\$ 1,467,943	\$ 1,520,170	
September	\$ 563,578	\$ 708,515	\$ 946,292	\$ 1,336,608	\$ 1,392,580	\$ 1,162,523	\$ 1,324,904	
Total	\$ 11,846,081	\$ 9,434,127	\$ 14,386,139	\$ 22,200,117	\$ 23,192,091	\$ 23,184,347	\$ 23,148,562	\$ 18,373,569
Per Penny	\$ 2,961,520	\$ 2,358,532	\$ 3,596,535	\$ 4,440,023	\$ 4,638,418	\$ 4,636,869	\$ 4,629,712	\$ 3,674,714
Growth	5.0%	-20.4%	52.5%	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

OCC. MNTH	H/M	#VALUE!	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	\$1,333,819.61	57.2%	4.5%	\$334,964.12	14.4%	-0.1%	\$554,769.77	23.8%	10.4%
May	\$1,153,505.80	56.5%	0.3%	\$283,094.06	13.9%	-9.1%	\$512,111.95	25.1%	13.3%
June	\$1,005,976.79	45.2%	-0.1%	\$445,231.95	20.0%	-17.6%	\$697,989.34	31.3%	18.6%
July									
August									
September									

TOTAL		\$ 10,677,541.60			\$ 2,574,179.57			\$ 4,441,160.95	
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	\$58,535.04	2.5%	-12.1%	\$51,081.05	2.2%	-25.0%	\$	2,333,169.59	
May	\$45,385.99	2.2%	-43.5%	\$46,720.14	2.3%	-19.0%	\$	2,040,817.94	
June	\$44,772.52	2.0%	-21.4%	\$33,784.25	1.5%	-30.9%	\$	2,227,754.85	
July							\$	-	
August							\$	-	
September							\$	-	

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	1.1%	-25.8%
APR	\$829,317.59	35.5%	-1.2%	\$524,310.65	22.5%	20.0%	\$841,802.66	36.1%	1.6%	\$22,118.64	0.9%	-26.4%
MAY	\$740,697.63	36.3%	-1.9%	\$431,697.14	21.2%	15.6%	\$738,265.99	36.2%	-2.3%	\$24,128.41	1.2%	-52.1%
JUN	\$980,429.46	44.0%	-5.2%	\$412,068.14	18.5%	18.3%	\$727,012.99	32.6%	-1.4%	\$18,548.05	0.8%	-30.0%
JUL												
AUG												
SEP												
FY YTD	\$ 6,302,229			\$ 3,543,736			\$ 7,591,302			\$ 226,682		

WGV + west of I95				I95&SR16 + Palencia				Other			
32092	% TTL	+/- PY		32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
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	\$91,679.41	3.9%	3.8%	\$15,462.03	0.7%	-1.0%	4.6%	\$8,478.61	0.4%	-13.2%	\$2,333,169.59
MAY	\$84,753.01	4.2%	-10.5%	\$12,498.15	0.6%	-4.7%	4.8%	\$8,777.61	0.4%	-4.0%	\$2,040,817.94
JUN	\$66,412.32	3.0%	-9.4%	\$14,456.95	0.6%	28.2%	3.6%	\$8,826.94	0.4%	-14.5%	\$2,227,754.85
JUL											
AUG											
SEP											
FY YTD	\$ 856,640			\$ 146,975				\$ 80,975			\$18,748,539.96

VCB Report to the Tourist Development Council August 17, 2026



ST. AUGUSTINE  PONTE VEDRA
FLORIDA'S HISTORIC COAST®

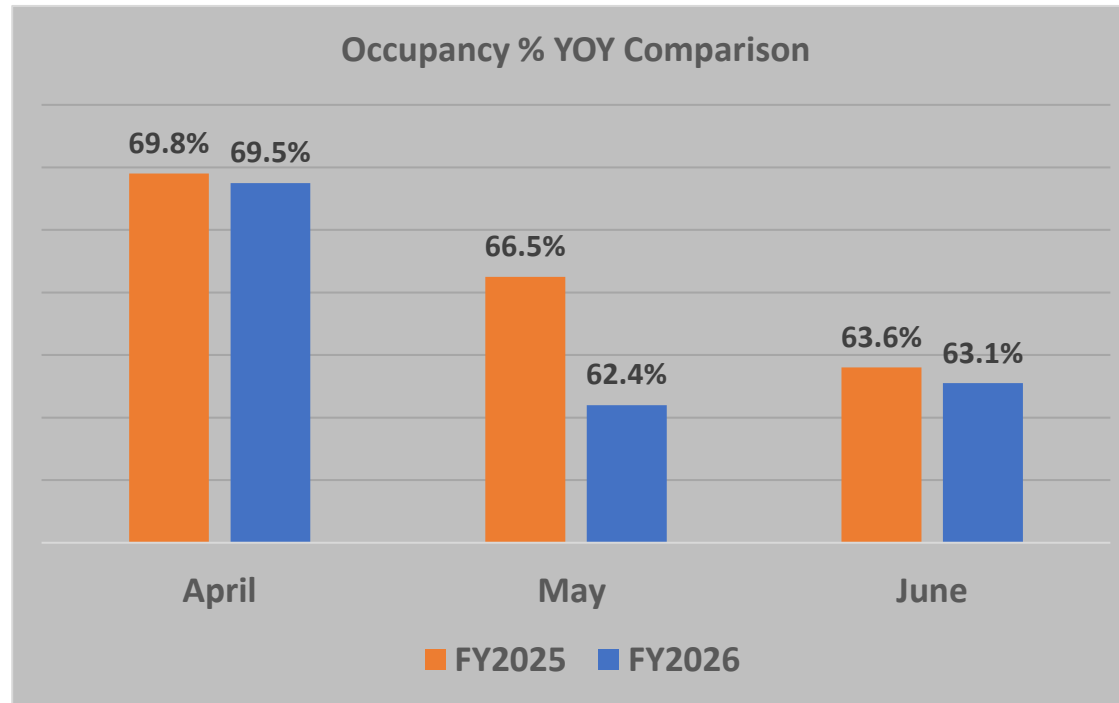


Smith Travel Research

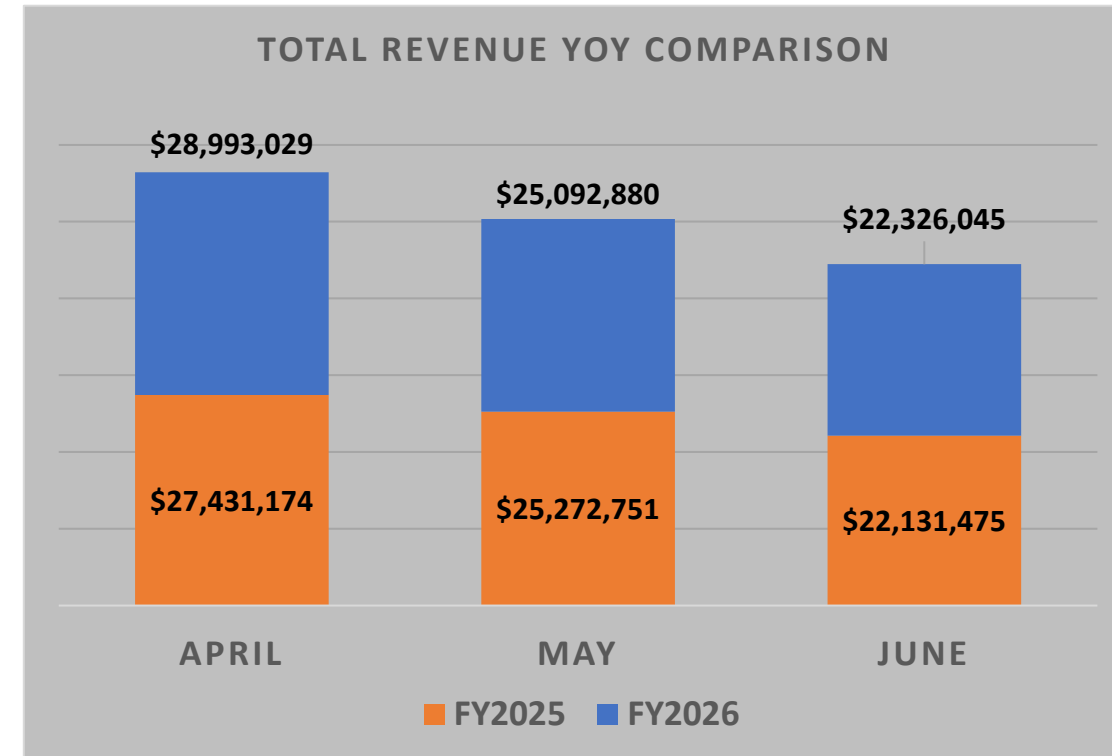
June 2026

Occupancy % June 2026

- **Occupancy % declined -0.8% YOY**



TOTAL REVENUE YOY COMPARISON



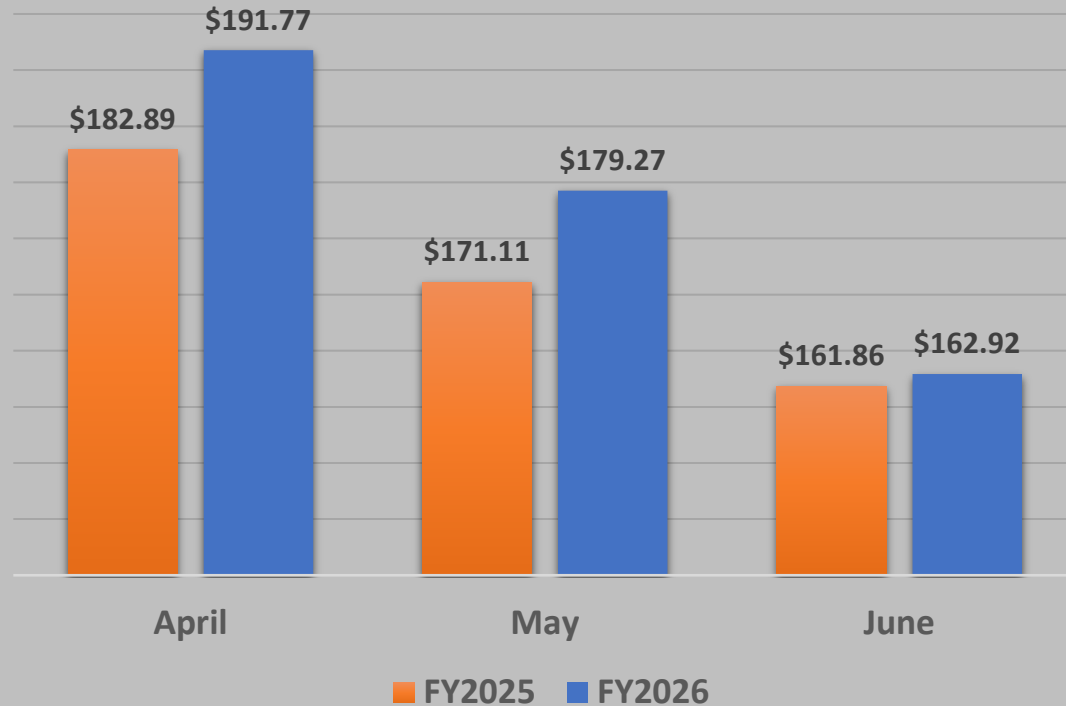
Total Revenue June 2026

- **Total Revenue increased +0.9% YOY**

Smith Travel Research

June 2026

ADR YOY COMPARISON



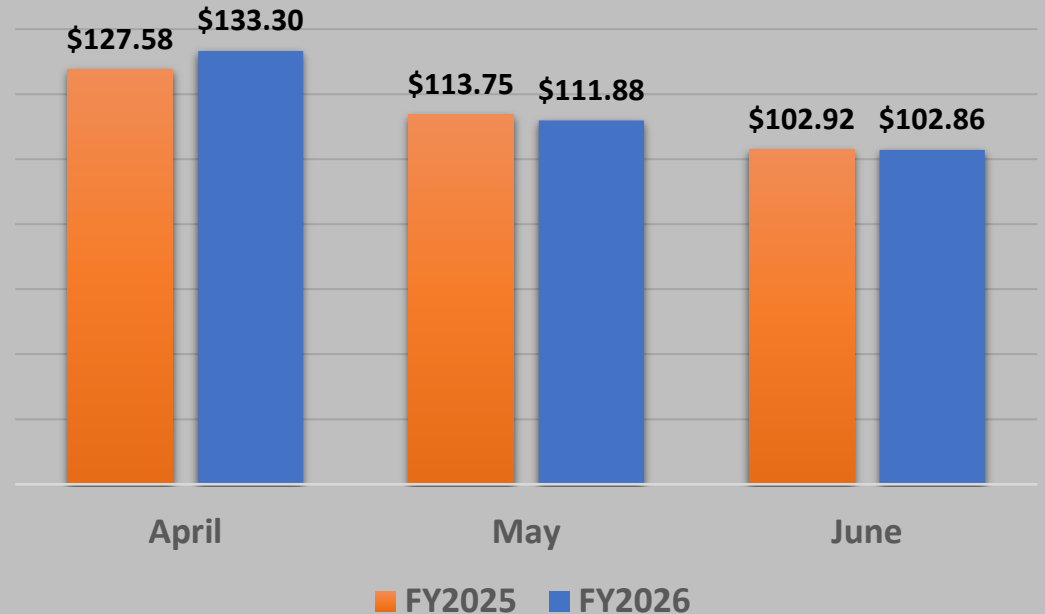
ADR June 2026

- **ADR increased +0.7% YOY**

RevPAR June 2026

- **RevPAR declined -0.1% YOY**

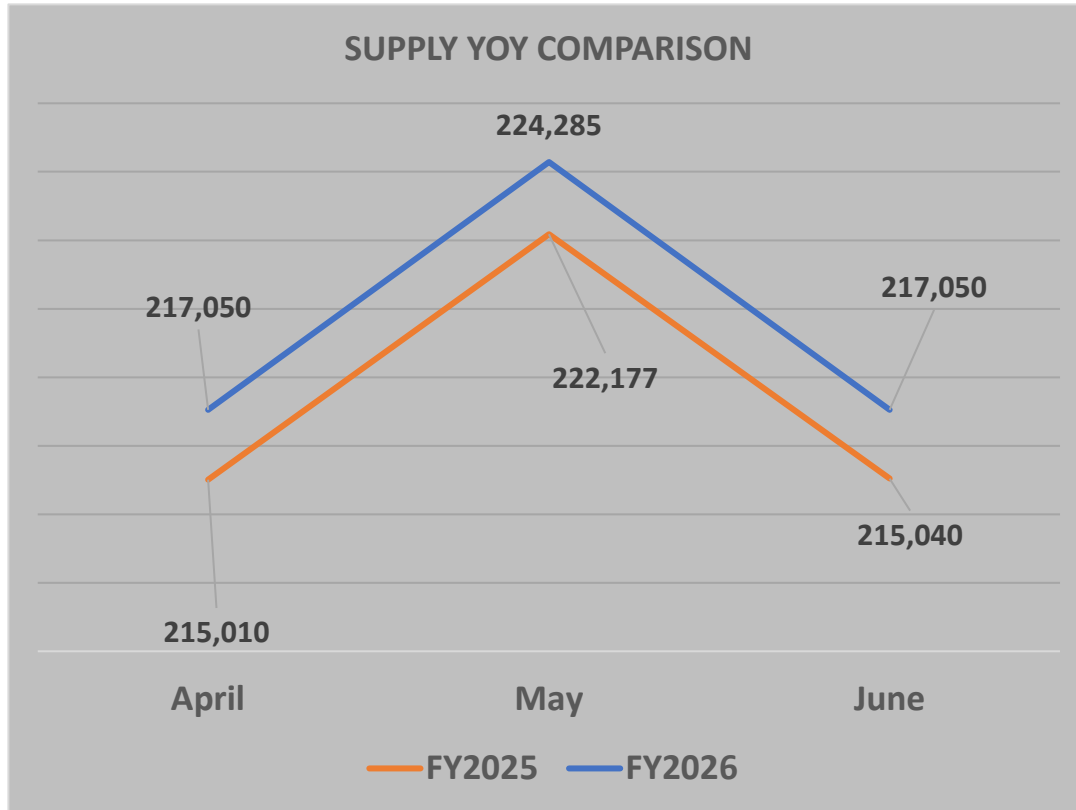
REVPAR YOY COMPARISON



Smith Travel Research

June 2026

SUPPLY YOY COMPARISON



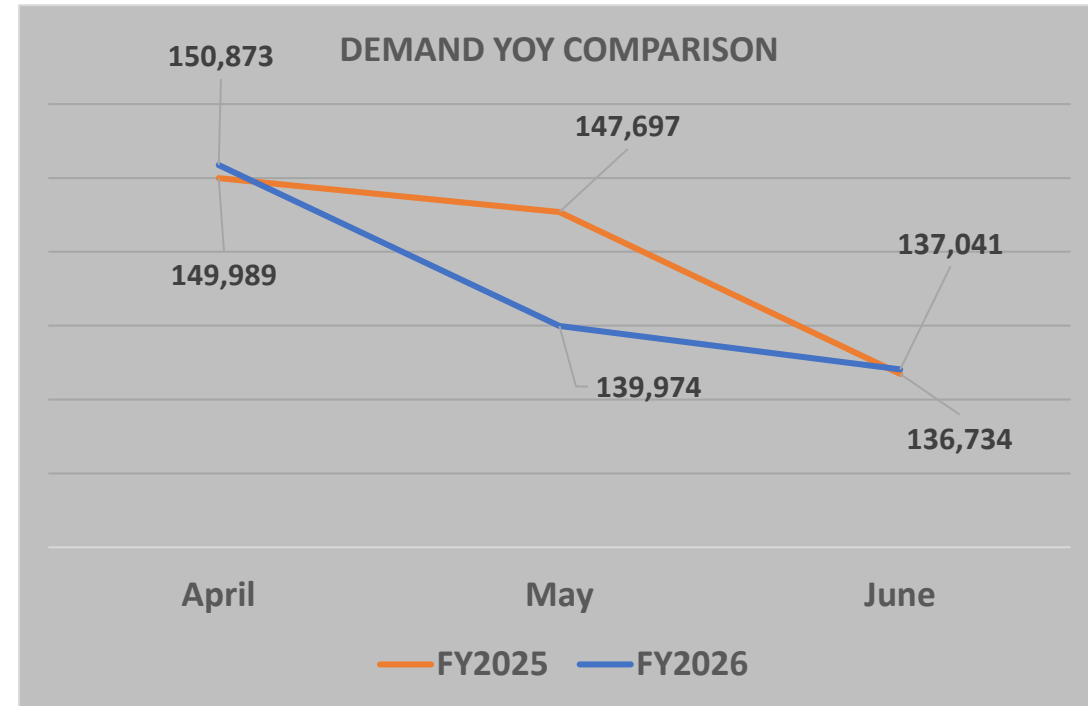
Supply June 2026

- **Supply** increased **+0.9% YOY**

Demand June 2026

- **Demand** increased **+0.2% YOY**

DEMAND YOY COMPARISON



June 2026 vs. June 2025 Comp Set

	Current Month June 2026 vs June 2025					
	Occ %	ADR	Percent Change from June 2025			
	2026	2026	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	69.1	147.55	2.2	0.5	2.7	1.6
Nassau County, FL	73.7	320.54	1.2	3.3	4.6	2.1
Pinellas County, FL	70.1	184.64	1.6	0.7	2.3	5.4
St Johns County, FL	63.1	162.92	-0.7	0.7	-0.1	0.9
Charleston, SC	80.4	199.21	3.2	5.4	8.7	9.7
Jacksonville, FL	68.3	141.53	4.1	0.4	4.5	7.3
Myrtle Beach, SC	70.9	176.58	0.2	-1.5	-1.3	-3.0
Orlando, FL	70.3	197.66	-4.5	0.0	-4.4	-4.6
Sarasota, FL	69.4	201.88	1.3	4.5	5.9	8.1
Savannah, GA	66.6	146.15	-5.7	-0.3	-6.0	-3.2
Fort Walton Beach, FL	76.5	237.21	-1.2	-1.7	-2.8	3.0
Daytona Beach, FL	59.9	133.34	2.1	-5.9	-3.9	-3.4
Zip Code 32084+	65.5	142.54	-3.6	-2.4	-5.8	-2.3
Zip Code 32080+	67.9	162.52	0.4	-0.7	-0.3	-0.2
Zip Code 32092+	50.6	92.88	-6.6	-9.0	-15.0	-19.2
Ponte Vedra+	64.8	285.77	6.9	6.2	13.5	13.5

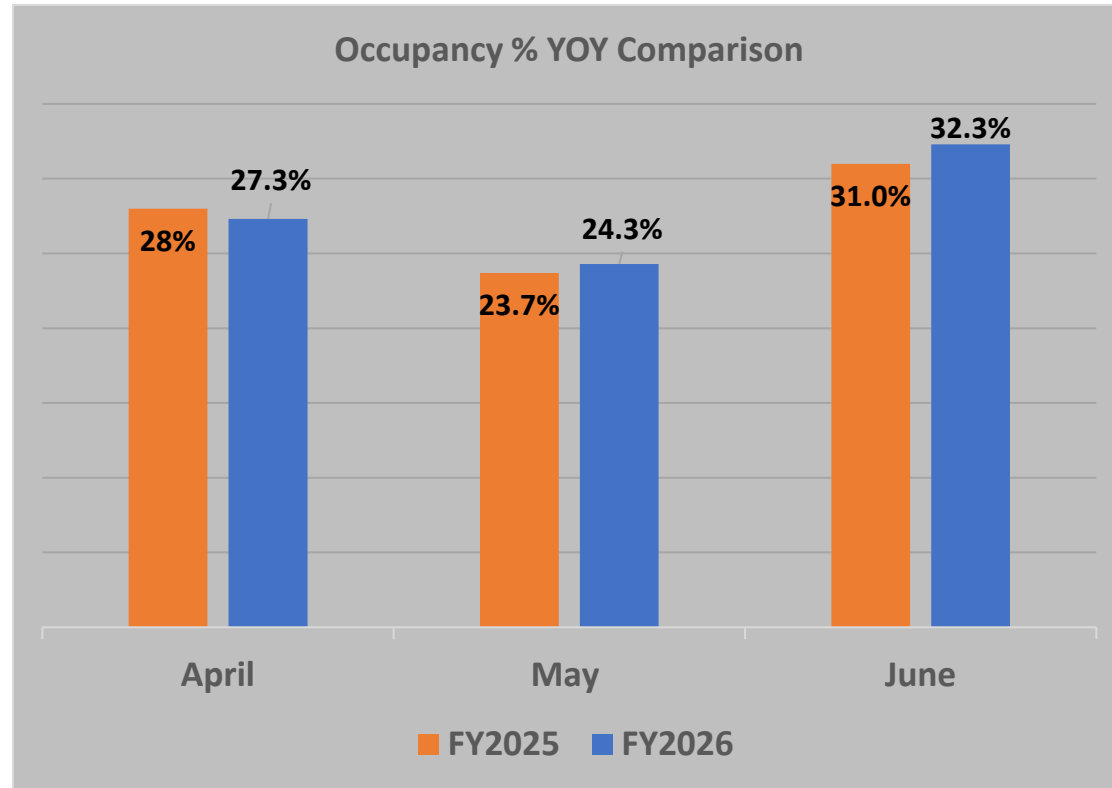
Glossary of Terms

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

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

Vacation Rental Analytics

June 2026



Paid Occupancy % June 2026

- **Paid Occupancy % increased +4.2% YOY**

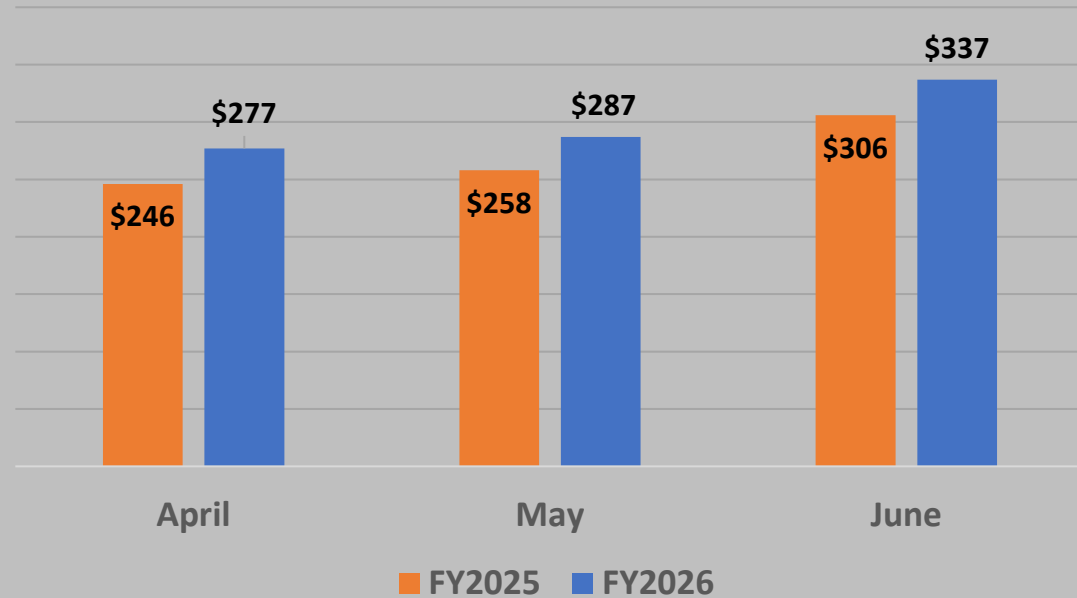
Vacation Rental Analytics

June 2026

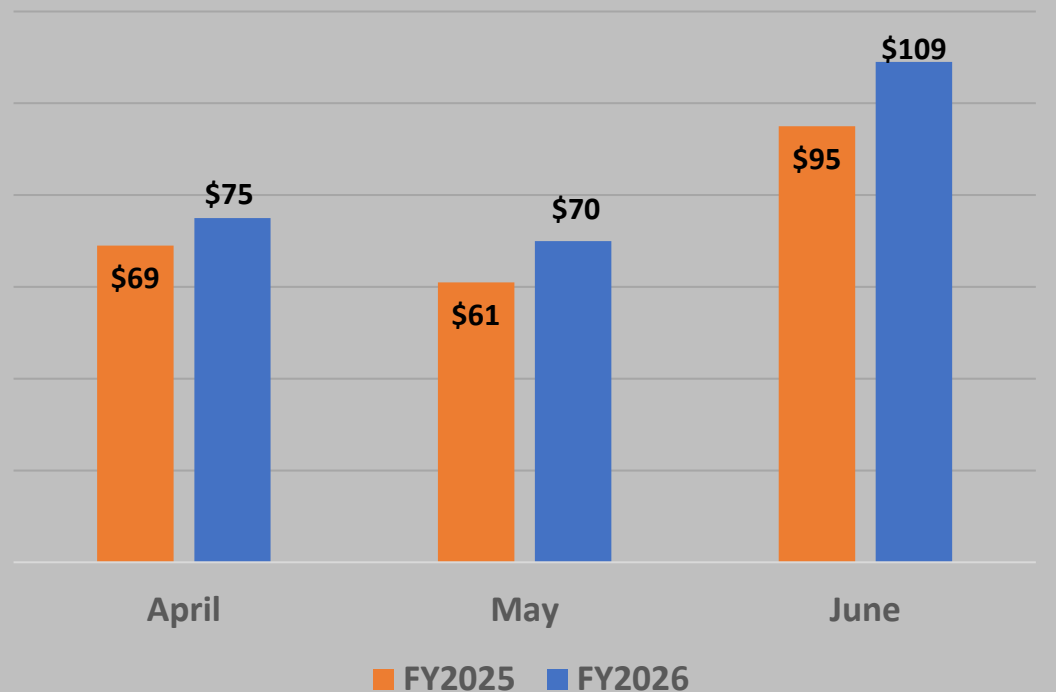
ADR June 2026

- **ADR increased +10.1% YOY**

ADR YOY Comparison



REVPAL YOY Comparison



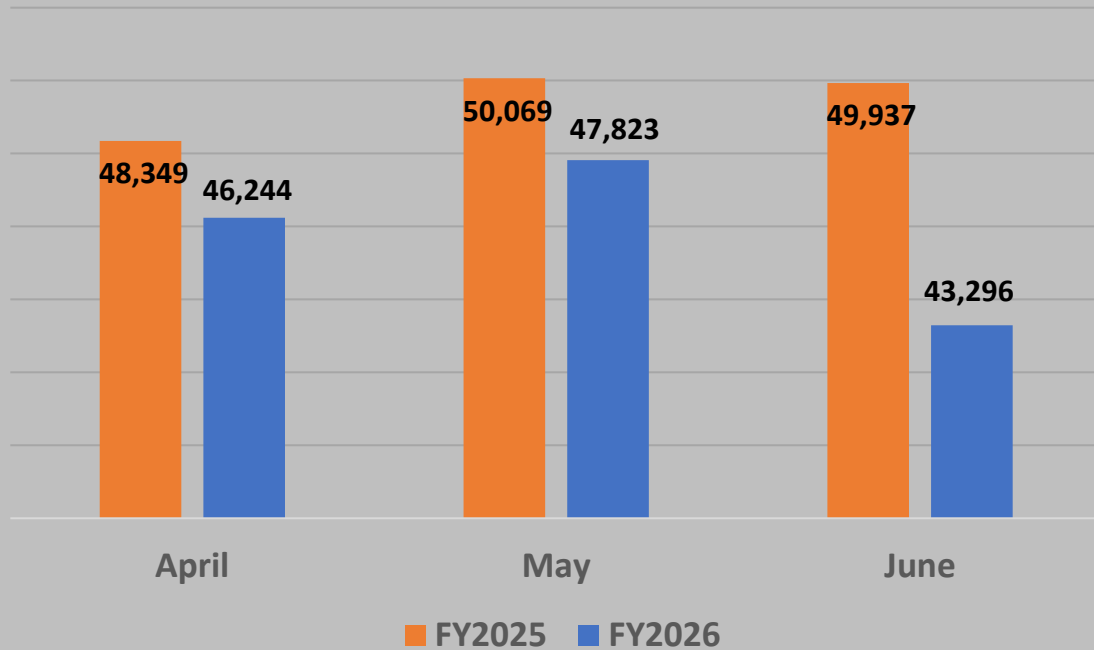
RevPAL June 2026

- **RevPAL increased +14.7% YOY**

Vacation Rental Analytics

June 2026

Supply YOY Comparison



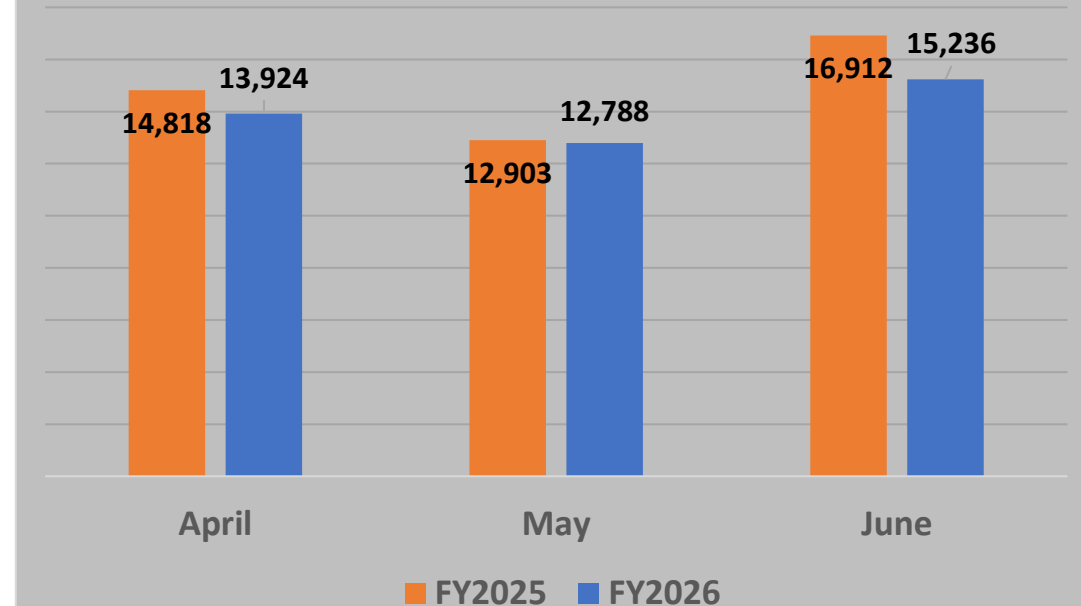
Supply June 2026

- **Supply** declined -13.3% YOY

Demand June 2026

- **Demand** declined -9.9% YOY

Demand YOY Comparison

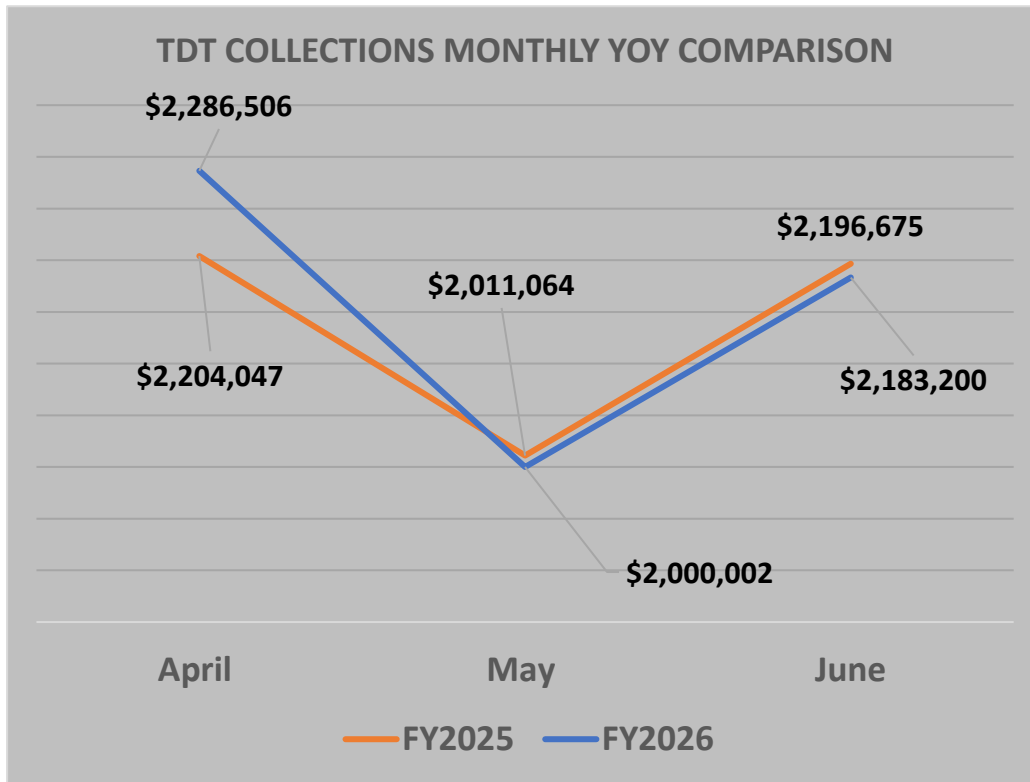


Tourist Development Tax Collections

June 2026

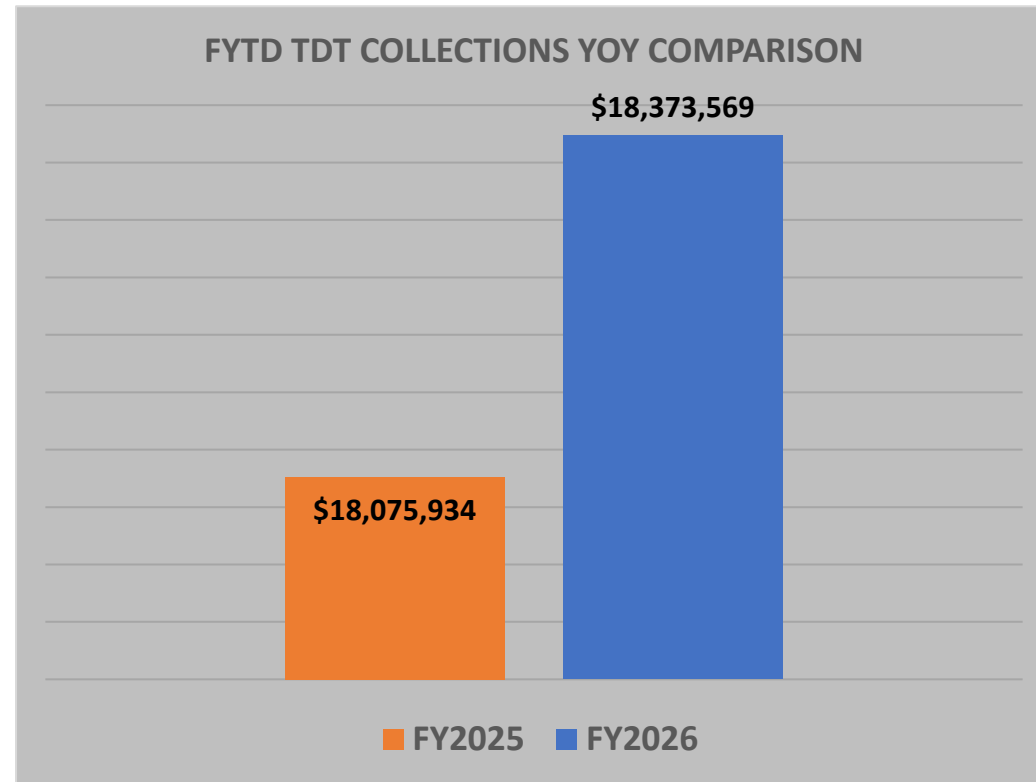
TDT Collections June 2026

- **TDT Collections** declined **-0.6% YOY**



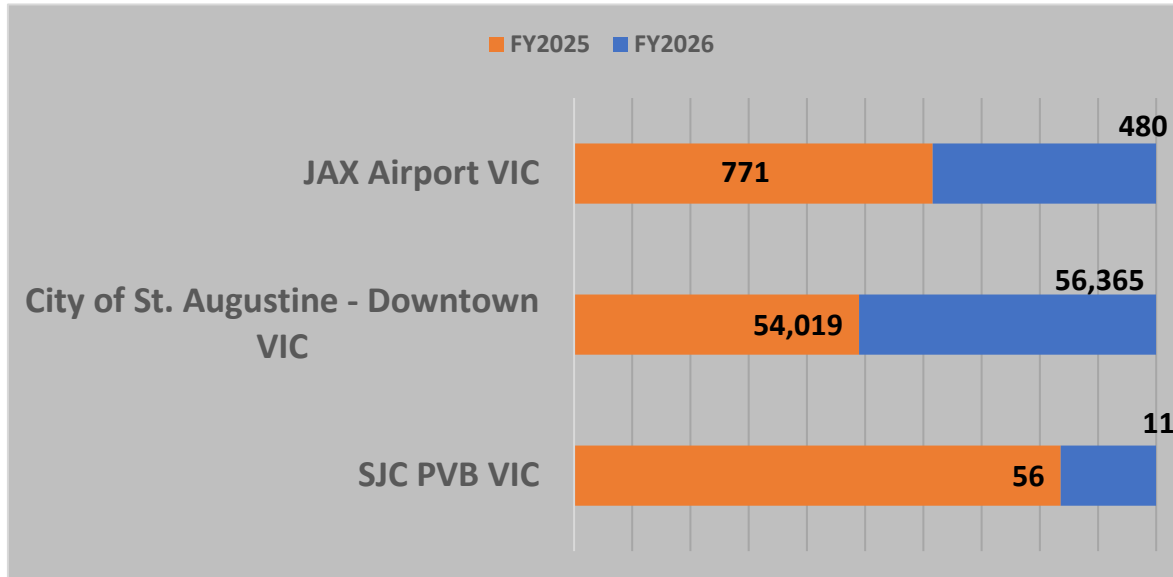
FYTD TDT Collections June 2026

- **FYTD TDT Collections** increased **+1.6% YOY**



Visitor Information Centers Visitation

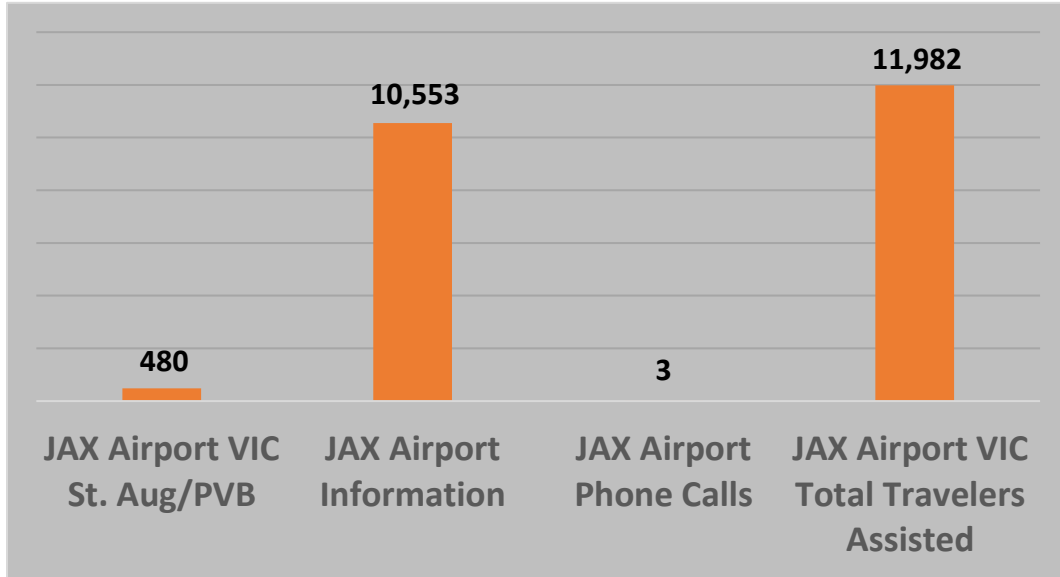
VIC Visitation July 2026



VIC Visitation – July 2026

- Visitation to the **Jacksonville Airport Visitor Information Center** declined **-37.7% YOY**.
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** increased **+4.3% YOY**
- **SJC PVB Visitor Information Center** declined by **-80.4% YOY**
- **St. Augustine Beach VIC** did not report for July 2026.

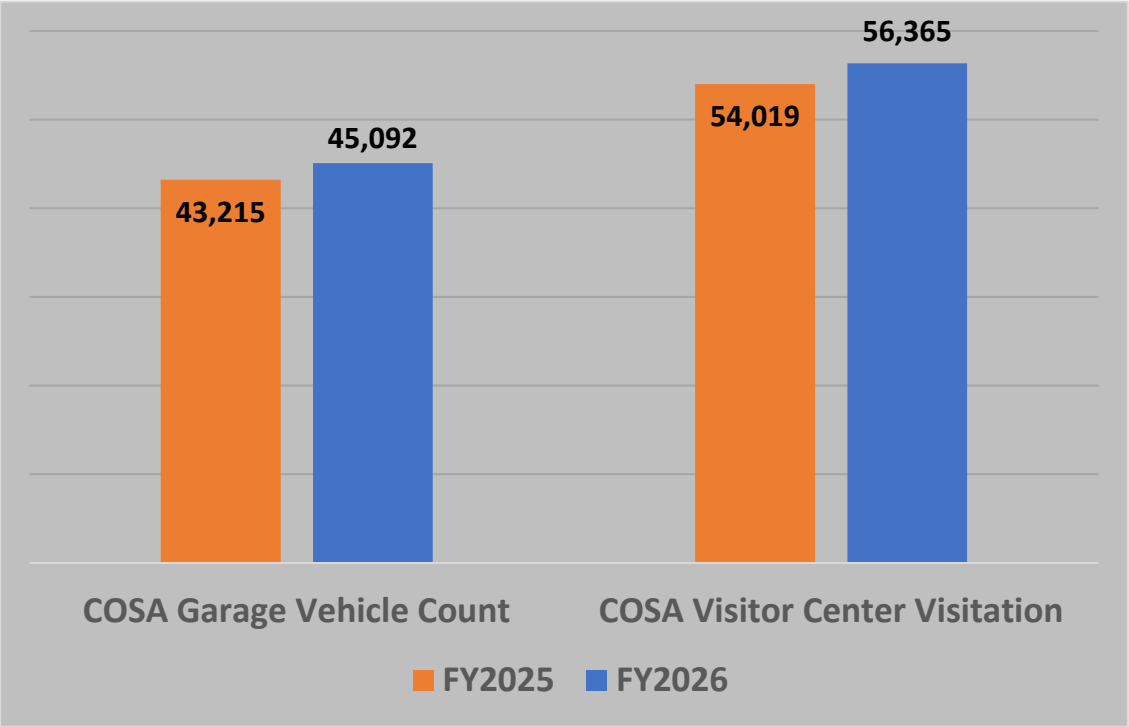
Jacksonville Airport VIC Visitation July 2026



Jacksonville Airport VIC Visitation – July 2026

- Jacksonville Airport VIC St. Aug & PV 480
- Jacksonville Airport VIC Airport Information 10,553
- Jacksonville Airport VIC Phone Calls 3
- Jacksonville Airport VIC Visitor In-Person 2026 11,982

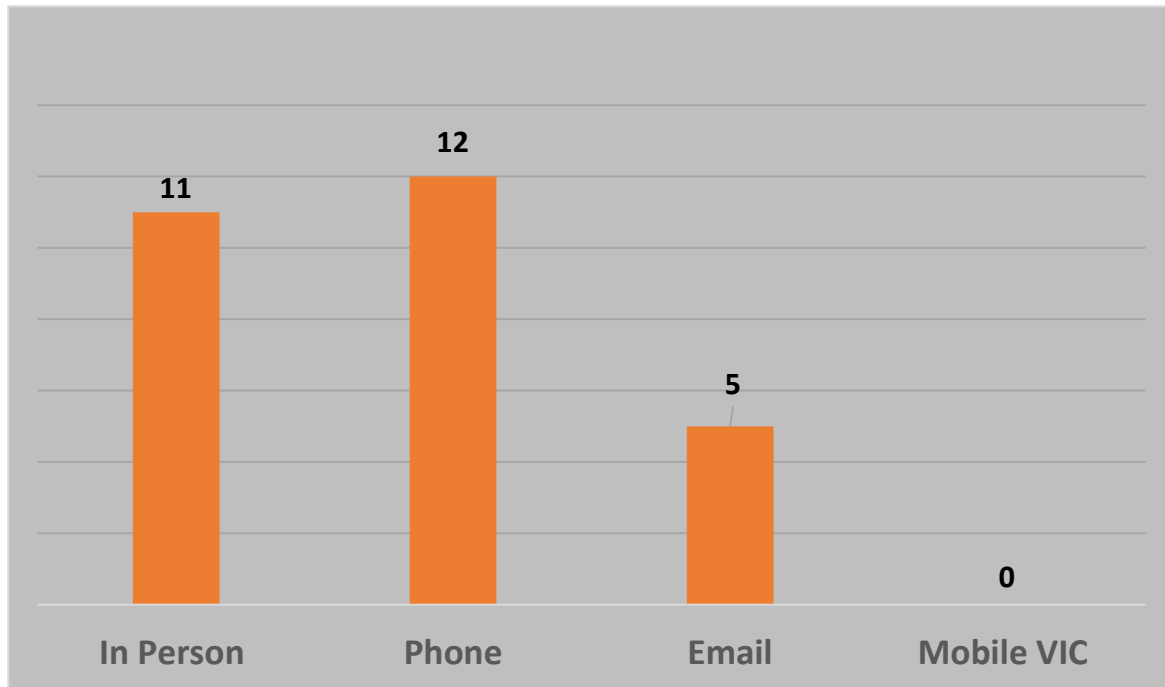
City of St Augustine Downtown VIC Visitation July 2026



City of St Augustine Downtown VIC Visitation – July 2026

- Visitor Information Center Vehicle Count 2025 43,215
- Visitor Information Center Vehicle Count 2026 45,092
- Visitor Information Center In-Person 2025 54,019
- Visitor Information Center In-Person 2026 56,365

Ponte Vedra VIC Visitation July 2026



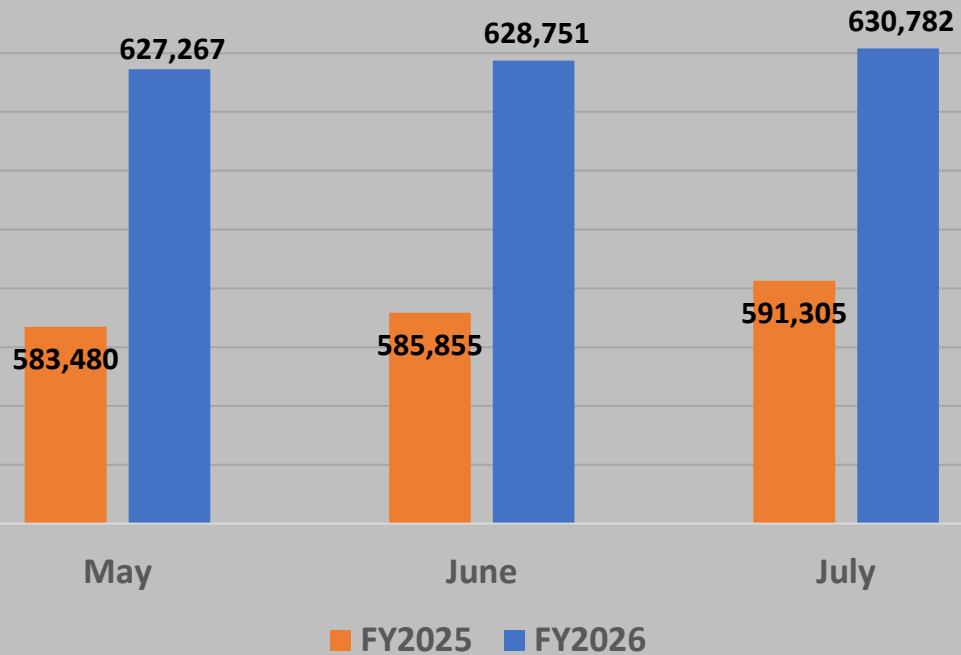
Ponte Vedra VIC Visitation July 2026

- Visitors Served In-Person 11
- PVB VIC Phone Calls 12
- PVB VIC Emails 5
- Mobile VIC 0

Social Media

July 2026

Facebook Followers YOY Comparison



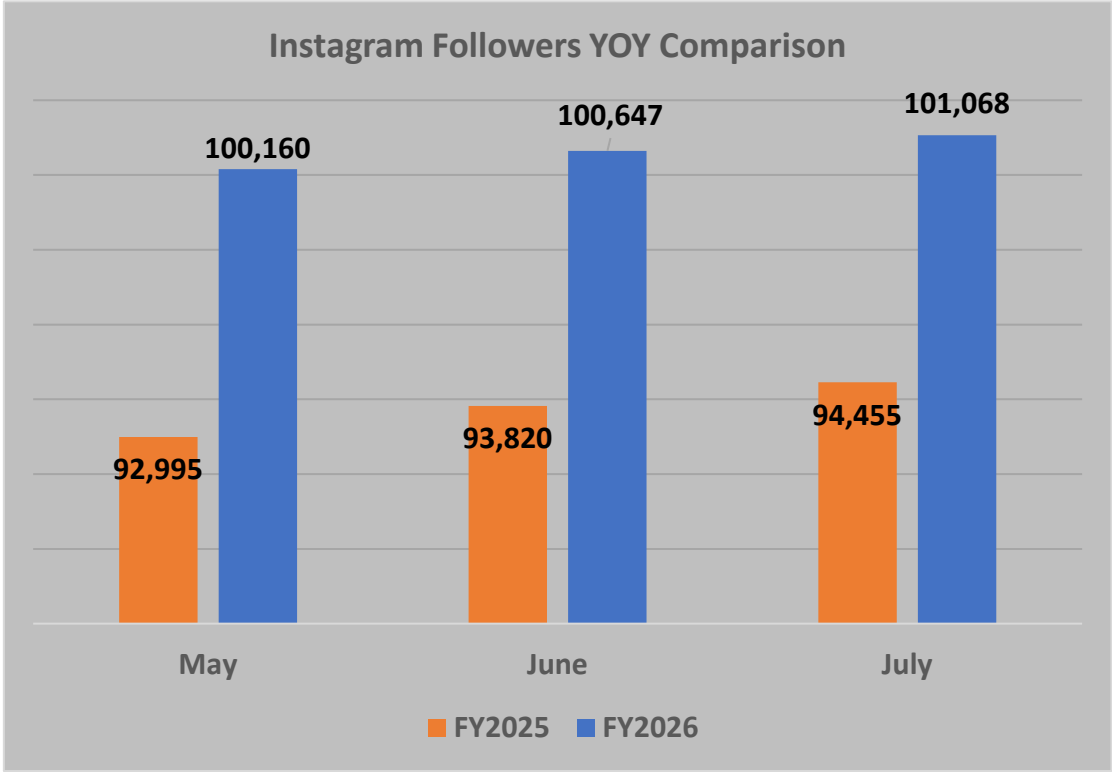
Facebook Followers July 2026

- Facebook Followers increased **+6.7% YOY**

Social Media

July 2026

Instagram Followers YOY Comparison



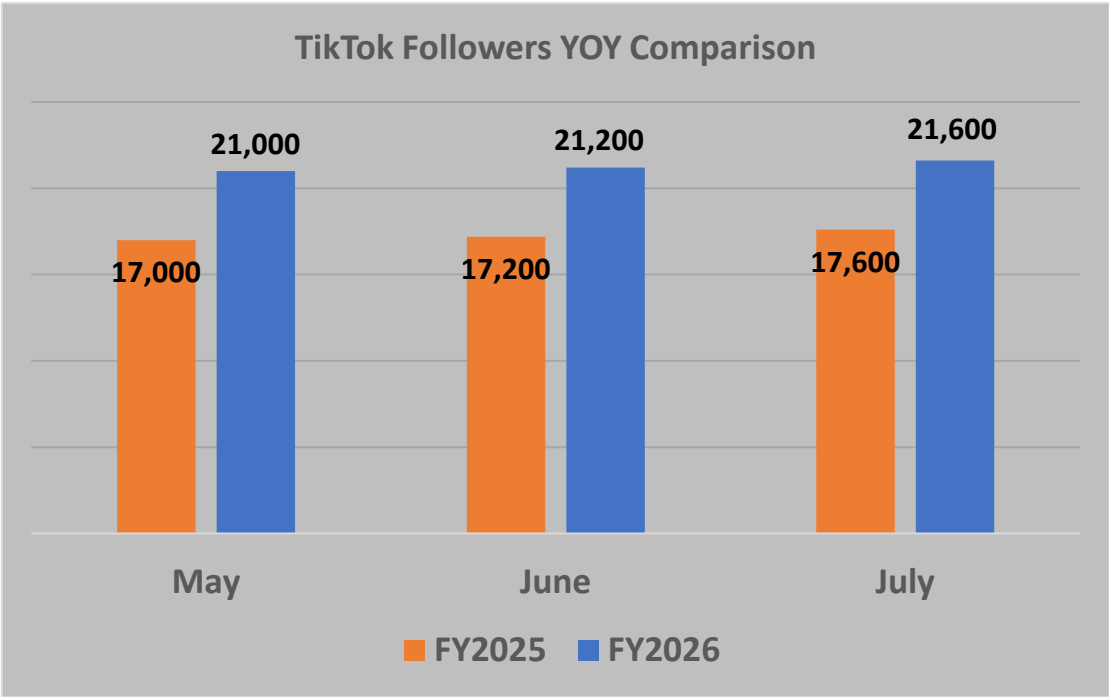
Instagram Followers July 2026

- **Instagram** increased **+7.0% YOY**

TikTok Followers July 2026

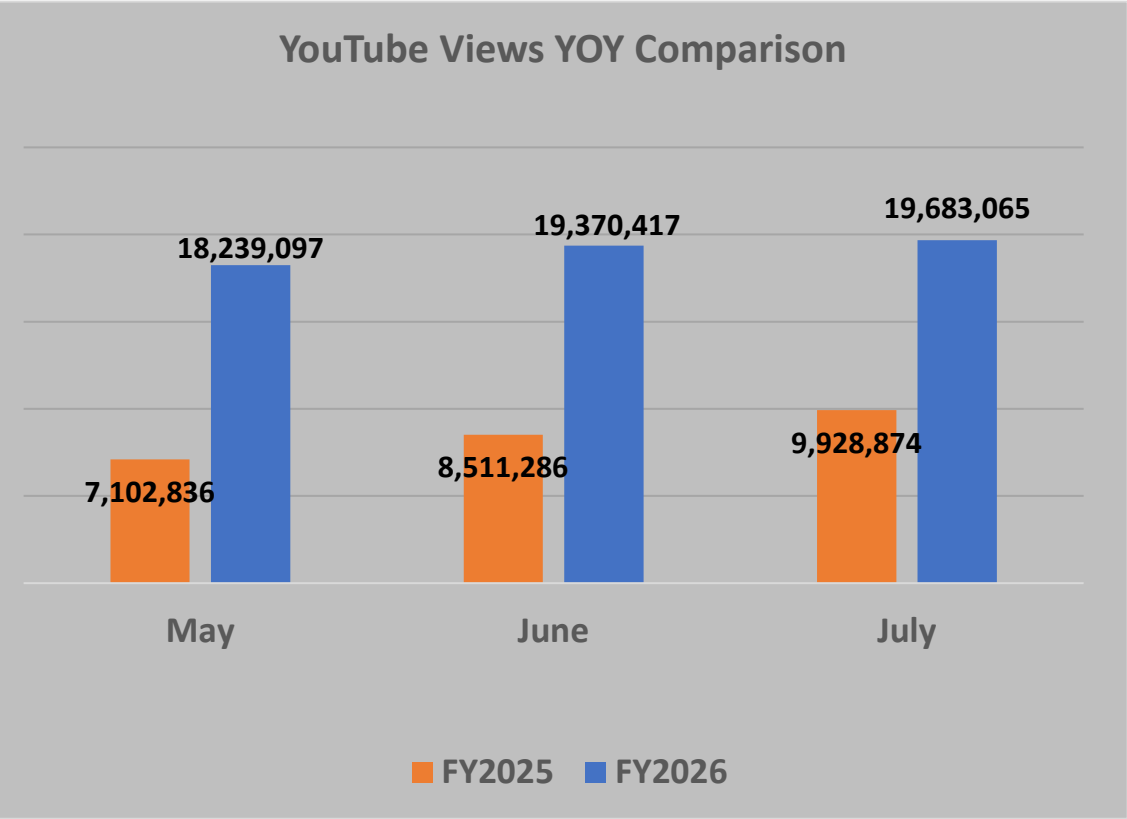
- **TikTok** increased **+22.7% YOY**

TikTok Followers YOY Comparison



Social Media July 2026

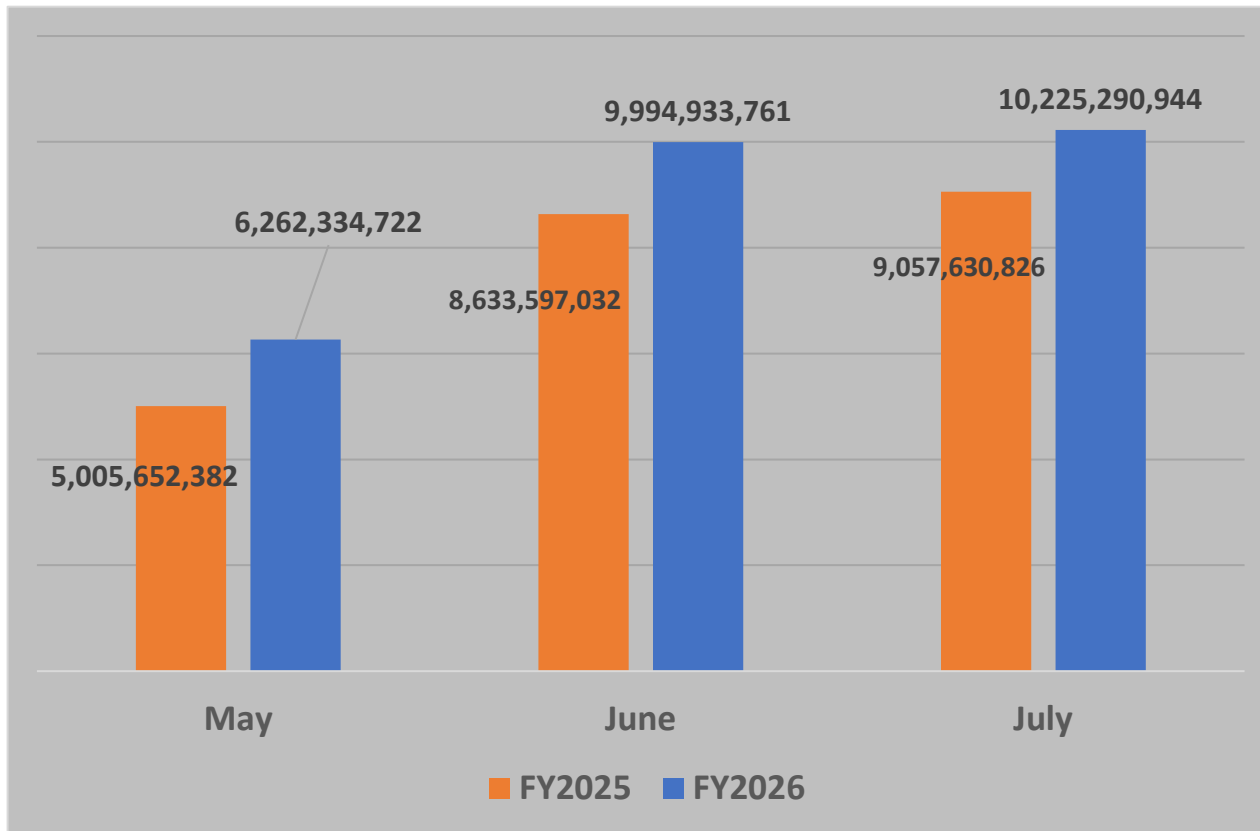
YouTube Views YOY Comparison



YouTube Views July 2026

- YouTube Views increased +98.2% YOY

Media Impressions – July 2026



Media Impressions – July 2026

- Media Impressions increased **+12.9% YOY**

Top National Stories – July 2026

- Southern Living & Yahoo News- [I'm A Native Floridian – And This Hidden Atlantic Beach Is 1 Of The Last Places You Can Escape The Crowds](#)



50.2M Media Impressions

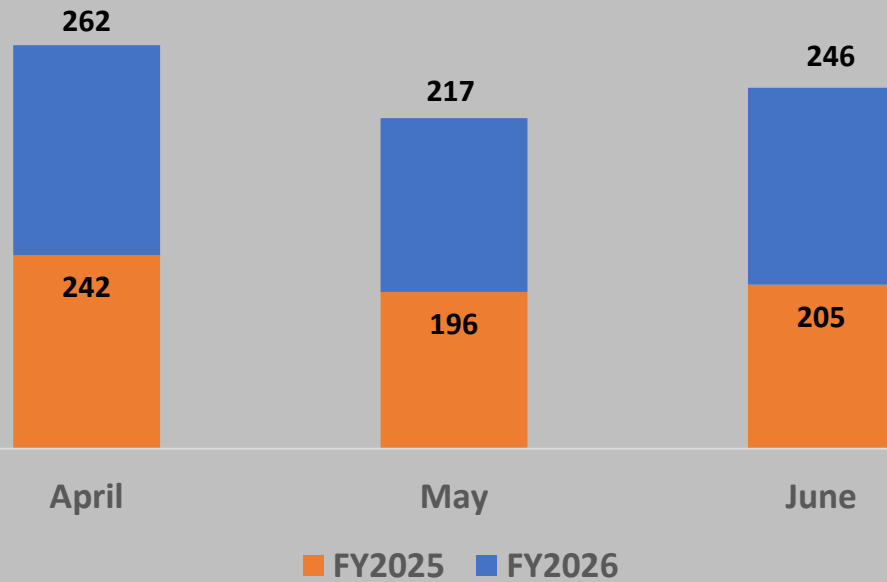
- Global Traveler – [Michelin Guide Expands to Northeast Florida](#)



300K Media Impressions

Sales Measurement Summary

Solicitation Calls/Emails YOY Comparison



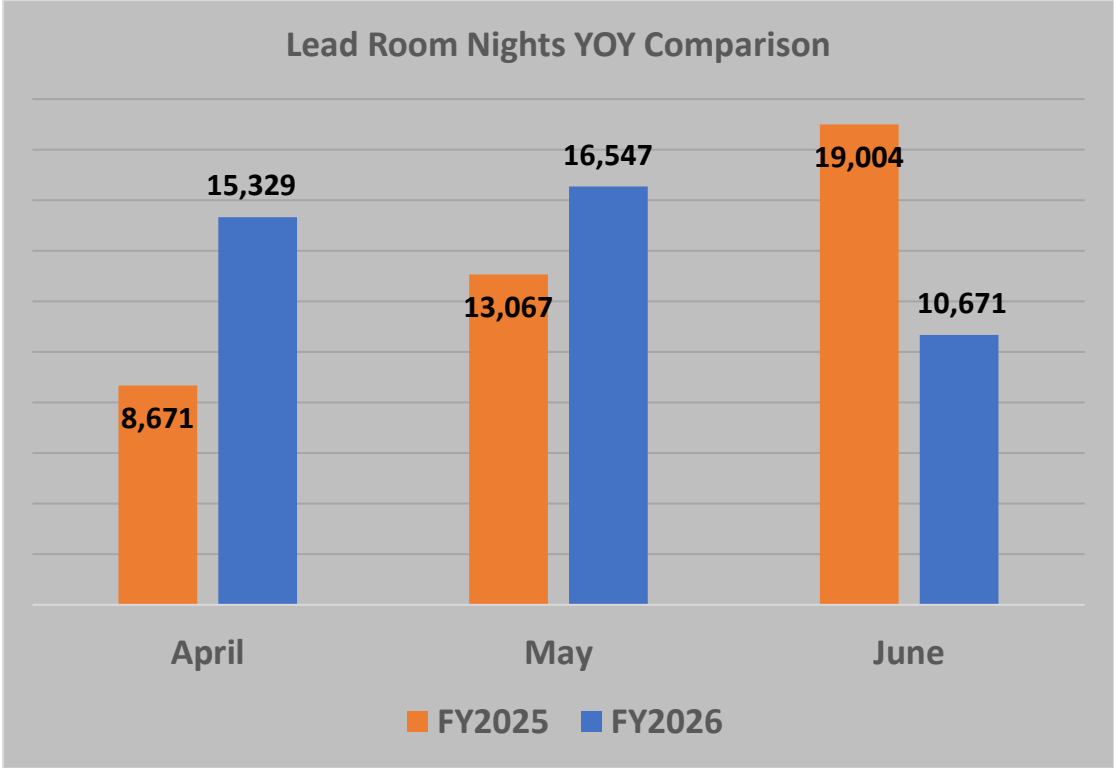
Solicitations July 2026

- Solicitations increased **+20.0% YOY**

Sales Report

June 2026

Lead Room Nights YOY Comparison



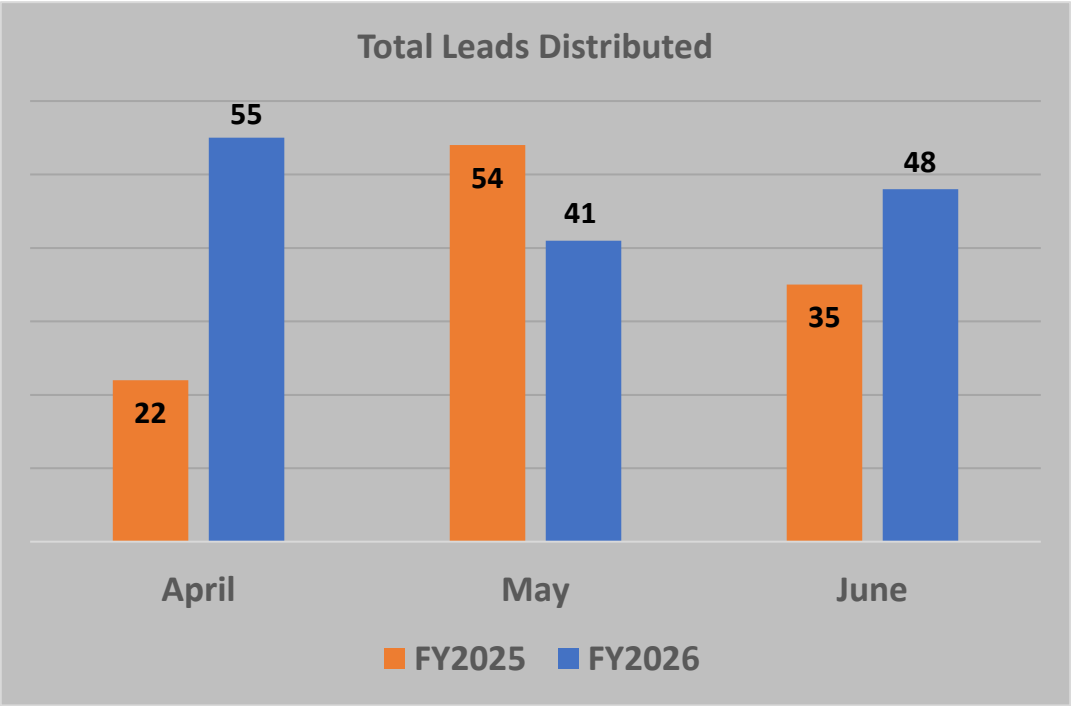
Lead Room Nights June 2026

- Lead Room Nights declined **-43.8% YOY**

Lead Distribution June 2026

- Lead Distribution increased **+37.1% YOY**

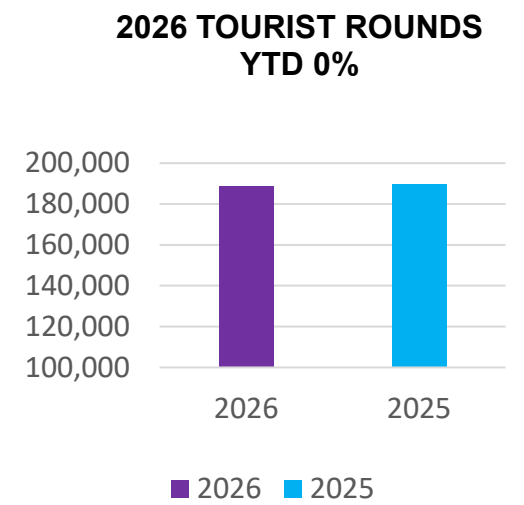
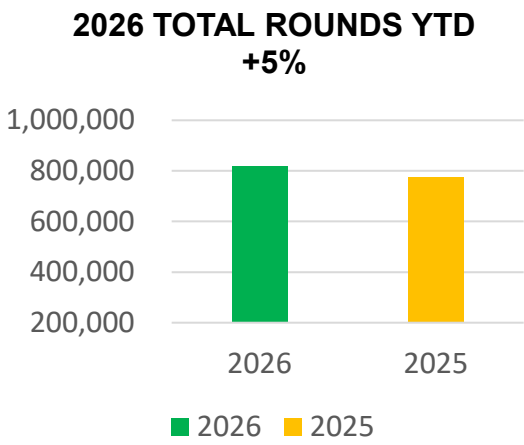
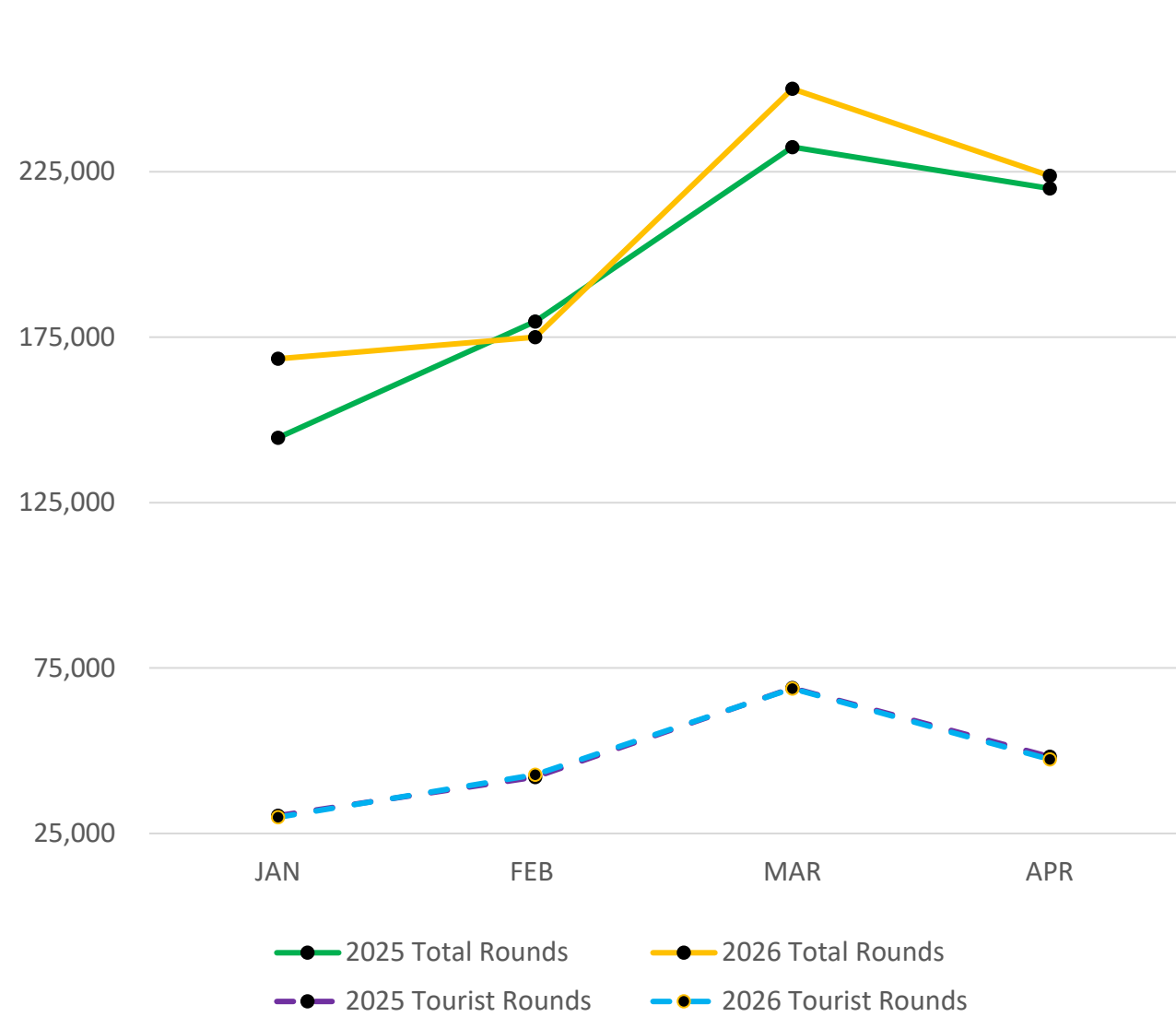
Total Leads Distributed



Florida's First Coast of Golf

Total Rounds Apr +2%
Tourist Rounds Apr: -2%

ROUNDS UPDATE



CEO's Comments

- May 2026 Traditional Lodging Stats: Occupancy 62.4% (-6.1%), ADR \$179.27 (+4.8%), RevPAR \$111.88 (-1.6%), Demand is -5.2%, Revenue is -0.7%, Supply is +0.9%.
- May 2026 Vacation Rental Stats: Paid Occupancy 24.3% (+2.5%), ADR \$287 (+11.2%), RevPAL \$70 (+14.8%), Demand -0.9%; Supply -4.5%
- May 2026 TDT Collections were -0.6% YOY
- May visitation year-over-year: St. Augustine Beach VIC declined -25.2%; Jax Airport VIC declined -9.6%; CoSA VIC increased +5.2%; Ponte Vedra Beach VIC declined -57.1%
- May Social Media YOY for Facebook/Meta was +7.3%, Instagram was +7.3%, TikTok was +23.3%, and YouTube was +127.6%
- May Media impressions increased +15.8% YOY.
- May Sales team solicitations are +20.0% YOY; lead room nights are -43.8% YOY; lead distributions are +37.1% YOY.



THANK YOU

Questions?



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

JULY BOARD REPORT FY2026



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®



Tinsley

TABLE OF CONTENTS

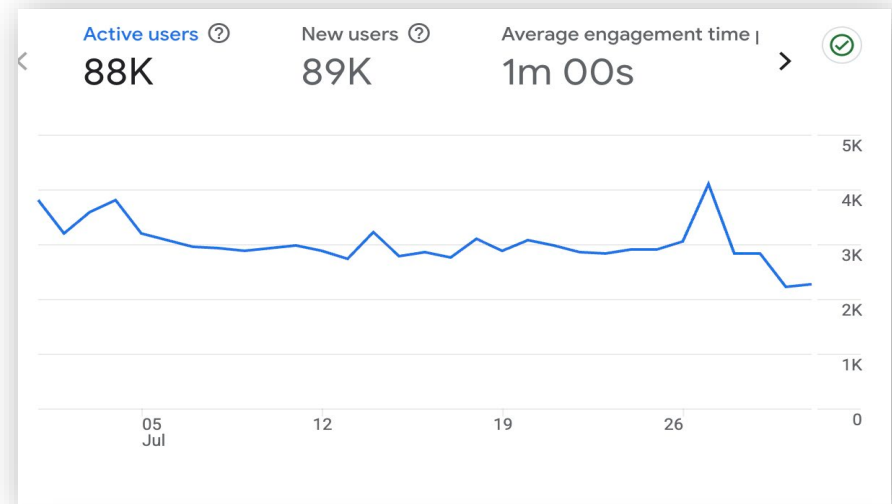
- Summary
- SJC Site Traffic/Performance Metrics
- Leisure Campaign Summaries
- B2B Campaign Summaries
- Co-Op Summaries

SUMMARY

- For the month of July, “Bring Your Family Closer” Summer campaign is continuing to run across the following media channels/tactics and continued highlighting the new brand messaging launch of “Welcome to The New World”.
 - Paid Search (Branded/Non-Branded)
 - Paid Social Media (FB/IG) & FB Lead Ads
 - YouTube
 - Programmatic Display & CTV Video
 - Out-of-Home Digital Billboards
 - Programmatic Display with OTA Partners (Expedia)
 - Spot TV + Cable (News Emphasis)
 - Terrestrial Radio
- During the month of July, Tinsley continued to run various Brand & Co-Op campaigns within CTV, Meta and Print
- The B2B campaigns continued in the month of July across Search, Social & Display
- Grand Total July Impressions = 13,764,734

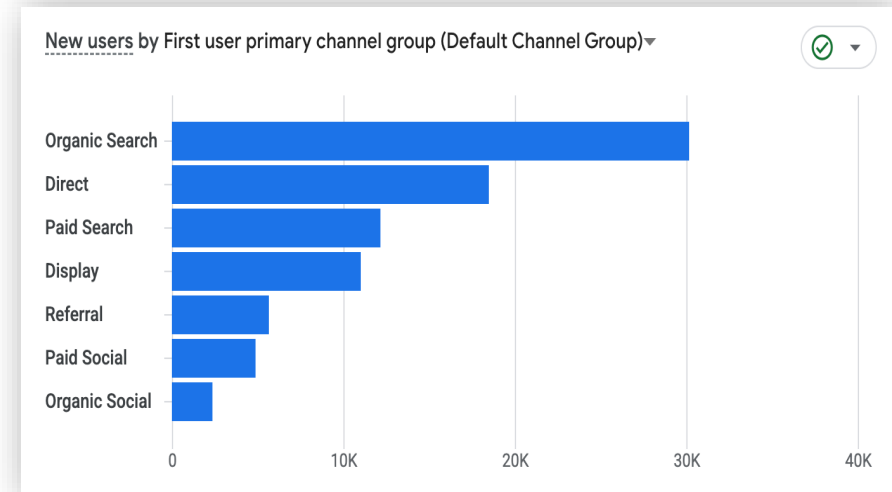
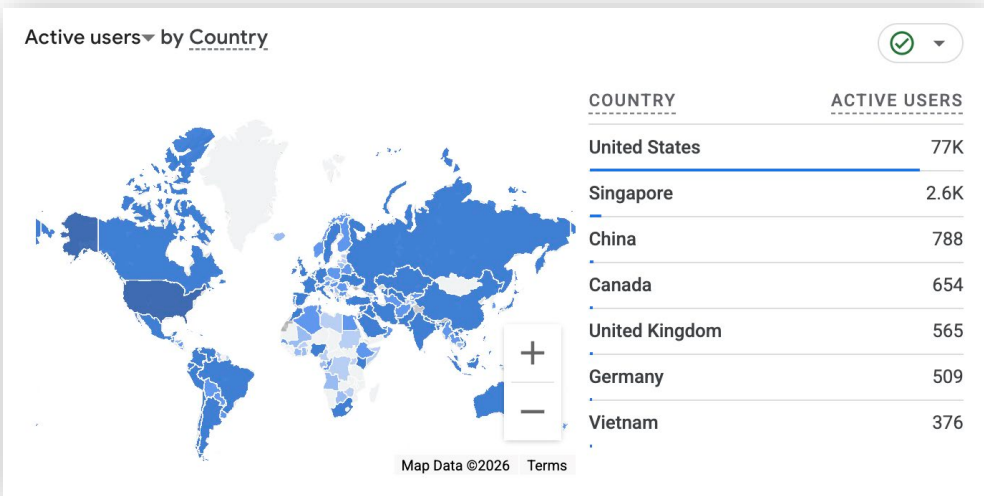
FloridasHistoricCoast.com Site Traffic

- Overall, July generated a total of 88k total Active Users of which 89k were new, which represents a steady trend month-over-month. We are continuing to filter out bot-related traffic from China & Singapore; which reduces visitation by approximately 3.3k, to a grand total of 84.7K.
- Average engagement time per active user came in at 1min duration; which has slightly improved MoM (at 58 sec last month).

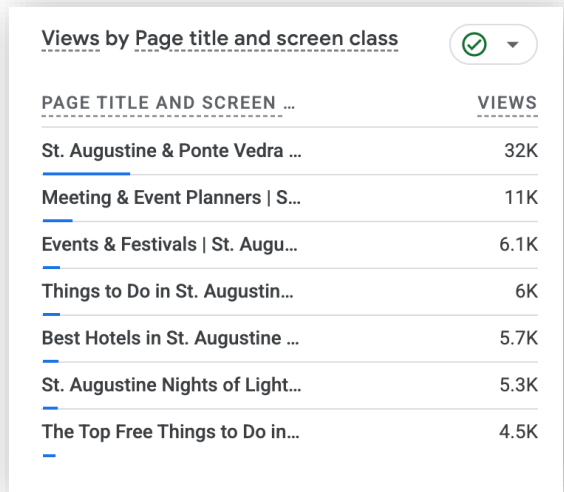


- We will be filtering out 3.3K visitors which we believe to be bot-traffic predominantly coming out of China and Singapore.

- United States accounted for the lion share of Active Users (77k), followed by Singapore (2.6K), Germany (788) and Canada (654), United Kingdom (565) and Germany (509) of which Singapore and China is being filtered out.



- Organic Search accounts for the lion share of New Users, followed by Direct, Paid Search, Display Referral, Paid Social and Organic Social.



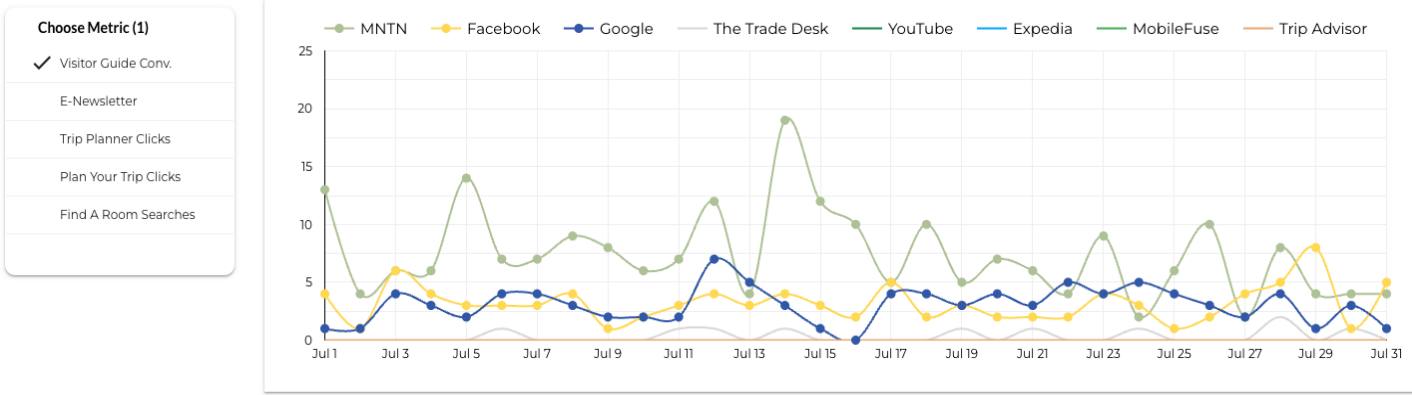
- Top Views by Page were St Augustine & Ponte Veda, Meetings & Event Planners, followed by Events & Festivals, Things to Do Best Hotels and Nights of Lights.

Floridashistoriccoast.com Analytics Dashboard

During the month of July, the paid digital campaign generated:

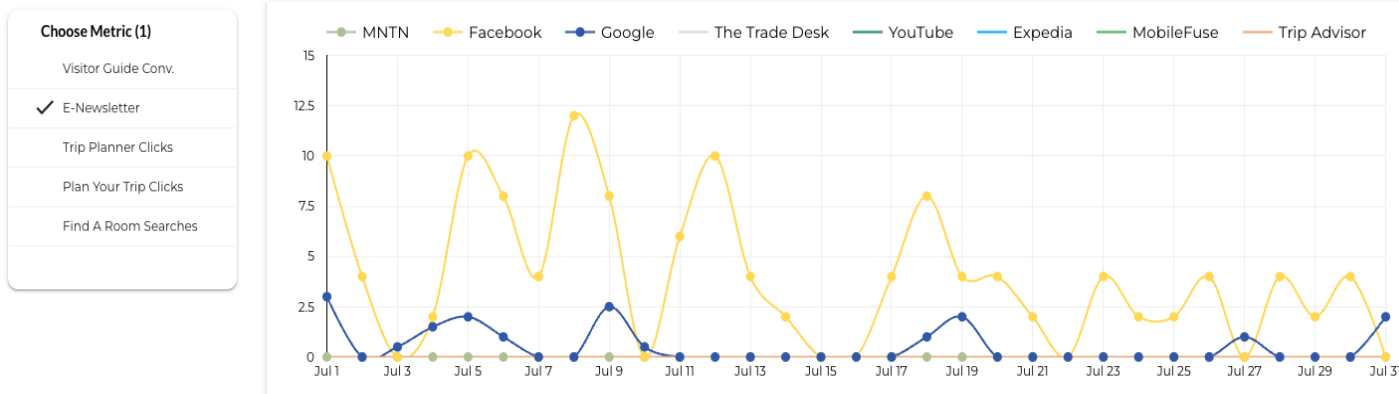
- 471 Visitor Guide Conversions; primarily driven by MNTN (CTV), Google and Social (Meta: FB/IG).
- 141 E-Newsletter Subscriptions; primarily driven by Social (Meta: FB/IG), Google & CTV (MNTN)
- 929 Facebook Lead Ads, which yields a +10% increase MOM.

Daily Metrics by Channel



Total July
Lead Ads =
929

Daily Metrics by Channel



Floridashistoriccoast.com Analytics Dashboard cont'd

- In addition to Impressions, Clicks, CTRs and Primary + Secondary KPIs; the Tinsley Advanced Dashboard can also track site-level actions across all platforms.
- The specific site-level actions that are being measured include soft-button clicks for the following Metrics:
 - Trip Planner Clicks
 - Plan Your Trip Clicks
 - Find A Room Clicks

Grand Total site-level actions through soft-button clicks = 2,691 actions. This represents a +9% increase MoM.



trip planner

Plan Your Trip

Find A Room

The campaign generated 167 Trip Planner clicks:

- Paid Search generated 105
- Paid Social generated 56
- Display generated 6

The campaign generated 89 Plan Your Trip clicks:

- Paid Search generated 66
- Paid Social generated 20
 - Display generated 2
- YouTube generated 1

The campaign generated 2,435 Find A Room clicks:

- Search generated 1,504
- Paid Social generated 812
- Display generated 119

Leisure

Tinsley

Paid Search: Google AdWords - Leisure

- Google Paid Search is an evergreen schedule and delivered 87,650 impressions and 12,642 clicks from 7/1-7/31/2026; yielding a 14.42% CTR; which is over-delivering vs. benchmarks by +42%. And we see CTRs as high as 30% within specific keywords. This month the CPC came in at \$1.23 which is 36% below CPC benchmarks.
- The campaign includes both Brand and Generic (Non-Branded) campaigns.

Responsive search ads

Explore St. Augustine, Florida | Official Tourism Site | Florida's Historic Coast®

Ad www.example.com/st-augustine/

Culture or Adventure? You Can Discover Both in St. Augustine and Ponte Vedra Beach. Luxury Spas & Resorts, Pristine Beaches, & Sawgrass Golf. Plan a St. Augustine Visit Today

Status: ●

Headline 1: Explore St. Augustine, Florida
Headline 2: Official Tourism Site
Headline 3: Florida's Historic Coast®
Headline 4: Ponte Vedra Beach, Florida
Headline 5: Visit Florida's Historic Coast
Headline 6: The Beach Is Calling
Headline 7: Shop and Dine in St. Augustine
Headline 8: Stunning White Sand Beaches
Headline 9: Discover Florida's Oldest City
Headline 10: Cultural & Recreational Events
Headline 11: Beaches, Spas, & Golf Courses

Description 1: Culture or Adventure? You Can Discover Both in St. Augustine and Ponte Vedra Beach.
Description 2: Luxury Spas & Resorts, Pristine Beaches, & Sawgrass Golf. Plan a St. Augustine Visit Today
Description 3: Start Your Planning Now With a Free Guide and E-Newsletter From the Official Website.
Description 4: Experience Old-World Charm, Flavorful Dining, Art, Culture, and Plenty of Entertainment.

Sitelinks

Things To Do
Must-See Sights
And Local Favorites
Final URL: <https://www.floridashistoriccoast.com/things-to-do/>
Source: Advertiser

Get a Free Visitor Guide
Order a Print Version Or Use Our
Online Interactive Guide Now!
Final URL: <https://www.floridashistoriccoast.com/visitor-info/order-guide/>
Source: Advertiser

Hot Deals
Find specials & deals for your next
visit to Florida's Historic Coast.
Final URL: <https://www.floridashistoriccoast.com/places-to-stay/deals/>
Source: Advertiser

Dining
Get a taste of the culinary history
and our modern-day flavor!
Final URL: <http://www.floridashistoriccoast.com/food-drink/>
Source: Advertiser

Where To Stay
Find the Perfect Accommodations For
You in Florida's Historic Coast.
Final URL: <https://www.floridashistoriccoast.com/places-to-stay/>
Source: Advertiser

Events & Festivals
Search The Wide Range of Events
And Festivals Happening Around Town
Final URL: <https://www.floridashistoriccoast.com/events/>
Source: Advertiser

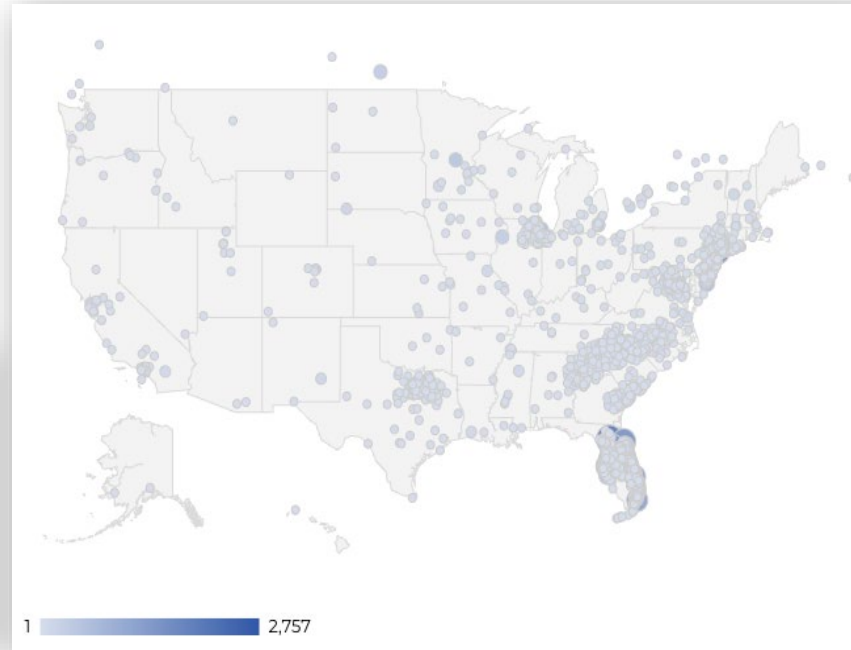
Weddings & Venues
Explore the Wide Variety of Venues
And Locations For Your Big Day
Final URL: <https://www.floridashistoriccoast.com/weddings/>
Source: Advertiser

Sign Up For E-Newsletter
Get The Latest Travel Ideas, Tips,
And Insights From Local Experts
Final URL: <https://www.floridashistoriccoast.com/visitor-info/newsletter-signup/>
Source: Advertiser

Things to Do For Free
So Free & Budget-Friendly
Things to Do in St. Augustine
Final URL: <https://www.floridashistoriccoast.com/things-to-do/free/>
Source: Advertiser

Maps & Getting Around
Useful Maps for St. Augustine
And Ponte Vedra Beach, Florida
Final URL: <https://www.floridashistoriccoast.com/visitor-info/maps/>
Source: Advertiser

Romance Lives Here
See Some Of Our Great Getaways.
Find Out How Romance Lives Here.
Final URL: <https://www.floridashistoriccoast.com/blog/romance-st-augustine-ponte-vedra/>
Source: Advertiser



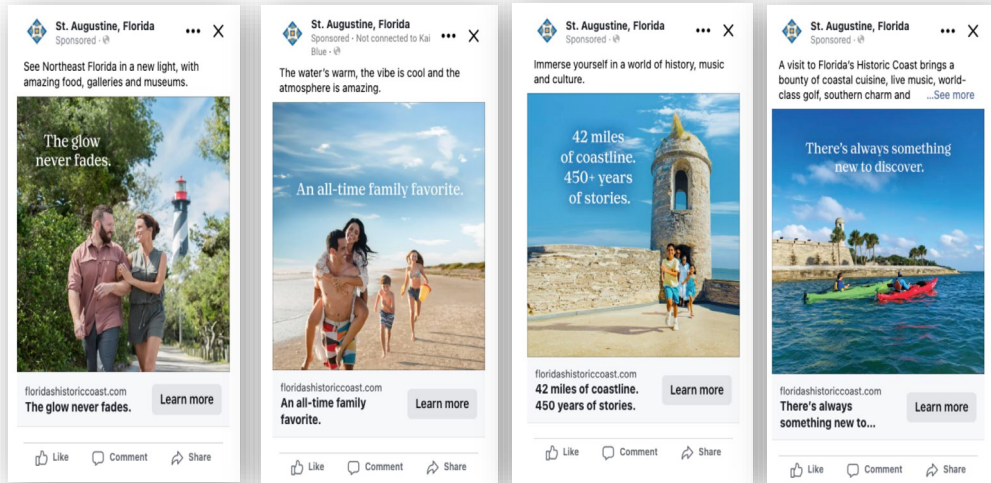
Top 20 Keywords (ranked by Clicks and CTR)

Keyword	Impressions	Clicks	CTR
st augustine fl	8,261	1,793	22%
st augustine florida	4,757	1,014	21%
st augustine historic district	4,794	1,004	21%
st augustine beach florida	1,640	366	22%
st augustine tourism	937	283	30%
things to do in st augustine	1,033	269	26%
st augustine trips	1,232	187	15%
things to do in st augustine florida	606	186	31%
st augustine florida hotels	1,193	167	14%
st augustine travel	924	120	13%
visit st augustine	290	102	35%
things to do in st augustine fl	263	94	36%
st augustine things to do this weekend	374	86	23%
st augustine things to do	347	85	24%
what to do in st augustine fl	314	81	26%
st augustine sightseeing	260	78	30%
st augustine events	396	74	19%
things to do in downtown st augustine	272	71	26%
things to do in st augustine this weekend	349	61	17%
st augustine florida things to do	152	58	38%

Paid Social: Facebook/Instagram - Leisure

- Facebook/Instagram delivered 1,030,911 impressions and 22,306 clicks from 7/1-7/31/2026; yielding a 2.16% CTR; which is coming in slightly below Travel benchmarks of 2.20%.
 - The campaign incorporates in-feed static units and Lead Ads, and a total of 929 Lead Ads were generated.
- For the month of July, we ran evergreen branding messaging and continued with “Welcome to The New World” creative with the following variations; “Horse Beach”, “Woman Surf”, “Couple Beach”, “Family Beach”, “Kayakers” & “Kayak Surf”.

“Evergreen Branding” – Display Creative



“Welcome to The New World” - Display Creative



YouTube - Leisure

- YouTube delivered 1,276,425 impressions and 884 clicks from 7/1-7/31/2026; yielding a 0.07% CTR and a \$0.02 CPV rate. The CPV rate exceeds Travel benchmarks by +66%.
 - YouTube generated Completed Video Views, generating a 42.58% Video Completed Rate; which exceeds View Rate benchmarks by +44%.
- For the month of July, we are continuing with the “Welcome to The New World” creatives: “Age of Discovery”, “Quiet Places” and “Celebration of Arts” messaging.

“Age of Discovery” :30 Commercial



“Quiet Places” :30 Commercial



“Celebration of Arts” :30 Commercial



Programmatic Display - Leisure

- Programmatic Display delivered 2,527,349 impressions and 43,813 clicks from 7/1-7/31/2026; yielding a 1.73% CTR; which exceeds benchmarks (0.04%-.08%) by 34x. This overall improvement is primarily due to the launch of the MobileFuse Interstitial Rich Media campaign that began in late April.
 - Programmatic Display is running across brand-safe sites purchased on **The Trade Desk**, as well as with site direct partners including **MobileFuse**, **Tripadvisor** and **Expedia**.
- For the month of July, we ran evergreen branding messaging and continued with the variations of the “Welcome to The New World” creative. The variations include “Horse Beach”, “Woman Surf”, “Couple Beach”, “Family Beach”, “Kayakers” & “Kayak Surf”.

“Evergreen Branding” Display Creative



“Welcome to The New World” Display Creative



Travel Industry Benchmarks – Display CTR: 0.04%-.08%

Tinsley

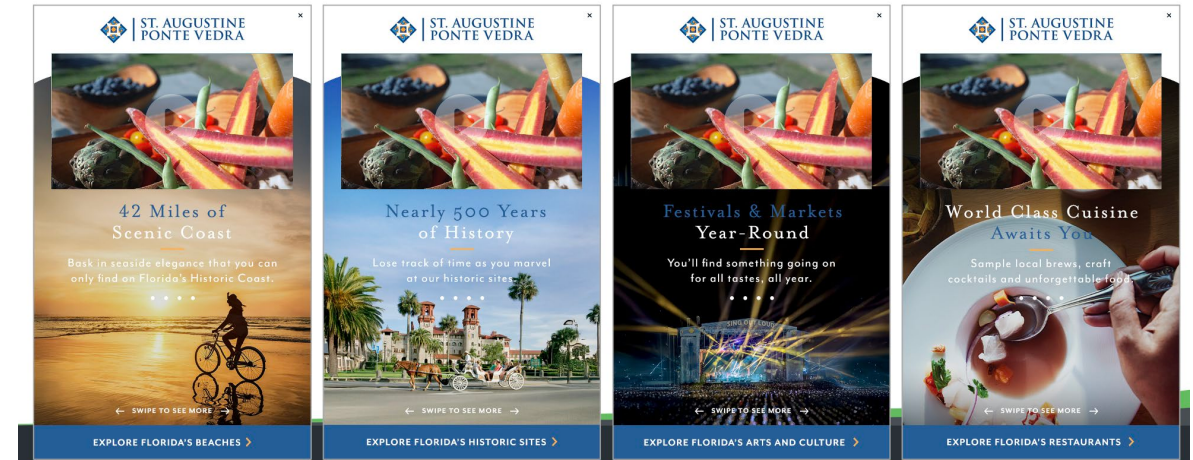
Programmatic Display MobileFuse - Leisure

- For the month of July, MobileFuse Rich Media Interstitial campaign represented approximately 92% of total Display spend and was the primary driver of improved CTRs due to the high-impact Rich Media Interstitials inclusive of two sub-campaigns; “Conquering Travel” and “Conquering Foodies”.
- For the month of July, the MobileFuse Rich Media Interstitial display delivered 2,276,848 impressions and 43,422 clicks; yielding an extremely high 1.91% CTR. This CTR exceeds benchmarks by 34x times and is a positive addition to the programmatic display campaign.

“Bring Your Family Closer” Interstitial Creative



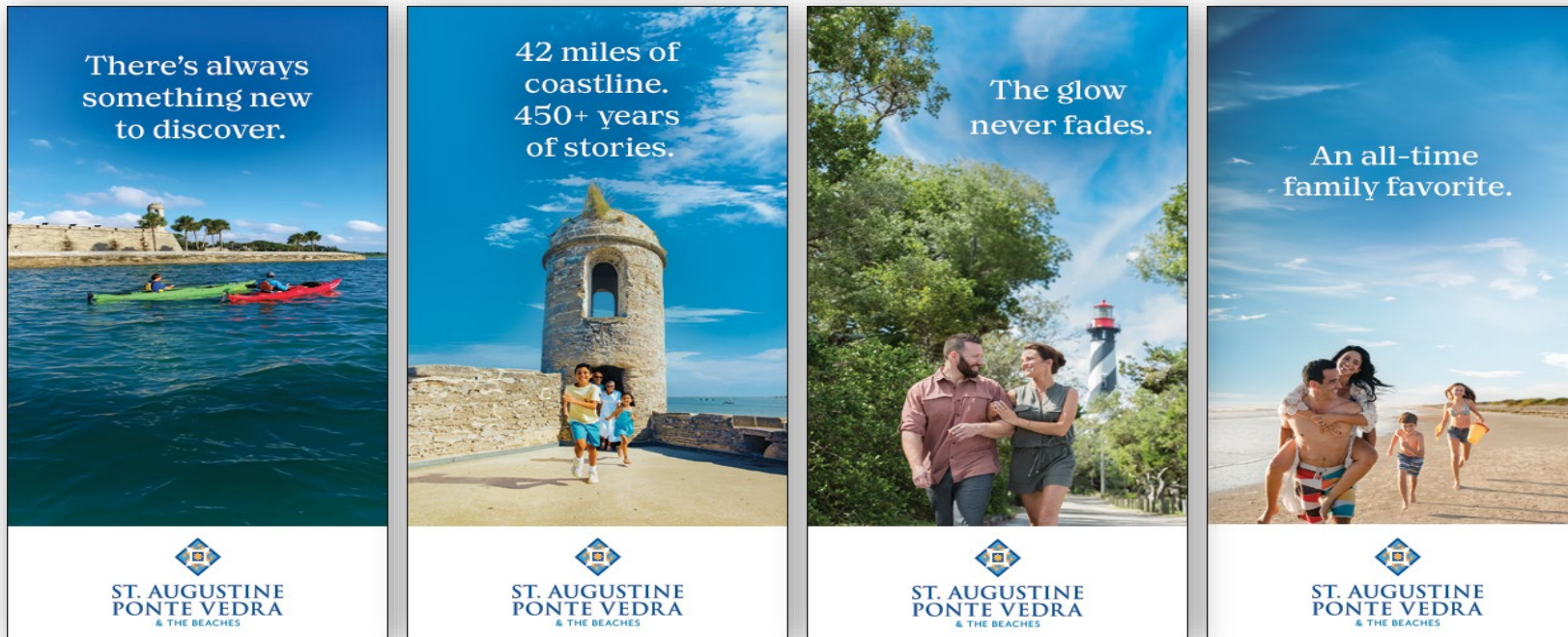
“Flavors of the World” Interstitial Creative



Site Direct Display Expedia - Leisure

- The Expedia campaign launched in November and will continue through the month of July.
- For the month of July , the following impressions and clicks were delivered:
 - Expedia Display delivered 118,967 impressions and 0 Clicks/192 Page View Conversions.
 - Additional insights are provided from the site and will be featured in Quarterly Recaps.

“Evergreen Branding”



Programmatic Video (CTV) - Leisure

- Programmatic Video/CTV delivered impressions 720,959 impressions from 7/1-7/31/2026; and has generated an 88.05% Video Completion Rate, which exceeds benchmarks by +91%.
 - Programmatic CTV Video is running across brand-safe sites purchased through **The Trade Desk** on a platform called **MNTN**.
- For the month of July, we continued with the “Welcome to The New World” creatives: “Age of Discovery”, “Quiet Places” and “Celebration of Arts” and introduced new Summer-related commercials including “Bring Your Family Closer” and “Flavors of The World”.

“Age of Discovery” :30 Commercial



“Quiet Places” :30 Commercial



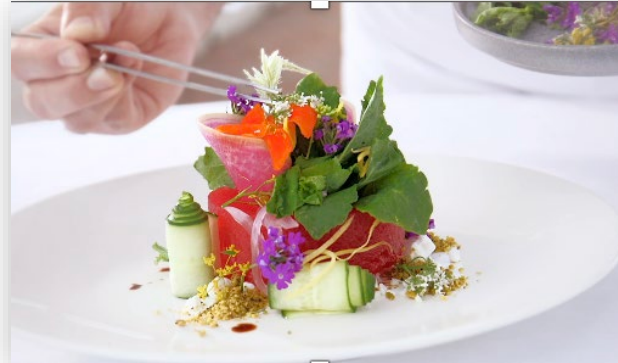
“Celebration of Arts” :30 Commercial



“Bring Your Family Closer” :30 Commercial



“Flavors of The World” :30 Commercial



Spot TV + Cable: “News-Emphasis” - Leisure

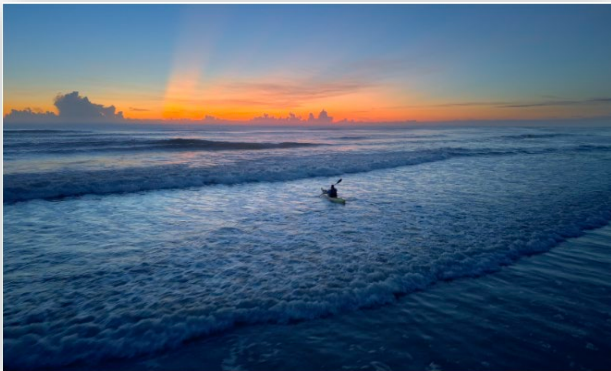
- As part of the launch of the “Welcome to The New World”; we have activated Local Spot TV + Cable in high engagement markets, targeting A35-64; HHI \$135k+ continuing with the “news-centric” approach.
- In order to capture momentum from January-March, the Summer campaign has launched within Jacksonville and Orlando in late April and within Drive markets in early May (week of 5/4) and will span throughout August.
- The campaign reflects approximately 50% Spot TV across major News stations such as ABC, CBS, FOX, and NBC, and 50% within Cable News/Lifestyle programming including FOX/CNBC, MSNOW/CNN, TNT, TBS, AMC, A&E, HISTORY, GOLF CHANNEL, TRAVEL CHANNEL, TNT, etc.
- The Spot TV campaign will run a 50%/50% mix of :30s and 50% :15 Bookends, which increases overall frequency and top-of-mind.
 - While we launched in late April within Jacksonville and Orlando and kicked off the Summer Campaign within expanded Drive markets including Atlanta-GA, Miami/Ft. Lauderdale-FL, and New York.
 - Please note, while New York is technically a Fly Market, we are seeing high volume and engagement and have continued to support this market into Summer (June).
 - Total Spot TV + Cable impressions for July is estimated at 1,337,972 impressions.
 - July on-air weeks reflected one week – week of July 13th.



Spot TV + Cable: “News Emphasis” - Leisure

- “Welcome to The New World” video campaign features Brand :30 messaging such as “Age of Discovery”, “Celebration of Arts” and “Quiet Places” that launched in January-March.
- The Summer campaign expands with additional :30s + :15s niche videos such as; “Bring Your Family Closer”, “Flavors of the World”, “Legends (Golf)”, and “Americas 250th”

“Age of Discovery” :30/:15 Commercial



“Quiet Places” :30/15 Commercial



“Celebration of Arts” :30/:15 Commercial



“Bring Your Family Closer” :30/:15 Commercial



“Flavors of the World” :30/15 Commercial



“Legends (Golf)” :30/:15 Commercial



“Americas 250th :15 Commercial



Out-of-Home: Annual Digital Billboards - Leisure

- The annual Digital Billboard program continues within both Charleston, SC and Savannah, GA for the month of July.
 - Savannah, GA will have one 12' x 50' Digital Billboard running annually, located at: I-95 0.3 mi N/O US-80 ES (North Facing).
 - The Savannah digital billboard delivered approximately 422,300 impressions.
 - Charleston, SC will utilize a Rotary Digital Billboard campaign (with 1 unit running across a pool of 17 units throughout the year); with the July location being at: I 526 2/S, 0.50 mi e/o Daniel Island exit 24, East Facing
 - The Charleston digital board delivered approximately 480,00 impressions.

OOH Creative

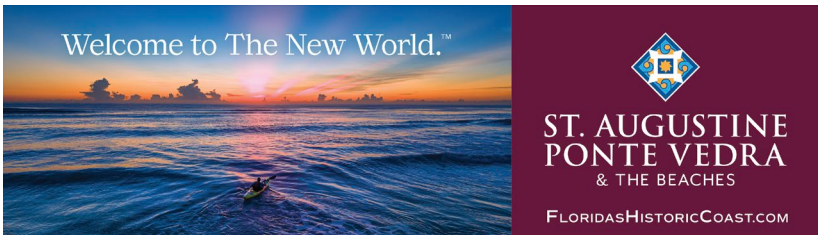
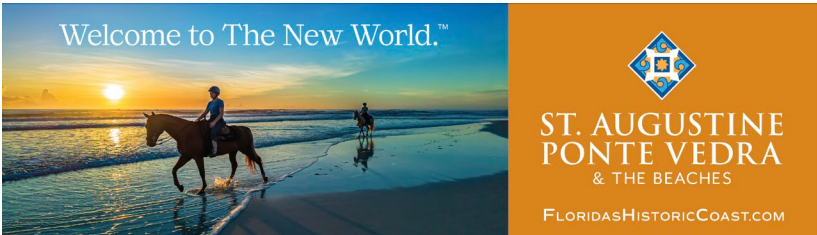


Out-of-Home: Summer Digital Billboards - Leisure

- The Summer Digital Billboard campaign launched in May and will run throughout August, with pulsating on/off weeks, within the following Drive markets: Atlanta-GA, Jacksonville-FL, Miami/Ft. Lauderdale-FL, Orlando/Daytona Beach Melbourne-FL.
- For the month of July, the campaign reflected 1 week (week of 7/13/2026) and delivered a total of 4,840,114 impressions.
- The Digital Billboards will run within a pool of Rotary locations, outlined below:

DMA	Media Type	Spot Length	Loop Length	Size(HxW)	July Locations	July Imps
Atlanta, GA	Digital Bulletin	8	64	14'x48'	I-85N WS 1.1mi N/O Pleasant Hill Rd F/S I-285N NS 1mi E/O I-75N F/E Tara Blvd WS 125ft N/O Village Lane F/S Cobb Pkwy. WS 0.3mi N/O Barrett Pkwy. F/N	1,627,404
Jacksonville, FL	Digital Bulletin	8	64	14'x48'	Beach Blvd SS 1500ft W/O Southside Blvd F/E Atlantic Blvd NS 1500ft E/O San Pablo Blvd F/E San Jose Blvd ES 1500ft S/O Old St Augustine Rd F/S	819,570
Miami-Ft. Lauderdale, FL	Digital Bulletin	8	64	14'x48'	Fl Tnpk ES 0.13mi N/O 72 St F/S Florida Turnpike WS 0.6mi E/O US Hwy 1 F/S I-95 WS 0.45mi N/O NE 185 St F/S US HWY 1 WS 25ft N/O NE 180 St F/S	1,387,848
Orlando et al, FL	Digital Bulletin	8	64	14'x48'	SR 408 SS 0.6mi E/O Kirkman Rd F/W Red Bug Rd SS 0.2mi W/O SR 417 F/SW I-4 NS 0.4mi E/O SR 46 F/NE International Dr SS 0.27mi E/O Kirkman Rd F/E	1,005,292
Sub-Total Summer Digital OOH (July)		N/A	N/A	N/A		4,840,114

OOH Creative



Terrestrial Radio - Summer Campaign - Leisure

- As part of Summer Launch, we have activated Terrestrial Radio, targeting A35-64; HHI \$135k+, within the following Drive Markets; Atlanta-GA, Jacksonville-FL, Miam/Ft. Lauderdale-FL, Orlando-FL and West Palm Beach-FL.
- The campaign reflects approximately 70% within TTWN (Total Traffic & Weather) Sponsorships – utilizing a mixture of :10s/:15s, and 30% within highly ranked Radio stations utilizing :30s.
 - Radio Station formats reflect AC-Mainstream, Talk-Personality, CHR-Mainstream Hits, Rock-Classic Rock 90s, Country-Mainstream, R&B, Soft Adult Contemporary, Urban Contemporary, Hot Adult Contemporary, Classic Alt Rock
- There are a total of 7 weeks on schedule which are flighted with pulsating on/off weeks; during the weeks of 5/11, 5/18, 5/25, 6/8, 6/22, 7/13 + 8/3.
- For the month of July, the campaign reflected one week on air (week of 7/13/2026) and delivered a total of 529,300 impressions.

Market	Station	Unit Length	Impressions
ATLANTA-GA			62,600
	WUBL-FM	30s	47,900
	WWPW-FM	30s	14,700
JACKSONVILLE-FL			43,700
	WKSL-FM	30s	10,500
	WQIK-FM	30s	18,500
	WSOL-FM	30s	14,700
MIAMI-FL			156,000
	WBGG-FM	30s	45,400
	WHYI-FM	30s	58,100
	WZTU-FM	30s	52,500
ORLANDO-FL			163,300
	WMGF-FM	30s	61,800
	WTKS-FM	30s	74,700
	WXXL-FM	30s	26,800
WEST PALM BEACH-FL			103,700
	WKGR-FM	30s	24,700
	WLDI-FM	30s	6,800
	WOLL-FM	30s	16,200
	WRMF-FM	30s	56,000
Grand Total July			529,300



Tinsley

Brand Print: Orlando Family Magazine

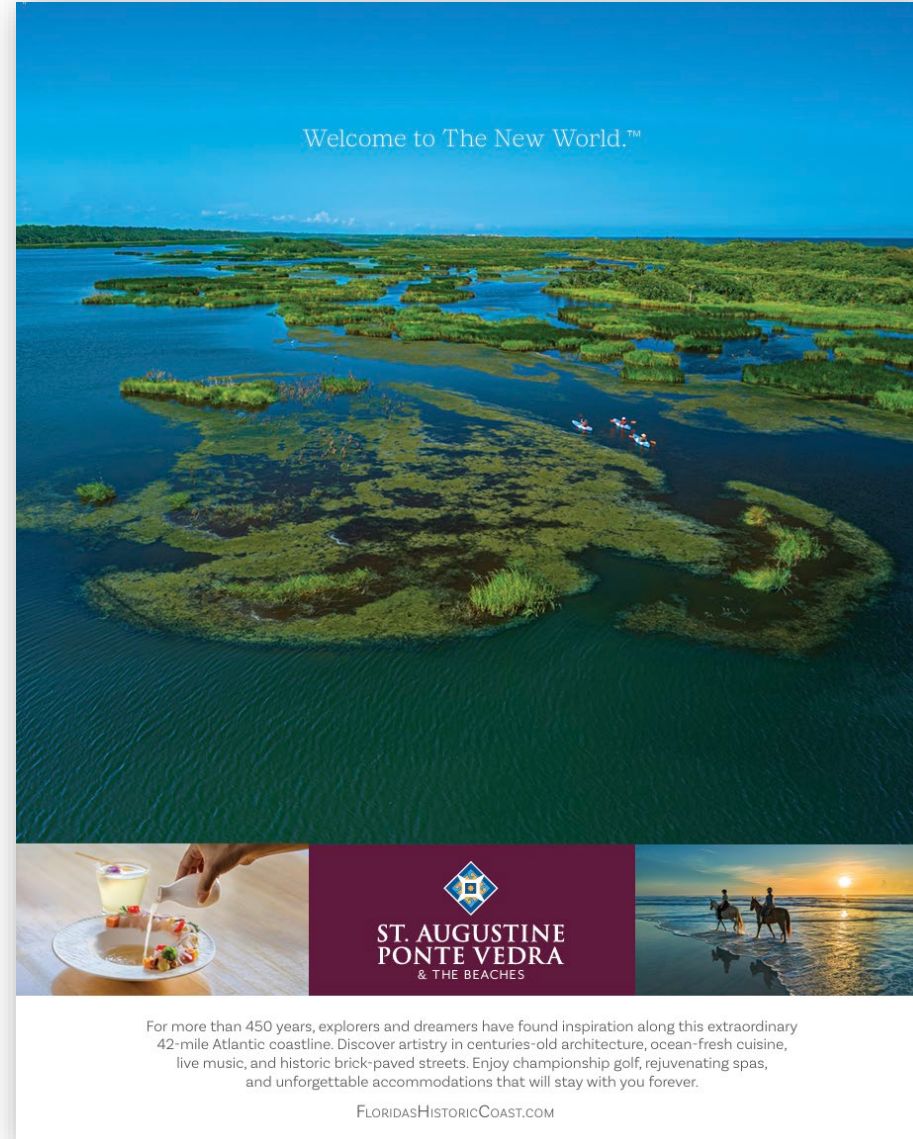


Placements

- P4C in the July 2026 'Annual Family Resource Guide' issue.
- Added Value included SJC banner in the July Newsletter.

Audience

- 100% of readers have annual HHHI of \$150k+.
- 100% of readers have children under the age of 17 living at home.
- 100% of readers own their own home.
- 60.5% of readers have purchased a product or service advertised in the magazine.
- 100K+ Print Subscribers



July E-Newsletter – Added Value



Tinsley

B2B

Paid Search: Google AdWords - B2B

- The B2B Google Paid Search campaign generated 16,901 impressions and 1,932 clicks from 7/1-7/31/2026, yielding a 11.43% CTR; which exceeding CTR benchmarks by + 13%. This month the CPC came in at \$1.61 which is 16% below CPC benchmarks.
 - This is a result of our optimizations to the B2B search campaign to reflect National and Regional copy; refining keywords to include “Weddings” & “Reunions”.
 - The campaign includes ad groups against Meetings: Events, Meetings: Retreats, and Tour: Group Travel Ad Group.

B2B Site Links, Callouts, Structured Snippets & Call Assets

Sitelinks

Things To Do
Must See Sights
And Local Favorites
Final URL: <https://www.floridashistoriccoast.com/things-to-do/>
Source: Advertiser

Get a Free Visitor Guide
Order A Print Version Or Use Our
Online Interactive Guide Now!
Final URL: <https://www.floridashistoriccoast.com/visitor-info/order-guide/>
Source: Advertiser

Hot Deals
Find specials & deals for your next
visit to Florida's Historic Coast.
Final URL: <https://www.floridashistoriccoast.com/places-to-stay/deals/>
Source: Advertiser

Dining
Get a taste of the culinary history
and our modern-day flavor!
Final URL: <http://www.floridashistoriccoast.com/food-drink/>
Source: Advertiser

Where To Stay
Find the Perfect Accommodations For
You in Florida's Historic Coast
Final URL: <https://www.floridashistoriccoast.com/places-to-stay/>
Source: Advertiser

Events & Festivals
Search The Wide Range of Events
And Festivals Happening Around Town
Final URL: <https://www.floridashistoriccoast.com/events/>
Source: Advertiser

Weddings & Venues
Explore the Wide Variety of Venues
And Locations For Your Big Day
Final URL: <https://www.floridashistoriccoast.com/weddings/>
Source: Advertiser

Sign Up For E-Newsletter
Get The Latest Travel Ideas, Tips,
And Insights From Local Experts
Final URL: <https://www.floridashistoriccoast.com/visitor-info/newsletter-signup/>
Source: Advertiser

Things To Do For Free
\$0 Free & Budget-Friendly
Things To Do in St. Augustine
Final URL: <https://www.floridashistoriccoast.com/things-to-do/free/>
Source: Advertiser

Maps & Getting Around
Useful Maps for St. Augustine
And Ponte Vedra Beach, Florida
Final URL: <https://www.floridashistoriccoast.com/visitor-info/maps/>
Source: Advertiser

Romance Lives Here
See Some Of Our Great Getaways.
Find Out How Romance Lives Here.
Final URL: <https://www.floridashistoriccoast.com/blog/romance-in-st-augustine-ponte-vedra/>
Source: Advertiser

Callouts

Stay-Cation
Source: Advertiser

Flavorful Dining
Source: Advertiser

The Northeast Coast of FL
Source: Advertiser

Plenty of Places to Stay
Source: Advertiser

Florida's Historic Coast
Source: Advertiser

Parking Made Easy
Source: Advertiser

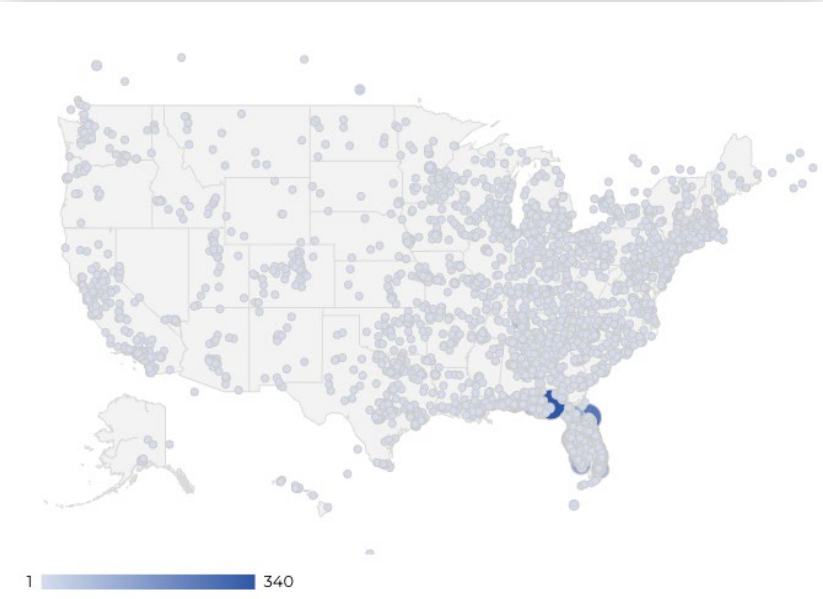
A Relaxing Getaway
Source: Advertiser

Structured snippets

Destinations
Values: Ponte Vedra Beach South Ponte Vedra Beach Vero Beach St. Augustine Anastasia State Park St. Augustine Beach St. John's Community Pier Butler Beach Crescent Beach MarineLand
Source: Advertiser

Call assets

(800) 473-3112
Phone country: US
Conversion action: Calls from ads
Source: Advertiser



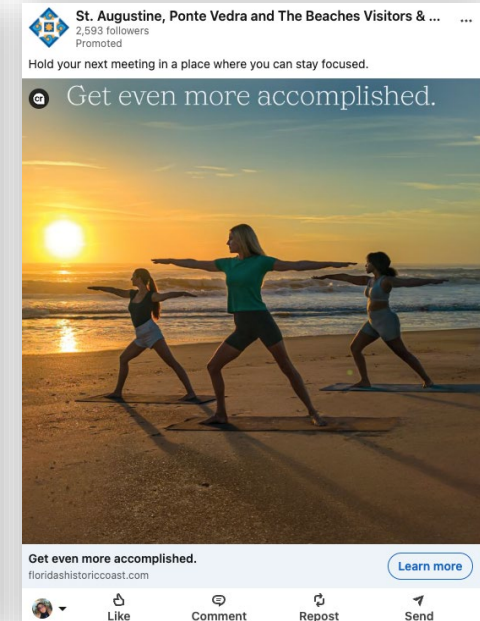
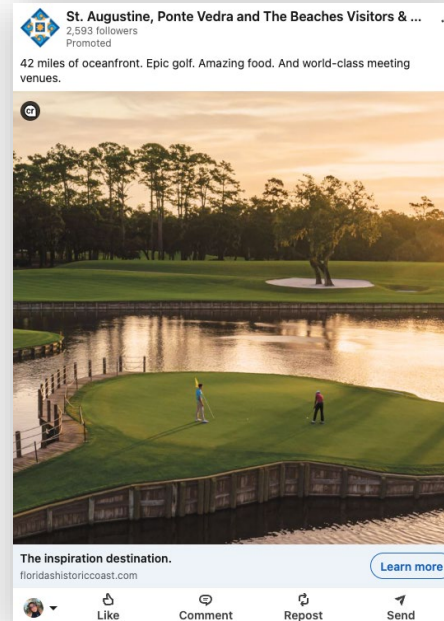
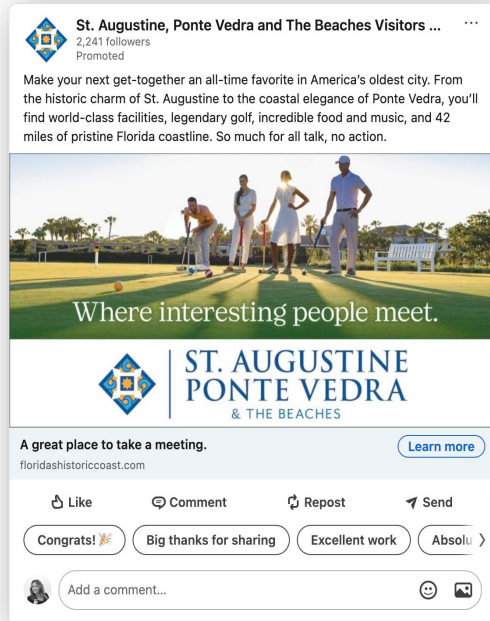
Top 10 Keywords (ranked by Clicks and CTR)

Keyword	Impressions	Clicks	CTR
outdoor wedding venues	8,520	659	7.73%
best family reunion locations	2,811	578	20.56%
affordable family reunion destinations	1,192	372	31.21%
florida wedding venues	3,013	189	6.27%
st augustine things to do this weekend	374	86	22.99%
st augustine events	396	74	18.69%
family reunion resorts	402	72	17.91%
things to do in st augustine this weekend	349	61	17.48%
best wedding venues	552	34	6.16%
events in Ponte Vedra	259	21	8.11%
st augustine christmas lights	150	12	8.00%
st augustine calendar of events	20	8	40.00%
events in st augustine	26	7	26.92%
corporate event venues	94	7	7.45%
cheap wedding venues	121	7	5.79%
hotel event space	48	6	12.50%
best wedding venues in florida	102	4	3.92%
events st augustine	7	3	42.86%
st augustine this weekend	45	3	6.67%
st augustine fl events	3	2	66.67%



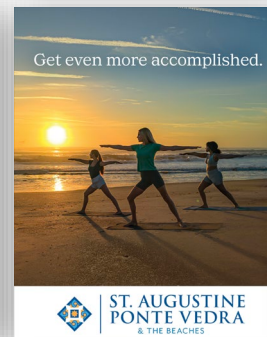
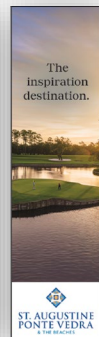
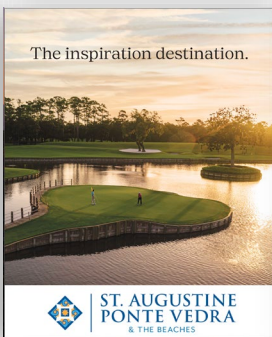
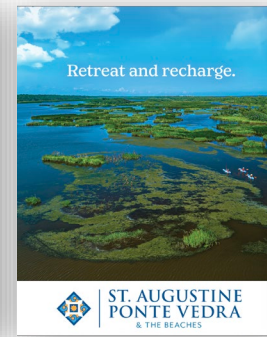
Paid Social: LinkedIn - B2B

- The B2B LinkedIn delivered 81,102 impressions and 4,938 clicks from 7/1-7/31/2026; yielding a 6.09% CTR, which exceeds Travel “Sponsored Messaging” benchmarks +90%.
 - *Please note, we have shifted to the Travel Industry benchmark of “Sponsored Messaging” CTRs (vs. standard Static benchmarks), effective June.*
- We are continuing to run the newly introduced B2B “Welcome to The New World” in-feed static creative with the following variations; including “Biking”, “Golf”, “Kayak”, “Yoga”, etc.



Programmatic Display - B2B

- B2B Programmatic Display delivered 294,704 impressions and 410 clicks from 7/1-7/31/2026; yielding a 0.14% CTR; which exceed benchmarks by 2.8x times.
 - Programmatic Display is running across brand-safe sites purchased on **The Trade Desk**.
- We have integrated Pre-Roll Video back in November and continue to see improved performance. New “Meetings” videos launched in March and are continuing to run in July.
 - This portion yielded 16,799 impressions and generated a 0.08% CTR.
- We are continuing to run the B2B “Welcome to The New World” creative messaging with the following variations; including, “Biking”, “Golf”, “Kayak”, “Yoga”, etc.



“Meetings” :15 Video



“Meetings” :30 Video



FSAE – July Issue - B2B

- FSAE is a B2B publication targeting 1,100 association executives and meeting planners in Florida.
- A FP4C unit ran in the July Annual Resource Guide + July/August Source Magazine + Member Spotlight Section



Where accomplished people get more done.



ST. AUGUSTINE
PONTE VEDRA
& THE BEACHES



Whether you're planning a retreat for your top performers, or a reward for all their hard work, it's hard to imagine a more inspiring destination than Florida's Historic Coast. With 42 miles of scenic Atlantic coastline, world-renowned golf, amazing cuisine, and an extraordinary array of meeting venues, your group will come back refreshed, recharged and ready to take on the world again.

MYFLORIDAMEETINGS.COM

Co-Op

Tinsley

Co-Op Print: The Villages Magazine

The Villages®

The Villages is a monthly publication edited for residents of one of the fastest-growing metro areas, The Villages is a trusted source for its primarily retiree readers.

Placement

- A FP4C ran in the July Issue.

The Audience

- Mature Purpose Pursuers – active retirees
- 123,000 residents – one of Florida's fastest growing cities.



Welcome to The New World.™

ST. AUGUSTINE
PONTE VEDRA
& THE BEACHES

For more than 450 years, explorers and dreamers have found inspiration along this extraordinary 42-mile Atlantic coastline. Discover artistry in centuries-old architecture, ocean-fresh cuisine, live music, and historic brick-paved streets. Enjoy championship golf, rejuvenating spas, and unforgettable accommodations that will stay with you forever.

FLORIDASHISTORICCOAST.COM



FOOD TOURS

Savor St. Augustine one bite at a time with immersive food tours along Florida's Historic Coast, exploring local flavors.

tinyurl.com/thc-food-tours



NIGHTS OF LIGHTS

Experience St. Augustine all aglow as millions of white lights illuminate the Nation's oldest city, Nov. 21, 2026 through Jan. 18, 2027.

NightsOfLights.com



WHISKEY, WINE & WILDLIFE

Raise a glass with all-inclusive tickets featuring unlimited sips and bites from top Florida chefs, Jan. 29-31, 2027, in oceanside Vilano Beach.

whiskeywineandwildlife.com
904-385-9121 • 117 Vilano Road

