ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING
JANUARY 27, 2025 1:30 PM
COUNTY AUDITORIUM

1. CALL TO ORDER – Gayle Phillips, Chair

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. APPROVAL OF AGENDA (Action Required)

5. APPROVAL OF MINUTES (Action Required)
   - Regular Meeting Minutes – October 21, 2024 (Pages 3 – 8)
   - Regular Meeting Minutes – November 18, 2024 (Page 9 – 12)
   - Public Comment

6. PUBLIC COMMENT – 3 minutes, not related to agenda items

7. SELECTION OF NEW CHAIR AND VICE CHAIR (Action Required)
   - Public Comment

8. SPORTS TOURISM GRANT APPROVALS (Action Required) (Pages 13 – 198)
   - Public comment

9. FY26 ACH GRANT GUIDELINES RECOMMENDATION (Action Required) (PAGES 199 – 210)
   - Public Comment

10. TDC MEMBER APPLICATION RECOMMENDATIONS (Action Required) (Pages 211 -247)
    - Public Comment

11. NIGHTS OF LIGHTS UPDATE AND DISCUSSION (Page 248)

12. PARKS AND RECREATION REQUEST TO RELOCATE PIER VIC INTO GIFT SHOP (Action Required) (Page 249–252)

13. MONTHLY REPORTS PROVIDED IN PACKETS (Pages 253-311)

14. MEMBER COMMENTS

15. NEXT MEETING DATE – March 10TH

16. ADJOURN

TDC Regular Meeting – January 27, 2025

Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting Minutes – October 21, 2024
- Regular Meeting Minutes – November 18, 2024
- Public Comment

Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
October 21, 2024 - 1:30 p.m.

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1. CALL TO ORDER

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

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

Absent: Sarah Arnold, BCC Representative

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Program Specialist
Lex Taylor, Deputy County Attorney
Artricia Allen, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Phillips led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

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

Draft

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

5. APPROVAL OF MINUTES

Motion by Rumrell, seconded by Blevins, carried 8/0, with Arnold absent, to approve the minutes for the September 16, 2024, meeting, as submitted.

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

6. PUBLIC COMMENT

There was none.

7. FLORIDA MUSEUM OF BLACK HISTORY UPDATE AND FUNDING REQUEST

Meeks provided an update on the State's Florida Museum of Black History Task Force recommendation for the future location.

Howard Holley, Division of Historical Resources, presented the details of the funding request. Alesia Wilbekin, Division of Historical Resources, provided additional information on the location of the museum in St. Johns County, strategic structures, fundraising efforts, and operations.

Discussion ensued on the funding request, the Request for Proposal (RFP) process category funding, and the future establishment of a 501(c)3, intending to partner with the County, adhering to Internal Revenue Services (IRS) protocol standards, foundation members, and how the funds would be allocated. The Council members expressed their positions on the request. Additionally, Phillips stated that she would be recusing herself from voting due to her involvement with the museum.

Motion by Sikes-Kline, seconded by Gordon, with Arnold absent, to recommend to the Board of County Commissioners to appropriate $50,000 in expenditures for the Fiscal Year 2025 from Category 1, Category 4, or a combination of both.

Public Comment: Benjamin Brindle provided public comment.

Discussion ensued on amending the motion.

Motion by Sikes-Kline, seconded by Gordon, carried 7/0, with Arnold absent and Phillips recusing, via roll call vote, to recommend to the Board of County Commissioners to appropriate $50,000 in expenditures from Category 4 for Fiscal Year 2025, as amended.

draft

Roll Call
Blevins: Yes
Cox: Yes
Gordon: Yes
Kass: Yes
Phillips: Recused
Rumrell: Yes
Sikes-Kline: Yes
Wicks: Yes
Arnold: Absent

8. REVISIT SELECT SPORTS TOURISM GRANT REQUESTS

- Perfect Game, Inc., Youth Baseball Events - Sunshine State Fall Championship - November 1-3, 2024, Recommended $13,500
- Florida Prime Sports Foundation Prime Soccer Tournament - October 11-13, 2024, Recommended $16,875

Meeks provided information on the grant requests.

Teddy Meyer, Parks and Recreation Facility Manager, introduced Angelo Natoli, Perfect Game, who spoke about the organization's oversight, significance, and name change.

Public Comment: There was none.

Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Arnold absent, to approve Perfect Game, Inc., funding request [of $13,500].

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

Felipe Munoz, Executive Director of Florida Prime Sports, provided background information on the organization and presented the recommended funding request.

Discussion ensued on whether funding was received from the Tourist Development Council in Jacksonville, the number of local teams, the number of Jacksonville hotels, the use of St. Johns County funds, and a funding cap of $10,000. The Council members expressed their positions on the request.

Public Comment: There was none.

Motion by Blevins, seconded by Rumrell, carried 8/0, with Arnold absent, to approve the Florida Prime Sports Foundation funding request of $10,000.

draft

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

9. TOURISM MARKETING UPDATE

Meeks provided an update on the Tourism Marketing contract. Discussion ensued on the tourism marketing members, procedural standpoint, industry-driven decisions, the lack of background information, suggested committee members, the Request for Proposals (RFP) process, and the history of the contract. Jamie Locklear, Purchasing Director, provided further information on the RFP process.

Blevins suggested keeping the four original working groups, four Council suggested members, and Tera Meeks as the County staff member to equal a nine-member group. Taylor provided the standards procurement on the recommended selection committee.

Public Comment: There was none.

Motion by Blevins, seconded by Cox, carried 7/0, via roll call vote, with Arnold and Wicks absent, to recommend using the eight members, which include the original four working groups and the four who had already agreed, with Tera Meeks serving on the evaluation committee.

Roll Call
Blevins: Yes
Cox: Yes
Gordon: Yes
Kass: Yes
Phillips: Yes
Rumrell: Yes
Sikes-Kline: Yes
Arnold, Wicks: Absent

Public Comment: There was none.

Meeks clarified that the motion was a recommendation for the county attorney's office and the purchasing department to review, with an update to be brought back at a future meeting.

Discussion ensued on the process, the number of team members, the recommendation procedure, guidance on how to proceed, and that staff provide an update at the next meeting.

Motion by Cox, seconded by Kass, carried 4/3, via roll call vote, with Arnold and Wicks absent, to recommend to the Board of County Commissioners to abolish the management group and have the Tourist Development Council (TDC) serve in an advisory capacity, as it had in the past.

Draft

Roll Call
Blevins: No
Cox: Yes
Gordon: Yes
Kass: Yes
Phillip: Yes
Rumrell: No
Sikes-Kline: No
Arnold, Wicks: Absent

10. UPCOMING TOURIST DEVELOPMENT COUNCIL (TDC) VACANCY UPDATES

Meeks presented the details of the vacancies.

11. MONTHLY REPORTS PROVIDED IN PACKETS

Meeks stated that the monthly reports were provided in the agenda packet. Susan Phillips, President and CEO of St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), presented the details on the VCB's efforts related to post-hurricane recovery and played three post-hurricane videos. Council members expressed their gratitude to Philips and staff.

12. MEMBERS COMMENTS

Blevins thanked Mayor Sikes-Kline and Mayor Dylan Rumrell for informing residents during the hurricane. Phillips also thanked staff for sharing live camera footage on social media, allowing residents to see the area in real time.

Rumrell requested that additional backup material be included in the agenda packet.

13. NEXT MEETING DATE

Meeks stated that the next two meetings would be scheduled for November 18, 2024, and January 27, 2025. Meeks then stated that the January and February meetings would fall on holidays, so those meetings would be moved to the fourth Monday of those months, provided enough Council members were available to meet a quorum.

14. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 4:13 p.m.

Approved _____, 2024

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

draft

By: _____
Regina G. Phillips, Chair

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

By: _____
Deputy Clerk

draft

Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
November 18, 2024 - 1:30 p.m.

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1. CALL TO ORDER

Phillips called the meeting to order at 1:31 p.m.

Present: Regina G. Phillips, Chair
Irving Kass, Vice Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2
Michael Wicks, District 4
Charles Cox, District 5
Troy Blevins, District 5
Michael Gordon, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Program Specialist
Jennifer Zuberer, Manager of Tourism Promotional Program
Rich Komando, Interim County Attorney
Jalisa Ferguson, Assistant County Attorney
Saundra Hutto, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Phillips led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

Kass questioned the inclusion of the Destination Marketing Management Services scoresheet in the agenda packet and whether it could be discussed in the current stage of the RFP process. Discussion ensued on the scoresheet, providing additional backup information on presentation

Draft

items, minutes not placed on the agenda, and adding a discussion item to the agenda as Agenda Item 7a regarding the tourism promotional working group, if not discussed with Item 7.

Motion by Rumrell, seconded by Gordon, carried 9/0, to approve the Agenda, as amended.

Yea: Rumrell, Gordon, Cox, Wicks, Kass, Phillips, Arnold, Blevins, Sike-Kline
Nay: None

5. PUBLIC COMMENT

There was none.

6. TOURISM MARKETING REQUEST FOR PROPOSAL (RFP) UPDATE

Meeks provided an update on the Tourism Marketing RFP. Jaime Locklear, Director of Purchasing and Contracts Division, provided information on the historical precedence for the proposal process. Discussion ensued on the presentations being included in the second stage and the scoring procedure.

7. UPDATE ON TOURISM MARKETING MANAGEMENT STRUCTURE

Komando provided legal advice and Florida Statues on the Council overseeing the marketing group. Discussion ensued on the management of the contract, who is allowed and not allowed on the evaluation committee, the County's economic development, the review process, the purpose of the Tourist Development Council (TDC), and accepting the scores as presented and moving forward.

Public Comment: There was none.

Motion by Arnold, seconded by Sike-Kline, carried 9/0, via roll call vote, to accept the evaluation scores as [presented], without moving forward with an additional optional presentation component.

Arnold: Yes
Blevins: Yes
Cox: Yes
Gordon: Yes
Kass: Yes
Phillips: Yes
Rumrell: Yes
Sikes-Kline: Yes
Wicks: Yes

Discussion ensued on having a TDC member on the review evaluation committee, postponing the review until the committee's structure was discussed, not creating a committee outside the TDC group, and allowing the TDC to move forward as the advisory committee to the Board of County Commissioners.

8. MONTHLY REPORTS PROVIDED IN PACKETS

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), provided an update on the VCB reports. Discussion ensued on the increase in Visit Florida numbers and the beginning of Nights of Lights, highlighting the increase in tourism.

9. MEMBER COMMENTS

Sikes-Kline announced that Nights of Lights would begin on November 23, 2024.

Rumrell announced that St. Augustine Beach would hold the Surf Illumination on December 7, 2024, from 5:00 p.m. to 8:00 p.m.

Blevins stated that the trolley group would be hiding seven elves throughout the city and encouraged families to participate in locating them.

Wicks spoke on the improvements to the Ponte Vedra Beach Concert Hall and requested that Gabe Pellicer bring a presentation on the construction updates, along with a post-update from the Sing Out Loud festival.

Kass requested that the agenda process be changed, proposing that the chair set the agenda. Discussion ensued on the relationship with staff, the support received between staff and the City of St. Augustine, the rule process on setting the agenda, and being reactive to upcoming events.

Rumrell expressed his support for Arnold serving on the Tourist Development Council (TDC).

10. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for January 27, 2025. Discussion ensued on three council members' terms expiring and the process for filling the vacancies.

11. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 2:38 p.m.

Approved _____, 2024

TOURIST DEVELOPMENT COUNCIL

draft

OF ST. JOHNS COUNTY, FLORIDA

By: _____
Regina G. Phillips, Chair

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

By: _____
Deputy Clerk

draft

TDC Regular Meeting – January 27, 2025

Agenda Item 8 – Sports Tourism Grant Approvals (Action Required)

ST. JOHNS COUNTY

ST. AUGUSTINE, FLORIDA

Consent Agenda

1. **Motion to approve the following Sport Marketing Grants:**

    a. Matanzas 500 - $1,221
    b. St. Augustine Race Week Sailing Regatta - $10,125
    c. Pickleball Veritas - $5,188
    d. ACGA Redfish Bash Fishing Tournament - $4,500
    e. PG North Florida Super Regional - $5,175
    f. Conference USA Woman's Golf Championship - $16,774
    g. JFC Battle at the Beach Soccer Tournament - $2,499
    h. Game On! PV Beach Triathlon - $3,600
    i. PG Battle at the Beach - $4,950
    j. PG Sunshine State Championships - $4,950
    k. River City Wrestling Con - $20,250
    l. Old School Kingfish Shootout - $20,250
    m. ACGA 2025 Kingfish Challenge - $9,000
    n. Game On! St. Augustine Triathlon - $3,600
    o. NWCA Convention - $27,000
    p. Florida Elite Soccer Tournament Series - $10,125
    q. Ancient City Karate Championships - $6,241
    r. JFC 33rd Annual Labor Day Shootout - $2,700
    s. AJGA The Junior Players Championship - $8,775

Recreation Advisory Board Meeting Minutes – 1-15-25

TDT Category III Grant Application funding recommendations to the Tourist Development Council

Meyers provided an overview of the Grant Application process. He explained that there were some adjustments made to line up both phases. He said that the new scoring process better aligned the RAB policy with that of the Tourist Development Council. He reviewed the scoring criteria. He said that the applicant could ask for up to $30,000. He reminded everyone that the 10% reduction created in Phase I to ensure that there was enough money for Phase II was also incorporated in awards in Phase II. He reviewed the grant award spreadsheet (attached) and said that the results would be provided to the TDC to review at their next meeting. Watkins asked Van Rysdam if wanted to provide feedback since he was on the review panel and Van Rysdam responded. She asked the other RAB members if they had any comments. There was a motion by Van Rysdam to accept the recommended grant awards that was seconded by Bowen and approved 4/0.

A discussion ensued that included whether to ask the TDC to remove the 10% reduction the RAB had requested in Phase I and carried into Phase II. Watkins asked for a motion to approve the request to approve a 10% increase in Phase I and Phase II grant recipients which would be an increase of $38,194 and bring the total grant dollars to $313,295 for the year. Van Rysdam made the motion. The motion failed for lack of a second.

Date	PHASE 2	Final Score	Grant Request	Elgible Grant Amount	RAB Approved	10% Reduction	Total	PY Grant Amount	Type of Event
1/18-	Matanzas 500	72	$2,713	$1,357	1/15/2025	$136	**$1,221**	$15,000	Race
3/22-3/29	St. Augustine Race Week	91	$15,000	$11,250	1/15/2025	$1,125	**$10,125**	$10,000	Sailing
3/28-3/30	Pickleball Veritas	87	$7,685	$5,764	1/15/2025	$576	**$5,188**	$10,000	Pickleball
4/4-4/5	ACGA Redfish Bash Fishing Tournament	71	$10,000	$5,000	1/15/2025	$500	**$4,500**	$12,500	Fishing
4/4-4/6	PG North Florida Super Regional NIT	73	$11,500	$5,750	1/15/2025	$575	**$5,175**	$10,000	Baseball
4/13-4/16	Conference USA Women's Golf Championship	106	$24,850	$18,638	1/15/2025	$1,864	**$16,774**		Golf
4/25-4/27	JFC Battle at the Beach Soccer Tournament	78	$5,553	$2,777	1/15/2025	$278	**$2,499**	$7,500	Soccer
5/18-	Game On! PV Beach Triathlon	74	$8,000	$4,000	1/15/2025	$400	**$3,600**		Triathlon
5/24-5/26	PG Battle at the Beach	75	$11,000	$5,500	1/15/2025	$550	**$4,950**	$10,000	Baseball
6/6-6/8	PG Sunshine State Championships	73	$11,000	$5,500	1/15/2025	$550	**$4,950**	$10,000	Baseball
6/7 - 6/8	River City Wrestling Con	101	$30,000	$22,500	1/15/2025	$2,250	**$20,250**	$12,500	Wrestling
6/14-	Old School Kingfish Shootout	96	$30,000	$22,500	1/15/2025	$2,250	**$20,250**	$30,000	Fishing
6/26-6/28	ACGA 2025 Kingfish Challenge	81	$20,000	$10,000	1/15/2025	$1,000	**$9,000**	$12,500	Fishing
7/27-	Game On! St. Augustine Triathlon	84	$8,000	$4,000	1/15/2025	$400	**$3,600**		Triathlon
7/27-8/3	NWCA Convention	124	$30,000	$30,000	1/15/2025	$3,000	**$27,000**	$10,000	Wrestling
8/15-8/16,8/22-8/24	Florida Elite Soccer Tournament Series	90	$15,000	$11,250	1/15/2025	$1,125	**$10,125**	$15,000	Soccer
8/29-8/30	Ancient City Karate Championships	97	$9,245	$6,934	1/15/2025	$693	**$6,241**	$13,432	Karate
8/29-9/1	JFC 33rd Annual Labor Day Shootout	77	$6,000	$3,000	1/15/2025	$300	**$2,700**	$7,500	Soccer
8/29-9/1	AJGA The Junior Players Championship	103	$13,000	$9,750	1/15/2025	$975	**$8,775**	$10,000	Golf
Totals			**$268,546**	**$185,470**		**$18,547**	**$166,923**	**$195,932**	

	Denotes new grantee/event for FY25

Phase 1	$108,078
Phase 2	$166,923
Total	$275,001

Matanzas 5000

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Ancient City Road Runners

Mr Chip Gusler
PO Box 4111
Saint Augustine, FL 32086

president@ancientcityroadrunners.org
O: 904-293-8404

Mr Chip Gusler

cgusler3rd@gmail.com
O: 904-293-8404

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This is a great event that has been around for 47 years. It is a staple to the community and SJC.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Long time St Augustine event

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 10
Robert MCFarland: 10

John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This event is marketed on a state/local level.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: More local than state (note comments on radio)
Not sure how they spend $1,000 on marketing based on provided plan (local radio which is gratis, website)

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 1 night
No prior tracking/audits

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?

a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Participant Comments

Comments are encouraged for all scores.

Teddy Meyer: 33% noted in the app
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 33%

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?

a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 2
Robert MCFarland: 7
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 4

Financial information comments

Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 200 nights; math ratio

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Peak Period Comments

Teddy Meyer: Road closures issue with the downtown bridge impacts
Robert MCFarland: This event has a high impact due to the road closures.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Short time duration but significant impact on "downtown" during that period

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Seed Money Comments
Comments are encouraged for all scores.

Teddy Meyer: 47th annual
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 42 Years
TBD - have a finite end to this category (i.e. 10 years?)

Section 7: Bonus Points Community Impact (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?
a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Community Impact Comments
Comments are encouraged for all scores.

Teddy Meyer: Several events and divisions related to the disabled and benefits financially to local running programs.
Robert MCFarland: This is a great community event that provides a high level of positive community impact.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Financial support to local schools (running programs)
Clinics

Section 8: Final Score and Eligible Funding

Scoring
Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R5:C2*
Teddy Meyer: 2
Robert MCFarland: 7
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 4

R6:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R7:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R8:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 15

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 67
Robert MCFarland: 72
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 74

Grant Eligibility*

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

Teddy Meyer: 1357
Robert MCFarland: 1357
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2713

St. Augustine Race Week 2025

TDT Cat 3 Sports Tourism Grant Application

First Coast Sailing Association Inc.

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

Mr. Daniel Floryan

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

Application Form

Event Information

Event Name*

Name of Event

St. Augustine Race Week 2025

Event Detail*

Please provide a detailed description of the event.

This Multi Venue Regatta will be presented throughout the City of St. Augustine and Vilano Beach areas, including the City of St. Augustine Marina & Lawn, and Bayfront, Atlantic Offshore, Tolomato River Inshore.

The Youth Sailing Invitational Regatta starts off Race Week on March 22-23, and includes Jr. Sailors sailing a series of short races in 420 Dinghies, on the Bayfront in the Matanzas River and in Salt Run in front of the Conch House Marina. This year we will also have a fleet of RS Aeros sailing with some of the 420 boats on the bayfront. On March 25-26 the Inshore boats will race north of the Vilano Bridge, just north of the St. Augustine Inlet. On March 27-29 the Offshore boats will race on courses close to the Reef Restaurant for viewer enjoyment. Each boat will be adorned with SARW flags.

On March 27-28 the Race Week tent on the Municipal Marina lawn will be open to the sailors and the public with no admission fee, for live entertainment, and available food, beverage and Race Week merchandise.

The Awards Party at the end of the event will be held at the St. Augustine Yacht Club on March 29.

Proceeds of Race Week go to the John D. Meehan Memorial Scholarship Fund, administered by First Coast Sailing Association, which sends underprivileged youngsters to sailing camps and sailing programs throughout NE Florida free of charge. Over $75,000 in scholarships has been disbursed since 2015.

Legal Name of Host Organization*

First Coast Sailing Association, Inc.

Date of Event*

March 22 to March 29, 2025

Grant Amount Request*

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

15000

How many years has this event taken place in St. Johns County?*
10

Sport*
Sailing Regatta

Organization/Event Website*
staugustineraceweek.com

Organization Type*
Please Check Type of Organization

Non-Profit

Primary Contact Name*
Daniel Floryan

Primary Contact Phone Number*
904-687-5145

Primary Contact Email Address*
dfloryan1@comcast.net

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*
Boat launch facilities and adjoining parking lots for a few of the visiting boats. The Offshore and Inshore boats will be staying at the St Augustine Municipal Marina, or other area marinas. The Youth Sailing Regatta 420 boats and the RS Aeros will be staged at the St. Augustine Yacht Club and launched from Lighthouse Park. The North mooring field by the bayfront and the city marina lawn will be rented for this event.

List of Facilities Outside of St. Johns County being Used for the Event*

Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

None

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date
*If First Time Event Please Enter N/A

St. Augustine Race Week 2015 thru 2024.
St Augustine Yacht Club, a member of the First Coast Sailing Association and a major supporter of Race Week, organizes numerous sailing events, the annual Holiday Regatta of Lights and the Blessing of the Fleet in St. Augustine.
Other First Coast Sailing Association member clubs also organize sailing events from Amelia Island to Smyrna Beach, including the St. Johns River. These events are listed on sailjax.com, the website of the First Coast Sailing Association

of Teams

Only Required for Team Sports Event

75

Projected # of Participants*

Projected Event Attendance

240

Projected Percentage of Event Participants Outside of St. Johns County*

66

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Proceeds of Race Week go to the John D. Meehan Memorial Scholarship Fund, administered by First Coast Sailing Association, which sends underprivileged youngsters to sailing camps and sailing programs throughout NE Florida free of charge. Over $75,000 in scholarships has been disbursed since 2015.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

400

Average # of Nights*

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

4

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

*If First Time Event Please Enter N/A

2022 St. Augustine Race Week
Race Week 2022 for Inshore and Offshore Racers was held on March 29 to April 2, 2022. The Youth Regatta 2022 was held on March 26 and 27, 2022. There were 26 participating boats for Offshore and Inshore Races, and 22 boats in the Youth Regatta 420 races. Visiting boats stayed at the city marina and at Marker 8 marina nearby, and the parties on Thursday and Friday were again held on the marina lawn. Attendance by the public and the participants was very good. An estimated 142 competitors, 24 officials and 200 spectators used local accommodations for an average of 4 nights, including St. Augustine Municipal Marina, Marker 8 Marina/Hotel, Lion Inn, Bayfront Inn, Conch House Hotel, Marion Motor Lodge and Anastasia Inn.

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

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

Please List Secured Hotels*

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

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

Financials

Budget Excel Link

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

Projected Event Budget*

Please Upload Projected Event Budget

TDC Grant-Expense-Form.xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

SARW Marketing Plan 10-15-24.docx

Comprehensive Attendance Monitoring Plan*

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

SARW Attendance Monitoring Plan.docx

Comprehensive Sponsorship Packet*

Sponsor Brochure 2025.pdf

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebatian View St. Augustine, Fl 38024) as additional insured with a minimum liability

coverage of $300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

23-24 Insurance Certificate - St. Johns County Board of County Commissioners.pdf

Certification of Authorized Representative

Acknowledgment and Certification

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

Daniel E. Floryan

File Attachment Summary

Applicant File Uploads

- TDC Grant-Expense-Form.xlsx
- SARW Marketing Plan 10-15-24.docx
- SARW Attendance Monitoring Plan.docx
- Sponsor Brochure 2025.pdf
- 23-24 Insurance Certificate - St. Johns County Board of County Commissioners.pdf

Projected Expenses	In-Kind	Cash	Projected Income
Travel			Admissions
Housing			Contribtions
Food	$ 3,000.00		Grants(Include TDT Request)
Sanction Fee		$ 200.00	Sponsorships
***Site Fees**		$ 4,000.00	Sales(Merch/Concessions)
Rights/Gaurantees Fees			Room Rebates
***Officials**		$ 3,000.00	
Equipment		$ 2,000.00	
Rentals	$ 14,000.00	$ 7,000.00	
Insurance		$ 2,500.00	
Security		$ 500.00	
Labor	$ 10,000.00		
***Direct Event Marketing Line Items (Please list detailed items below)**			
Website		$ 3,000.00	
Sponsorship Brochure		$ 1,500.00	
Advertising		$ 4,000.00	
Race Brochure		$ 2,500.00	
Awards		$ 2,500.00	
Adminstrative Cost		$ 2,500.00	
Other Expenses Please List Below			**Other Income Please List Below**
Merchandise		$ 7,000.00	
SubTotal:	$ 27,000.00	$ 42,200.00	Subtotal:
Total:		$ 69,200.00	Total:

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

EVENT MARKETING AND ADVERTISING PLAN for St. Augustine Race Week 2025

Print Media will include 10,000 Rack Card distribution placements in Nassau, Duval, Clay, St. Johns & Volusia Counties. 2,500 Posters and rack cards will be distributed throughout Marinas & Yacht Clubs on Eastern Seaboard. Initial direct mailer (Save the Date) planned for Dec 2024 to include 1000 address database. Second direct event mailer is planned for February 2025.
Because billboards have the lowest cost per thousand of impressions than all other media types, SARW will place 24 4x8 billboards at strategic locations throughout St. Johns Co. several of these billboards will be placed outside of St. Johns Co.to allow us to efficiently increase our branding strategy for the St. Augustine Race Week event. We also intend to do full size billboards, informational flyers at event and multiple other print media.

Local Fundraising parties are scheduled to benefit Jr. Sailor Scholarships at the seven Member Yacht Clubs of the First Coast Sailing Association. SARW Volunteers will participate in regional Regatta's & Yacht Club meetings throughout the year. We have implemented a plan to send a Captain & Professional Speaker to educate area Yacht Clubs and Marinas to inform and reach area Captains and Teams about the SARW event & their participation.

Broadcast Media – We will secure thousands of radio spots working with WSOS 99.50 FM & 1170 AM, WFOY 1240, WAOC 1240, Beach 105.5 FM, WFCF 88.5 Flagler College Radio. We will employ the two largest ownership groups Cox Radio & Clear Communications to reach our Day Tripper Audience in Duval Co and beyond.

Poster Distribution – Print run of 2,500, will be placed 2 months prior to Race Week 2025 and include Marinas located in the Carolinas thru the Florida Keys.
Corporate Sponsors will provide on premise promotion. Our Corporate Sponsors will utilize their distribution system to place SARW posters in St. Johns & Duval Counties on premise accounts. (Hundreds of Bars and Restaurants)
SARW 2024 Promotion will include partnerships with local Reception Tour Companies to design a unique Maritime History Showcase.

Web
www.staugustineraceweek.com Earned Media content ,impressions & photographs will be sent regularly to - U.S. Sailing Association at ussailing.org First Coast Sailing Association – sailjax.com , Member Clubs of the FCSA – Florida Yacht Club at thefloridayachtclub.org Epping Forest Yacht Club at efyc.com , Rudder Club of Jacksonville at rudderclub.com , North Florida Cruising Club at nfccsail.com , St. Augustine Yacht Club at staugustineyachtclub.com, Halifax River Yacht Club at hryc.com , Smyrna Yacht Club at smyrnayacthclub.com , Halifax Youth Sailing, Amelia Island Sailing Club, SARW Facebook, Instagram, Twitter, our partnership with the St.

Augustine Visitors and Convention Bureau (VCB) at Floridashistoriccoast.com. We will also provide St. Johns Co. web portals with photos and regular event updates – these sites include visitstaug.com, augustine.com, staugustinesocial.com, Jacksonville.com, folioweekly.com, j24class.org, and hobieclass.com. In addition, St Augustine Race Week is listed on Yacht Scoring, a site that lists sailing events throughout the country.

SECURED MEDIA COVERAGE

SARW 2025 will have coverage from First Coast News, Action News Jax Chanel 47 CBS WJAX-TV, First Coast TV, St. Augustine Record, Florida Time Union, Tampa Bay Times, The Florida Star, The Charleston Post & Courier, Savannah Morning News, St. Augustine Entertainer (SAE Media Sponsor) , The Brunswick News, News Journal, Orlando Sentinel, St. Simons Islander, Sailing World, Fort Lauderdale Sun Sentinel, Miami Herald, Key West the Newspaper, KeyNews.com, Addison Fitzgerald Photography, Justin Itnyre Photography, Beach 105.5FM Onsite Radio Broadcast, First Coast Sailing Association News, Smyrna Yacht Club – The Yardarm, Epping Forest Yacht Club “News & Happenings”, St. Augustine Yacht Club “Telltales News” ,North Florida Cruising Club, Halifax River Yacht Club “Waterways”, Florida Yacht Club News, Rudder Club of Jacksonville News. SARW will utilize our event poster, rack card, and earned media impressions on Facebook, Twitter, and Instagram & SARW.com to generate thousands of social media marketing impressions.

These media sources will consist of paid and unpaid coverage. We anticipate spending over $10,000 for advertising in 2025.

EVENT ATTENDANCE MONITORING PLAN for St. Augustine Race Week 2025

Sailors

All Participant registrations for races are managed through St. Augustine Race Week Roster registration program, collected by the First Coast Sailing Association & St. Augustine Yacht Club. This data collection will provide detailed reporting including graphs that outline the Sailor's, Vessels and Visitor expenditures, a survey expense questionnaire has been added to all registration forms.

Vendors/Sponsors

Vendors and sponsors employees, Captains and Crew will be surveyed directly through phone calls and email requests.

Spectators/Visitors

SAYC & SARW Volunteers will count Spectators at the Inshore Jr. Sailing Race & will count all Visitors who attend the FREE Concerts on Thursday 3/27/25 & Friday 3/28/25.

Post Event: Within 2 weeks

Our data collection will use a custom designed methodology to account for our Participants & Visitors. We will follow up with all hotels indicated through sponsor partnerships, Visitor and Convention Bureau (VCB) leads, area Lodging Partnerships & listings indicated on surveys to obtain, verify and quantify the overnight hotel lodging that result from St. Augustine Race Week. We will utilize information provided by the City of St. Augustine Marina to document how many Out of County boats, visiting solely due to SARW event pay for dockage at the City Marina and at Marker 8 Marina.

St. Augustine RACE WEEK 2025

Proceeds from St. Augustine Race Week fund the John Daniel Meehan Youth Sailing Scholarship Program. Each year this program enables less privileged youngsters between the ages of 13 and 18 to learn to sail at week-long summer sailcamp sessions.

First Coast Sailing Association

FCSA FIRST COAST SAILING ASSOCIATION

Chairperson: Rose Ann Points

Member Organizations:

- St. Augustine Yacht Club
- Florida Yacht Club
- Epping Forest Yacht Club
- The Rudder Club
- North Florida Cruising Cllub
- Harbour Sailing Club
- Halifax River Yacht CLub
- St. Augustine Sailing
- St. Augustine Sailing Sisters
- Smyrna Yacht Club
- Amelia Sailing Cub

FCSA is a 501c3 organization









For Information Contact:
Dan Floryan, Chairman
(904) 687-5145 • dfloryan1@comcast.net

SPONSOR INFORMATION

Level of Sponsorship Desired (from previous page) _____

Contact Name _____

Contact Phone _____

Email _____

Street Address _____

City, State, Zip _____

Contact for Artwork _____

Please mail check and information to : St. Augustine Race Week, 4446 Hendricks Ave, Ste. 227, Jacksonville, FL 32207

Please make check out to: First Coast Sailing Association **Thank You!**



St. Augustine Race Week Twenty Twenty-Five

March 22-29, 2025

Sponsorship Opportunities



It's no secret that sailors love to sail- out on the sea, more or less alone, in quiet concentration. But competitive sailors also treasure the opportunity to sit down, replay the day, swap stories, dance to the music, hoist a few drinks, compare boats and schmooze with their peers- something they don't get to do very often. That's why every year St. Augustine Race Week draws hundreds of boat owners, crews, sailing families and an army of volunteers to make it all happen. They want to be right here in the center of a unique city-wide sailing celebration. Hardly anything compares to the positive energy this seven-day regatta creates. Our sponsors also benefit enormously from being in this epicenter of amateur sailing activity. Their identification with Race Week and the happiness it generates is many times more valuable than the dollars they donate. That's why sponsors come back to support Race Week year after year. However, there's no denying those dollars are important to us. They make all this possible. So we thank you for your all generosity in the past and look forward to an ongoing partnership in with you in 2025.

RACE WEEEK 2025 SCHEDULE

March 22 & 23	Youth Regatta	Downtown Bayfront
March 25 & 26	Inshore Races	Matanzas River
March 27, 28, 29	Offshore Races	Atlantic Ocean
March 27	After-Race Party 1	Event Tent at Municipal Marina
March 28	After-Race Party 2	Event Tent at Municipal Marina
March 29	Awards Dinner	St. Augustine Yacht Club



We Shower You with Race Week Perks

DIAMOND SPONSOR $5,000+
- Race name, race series name
- 3 full-page ads in race program
- Major placement on SARW banner
- Logo and link on staugustineraceweek.com
- Promotional items in skipper bags
- 6 sets of meal & drink tickets Thurs. & Fri
- 4 Awards Dinner tickets

MASTER AND COMMANDER $2,500+
- Race name, race series name
- 2 Full-page ads in race program
- Logo and link on website
- Large placement on SARW banner
- Promotional Items in skipper bags
- 4 sets of meal & drink tickets Thurs. & Fri
- 2 Awards Dinner tickets

GOLD ANCHOR $1000
- Race name
- Full-page ad in race program
- Logo on race banner, & link on website
- Promotional items in skipper bags
- 4 sets of meal & drink tickets Thurs. & Fri.
- 2 Awards Dinner tickets

SILVER ANCHOR $500+
- Half-page ad in race program
- Logo on race banner, & link on website
- Promotional items in skipper bags
- 4 sets of meal & drink tickets Thurs. & Fri.
- 2 Sets of meal & drink tickets Thurs. & Fri



MEDIA SPONSOR $1,000
(Cash or free ads in publications or radio)
- Half-page ad in race program
- Logo on race banner, & link on website
- Logo on Media Display Board
- 4 sets of meal & drink tickets Thurs. & Fri.

HOSPITALITY & RESTAURANT
(Complimentary rooms, meals or discounts)
- Logo & link on staugustineraceweek.com
- Half-page ad in race program
- Logo on Hospitality Display Board
- 2 sets of meal & drink tickets Thurs. & Fri

BUSINESS PATRON $250
- Logo on website
- 1/8 pg. ad in race program
- 2 sets of meal & drink tickets Thurs. & Fri

PATRON DONATION $100
- Logo on website
- Listing in race program





FIRSCOA-01 EHART

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 2/7/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME: Karen Laoretti
Gowrie Group 70 Essex Road Westbrook, CT 06498	PHONE (A/C, No, Ext): (860) 399-3646 FAX (A/C, No): E-MAIL ADDRESS: klaoretti@risk-strategies.com

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Federal Insurance Company	20281
INSURER B :	
INSURER C :	
INSURER D :	
INSURER E :	
INSURER F :	

INSURED

First Coast Sailing Association, Inc.
4446 Hendricks Ave #227
Jacksonville, FL 32207

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	X COMMERCIAL GENERAL LIABILITY						EACH OCCURRENCE	$ 1,000,000
	CLAIMS-MADE X OCCUR	X		36019745	12/1/2023	12/1/2024	DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 1,000,000
							MED EXP (Any one person)	$ 10,000
							PERSONAL & ADV INJURY	$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$ 2,000,000
	X POLICY PRO-JECT LOC						PRODUCTS - COMP/OP AGG	$ Included
	OTHER:						Liquor Liab	$ 1,000,000
A	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	$
	ANY AUTO			36019745	12/1/2023	12/1/2024	BODILY INJURY (Per person)	$
	OWNED AUTOS ONLY SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	X HIRED AUTOS ONLY X NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	$
								$
	UMBRELLA LIAB OCCUR						EACH OCCURRENCE	$
	EXCESS LIAB CLAIMS-MADE						AGGREGATE	$
	DED RETENTION $							$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N						PER STATUTE OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	N / A					E.L. EACH ACCIDENT	$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$
							E.L. DISEASE - POLICY LIMIT	$
A	Marine GL			7324889	12/1/2023	12/1/2024	Each Occurrence	1,000,000
A	P&I			7324890	12/1/2023	12/1/2024		1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
St. Johns County Board of County Commissioners is additional insured for General Liability per the attached coverage form

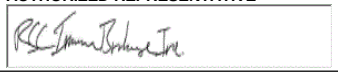
CERTIFICATE HOLDER

St. Johns County Board of County Commissioners
500 San Sebastian View
Saint Augustine, FL 32084

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE



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CHUBB®

Liability Insurance

Endorsement

Policy Period	DECEMBER 1, 2023 TO DECEMBER 1, 2024
Effective Date	DECEMBER 1, 2023
Policy Number	3601-97-45 ECE
Insured	FIRST COAST SAILING ASSOCIATION, INC.
Name of Company	GREAT NORTHERN INSURANCE COMPANY
Date Issued	SEPTEMBER 22, 2023

This Endorsement applies to the following forms:

GENERAL LIABILITY
LIQUOR LIABILITY

Under Who Is An Insured, the following provision is added.

Who Is An Insured

Additional Insured - Scheduled Person Or Organization

Persons or organizations shown in the Schedule are **insureds**; but they are **insureds** only if you are obligated pursuant to a contract or agreement to provide them with such insurance as is afforded by this policy.

However, the person or organization is an **insured** only:

- if and then only to the extent the person or organization is described in the Schedule;
- to the extent such contract or agreement requires the person or organization to be afforded status as an **insured**;
- for activities that did not occur, in whole or in part, before the execution of the contract or agreement; and
- with respect to damages, loss, cost or expense for injury or damage to which this insurance applies.

No person or organization is an **insured** under this provision:

- that is more specifically identified under any other provision of the Who Is An Insured section (regardless of any limitation applicable thereto).
- with respect to any assumption of liability (of another person or organization) by them in a contract or agreement. This limitation does not apply to the liability for damages, loss, cost or expense for injury or damage, to which this insurance applies, that the person or organization would have in the absence of such contract or agreement.

Liability Endorsement
(continued)

Under Conditions, the following provision is added to the condition titled Other Insurance.

Conditions

Other Insurance – Primary, Noncontributory Insurance – Scheduled Person Or Organization

If you are obligated, pursuant to a contract or agreement, to provide the person or organization shown in the Schedule with primary insurance such as is afforded by this policy, then in such case this insurance is primary and we will not seek contribution from insurance available to such person or organization.

Schedule

Persons or organizations that you are obligated, pursuant to a contract or agreement, to provide with such insurance as is afforded by this policy.

All other terms and conditions remain unchanged.

Authorized Representative

Pickleball Veritas in the Ancient City

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Knights of Columbus Council 16492

John Essegian
35 Cayman CV
Ponte Vedra, FL 32081

jmessegian@gmail.com
O: 772-285-5883

John Essegian

jmessegian@gmail.com
O: 772-285-5883

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: To Do - confirm no Site Fees

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 15

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This event is marketed in Southeastern US.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Southeast target

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: 2+ nights
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2 nights

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?
a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Participant Comments
Comments are encouraged for all scores.

Teddy Meyer: 65% noted in app
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 65%

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?
a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 5
Robert MCFarland: 7
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 4

Financial information comments
Comments are encouraged for all scores.

Teddy Meyer: 200 x 2 + additional stays over long weekend
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 200 nights; math ratio

Section 5: Impact Period (10 - 20 points)

What impact does the event have?
a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Peak Period Comments

Teddy Meyer: Creates additional playing opportunities for SJC residents all while staying home in county
Robert MCFarland: This is a low impact event. It does restrict local users from having all pickleball courts available.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Some impact ("snowbird season" and popular venue) but short term, only one site

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Seed Money Comments

Comments are encouraged for all scores.

Teddy Meyer: 7th year of event
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6 years

Section 7: Bonus Points Community Impact (0 - 10 Points)

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

a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Community Impact Comments

Comments are encouraged for all scores.

Teddy Meyer: Deaf community and Special Olympics division and inclusion - tremendous offering!
Robert MCFarland: This event does a great job and be inclusive and it also donates funds to charities.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Special Olympics contribution; comp local deaf athletes

Section 8: Final Score and Eligible Funding

Scoring

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R5:C2*
Teddy Meyer: 5
Robert MCFarland: 7
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 4

R6:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R7:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R8:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Final Score (59 - 130 points)*
110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 85
Robert MCFarland: 87
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 89

Grant Eligibility*

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

Teddy Meyer: 5764
Robert MCFarland: 5764
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5764

Redfish BASH

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Ancient City Game Fish Association (ACGFA)

Ms Donna K Frantz
6409 Pine Cir W
St. Augustine, FL 32095

dkfrantz@icloud.com
O: 904-814-0515

Ms Donna K Frantz

dkfrantz@icloud.com
O: 904-814-0515

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This is a great event that has been a staple in SJC and the community. This event is smaller than the sister event held.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Excellent opportunity for locals but minimal eco impact and minimal marketing for SJC. TBD - what are the Site Fees for ($9000)?

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 10

Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: Local and regional counties advertising, also local signage
Robert MCFarland: This event is marketed state and locally.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Signage only (per the marketing plan)

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: 1-2 nights noted in the app
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2 nights

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?
a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants

c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Participant Comments

Comments are encouraged for all scores.

Teddy Meyer: 20% noted in app outside of SJC
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20%

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?

a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 2
Robert MCFarland: 6
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 1

Financial information comments

Comments are encouraged for all scores.

Teddy Meyer: 100 x 2 noted in app
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 100; math ratio

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Peak Period Comments

Teddy Meyer: This event has created minimal to no issues at public SJC boat ramp facilities over the years
Robert MCFarland: This event does not close any roads but can cause traffic at the boat ramps and the marina.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: "None" per the application but will be using SJC boat ramps which assumes pressure on capacity

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Seed Money Comments
Comments are encouraged for all scores.

Teddy Meyer: 10+ years of event noted in app
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10 years

Section 7: Bonus Points Community Impact (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?
a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Community Impact Comments
Comments are encouraged for all scores.

Teddy Meyer: Organization combines all 3 community elements to benefit numerous resources.
Robert MCFarland: This event does a great job providing donations and offering a free fishing clinic for the youth.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Philanthropic organization to local needs

Section 8: Final Score and Eligible Funding

Scoring
Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R5:C2*
Teddy Meyer: 2
Robert MCFarland: 6
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 1

R6:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R7:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R8:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 72
Robert MCFarland: 76
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 56

Grant Eligibility*

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

Teddy Meyer: 5000
Robert MCFarland: 5000
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

2025 PG North Florida Super Regional NIT

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Perfect Game

Mr Robert Ponger
667 Progress Way
Sanford, FL 32771

ANatal@PerfectGame.org
O: 319-298-2923

Mr Angel Natal

ANatal@PerfectGame.org
O: 239-405-4760

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 0

Marketing Plan Score Comments

Comments are encouraged for all scores

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This event markets predominately in the southeast region of the US.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: No $ noted in the Budget (?). The marketing plan attachment infers social media and streaming. My assumption is that there are no Direct $ expensed to this individual event. SJC benefit not shown. My score is a placeholder pending more detail.

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?

a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments

Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 300 nights

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?

a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants

c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Participant Comments

Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 30%

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?

a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 3
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6

Financial information comments

Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 300 nights = 30% of potential score

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Peak Period Comments

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This is a low impact event. This event is not during any closures. It does however reduce field availability to some local users. It also allows local users to participate in a tournament in their home city.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: While this event falls outside of the peak usage, I scored it as "high impact'" due to the number of fields utilized

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Seed Money Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 4 years

Section 7: Bonus Points Community Impact (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?
a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 0
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Community Impact Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Credit awarded for the opportunity this event gives to local residents to participate in a national quality event (without having to travel); 70% local

Section 8: Final Score and Eligible Funding

Scoring
Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R5:C2*
Teddy Meyer: 3
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6

R6:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R7:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R8:C2*
Teddy Meyer: 0
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 73
Robert MCFarland: 78
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 61

Grant Eligibility*

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

Teddy Meyer: 5750
Robert MCFarland: 5750
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 7500

2024 Conference USA Women's Golf Championship

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Conference USA

Mrs. Judy MacLeod
3100 Olympus Blvd. Ste. 400
Dallas, TX 75019

cdouglass@conferenceusa.com
O: 214-774-1356

Mr. Clifton Douglass

cdouglass@conferenceusa.com
O: 601-631-1061

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: Great new event to the grantee application window. Showcases SJC diversity in offering a quality venue for a non SJC Parks & Recreation site.
Robert MCFarland: This is a new event coming to SJC and we are very excited to have conference USA host a tournament here.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Excellent diversity and opportunity for brand exposure of SJC (note ESPN+ commercial opportunities)

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 20

Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: Utilize the ESPN + access for SJC and St. Augustine marketing options
Robert MCFarland: This event is marketed nationally and will be show on ESPN plus.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Critical Success Factor - take advantage of 2 30 second commercials to promote SJC Good Social Media reach

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: 4 night stays due to tournament set up
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: est 4 nights/stay

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?

a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Participant Comments

Comments are encouraged for all scores.

Teddy Meyer: all outside of SJC
Robert MCFarland: All participants are attending from outside of SJC.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 100%

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?

a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 3
Robert MCFarland: 7
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 4

Financial information comments

Comments are encouraged for all scores.

Teddy Meyer: Hotels math + air bnb options
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 240 nights (math ratio)

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Peak Period Comments

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: No traffic or site disruption (location; number of visitors)

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Seed Money Comments
Comments are encouraged for all scores.

Teddy Meyer: year 1 in SJC
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: First year

Section 7: Bonus Points Community Impact (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?
a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 0
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Community Impact Comments
Comments are encouraged for all scores.

Teddy Meyer: None reported in application packet
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Nothing noted in app

Section 8: Final Score and Eligible Funding

Scoring
Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R3:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R4:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R5:C2*
Teddy Meyer: 3
Robert MCFarland: 7
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 4

R6:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R7:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R8:C2*
Teddy Meyer: 0
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 103
Robert MCFarland: 107
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 104

Grant Eligibility*

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

Teddy Meyer: 18638
Robert MCFarland: 18638
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 18450

2024 Battle at the Beach

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Jacksonville FC, Inc.

Mr. Pat Cannon
2850 Hodges Boulevard
Jacksonville, FL 32224

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

Ms. Ann Marie Hett

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

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: In my opinion this event requires context from the perspective of Duval vs SJC (fields, hotel etc). It only mentions SJC for hotels and fields, but does it include all for hotels, participants etc?

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 10
Robert MCFarland: 10

John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This event is markets outside of SJC but it geared towards the state.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: No reference to SJC in its plan; no outreach beyond email and social media.

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2 Nights

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?
a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Participant Comments

Comments are encouraged for all scores.

Teddy Meyer: 80% outside of SJC
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: I believe that this needs to be challenged in that the application says "local" participants yet 80 outside of SJC? The assumption is that the bulk then is Duval County that does not lead to hotel stays.

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?

a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 2
Robert MCFarland: 6
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2

Financial information comments

Comments are encouraged for all scores.

Teddy Meyer: 100 x 2
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 100 nights; math ratio

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Peak Period Comments

Teddy Meyer: End of spring event no conflict locally
Robert MCFarland: This a low impact event. It is not scheduled during the closed field maintenance time but does tie up fields from local users.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Seed Money Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20 years

Section 7: Bonus Points Community Impact (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?
a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 10
Robert MCFarland: 5
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Community Impact Comments
Comments are encouraged for all scores.

Teddy Meyer: Uniform Drives and cleat drives
Thanksgiving food drive
Christmas toy drive for children in Hospice
Easter basket drive for foster children
Robert MCFarland: This group offer scholarships to underserved kids who may not be able to join without the scholarship. This is a great community impact by the organization.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: No direct contributions from tournament activity noted.

Section 8: Final Score and Eligible Funding

Scoring
Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*

John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R5:C2*
Teddy Meyer: 2
Robert MCFarland: 6
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2

R6:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R7:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R8:C2*
Teddy Meyer: 10
Robert MCFarland: 5
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 0

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 82
Robert MCFarland: 81
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 62

Grant Eligibility*

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

Teddy Meyer: 2777
Robert MCFarland: 2777
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2736

Game On! Ponte Vedra Beach Triathlon

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

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

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

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

Mr Brian Gerard Huether

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

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Diversity; good opportunity for locals to participate
Note comments under Marketing that reduces the grant potential

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 10

John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This event is marketed out of county but in the state.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Does not note National vs Regional
Should not include Bibs, Medals and SWAG in Marketing Expense; this reduces Marketing Expense to $4.5K

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: Participants only stay for one night for this event.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 1 night

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?
a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants

c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Participant Comments
Comments are encouraged for all scores.

Teddy Meyer: 60% reflected in app
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 60%

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?
a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 3
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6

Financial information comments
Comments are encouraged for all scores.

Teddy Meyer: 300
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 300; math ratio
Note - they list a Duval County hotel; confirm in post event audit only SJC hotels

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Peak Period Comments

Teddy Meyer: road closures and citizen traffic/lifestyle impact
Robert MCFarland: This event does use Mickler's Beach Park but does not have any road closures. I would consider this a low impact event.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: No road closures but beach closure during a summer weekend

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Seed Money Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5 years

Section 7: Bonus Points Community Impact (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?
a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 0
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Community Impact Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: I don't consider an opportunity to volunteer a donation of talent/treasure

Section 8: Final Score and Eligible Funding

Scoring
Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 15
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R5:C2*
Teddy Meyer: 3
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6

R6:C2*
Teddy Meyer: 10
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R7:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R8:C2*
Teddy Meyer: 0
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 68
Robert MCFarland: 73
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 71

Grant Eligibility*

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

Teddy Meyer: 4000
Robert MCFarland: 4000
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 4000

2025 Perfect Game Battle at the Beach

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Perfect Game

Mr Robert Ponger
667 Progress Way
Sanford, FL 32771

ANatal@PerfectGame.org
O: 319-298-2923

Mr Angel Natal

ANatal@PerfectGame.org
O: 239-405-4760

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Note comments under PG's April 4-6 event (same)

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 0

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This event markets predominately in the southeast region of the US.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?
a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Participant Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?
a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 6
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6

Financial information comments
Comments are encouraged for all scores.

Teddy Meyer: 300 x 2
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 5: Impact Period (10 - 20 points)

What impact does the event have?
a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Peak Period Comments

Teddy Meyer: PG events help SJC baseball players and teams stay home and minimal impact on fields
Robert MCFarland: This is a low impact event. This event is not during any closures. It does however reduce field availability to some local users. It also allows local users to participate in a tournament in their home city.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Seed Money Comments

Comments are encouraged for all scores.

Teddy Meyer: 4th year event
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 7: Bonus Points Community Impact (0 - 10 Points)

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

a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 5
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Community Impact Comments

Comments are encouraged for all scores.

Teddy Meyer: Local partner groups concession revenue options
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 8: Final Score and Eligible Funding

Scoring

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R5:C2*
Teddy Meyer: 6
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6

R6:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R7:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R8:C2*
Teddy Meyer: 5
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 81
Robert MCFarland: 78
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 61

Grant Eligibility*

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

Teddy Meyer: 5500
Robert MCFarland: 5500
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 7500

2025 PG Sunshine State Championships

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Perfect Game

Mr Robert Ponger
667 Progress Way
Sanford, FL 32771

ANatal@PerfectGame.org
O: 319-298-2923

Mr Angel Natal

ANatal@PerfectGame.org
O: 239-405-4760

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Note comments under PG's April 4-6 event (same)

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 0

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This event markets predominately in the southeast region of the US.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?
a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Participant Comments
Comments are encouraged for all scores.

Teddy Meyer: 30% outside of SJC
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?
a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 6
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6

Financial information comments
Comments are encouraged for all scores.

Teddy Meyer: 300 x 2
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 5: Impact Period (10 - 20 points)

What impact does the event have?
a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Peak Period Comments

Teddy Meyer: Inside summer field closures window
Robert MCFarland: This is a high impact event. This event takes place during the field closure period. It affects Maintenace ability to start field projects.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Seed Money Comments

Comments are encouraged for all scores.

Teddy Meyer: 4th year event
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 7: Bonus Points Community Impact (0 - 10 Points)

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

a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 5
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Community Impact Comments

Comments are encouraged for all scores.

Teddy Meyer: Concession w local partner organizations
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 8: Final Score and Eligible Funding

Scoring

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R5:C2*
Teddy Meyer: 6
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6

R6:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R7:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R8:C2*
Teddy Meyer: 5
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 76
Robert MCFarland: 73
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 61

Grant Eligibility*

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

Teddy Meyer: 5500
Robert MCFarland: 5500
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 7500

River City Wrestling Con

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

New Horizon Entertainment, LLC

Nicholas Bateh
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Ste 165
Jacksonville, FL 32216

nick@newhorizonentertainment.us
O: 904-240-2447

Nicholas Bateh

nick@newhorizonentertainment.us
O: 904-240-2447

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: A quality event added to the CAT 3 grant program last year. This event brought significant economic impact to SJC and increased traditional usage at the Renaissance Resort WGV.
Robert MCFarland: This a high-end convention that was very successful last year. We are very happy to have them come back again this year.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: While there is discussion on "if" this is Sports Marketing (versus Cultural Entertainment) it is a legitimate event based on last year in regards interest and participation.

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 20

Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Marketing Plan Score Comments

Comments are encouraged for all scores

Teddy Meyer: Southeast region of US
Robert MCFarland: This event markets in the southeastern US. They do very well marketing the event and the destination. They have milli0ns of social media interactions and have media events that are broadcast on television.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Aggressive plan; because of the scale of the spend I recommend that there is verification (of marketing and site fees)

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?

a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 12

Value Visitor Comments

Comments are encouraged for all scores.

Teddy Meyer: 1-2 nights for most visitors
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 50% overnight vs 50%-day visitors

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?

a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Participant Comments

Comments are encouraged for all scores.

Teddy Meyer: 50%+
Robert MCFarland: The event does a great job bringing spectators outside of SJC to the area.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 50% out of SCJ

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?

a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 7
Robert MCFarland: 9
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 7

Financial information comments

Comments are encouraged for all scores.

Teddy Meyer: 700+ total rooms
Robert MCFarland: The hope is to increase room nights by gathering information/surveys from guest not staying at the Renaissance at WGV.
John Tharpe: *[Unanswered]*

Casey Van Rysdam: Math ratio (1000 = 20 points)

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Peak Period Comments

Teddy Meyer: No impact to SJC Parks & Recreation facilities. Event was extremely well received by Renaissance WGV for timing and impact at facility.
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: No impact on traffic or SJC rec properties

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 20
Robert MCFarland: 20

John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Seed Money Comments
Comments are encouraged for all scores.

Teddy Meyer: year 2
Robert MCFarland: This is the events second year in SJC.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Second year

Section 7: Bonus Points Community Impact (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?
a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Community Impact Comments
Comments are encouraged for all scores.

Teddy Meyer: PAL incentives are for participants - TIME
Free PAL vendor booth at facility - TREASURE
Robert MCFarland: Providing free admission to PAL members and providing a celebrity guest for a PAL event is incredible. This event does a great job providing impactful community impact.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Relationship with PAL

Section 8: Final Score and Eligible Funding

Scoring
Teddy Meyer: *[Unanswered]*

Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 20
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 12

R4:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R5:C2*
Teddy Meyer: 7
Robert MCFarland: 9
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 7

R6:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R7:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R8:C2*
Teddy Meyer: 10
Robert MCFarland: 10

John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 107
Robert MCFarland: 104
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 94

Grant Eligibility*

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

Teddy Meyer: 22500
Robert MCFarland: 22500
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 22500

Old School Kingfish Shootout

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Old School Kingfish Shootout

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

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

Lauren Dozier

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

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: High level fishing event within SJC. Would like to look in the future on how to quantify the auxiliary impacts of marina rentals - ice and gas and food consumed by visitors for this event- due to its size of participants.

Robert MCFarland: This is a great event for SJC.

John Tharpe: *[Unanswered]*

Casey Van Rysdam: Excellent event - diversity, community participation and support
Note concerns under Marketing

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 15

Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: Primarily Florida and southern US
Robert MCFarland: This event is marketed on Southeastern US. They use multiple outlets to market such as print, social media, and streaming.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Note regional focus.
Excellent plan (radio, social media etc) but does not align with the Budget.
For calculation of Marketing Expense (to quantify grant amount) I did not include Captain's Bucket, Apparel or Corporate Partnerships (not referenced in the Marketing Plan or fit what I understand to be the definition of Marketing). I did include Video Production ($17,500)

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: 1-2 nights around final weigh in day
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2 Nights

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?

a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Participant Comments

Comments are encouraged for all scores.

Teddy Meyer: Will need to verify by registration records
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: To be verified

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?

a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 12
Robert MCFarland: 11
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 12

Financial information comments

Comments are encouraged for all scores.

Teddy Meyer: 600 x 2
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 600 nights (math ratio)

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 20
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Peak Period Comments

Teddy Meyer: low impact event within SJC. Only Vilano Pier on day of event
Robert MCFarland: This is a high impact event due to a road closure.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Significant impact on SJC boat ramps due to number of participants

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Seed Money Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Section 7: Bonus Points Community Impact (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?
a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Community Impact Comments
Comments are encouraged for all scores.

Teddy Meyer: Large local financial impact - Kids fishing clinic - Main Street Vilano community event
Robert MCFarland: This event does a great job supporting the community. They donate substantial funds and help host a community event with Vilano Main Street.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Excellent community support

Section 8: Final Score and Eligible Funding

Scoring
Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R5:C2*
Teddy Meyer: 12
Robert MCFarland: 11
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 12

R6:C2*
Teddy Meyer: 20
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R7:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R8:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 102
Robert MCFarland: 91
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 87

Grant Eligibility*

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

Teddy Meyer: 22500
Robert MCFarland: 22500
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 13125

2025 Kingfish Challenge

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Ancient City Game Fish Association (ACGFA)

Ms Donna K Frantz
6409 Pine Cir W
St. Augustine, FL 32095

dkfrantz@icloud.com
O: 904-814-0515

Ms Donna K Frantz

dkfrantz@icloud.com
O: 904-814-0515

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This is a great event that has been a staple for SJC and the community.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Local event with a long history. While providing participation opportunities for local residents the impact on visitors is minimal (25%). TBD - site fees ($10K) recipient?

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 10
Robert MCFarland: 10

John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: Local and state-based marketing
Robert MCFarland: This marketing is more on a state and local level.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Based on the high percent of locals (75%)

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Note - purchase of fuel locally is a non-reported benefit

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?
a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Participant Comments
Comments are encouraged for all scores.

Teddy Meyer: app noted 75% from inside SJC
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 25%

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?
a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 8
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2

Financial information comments
Comments are encouraged for all scores.

Teddy Meyer: 250 x 3
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 250; math ratio

Section 5: Impact Period (10 - 20 points)

What impact does the event have?
a. (20 points) Zero impact
b. (15 points) Low impact

c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Peak Period Comments

Teddy Meyer: Boat ramps and launching facilities see minimal impact from this event over the years prior
Robert MCFarland: Low impact event that can crowd boat ramps and the marina.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: While they report "none" in the application they will be using SJC boat ramps and based on the number of participants will create capacity concerns.

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Seed Money Comments

Comments are encouraged for all scores.

Teddy Meyer: 30+ years of the event
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 30 years

Section 7: Bonus Points Community Impact (0 - 10 Points)

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

a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Community Impact Comments

Comments are encouraged for all scores.

Teddy Meyer: Very generous organization that combines talent and treasure to a number of fishing clinics and youth sports organizations
Robert MCFarland: This event does a great job providing donations and offering a free fishing clinic for the youth.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Very philanthropic organization

Section 8: Final Score and Eligible Funding

Scoring

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 10

R3:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R4:C2*
Teddy Meyer: 10 *[Answered By: Robert MCFarland]*
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R5:C2*
Teddy Meyer: 8
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2

R6:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R7:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R8:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Final Score (59 - 130 points)*
110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 83
Robert MCFarland: 83
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 72

Grant Eligibility*

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

Teddy Meyer: 10000
Robert MCFarland: 10000
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10000

Game On! St. Augustine Triathlon

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

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

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

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

Mr Brian Gerard Huether

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

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Diversity; opportunity for locals to participate
Note my comments under Marketing that reduce the eligible amount

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15

John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This event does market to out of state and tries to bring in participants from the southeastern part of the US.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Not clear on regional v National
Note that I did not include Bibs, Medals and SWAG in my Expense calculation (these are not marketing from the perspective of promoting visitation to SJC)

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: 2 nights
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2 Nights

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?

a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Participant Comments

Comments are encouraged for all scores.

Teddy Meyer: 65% in app
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 65%

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?

a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 6
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6

Financial information comments

Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This event is looking to increase room nights to 300.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 300 nights; math ratio

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Peak Period Comments

Teddy Meyer: Road Closures
Robert MCFarland: This event does have road closures and is considered a high impact event for locals.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: I recognize that this is an AM event and will vacate sometime mid-day but it shuts down a portion of beach on a weekend in the summer

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 20
Robert MCFarland: 15
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 20

Seed Money Comments

Comments are encouraged for all scores.

Teddy Meyer: 2nd year of event - previous was relocated from PV due to dredge of Mickler area
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2
TBD - in the hotel info on the Application they note two prior years; if true, how is this only "Year 2"?

Section 7: Bonus Points Community Impact (0 - 10 Points)

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

a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 0
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Community Impact Comments

Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: None noted

Section 8: Final Score and Eligible Funding

Scoring

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*

Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R5:C2*
Teddy Meyer: 6
Robert MCFarland: 8
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6

R6:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R7:C2*
Teddy Meyer: 20
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R8:C2*
Teddy Meyer: 0
Robert MCFarland: 0
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 81
Robert MCFarland: 78
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 81

Grant Eligibility*

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

Teddy Meyer: 4000
Robert MCFarland: 4000
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 4000

2025 NWCA Convention

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

National Wrestling Coaches Association

Mr Michael Moyer
330 Hostetter Road
Manheim, PA 17545

dweaver@nwca.cc
O: 717-653-8009

Mr Daniel Weaver

dweaver@nwca.cc
O: 610-781-0014

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This was a great event last year and we are very happy to have them back again.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Requires discussion on Site Fee rationale

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 10
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 20

Marketing Plan Score Comments

Comments are encouraged for all scores

Teddy Meyer: National Market for attendees of convention
Robert MCFarland: This event is marketed coaches nationally who could potentially register for the conference. Although it goes out nationally to coaches this event is restricted due to it being a wrestling coaches conference.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: I removed Printer expense from their Marketing budget; this is a fixed and not direct marketing expense.

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?

a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Value Visitor Comments

Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: I assumed (based on other info) that this is high value; but the application referenced 200 nights per visitor (?)

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?

a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Participant Comments

Comments are encouraged for all scores.

Teddy Meyer: 98% outside of SJC noted in app
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 98%

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?

a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Financial information comments

Comments are encouraged for all scores.

Teddy Meyer: 1040 Sawgrass for 2024 on app report
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 1000 nights

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Peak Period Comments

Teddy Meyer: Non SJC Parks & Recreation facilities used for event
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Minimal traffic impact; no county facilities

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Seed Money Comments
Comments are encouraged for all scores.

Teddy Meyer: 2nd year in SJC
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2 years

Section 7: Bonus Points Community Impact (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?
a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 5
Robert MCFarland: 5
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Community Impact Comments
Comments are encouraged for all scores.

Teddy Meyer: SJC coaches in for free for leadership and symposium events
Robert MCFarland: Offer free admission for local coaches.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Local coaches invites

Section 8: Final Score and Eligible Funding

Scoring
Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 20
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R3:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R4:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R5:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R6:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R7:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R8:C2*
Teddy Meyer: 5
Robert MCFarland: 5
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 5

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 125
Robert MCFarland: 115
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 125

Grant Eligibility*

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

Teddy Meyer: 30000
Robert MCFarland: 30000
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 300000

Florida Elite Soccer Academy Tournament Series 2025

TDT Cat 3 Sports Tourism Grant Application

Florida Elite Soccer Academy

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

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

Mr Chris Brunner

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

Application Form

Event Information

Event Name*

Name of Event

Florida Elite Soccer Academy Tournament Series 2025

Event Detail*

Please provide a detailed description of the event.

The Florida Elite Invitational Tournament series is a Competitive Youth Soccer tournament that takes place over two consecutive weekends in August. The separate weekends for the event started several years back due to the amount of teams interested in attending and competing in the event. The Boys and Girls Invitationals are held separately over these two weekends. The Event is comprised of 350 plus teams competing from all over the country in the St Johns, Jacksonville and Palm Coast areas. The Event brings teams from ages 9 through 19 to the area and Clubs consider this Event the official kick-off to the 10 month Competitive Soccer seasonal year from August through May.

Legal Name of Host Organization*

Florida Elite Soccer Academy Inc.

Date of Event*

August 15th, 2025 through August 24th, 2025 with games taking place on 8/15, 8/16, 8/17, 8/22, 8/23, 8/24

Grant Amount Request*

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

15000

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

10

Sport*
Soccer

Organization/Event Website*
www.FloridaEliteSA.com

Organization Type*
Please Check Type of Organization

Non-Profit

Primary Contact Name*
Chris Brunner

Primary Contact Phone Number*
904-434-8528

Primary Contact Email Address*
chris@floridaelitesa.com

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*
Veterans Park: 1332 Veterans Parkway, St Johns Florida 32259
Aberdeen Park: 1401 Shetland Drive, St Johns FL 32259
Durbin Crossing Park: 345 Islesbrook Prkwy, St Johns FL 32259
Plantation Park: 3060 Race Track Rd, St Johns, FL 32259

List of Facilities Outside of St. Johns County being Used for the Event*
Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

Chuck Rogers Park: 11950 San Jose Blvd, Jacksonville, FL 32223
Earl Johnson Park: 5308 St Augustine Road, Jacksonville FL 32207
Losco Regional Park: 10931 Hood Road South, Jacksonville FL 32257
Indian Trails Sports Complex: 5455 Belle Terre Parkway, Palm Coast FL 32137
Contact: Director of Parks and Recreation Daryl Joseph: (904) 255-7919 / djoseph@coj.net

List of Other Events Produced by Organization*

Please Include Event Name, Location and Date
*If First Time Event Please Enter N/A

Florida Elite Winter Invitational: Ages 9 - 14 held annually in January
Florida Elite Recreational Tournament: Ages 9 - 19 held annually in November

of Teams

Only Required for Team Sports Event

390

Projected # of Participants*

Projected Event Attendance

5715

Projected Percentage of Event Participants Outside of St. Johns County*

65

Community Impact*

Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Our organization runs free and reduced rate programs to make sure that every child gets to play this game. We also have one of the largest scholarship funds of any youth sport in Florida. Our mission is to make sure that every child has the opportunity to play regardless of financial ability. Our FREE TOPS youth program and FREE Special Olympics Diversified sports programs are both run and operated in St Johns County.

Hotel/Lodging Information

Accommodations Impact*

Projected Overnight Stays in St. Johns County

840

Average # of Nights*

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

2

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

*If First Time Event Please Enter N/A

2022 Invitational Tournament Events (per weekend)
Holiday Inn St Augustine - World Golf Room occupancy: 147
Home2 Suites by Hilton St. Augustine I-95 Room occupancy: 62
World Golf Village Renaissance St. Augustine Resort/ Room occupancy: 165

2023 Invitational Tournament Events (per weekend)
Holiday Inn St Augustine - World Golf Room occupancy: 153
Home2 Suites by Hilton St. Augustine I-95 Room occupancy: 70
World Golf Village Renaissance St. Augustine Resort/ Room occupancy: 187

2024 Invitational Tournament Events (final calculation still pending from Traveling Teams) - below is the projection per weekend
Holiday Inn St Augustine - World Golf Room occupancy: 155
Home2 Suites by Hilton St. Augustine I-95 Room occupancy: 72
World Golf Village Renaissance St. Augustine Resort/ Room occupancy: 197

Please List Secured Hotels*

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

Holiday Inn St Augustine - World Golf: 475 Commerce Lake Dr, St. Augustine, FL 32095 - (904) 940-9500
Home2 Suites by Hilton St. Augustine I-95: 270 Outlet Mall Blvd, St. Augustine, FL 32084 - (904) 826-0200
World Golf Village Renaissance St. Augustine Resort: 500 S Legacy Trail, St. Augustine, FL 32092 - (904) 940-8000

Point of contact for Hotels:
Michael McGill
Director of Business Development
TRAVELING TEAMS™
Tel (866) 468-3268 x8884
Mobile (248) 513-2912
Michael@travelingteams.com

Financials

Budget Excel Link

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

Projected Event Budget*

Please Upload Projected Event Budget

St Johns TDC Grant Budget 2025.xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

Florida Elite Invitational Marketing Plan.pdf

Comprehensive Attendance Monitoring Plan*

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

Florida Elite Invitational Attendance Monitoring Plan.png

Comprehensive Sponsorship Packet*

Partnership Program Sponsorship Opportunites Card - SPRING 2022.pdf

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebatian View St. Augustine, Fl 38024) as additional insured with a minimum liability coverage of $300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

Florida Elite Invitational COI renews every July 1st.png

Certification of Authorized Representative

Acknowledgment and Certification

The authorized representative of the Organization, by typing their name here, acknowledges their understanding and acceptance of the statements above and certifies that the information contained in and attached to this

application is true and correct. If the grant is approved by the TDC it cannot be increased, it can only be decreased.

Chris Brunner

File Attachment Summary

Applicant File Uploads

- St Johns TDC Grant Budget 2025.xlsx
- Florida Elite Invitational Marketing Plan.pdf
- Florida Elite Invitational Attendance Monitoring Plan.png
- Partnership Program Sponsorship Opportunites Card - SPRING 2022.pdf
- Florida Elite Invitational COI renews every July 1st.png

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

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

me	In-Kind	Cash
ions		$ 474,000.00
ns		$ -
Request)		$ 15,000.00
ns		$ -
essions)		$ 8,155.00
es		$ 46,700.00
List Below		
	$ -	$ 543,855.00
		$ 543,855.00
ls cost		

QUESTION 1 - COMPREHENSIVE MARKETING PLAN



Ad placed on GotSport's rotation for Tournament promotion. This ad circulates across the United States up until the week before the event. CLICK HERE to access the event page.



2023 BOYS AND GIRLS TOURNAMENTS

FLORIDA ELITE INVITATIONAL TOURNAMENTS

THE Pre-Season Tournaments for Competitive Teams

REGISTRATION AND TOURNAMENT INFORMATION

BOYS INVITATIONAL - AUGUST 19TH - 20TH 2023

U9 - U15 Boys Teams will be playing in the Jacksonville/St Johns/Clay area of Northeast Florida
U16 - U19 Boys teams will be playing in Palm Coast in an all NEW Showcase format. We are expecting over 100 College Coaches to attend. This format will allow each team to play 3 games and act as an early start College Showcase for ALL Players.

BOYS INVITATIONAL REGISTRATION

Tournament Pricing:
U8-U10 Teams: $600
U11-U12 Teams: $675
U13-U14 Teams: $775
U15-U19 Teams (Showcase format): $800

Application Deadline:
August 6th, 2023 for the BOYS INVITATIONAL
When registering your team through GotSport, please make sure that your Team is updated with the correct coach information. We will be using the GotSport coach conflict tool during scheduling to do our best to avoid conflicts.

HOTEL RESERVATIONS - This tournament is a "stay to play" and requires all teams traveling into town stay at one of our partner hotels.

BOYS INVITATIONAL HOTELS

Main website landing page and Social Media blast artwork used throughout all 4 of our Social Media avenues. Facebook, Twitter, Instagram and Linkedin. CLICK HERE to access the main Tournament landing page.

Competitive youth soccer tournaments have a closed network due to requirements needed to enter the event. All Teams must be part of a sanctioned affiliation that falls under the United States Soccer Federation umbrella. There are over 20,000 sanctioned youth soccer clubs in the United States currently. Both falling under the sanctioning of US Youth Soccer or US Club soccer. Both non-profit organizations are directly under the guidelines of the United States Soccer Federation.

QUESTION 2 - COMPREHENSIVE ADVERTISING AND SOCIAL MEDIA PLAN

PREMIER PARTNER

ST. JOHNS COUNTY
TOURIST DEVELOPMENT COUNCIL
Florida's Historic Coast | St. Augustine & Ponte Vedra

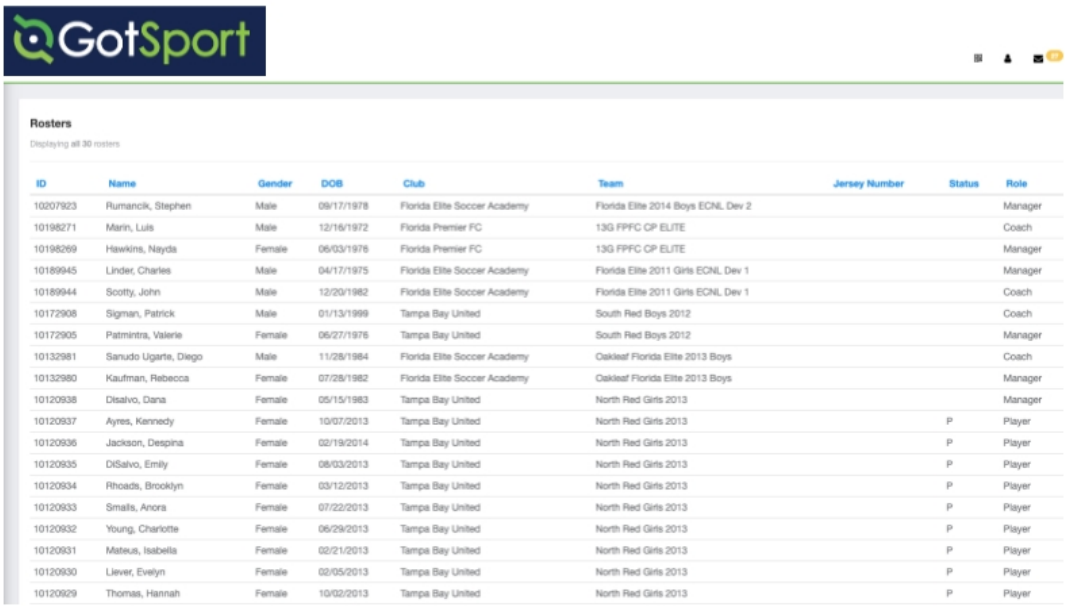
@FloridaEliteSA @FloridaEliteSA @TheFloridaElite

This event is consistently marketed across our main Social Media channels. Pre Event, During the Event including LIVE feeds and Post Event showcasing participants.

Facebook: 8100+ followers
Instagram: 7000+ followers
Twitter: 6300+ followers (including the previous @FloridaEliteSA handle)

Email blast marketing to include a current subscriber list of over 14,000 families

QUESTION 4 - EVENT ATTENDANCE MONITORING



GotSport

Rosters

Displaying **all 30** rosters

ID	Name	Gender	DOB	Club	Team	Jersey Number	Status	Role
10207923	Rumancik, Stephen	Male	09/17/1978	Florida Elite Soccer Academy	Florida Elite 2014 Boys ECNL Dev 2			Manager
10198271	Marin, Luis	Male	12/16/1972	Florida Premier FC	13G FPFC CP ELITE			Coach
10198269	Hawkins, Nayda	Female	06/03/1976	Florida Premier FC	13G FPFC CP ELITE			Manager
10189945	Linder, Charles	Male	04/17/1975	Florida Elite Soccer Academy	Florida Elite 2011 Girls ECNL Dev 1			Manager
10189944	Scotty, John	Male	12/20/1982	Florida Elite Soccer Academy	Florida Elite 2011 Girls ECNL Dev 1			Coach
10172908	Sigman, Patrick	Male	01/13/1999	Tampa Bay United	South Red Boys 2012			Coach
10172905	Patmintra, Valerie	Female	06/27/1976	Tampa Bay United	South Red Boys 2012			Manager
10132981	Sanudo Ugarte, Diego	Male	11/28/1984	Florida Elite Soccer Academy	Oakleaf Florida Elite 2013 Boys			Coach
10132980	Kaufman, Rebecca	Female	07/28/1982	Florida Elite Soccer Academy	Oakleaf Florida Elite 2013 Boys			Manager
10120938	Disalvo, Dana	Female	05/15/1983	Tampa Bay United	North Red Girls 2013			Manager
10120937	Ayres, Kennedy	Female	10/07/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120936	Jackson, Despina	Female	02/19/2014	Tampa Bay United	North Red Girls 2013		P	Player
10120935	DiSalvo, Emily	Female	08/03/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120934	Rhoads, Brooklyn	Female	03/12/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120933	Smalls, Anora	Female	07/22/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120932	Young, Charlotte	Female	06/29/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120931	Mateus, Isabella	Female	02/21/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120930	Liever, Evelyn	Female	02/05/2013	Tampa Bay United	North Red Girls 2013		P	Player
10120929	Thomas, Hannah	Female	10/02/2013	Tampa Bay United	North Red Girls 2013		P	Player

GotSport is the dedicated registration system used for this Event. This registration system allows us to monitor the Attendance of All Coaches and Players. Each Coach and Player has to be approved by the national affiliation in order to participate. Each player brings with them on average 2.5 additional attendees.

Entry to this event is FREE for all families so there is not a “turnstyle” collection of the attendee data other than using the Hotel room occupancy statuses.

PARTNERSHIP PROGRAM

WHO WE ARE

Florida Elite Soccer Academy is the largest and most successful youth Soccer Club in Florida.

Florida Elite Soccer Academy pledges to be a Full Service Soccer Organization dedicated to the growth and enrichment of its participating members.

Florida Elite provides development opportunities for players starting at a young age. A player-centric approach fosters individual confidence along with team success. These goals will be achieved through hard work, dedication and the complete commitment to every level of player from Recreational to Elite. Florida Elite Soccer Academy teaches players a style of soccer emphasizing passing and possession of the ball. The philosophy is consistent throughout the club so every team and individual learns a similar style of play. This leads to team success while promoting the continual growth and development of our players.

WHAT IS THE PARTNERSHIP PROGRAM'S MISSION?

The Partnership Program is our greatest resource for generating funds for our Scholarship Program. 100% of the Partnership Program proceeds go directly into our Scholarship Fund. These contributions allow us to make sure that every child gets to play this game. Regardless of economic or social background.

Our Partners are more than just "sponsors". We do not allow just any company to become a Partner. It has to be a perfect fit for both Florida Elite and our Partner. It is vital to us that our Partners benefit not only from the knowledge that they are creating opportunities for kids who may not have been able to play, but also generating increased business awareness and revenue in our community.

WE ARE FLORIDA ELITE

Partnership Opportunities

IMMEDIATE PARTNER BENEFITS

Florida Elite Soccer Academy is the largest and most successful youth Soccer Club in Florida.

Internal Demographics (Immediate contact)

- Over 10,000 registered players
- 25,000+ on electronic mailing list
- Expected growth to 15,000 players within the next 18 months
- 5 year plan projection to exceed 25,000 players

Jacksonville, St. Augustine, Tallahassee, Palm Coast and Clay County has the largest player pool in Florida (larger than Tampa, Orlando, or Miami).

Organic growth is expected due to the double digit rate of housing development permits in all of our locations; 26% Conservative Estimate (UF BEBR)

Centrally located in the Southeastern corridor, Jacksonville is a prime location for tournaments and international events.

Playing opportunities for all skill levels and ages from 3-18. Starting in 2018 we added a USL League Two U23 National team and a WPSL Women's U23 National team. These additions completed the player path progression philosophy of our Club and allows for any player to achieve any goal.

For Partnership Opportunities or Questions Please contact us at

Partners@FloridaEliteSA.com

REGIONAL AND NATIONAL LEAGUES AND AFFILIATIONS

Partnership Opportunities

Bronze Level Partnership.....$500

- Annual website graphic advertisement with click through to site
- Partnership mention on Monthly E-Newsletter

Silver Level Partnership.....$750

- Annual website graphic advertisement with click through to site
- Partnership mention on Monthly E-Newsletter
- Advertising space on all email communications to database
- Social media shout-outs to our followers

Gold Level Partnership.....$1,500

- Annual website graphic advertisement with click through to site
- Partnership mention on Monthly E-Newsletter
- Advertising space on all email communications to database
- Social media shout-outs to our followers
- One 3' x 6' Banner (Graphics included)

Platinum Level Partnership.....$2,500

- Annual website graphic advertisement with click through to site
- Partnership mention on Monthly E-Newsletter
- Advertising space on all email communications to database
- Social media shout-outs to our followers
- Dedicated Email blast to entire Club announcing Platinum Partner
- Three 3' x 6' Banners (Graphics included)

100% of the Partnership Proceeds go directly into our Scholarship Fund. Your contribution is allowing us to make sure that every child gets to play this game.

Partnership Opportunities

Premier Level Partnership.....$5,000

- Annual website graphic advertisement with click through to site
- Partnership mention on Monthly E-Newsletter
- Advertising space on all email communications to database
- Social media shout-outs to our followers
- Dedicated Email blast to entire Club announcing Premier Partner
- Three 3' x 6' Banners (Graphics included)
- First right to field naming opportunities for ALL tournaments/special events
- On site presence at a tournament

Champion Level Partnership.....$10,000+

- Annual website graphic advertisement with click through to site
- Partnership mention on Monthly E-Newsletter
- Advertising space on all email communications to database
- Social media shout-outs to our followers
- Dedicated Email blast to entire Club announcing Champion Partner
- Three 3' x 6' Banners (Graphics included)
- First right to field naming opportunities for ALL tournaments/special events
- On site presence at 2 tournaments
- Sponsor coupons and discounts incorporated into club fundraising efforts
- Eleven Sports Live Stream Sponsor availability (based on space available)

100% of the Partnership Proceeds go directly into our Scholarship Fund. Your contribution is allowing us to make sure that every child gets to play this game.

Partnership Opportunities

Elite Level Partnership.....$20,000+

- Annual website graphic advertisement with click through to site
- Partnership mention on Monthly E-Newsletter
- Advertising space on all email communications to database
- Social media shout-outs to our followers
- Dedicated Email blast to entire Club announcing Elite Partner
- Eight 3' x 6' Banners (Graphics included)
- First right to field naming opportunities for ALL tournaments/special events
- On site presence at ALL tournaments and special events
- Thank you plaque presented to sponsor
- Sponsor coupons and discounts incorporated into club fundraising efforts
- Pop-up display banners at club town hall and special event meetings
- Eleven Sports Live Stream Sponsor availability (based on space available)

Diamond Level Partnership.....$50,000+

- Annual website graphic advertisement with click through to site
- Partnership mention on Monthly E-Newsletter
- Advertising space on all email communications to database
- Social media shout-outs to our followers
- Dedicated Email blast to entire Club announcing Diamond Partner
- Twelve 3' x 6' Banners (Graphics included)
- On site presence at ALL tournaments and special events
- Thank you plaque presented to sponsor
- Sponsor coupons and discounts incorporated into club fundraising efforts
- Pop-up display banners at club town hall and special event meetings
- Framed shadow box of a Florida Elite Jersey
- Presenting sponsor for a tournament
- Eleven Sports Live Stream Sponsor availability (based on space available)

100% of the Partnership Proceeds go directly into our Scholarship Fund. Your contribution is allowing us to make sure that every child gets to play this game.

Partnership Opportunities

THE FINE PRINT

*Social Media Shout-Outs frequency will be determined by Partnership level. Social Media outlets are Facebook, Twitter, LinkedIn and Instagram. You can find us @FloridaEliteSA on Facebook and Instagram and @TheFloridaElite on Twitter.

*ALL potential Partners must be approved by the Partnership Committee prior to acceptance of Partnership

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-HELP-FLA (1-800-435-7352) WITHIN THE STATE OF FLORIDA AND (850) 410-3800 OUTSIDE OF FLORIDA. LICENSE #CH42477. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

Please note that the listed Partnership Packages are not chiseled into stone. They are customizable to suit the needs of our Partners. We mean it when we say we want our Partners to benefit from this Program just as much as it benefits our players and families. So let us know if you prefer optional types of promotions, or events. We are flexible.

CONTACT

Partnership Program Email: Partners@FloridaEliteSA.com
Main Club Phone Number: 904-230-4445
COO: Chris@FloridaEliteSA.com

THANK YOU FOR LISTENING AND CONSIDERING BECOMING A PARTNER

WE ARE FLORIDA ELITE

For Partnership Opportunities or Questions Please contact us at
Partners@FloridaEliteSA.com

Please note, annual COI renews on 7/1 - updated COI recurring

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY): 7/31/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME:
Insurance Office of America, Inc. 1855 West State Road 434 Longwood FL 32750	PHONE (A/C, No, Ext): FAX (A/C, No): E-MAIL ADDRESS:

INSURED	INSURER(S) AFFORDING COVERAGE	NAIC #
USCLUBS-01 National Association of Competitive Soccer Clubs dba US Club Soccer 774 S Shelmore Blvd Ste 104 Mount Pleasant SC 29464	INSURER A : United States Fire Insurance Company	21113
	INSURER B : Accredited Surety & Cas Co Inc	26379
	INSURER C : HDI Global Specialty SE	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES **CERTIFICATE NUMBER:** 105824159 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
B	X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR X Participant LL GEN'L AGGREGATE LIMIT APPLIES PER: POLICY PRO-JECT LOC X OTHER: Sanctioned Event	Y	Y	1-TRE-SC-17-01338515-01	8/1/2023	8/1/2024	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG Abuse & Molestation	$ 2,000,000 $ 2,000,000 $ 5,000 $ 2,000,000 $ 4,000,000 $ 2,000,000 $ 2,000,000
	AUTOMOBILE LIABILITY ANY AUTO OWNED AUTOS ONLY HIRED AUTOS ONLY SCHEDULED AUTOS NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	$ $ $ $ $
B	UMBRELLA LIAB X OCCUR X EXCESS LIAB CLAIMS-MADE DED RETENTION $	Y	Y	1-TRE-SC-17-01338516-01	8/1/2023	8/1/2024	EACH OCCURRENCE AGGREGATE	$ 3,000,000 $ 3,000,000 $
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N / A					PER STATUTE OTH-ER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT	$ $ $
A C	Accident Medical Full Excess Excess Liability	Y	Y	US1929851 HDHX003701036	8/1/2023 8/1/2023	8/1/2024 8/1/2024	Medical Maximum Med. Deductible Excess of $3mm primar	100,000 500 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The Certificate Holder is included as an Additional Insured under the General Liability and Excess Liability policies when required by written contract but only with respect to the operations of the Named Insured. The below referenced club is Included as a Named Insured per form (IL1201 1185) but only for liability arising directly from participation in an event or activity sanctioned or approved by US Club Soccer. MEDICAL EXPENSE coverage only applies to Event Spectators and visitors at a covered office location

This Certificate is issued on behalf of all valid YOUTH US CLUB SOCCER registered and approved players and staff participating with:

Florida Elite Soccer Academy, Club ID# C 2749
See Attached...

CERTIFICATE HOLDER

St Johns County
500 San Sebastian View
St Augustine FL 32084

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

John Burkart

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Ancient City Championship 2025

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Lion's Den Karate, LLC

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

barbarabennett.LDK@gmail.com
O: 904-826-1904

Ms Barbara Ann Bennett

barbarabennett.LDK@gmail.com
O: 904-826-1904

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Note comments on prior year inability to prove hotel metrics; did that impact prior year's payout?

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 10

John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Marketing Plan Score Comments
Comments are encouraged for all scores

Teddy Meyer: *[Unanswered]*
Robert MCFarland: Thiis event is marketed statewide.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?
a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments
Comments are encouraged for all scores.

Teddy Meyer: 1-2 nights
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?
a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Participant Comments
Comments are encouraged for all scores.

Teddy Meyer: 85% noted in the app
Robert MCFarland: Majority of the participants come from outside the county.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 85%

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?
a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 2
Robert MCFarland: 4
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 1

Financial information comments
Comments are encouraged for all scores.

Teddy Meyer: 100-200 for this year
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 50 nights; math ratio

Section 5: Impact Period (10 - 20 points)

What impact does the event have?
a. (20 points) Zero impact
b. (15 points) Low impact

c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Peak Period Comments

Teddy Meyer: *[Unanswered]*
Robert MCFarland: This event has no impact on local users or maintenance.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Seed Money Comments

Comments are encouraged for all scores.

Teddy Meyer: 2nd year grantee request
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2

Section 7: Bonus Points Community Impact (0 - 10 Points)

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

a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 5
Robert MCFarland: 5
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Community Impact Comments

Comments are encouraged for all scores.

Teddy Meyer: Services provided for disabled and underserved communities noted in app
Robert MCFarland: Lion's Den does a great job offering services that the community needs. Providing after school camps with transportation is a huge asset. In addition, they assist with students that require special needs. Lion's den has a positive impact on the community.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: none noted

Section 8: Final Score and Eligible Funding

Scoring

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*

Teddy Meyer: 15
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R5:C2*
Teddy Meyer: 2
Robert MCFarland: 4
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 1

R6:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R7:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R8:C2*
Teddy Meyer: 5
Robert MCFarland: 5
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Final Score (59 - 130 points)*
110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 97
Robert MCFarland: 94
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 91

Grant Eligibility*

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

Teddy Meyer: 6934
Robert MCFarland: 6934
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 6944

33rd ANNUAL 2024 LABOR DAY SHOOTOUT

TDT Cat 3 Sports Tourism Grant Application : Evaluation Summary

Jacksonville FC, Inc.

Mr. Pat Cannon
2850 Hodges Boulevard
Jacksonville, FL 32224

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

Ms. Ann Marie Hett

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

Evaluation Summary

3/4 Evaluations Complete

Teddy Meyer:	**Evaluation Complete**
Robert MCFarland:	**Evaluation Complete**
John Tharpe:	*Evaluation Not Complete*
Casey Van Rysdam:	**Evaluation Complete**

Application Name and General Comments

General Comments

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

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Note comments under other Jax FC application

Section 1: Marketing Plan (10 - 20 points)

Does the event have a comprehensive Marketing Plan?

a. (20 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a national level?

b. (15 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a regional level?

c. (10 points) Does the event have a comprehensive Advertising/Media Plan that includes St. Johns County and the Tourist Development Council logos/Destination Video on marketing materials and does the marketing plan enhance visibly on a state level?

***Please input score in the table at Section 8**

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*

Casey Van Rysdam: 0

Marketing Plan Score Comments

Comments are encouraged for all scores

Teddy Meyer: Established event that is working to maximize SJC field usage for out-of-town teams
Robert MCFarland: This event is markets outside of SJC but it geared towards the state.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: No reference to SJC promotion. Email and social media only; no Expense noted on the Budget

Section 2: Visitor Value (10 - 20) Points

What value of visitor's does the event provide?

a. (20 points) High Value visitors - (Tourist/Visitors staying overnight in paid accommodations for 3 nights or more)

b. (15 points) Value Visitors - (Tourist/Visitors staying overnight in paid accommodations for 1 - 2 nights)

c. (10 points) Day Visitors - (Tourist/Visitors staying for the day of the event)

***Please input score in the table at Section 8**

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

Value Visitor Comments

Comments are encouraged for all scores.

Teddy Meyer: 2 nights
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2 nights

Section 3: Percentage of Participants Outside of St. Johns County (10 - 20 points)

Are the participants coming from outside of St. Johns County?

a. (20 points)75% - 100% of participants
b. (15 points)50% - 74% of participants
c. (10 points) Less than 50% of participants

***Please input score in the table at Section 8**

Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

Participant Comments

Comments are encouraged for all scores.

Teddy Meyer: 85% noted in app - can check post event by registrants and modify if needed
Robert MCFarland: This event does a great job bring participants from outside of SJC.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 85%; this needs to be challenged in that it is a "local" event, but the out of county is high. Are these Duval residents? If yes, minimal impact on hotel and eco impact

Section 4: Projected Hotel Room Night (0 - 20 points)

What is the projected hotel room night?

a. (0 - 20 points) 0 - 1,000 room nights

*This includes air b and b nights

***Please input score in the table at Section 8**

Teddy Meyer: 3
Robert MCFarland: 7
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2

Financial information comments

Comments are encouraged for all scores.

Teddy Meyer: 200+ nights sold in SJC + increase by SJC VCB to add additional SJC Hotels
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 220; math ratio

Section 5: Impact Period (10 - 20 points)

What impact does the event have?

a. (20 points) Zero impact
b. (15 points) Low impact
c. (10 points) High impact

a. Zero impact – The event takes place when local users and maintenance are not impacted
b. Low Impact – The event takes place when local users and maintenance is minimally impacted
c. High Impact – The event takes place when local users and maintenance are highly impacted

*Maintenance closed field schedule Thanksgiving through January 15 & June 1 through August 1
*Low participation months for youth sport partners May, August, September
*Road closures is considered high impact

*Please input score in the table at Section 8

Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Peak Period Comments

Teddy Meyer: Low impact - outside of maintenance field closures
Robert MCFarland: This event does not take place during field closures but does affect local users from using the fields. I would consider this low impact.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: Holiday weekend; maintenance period

Section 6: Seed Money (10 - 20 Points)

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

a. (20 points) 0 – 2 years
b. (15 points) 3 – 4 years
c. (10 points) 5 plus years

*Please input score in the table at Section 8

Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

Seed Money Comments
Comments are encouraged for all scores.

Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10 years

Section 7: Bonus Points Community Impact (0 - 10 Points)

What type of community impact does the rights holder provide outside of the actual event?
a. (10 points) Time and Talent
b. (5 points) Treasure

Time and Talent – Rights Holder provides their time and talent that correlates to a positive impact on the community.

Treasure – Rights Holder provides a financial benefit that can be monetary or it can be items that correlates to a positive impact on the community.

Teddy Meyer: 10
Robert MCFarland: 5
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Community Impact Comments
Comments are encouraged for all scores.

Teddy Meyer: Resources infused back into JFC- PVSC for scholarships
Robert MCFarland: This group offer scholarships to underserved kids who may not be able to join without the scholarship. This is a great community impact by the organization.
John Tharpe: *[Unanswered]*
Casey Van Rysdam: None referenced relating to the event

Section 8: Final Score and Eligible Funding

Scoring
Teddy Meyer: *[Unanswered]*
Robert MCFarland: *[Unanswered]*
John Tharpe: *[Unanswered]*
Casey Van Rysdam: *[Unanswered]*

R2:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

R3:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 15

R4:C2*
Teddy Meyer: 20
Robert MCFarland: 20
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 20

R5:C2*
Teddy Meyer: 3
Robert MCFarland: 7
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 2

R6:C2*
Teddy Meyer: 15
Robert MCFarland: 15
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R7:C2*
Teddy Meyer: 10
Robert MCFarland: 10
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 10

R8:C2*
Teddy Meyer: 10
Robert MCFarland: 5
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

Final Score (59 - 130 points)*

110– 130 points ,eligible for 100% of requested amount

85 – 109 points, eligible for 75% of requested amount

60- 84 points, eligible for 50% of requested amount

59 points or less is not eligible for a grant

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

Teddy Meyer: 83
Robert MCFarland: 82
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 57

Grant Eligibility*

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

Teddy Meyer: 3000
Robert MCFarland: 3000
John Tharpe: *[Unanswered]*
Casey Van Rysdam: 0

The Junior PLAYERS Championship presented by Rolex

TDT Cat 3 Sports Tourism Grant Application

American Junior Golf Association

Stephen Hamblin
1980 Sports Club Drive
Braselton, GA 30517

ajga@ajga.org
O: 770-868-4200

Matt Emmi

memmi@ajga.org
O: 770-868-4200

Application Form

Event Information

Event Name*
Name of Event

The Junior PLAYERS Championship presented by Rolex

Event Detail*
Please provide a detailed description of the event.

The Junior PLAYERS Championship is a national junior golf event run by the AJGA in conjunction with TPC Sawgrass to give the opportunity to junior golfers (ages 12-18) looking to earn college golf scholarships through competitive junior golf. This field will include 78 players nationally and world wide.

Legal Name of Host Organization*
American Junior Golf Association

Date of Event*
August 29 - September 1, 2025

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

13000

How many years has this event taken place in St. Johns County?*
17

Sport*
Golf

Organization/Event Website*
https://www.ajga.org/

Organization Type*
Please Check Type of Organization

Non-Profit

Primary Contact Name*
Matt Emmi

Primary Contact Phone Number*
772-834-1590

Primary Contact Email Address*
memmi@ajga.org

List of St. Johns County Facilities/Locations Being Requested and List Any Roads that will be Closed*
TPC Sawgrass - The Stadium PLAYERS Course
Sawgrass Marriott Golf Resort & Spa

List of Facilities Outside of St. Johns County being Used for the Event*
Please Provide Name of Facility, Contact Name, Telephone Number, and Road Closures

N/A

List of Other Events Produced by Organization*
Please Include Event Name, Location and Date
*If First Time Event Please Enter N/A

The AJGA operates 140+ events nationwide every year. Please see our 2025 tournament schedule here: https://www.ajga.org/schedule/2025

of Teams
Only Required for Team Sports Event

Projected # of Participants*
Projected Event Attendance

78

Projected Percentage of Event Participants Outside of St. Johns County*
95

Community Impact*
Please explain in detail if your organization will be providing any positive impact to the community within the year outside of your normal event.

Tournament proceeds will be donated to local charities to benefit the community.

Hotel/Lodging Information

Accommodations Impact*
Projected Overnight Stays in St. Johns County

95

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

4

3 Year History of the Event with Lodging & Attendance Statistics*
*If First Time Event Please Enter N/A

2022 - 78 participants and 117 spectators. 328 total room nights.

2023 - 78 participants and 108 spectators. 307 total room nights

2024 - 78 participants and 120 spectators. 339 total room nights

Please List Secured Hotels*

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

Sawgrass Marriott Golf Resort & Spa
Bryan Day
1000 Tournament Players Club Blvd
Ponte Vedra Beach, FL
(904) 285-7777

Financials

Budget Excel Link

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

Projected Event Budget*

Please Upload Projected Event Budget

Grant-Expense-Form.xlsx

Required Addendum Attachments

Event Marketing Plan*

Please upload the event marketing plan which must include if the event is being marketed in the state, regionally, or nationally. The event must market the TDC by using the TDC logo and embedding the VCB video to the event's website/social media. The TDC logo and video will be emailed to you, please request if needed. This is a requirement.

2025 AJGA Junior Players Marketing Plan.pdf

Comprehensive Attendance Monitoring Plan*

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

AJGA Attendance Monitoring Plan.pdf

Comprehensive Sponsorship Packet*

2024 Junior PLAYERS JAM Form.pdf

Proof of Insurance*

Please upload your proof of insurance/certificate of insurance (COI) that list St. Johns County Board of Commissioners (500 San Sebatian View St. Augustine, Fl 38024) as additional insured with a minimum liability coverage of $300,000. If you cannot get insurance by the end of the grant closing date, please upload document stating when you will provide the insurance to St. Johns County.

St. Johns County Board of Commissioners - American Junior Golf.pdf

Certification of Authorized Representative

Acknowledgment and Certification

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

Matt Emmi

File Attachment Summary

Applicant File Uploads

- Grant-Expense-Form.xlsx
- 2025 AJGA Junior Players Marketing Plan.pdf
- AJGA Attendance Monitoring Plan.pdf
- 2024 Junior PLAYERS JAM Form.pdf
- St. Johns County Board of Commissioners - American Junior Golf.pdf

Projected Expenses	In-Kind	Cash	Projected Income
Travel		$ 2,000.00	Admissions
Housing		$ 3,000.00	Contribtions
Food		$ 29,500.00	Grants(Include TDT Request)
Sanction Fee		$ -	Sponsorships
***Site Fees**		$ 10,000.00	Sales(Merch/Concessions)
Rights/Gaurantees Fees		$ -	Room Rebates
***Officials**		$ 8,000.00	
Equipment		$ 2,500.00	
Rentals		$ 3,000.00	
Insurance		$ -	
Security		$ -	
Labor		$ 1,500.00	
***Direct Event Marketing Line Items (Please list detailed items below)**		$ 2,900.00	
on-site signage			
Awards		$ 2,200.00	
Adminstrative Cost		$ 14,000.00	
Other Expenses Please List Below			**Other Income Please List Below**
Player gifts		$ 5,500.00	
SubTotal:	$ -	$ 84,100.00	Subtotal:
Total:		$ 84,100.00	Total:

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

In-Kind	Cash
	$ -
	$ -
	$ 13,000.00
	$ 75,000.00
	$ -
	$ -
$ -	$ 88,000.00
	$ 88,000.00

Marketing Plan

Junior PLAYERS Championship

Tournament Promotion

The American Junior Golf Association is in a unique spot in which we do not have to advertise to find participants. Fortunately, we will have two full 78 player fields without advertising locally, regionally and nationally. However, we will send out information to local & national media informing them of the tournament, key players, sponsors etc. This usually happens once the field is announced which is 5 weeks prior to the tournament. However, about 5 months prior to the tournament, the tournament microsite will go "live" and all partners logos with websites embedded will be displayed. St. John's County TDC's logo would be displayed proudly and anyone that visits the microsite will be able to see the display.

Target Audience

Our target audience is the junior golfers but indirectly also their families who travel to the area with the players. These families will be directed to the tournament website for all things relating to the tournament. The website in 2024 featured close to 130,000 total page views while the AJGA website alone featured over 30 million total views.

AJGA Deliverables to St. John's TDC

- Logo with website embedded on tournament website
- (1) 3'x5' banner displayed onsite during the tournament
- Two teams (six amateurs) to play in our Junior-Am Fundraising Tournament the day before the event
- Additional banners or items displayed provided by St. John's County
- Ability to distribute material to the tournament players and their families
- AJGA will reach out to all local, regional and national media outlets in the Greater Jacksonville/St. John's County area highlighting the event and welcoming them to the tournament
- Potential social media posts revolving around the tournament either on @AJGAGolf

NOTES ABOUT AJGA SOCIAL PLATFORMS

Instagram

- Posts averaged 15K/per post impressions
- Current following: 125K
- About 715,000 interactions in the past year on all posts
- Currently best platform for Instagram stories – average 10K views
- Philosophy: Best quality photos / high-quality video that tells a story, engages lots of members, amplifies events and are "Instagram-worthy" moments
- AJGA target audience: Millennial (junior golfers) but taste-making for all golf fans
- AJGA audience averages: 75.6% male, 24.3% female, with 46% followers aged 18-34
- Overall audience averages: 1.4 billion active monthly users
- **Instagram Reels has become the most successful social media platform of the AJGA**
    - Several videos over 1 million views, including the most viral over 17 million views
    - Focusing on fun/entertaining content

TikTok

- Current following: 34.9K
- The fastest growing of the AJGA social media platforms

- Focusing on fun/entertaining content
- Youngest AJGA social media audience by far
- Six videos over 100K views in 2024
- AJGA target audience: our members, golf fans, and similar groups
- AJGA audience: 85% male, 15% female, with largest following (53.4%) aged 18-24.
- Overall audience: 1 billion active monthly users

X (Formerly Twitter)

- Current following: 33.5K followers on @AJGAGolf plus four other account contributors from the AJGA brand
- Over 10 million interactions on X since November 2017
- Philosophy: engage often with news and industry discussion, boost tournament coverage and leaders
- AJGA audience target: junior golfers, golf industry tastemakers, parents, college coaches – broadest spectrum
- Overall audience averages: 556 million monthly users

Facebook

- Current following: 38K (+5.74% one-year growth)
- Philosophy: share as much of best photo and video from events as well as articles / news to boost AJGA website engagement, provide parents with the ability to amplify their kids' brands, utilize Facebook Live when it makes sense as a broadcast medium
- AJGA target audience: sponsors, parents, committees, juniors who engage
- AJGA audience averages: 56.2% male, 29.9% of all men are aged 25-34 and 45-54, while 43.8% women, 15.3% aged 45-54.
- Overall audience averages: Largest of all social platforms, 2.9 billion+ active monthly users

Website statistics

- Nearly 13 million annual unique users
- Average session on AJGA.org 7 minutes, 1 second
- 75% returning users
- 89% users from the United States
- 62% mobile users

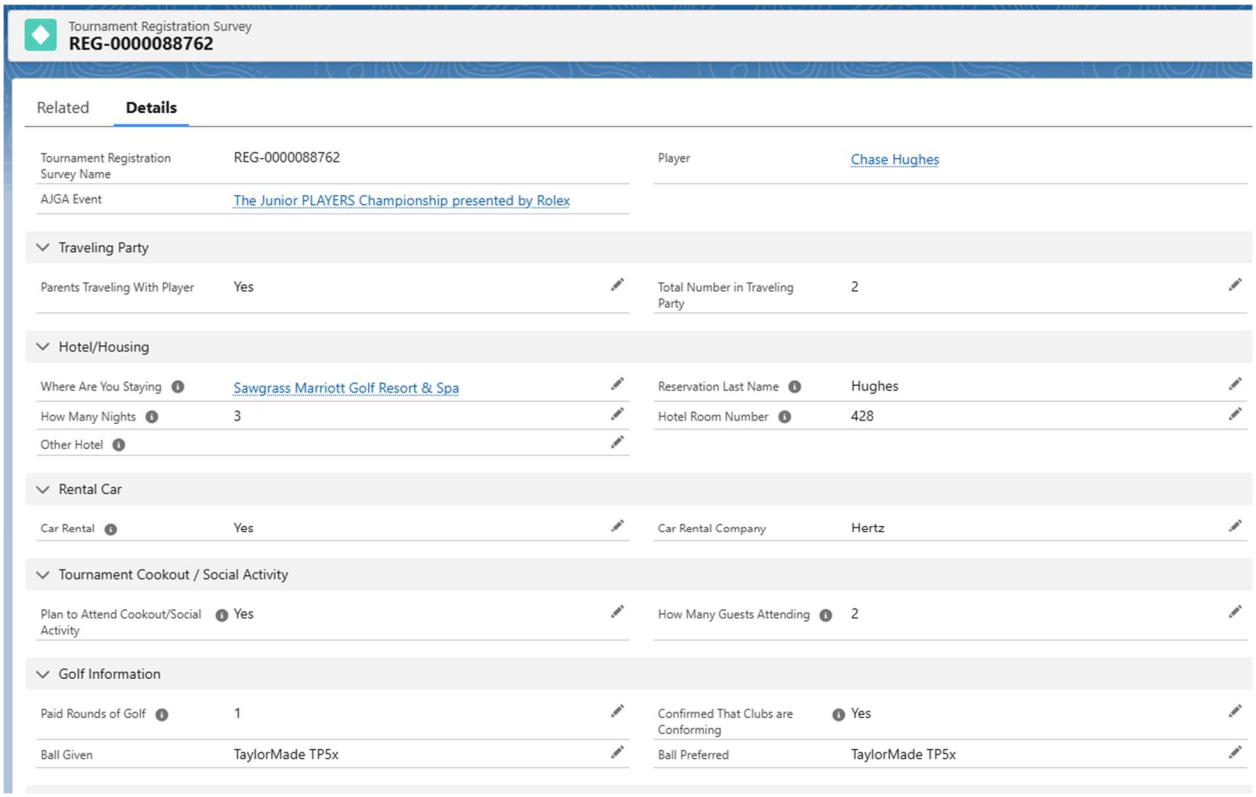
Event History

1. 2024 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
2. 2023 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
3. 2022 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
4. 2021 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
5. 2020 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
6. 2019 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
7. 2018 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players
8. 2017 – TPC Sawgrass – THE PLAYERS Stadium Course – Ponte Vedra Beach, Florida – 78 players

Event Attendance Monitoring
Plan

The AJGA asks every player an extensive registration questionnaire including housing, room nights, rental car, etc. If the TDC ever needs this information we would be happy to share.

Below is our tournament registration survey. All players are required to complete the survey on-site with our staff before they can start the tournament. We compile all data and can share immediately after the event. Please see the second attachment for our economic impact report we put together each year as well.



Tournament Registration Survey
REG-0000088762

Related **Details**

Tournament Registration Survey Name	REG-0000088762	Player	Chase Hughes
AJGA Event	The Junior PLAYERS Championship presented by Rolex		

Traveling Party

Parents Traveling With Player	Yes	Total Number in Traveling Party	2

Hotel/Housing

Where Are You Staying	Sawgrass Marriott Golf Resort & Spa	Reservation Last Name	Hughes
How Many Nights	3	Hotel Room Number	428
Other Hotel			

Rental Car

Car Rental	Yes	Car Rental Company	Hertz

Tournament Cookout / Social Activity

Plan to Attend Cookout/Social Activity	Yes	How Many Guests Attending	2

Golf Information

Paid Rounds of Golf	1	Confirmed That Clubs are Conforming	Yes
Ball Given	TaylorMade TP5x	Ball Preferred	TaylorMade TP5x

THE JUNIOR PLAYERS CHAMPIONSHIP PRESENTED BY ROLEX

AJGA
Developing Golf's Next Generation

TPC SAWGRASS - THE PLAYERS STADIUM COURSE
AUGUST 31 - SEPTEMBER 3
- FULFILLMENT REPORT -

JUNIOR PLAYERS
PRESENTED BY ROLEX

HOST FACILITY



TPC SAWGRASS
PONTE VEDRA BEACH, FL

CHAMPION



MILES RUSSELL
9-UNDER-PAR 207

TOURNAMENT DETAILS

21	78	186	16
STATES REPRESENTED	PLAYERS IN FIELD	NET VISITORS	COUNTRIES REPRESENTED

2024 ECONOMIC IMPACT

VISITOR SPENDING - $104,495.88

REGIONAL MULTIPLIER - 2.37

$1,565,237

ECONOMIC IMPACT SINCE 2019

TOTAL ROOM NIGHTS AT HOTELS - 247

ADMINISTRATIVE COSTS - $69,170.54

$411,589

TOTAL ECONOMIC IMPACT

THE JUNIOR PLAYERS CHAMPIONSHIP PRESENTED BY ROLEX

INSTAGRAM	110.2K FOLLOWERS	412,452 AJGA POST REACH	36,008 POST LIKES
X	32.9K FOLLOWERS	60 #JRPLAYERS POSTS	1,183,851 #JRPLAYERS REACH
FACEBOOK	36.4K FOLLOWERS	32.7K LIKES	
TIKTOK	28.6K FOLLOWERS	23.9 MILLION + POST VIEWS	1.3 MILLION + POST LIKES





13,253 UNIQUE PAGE VIEWS	5,965 UNIQUE PAGE VIEWS	10.4 MILLION UNIQUE PAGE VIEWS
TAYLORMADE | ADIDAS GOLF LIVE SCORING	INDIVIDUAL TOURNAMENT WEBPAGE	SCHEDULE & RESULTS PAGES

JUNIOR PLAYERS™

PRESENTED BY

ROLEX

Junior-Am Fundraising Tournament

August 29 | TPC Sawgrass - THE PLAYERS Stadium Course

#JrPLAYERS to #THEPLAYERS



Schedule of Events

7:30- 8:30 a.m.	Registration & Breakfast
9 a.m.	Junior-Am Shotgun
2 p.m.	Reception

AJGA Mission

The AJGA is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf.

AJGA
Developing Golf's Next Generation

TPC SAWGRASS
HOME OF THE PLAYERS

SPONSORSHIP LEVELS

PREMIER TOURNAMENT PARTNER - $12,000

- AJGA Tournament Website Recognition
- Ability to distribute product or set up promotional display
- Signage Recognition on Tournament Sponsor board
- Title Sponsor / naming rights of one of the following:
  - Volunteer Program
  - Tournament Lunches
  - Golf Cart and Shuttle Sponsor
- 6 Junior-Am entries paired with AJGA top junior
- 6 Invitations to Junior-Am reception and breakfast
- 6 Junior-Am Gift Packages

TOURNAMENT PARTNER - $7,500

- AJGA Tournament Website Recognition
- Signage Recognition on Tournament Sponsor board
- Promoted as sponsor of one of the following:
  - Water Sponsor
  - Putting Green
  - Driving Range
- 6 Junior-Am entries paired with AJGA top junior
- 6 Invitations to Junior-Am reception and breakfast
- 6 Junior-Am Gift Packages

TEAM SPONSOR - $2,500

- 3 Junior-Am entries paired with AJGA top junior
- 3 Invitations to Junior-Am reception and breakfast
- 3 Junior-Am Gift Packages

INDIVIDUAL SPONSOR - $1,000

- 1 Junior-Am entry paired with AJGA top junior
- 1 Invitations to Junior-Am reception and breakfast
- 1 Junior-Am Gift Package

Each Junior-Am gift package includes: sleeve of TaylorMade golf balls, Tournament Golf Towel, adidas shirt and Imperial tournament hat.

TO REGISTER

CLICK HERE TO REGISTER ONLINE

SCAN ABOVE TO REGISTER

MAIL CHECKS TO:

American Junior Golf Association
Attn: Matt Emmi
1980 Sports Club Drive
Braselton, GA 30517

Please make check payable to the ***American Junior Golf Association*** or ***AJGA.*** Please include ***JUNIOR PLAYERS*** on memo line.

AJGA TAX ID: 58-1433914

CONTACT: Matt Emmi
memmi@ajga.org
(772) 834-1590

SUBMIT ENTRIES BY: AUGUST 22, 2024

BENEFITING CHARITY

AJGA®

Foundation

Client#: 651562 AMERIJUNIO

ACORD™ CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 11/13/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer any rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Marsh & McLennan Agency LLC
11330 Lakefield Drive
Suite 100
Johns Creek, GA 30097-1508

CONTACT NAME: Ranee K Mannion
PHONE (A/C, No, Ext): 770-295-1008 **FAX (A/C, No):**
E-MAIL ADDRESS: Ranee.Mannion@MarshMMA.com

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Citizens Insurance Company of America	31534
INSURER B : Hanover Insurance Company	22292
INSURER C : Allmerica Financial Benefit Insurance C	41840
INSURER D :	
INSURER E :	
INSURER F :	

INSURED
American Junior Golf Association, Inc.
1980 Sports Club Drive
Braselton, GA 30517

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	X COMMERCIAL GENERAL LIABILITY			ZBAJ62000400	01/01/2024	01/01/2025	EACH OCCURRENCE	$1,000,000
	CLAIMS-MADE X OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	$500,000
							MED EXP (Any one person)	$5,000
							PERSONAL & ADV INJURY	$1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$2,000,000
	POLICY PRO-JECT LOC						PRODUCTS - COMP/OP AGG	$2,000,000
	OTHER:							$
C	AUTOMOBILE LIABILITY			AWAJ61999500	01/01/2024	01/01/2025	COMBINED SINGLE LIMIT (Ea accident)	$1,000,000
	X ANY AUTO						BODILY INJURY (Per person)	$
	OWNED AUTOS ONLY / SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	HIRED AUTOS ONLY / NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	$
								$
B	X UMBRELLA LIAB X OCCUR			UHAJ2000500	01/01/2024	01/01/2025	EACH OCCURRENCE	$4,000,000
	EXCESS LIAB CLAIMS-MADE						AGGREGATE	$4,000,000
	DED X RETENTION $0							$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N			WHAJ61998900	01/01/2024	01/01/2025	X PER STATUTE OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? N	N / A					E.L. EACH ACCIDENT	$1,000,000
	(Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$1,000,000
							E.L. DISEASE - POLICY LIMIT	$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
RE: The Junior PLAYERS Championship presented by Rolex

CERTIFICATE HOLDER
St. Johns County Board of Commissioners
500 San Sebatian View
Saint Augustine, FL 32084

CANCELLATION
SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
PETER J. KRAUSE

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TDC Regular Meeting – January 27, 2025

Agenda Item 9 – FY26 Arts, Culture and Heritage Grant Guidelines (Action Required)

Review and/or Approval of the Arts, Culture & Heritage Grant Guidelines for Fiscal year 2026 (October 1, 2025 – September 30, 2026).

ST. JOHNS CULTURAL COUNCIL

ST. AUGUSTINE | PONTE VEDRA | FLORIDA'S HISTORIC COAST®

Recommended by the Tourist Development Council January 2025

St. Johns County Tourist Development Council

Arts, Culture and Heritage Grants

For programs and activities occurring between October 1, 2025 and September 30, 2026

Visit www.StJohnsCulture.Com for application deadlines and mandatory workshop dates.

St. Johns Cultural Council
184 San Marco Avenue
St. Augustine, Florida
www.stjohnsculture.com

PURPOSE AND OVERVIEW

To support and enhance St. Johns County as a culturally interesting and vibrant destination, the St. Johns County Board of County Commissioners has allocated a portion of the Tourist Development Tax to aid in the operations and promotion of arts, cultural, and heritage activities that have - as a main purpose - the attraction of visitors as evidenced by promotion to tourists. A portion of these funds support an Arts, Culture and Heritage Grant program administered by the St. Johns County Cultural Council and supervised by the St. Johns County Tourist Development Council. Funding recommendations for Arts, Culture and Heritage Grants must be approved by the Board of County Commissioners.

TDC Arts, Culture and Heritage Grants are available for either Marketing Support or Marketing and Program support. To also receive program support, proposed programs in the application need to be new or significantly improved existing programs or events.

Applications will be scored by an evaluation team that will present its funding recommendations to the Tourist Development Council for review and to the Board of County Commissioners for final approval. Evaluation team meetings are open to the public. Notice of such meetings will be provided in advance.

The total estimated award amount for the Fiscal Year 2026 Arts, Culture and Heritage Grant Program will be determined as part of the County's annual budget process.

Organizations that wish to apply for funding must complete an application, before the published deadline, with all requested information, through the online Grant Portal (linked).

The deadline for FY2026 applications is 5 p.m. on Wednesday**, May 31, 2025**.

Questions regarding any portion of the application or application process must be submitted in writing via email to grants@historiccoastculture.com. The deadline for submitting questions is ten (10) calendar days before the application deadline. All questions will be answered and posted to StJohnsCulture.com.

The funding process is not over until the final award decisions are made by the St. Johns County Board of County Commissioners. To ensure fair consideration for all applicants, communication regarding this funding process to or with any County department, employee, elected official or any other person involved in evaluation of or consideration of the applications, until the County Commission has formalized its funding decision, is prohibited. The County's representative may initiate communication with an applicant to obtain necessary information.

The intent of the ACH Grant Program is to accept and fund applications which, in the County's judgment, best serve the interests of the County and its residents and support a vibrant cultural atmosphere that is attractive to visitors. St. Johns County reserves the right to accept or reject any application in whole or in part and to waive technicalities.

Responses to this grant and related documents and communications become public records subject to the provisions of Chapter 119, Florida Statutes, the Florida Public Records Law.

ELIGIBILITY

BASIC ELIGIBILITY

All applications must meet the following basic eligibility criteria at the time of application:

- All grant funded activities must occur within St. Johns County.
- The proposed annual programs or event must be arts, culture or heritage related and have a primary purpose of attracting visitors to St. Johns County, as evidenced by the promotion of the program or event to tourists.
- Applicants, including for-profit businesses and private institutions of higher education, must be qualified to do business in Florida as evidence by their Active Status with the Florida Division of Corporations. Municipalities are also eligible to apply.
- Have a marketing plan that includes out-of-area marketing, defined as follows: **Advertising, promotion, publicity and sales activities that take place and are directly targeted to Tourists, which are defined as persons and groups residing outside the following counties: St. Johns, Flagler, Putnam, Clay, Duval, and Nassau.** Media that reaches audiences of both Tourists and those within St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties is allowable to the extent that the advertising reaches out-of-area. For this, grantees will need to provide a broadcast area, distribution, designated market area, analytics, or other data showing the market reach of the advertiser. The allowable reimbursement amount will be based on a percentage of the documented out of area reach. For example, if you purchase a $1,000 ad with a print publication that has a distribution that is 20% out-of-area, you can request a $200 reimbursement for that expense.

SPECIFIC ELIGIBILITY

In addition to meeting basic eligibility above, applicants need to meet additional criteria depending on the type of applicant, the type of funding they are applying for, and the nature of programs or events for which funds are being requested.

Type of Applicant

There are year-round applicants and applicants that apply for single events or event series. Applicants must meet the following criteria to apply as a year-round applicant:

- Be a 501(c)3 non-profit arts, culture or heritage organization with headquarters in St. Johns County and a primary mission of producing arts, culture or heritage programs for public audiences.
- Manage a facility or facilities that are open to the public at least 180 days per year. This may include museums, theaters, and historic sites.

Type of Funding

This grant program has two funding options:

1. Out-of-Area Marketing Support: This funding is for existing events or year-round programs that are not proposing any changes or improvements to existing programs or events. 100% of this grant funding is for out-of-area marketing, as defined above. *All applicants that meet the basic eligibility requirements may apply for out-of-area marketing support*.

2. Program and Marketing Support: This funding is for applicants that are planning ***new or significantly improved programs or events***. Below are specific eligibility requirements for different arts, culture and heritage events and programs.

    - Year-round, non-performing arts, culture and heritage organizations must request funding for a ***new*** program, exhibition, or cultural event that has not been presented in St. Johns County in the previous two years, or for significant and measurable improvements to current programs, exhibitions and cultural events.
    - Retail art markets must be scheduled for two or more consecutive days, include greater than 50% vendors unique to your market in St. Johns County (i.e. do not regularly have booths at other markets in the County or have not participated in a market within the market area in the last 90 days), and 75% or more of the vendors must be artisans selling work they created.*
    - Year-round Performing Arts organizations and single special events (not including music festivals) must have 75% of shows, performances, or theatrical productions that not have been performed in St. Johns County in the previous two years or within the market area for the past 90 days. Performances and shows that feature students that have paid to be in the performance must have at least 15% of the performers be paid professional performing artists, or a single paid professional performing artist or group that has a verifiable national or international following that has not performed in St. Johns County in the previous two years or within the market area for the past 90 days.* .
    - Music Festivals must include at least one headliner who has a verifiable regional or national following that has not performed in St. Johns County in the previous two years or within the market area for the past 90 days.*
    - Culinary Festivals that have received TDC grant funding in the previous three years must include both local culinary artists and culinary artists with a verifiable regional (4 or more states) following for tastings and cooking demonstrations who have not provided those options in St. Johns County in the previous two years or within the market area for the past 90 days.*

* This will be verified by SJCC staff through attendance at the grant supported activity and/or through reimbursement documentation prior to approval for reimbursement. If this requirement is not met, expenses will not be reimbursed.

ADDITIONAL REQUIREMENTS

- Marketing plans and budgets for Program and Marketing Support must include at least 25% of total grant expenses for out-of-area marketing as defined above (i.e. outside of St. Johns, Flagler, Putnam, Clay, Duval, and Nassau Counties).

- Marketing plans and budgets for Out-of-Area Marketing Support requests must include 100% of grant funds for paid advertising that targets counties beyond those adjacent to St. Johns County.
- All grantees must include the St. Johns Cultural Council and St. Johns County Tourist Development Council logos and/or the statement "funded in part by the St. Johns County Tourist Development Council" on all event or program related websites and promotional materials, with a link to www.historiccoastculture.com whenever possible.

GRANT AWARD AND FUNDING LEVELS

Year-round annual expenses are based on the organization's most recently completed Form 990. Event expenses are provided on the grant budget form and must be verified through the organization's annual financial statements.

OUT-OF-AREA MARKETING SUPPORT

30% of the annual year-round program or event expenses, but no more than $30,000.

PROGRAM AND MARKETING SUPPORT

Year-round annual expenses or event expenses over $167,000: *maximum request equal to 30% of operating expenses or $75,000, whichever is less.*

Year-round annual expenses or event expenses between $100,000 and $167,000: *maximum request equal to 50% of operating expenses or $50,000, whichever is less.*

Year-round annual expenses of up to $100,000*: *maximum request equal to 50% of operating expenses or $50,000, whichever is less.*

**Nonprofits may include volunteer hours and in-kind contributions in calculation of operating revenue, up to $100,000.*

GRANT BUDGET AND MATCH REQUIREMENTS

The TDC Arts, Culture and Heritage grant requires a minimum 1:1 match, which is documented by your event or organization financial statements submitted with your application and reimbursement request(s). ***The grant budget form only needs to show revenue and expenses that you are using to show the required match.***

REIMBURSEMENT

This grant is a reimbursement grant. Proof of compliance with marketing requirements as specified in the interim reimbursement request and final report documents (e.g. proof of payment and tear sheets), a log of all grant funded expenses by type as outlined in the grant application budget (e.g. contracted services, performers, etc.) which includes proof of payment for individual expenses $5,000 and over, and a year-to-date financial statement, must accompany all requests for funds. Organizations with annual programs or multiple events may request reimbursement, with proper documentation, one time in each calendar quarter, and **MUST** submit at least one interim reimbursement request by April 30 of the grant year. Requests for reimbursement for annual events must be requested within 60 days after conclusion of the event, and all requests must be received by October 10, 2025.

All grantee reports and reimbursement requests are subject to audit; if selected for audit, grantee will provide copies of receipts and proof of payment for all expenses included in the report(s). Failure to provide appropriate records will result in repayment of the grant funds and grantee will be ineligible to apply for future TDC grants.

NONALLOWABLE EXPENSES

The following expenditures are NOT reimbursable by grant funds:

- Salaries, benefits, travel or expenses of personnel not directly related to the creation of programs, events or attractions that are open to the public with a focus on the attraction of visitors
- Payment of rent, mortgage, or utilities
- Real property or capital improvements, including but not limited to new construction, renovation restoration, installation or replacement of fixtures and tangible personal property, with the exception of expenditures that are directly related to construction of a proposed exhibition. Please contact grants@historiccoastculture.com with questions related to allowable capital expenditures.
- Interest or reduction of deficits or loans, fines, penalties or cost of litigation
- Expenses incurred or obligated prior to or after the funding period
- Events which are restricted to private or exclusive participation, including member-only events
- Advertising, printing or other expenses that omit the required logos and support statement
- Benefits, projects and fundraisers that benefit organizations or individuals other than the contracted applicant
- Prize money, scholarships, awards, plaques, certificates, or contributions
- Political or religious events
- Food or beverage
- Any expenditure not authorized by the St Johns County Code of ordinances

CRITERIA AND SCORING

SECTION 1. ATTENDANCE (25 TOTAL POINTS)

a. Attendance Ratio Score (see calculation below) (15 points)
b. Detailed explanation of how attendance estimates were determined and documentation of attendance over the previous two years with description of how attendance is tracked and verified based on ticket sales, research, surveys, etc. Previously held events and programs must include attendance numbers from the previously completed event. **Include specific information about attendance by out-of-area visitors, including estimated room nights generated** (10 points)

Attendance Ratio Score

A significant percentage of the score for each grant application will be based on the Attendance Ratio. The Attendance Ratio is calculated by dividing the funding request by estimated event or program attendance. Points awarded per ratio score are as follows:

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

Example: An event requesting $40,000 in funding for attendance of 2,000 would have a Ratio Score of 20 and would receive 5 points.

SECTION 2: CULTURAL SIGNIFICANCE, QUALITY AND COMMUNITY SUPPORT (35 TOTAL POINTS)

1. Provide a history of your organization and its contribution to the cultural development of St. Johns County (5 points)
2. Describe your program or event and address the following (30 points):

Program Details

If you are requesting a grant for a special event, provide dates and times. If you are an organization that provides an annual calendar of programs applying for Marketing Support Only, provide the number of days and hours you are open to the public or presenting performances with a description of permanent exhibitions, special events and performances supported by this grant. If you are an organization that provides an annual calendar of programs applying for Program and Marketing Support, be specific about how this grant is funding new or significantly improved exhibitions, programs, performances or events.

Artistic Excellence

The significance of the culture/heritage or quality of the artists/performers and other key individuals, creative process, works of art, museum collections, organizations, education providers, artistic partners, and services involved in the project and their relevance to the audience or communities of St. Johns County. You must provide a percentage of paid versus nonpaid performers.

Artistic Merit

- The value and appropriateness of the project to the organization's mission, artistic/cultural/historical field, artists, audience, community, and constituency.
- The ability to carry out the project based on such factors as the appropriateness of the budget, clarity of the project activities, resources involved, and the qualifications of the project's personnel and partnerships.
- Clearly defined goals and proposed outcomes and an appropriate plan to determine if those goals and outcomes are met. This includes, where relevant, measures to assess audience enjoyment and engagement.
- Evidence of direct compensation to artists or program providers that bring visitors to St. Johns County. See eligibility requirements for specific information about participation of paid artists and performers.

Relationship to St. Johns County

How your program or event directly relates to St. Johns County's unique arts, culture, and heritage and how the artists, performers, or exhibitions presented will attract audiences from outside the area. The program or event should be something that St. Johns County wants to showcase, and that people will travel a long way to attend.

3. Community support, grants, collaborations and in-kind contributions: help us understand the level of support your program receives from the community by providing information about grants, volunteer support, collaboration with other organizations, and in-kind contributions.

SECTION 3: MARKETING PLAN (30 TOTAL POINTS)

1. Describe your marketing plan including out-of-area marketing and address the following (10 points):
   - How your event or program will be promoted to tourists.
   - How this grant will allow you to expand your audience.

   Note: Marketing plan must include listing events and programs on historiccoastculture.com.
2. Provide a detailed description with a budget breakdown of how 25% of requested grant funding will be spent to attract tourists.
3. Provide supporting documents such as examples of past print or digital advertising, social media posts and analytics, radio or television spots, etc. to illustrate the quality of your marketing efforts.
4. Documented Collaborations (up to 10 points)
   - Events - Lodging listed on webpage: 2 points for listing and linking at least one hotel/accommodation.
   - Formal package agreements with other venues/events or accommodations. Examples include: historic sites and museums creating a joint ticketing/tour package or weekend event; weekend packages that include lodging, dinner, and a theater show; special events with packages to visit other locations in St. Johns County after the event; formal agreements with accommodations for lodging discounts to attendees or visitors.
   - Applicants may receive up to 10 points total for this section. ***With an accommodation link***, an applicant can get up to 8 points for formal package agreements.

SECTION 4: FINANCIAL INFORMATION (10 TOTAL POINTS)

Financial information will be reviewed for accuracy and reasonableness and evidence of organizational sustainability.

Required Financial Information

- A complete copy of the organization's most recently filed U.S. tax return. For nonprofit organizations with revenues below $50,000 - a statement of revenues and expenses for the most recently completed fiscal year, signed by Board Chair / President or Executive Director.
- The first page of the IRS Form 990 for the previous two years.
- A detailed budget for the program, special event or activity focused on attracting tourists, signed by Board Chair / President or Executive Director, using the budget form provided with the application.
- In the case of for-profit organizations and organizations whose primary organizational purpose or mission is not to attract audience members, funding request amounts must be based on the project budget rather than the organizational budget.

- Municipalities and institutions of higher learning must submit a detailed project / event budget for their special events or activities, signed by an appropriate staff member. Funding request amounts shall be based on the project / event budget.

FAILURE TO PROVIDE A COMPLETE COPY OF THE MOST RECENTLY FILED TAX RETURNS, financial statements and detailed event budgets will disqualify the application.

SECTION 5: OPTIONAL POINTS FOR EXCEPTIONAL FREE AND FIRST-TIME EVENTS (5 AND 10 TOTAL POINTS, RESPECTIVELY)

Because a new event will not have previous attendance data or examples of past marketing efforts available, nor data on attendance, reviewers may award up to ten additional points for first-time events that provide exceptional value to visitors.

Because measuring attendance for free events is generally more difficult than paid events, reviewers may award up to five additional points to first-time and free events that provide exceptional value to visitors. ***Total points for the application may not exceed 100***.

SECTION 6: MANDATORY DEDUCTION FOR EVENTS OCCURRING IN PEAK PERIODS (5 POINT DEDUCTION)

Special events or a series of events with greater than 50% of dates occurring during a peak visitor period (as defined by TDC staff) will receive an automatic 5-point deduction. This deduction does not apply to nonprofit organizations offering year-round programs.

SCORING AND AWARD RATIOS

Description of Total Score	Score	Funding
Exemplary demonstration of the public value of arts, culture & heritage. Extremely likely to generate a large number of overnight stays. Merits investment of St. Johns County funding.	93-100	up to 100%
Strongly demonstrates public value of arts, culture and heritage. Very likely to generate overnight stays. Merits investment of St. Johns County funding.	87-92	up to 90%
Demonstrates public value of arts, culture and heritage. Likely to generate overnight stays. Merits investment of St. Johns County funding.	80-86	up to 80%
Makes an inadequate case for the public value of proposed arts, culture or heritage programs. Does not merit investment of St. Johns County funding.	below 80	No Funding

The evaluation team will present award recommendations to the Tourist Development Council for review and approval before the recommendations are submitted to the Board of County Commissioners for final approval. It may be necessary to apply a ratio to the amount each applicant qualifies for. The ratio will be determined by dividing the total funds available by the total eligible amount of all of the applicants.

For example: 30 organizations are eligible for funding totaling $1,200,000, but only $600,000 in funding is available. Available funding will be divided by eligibility (600,000 / 1,200,000) to arrive at a ratio of .50. The actual funding amount will be 50% of the eligible funding amount, so an applicant who is eligible for $20,000 in funding based on the scoring methodology will receive 50% of that amount, or $10,000.

APPLICATION INSTRUCTIONS

All applicants must attend a grant workshop and complete and provide by the posted deadline:

1. Online Grant Application
2. Up to 5 supporting documents, which may include examples of marketing materials and analytics; event programs; program reviews; photographs and video of past programs/events, or any other material that illustrates the quality of organizational programs
3. Proof of organizational status from the Florida Department of State
4. Proof of 501(c)3 Tax Exempt Status (e.g. IRS determination letter) when applicable.
5. Required financial information

Arts, Culture and Heritage Grant Application

TDC Regular Meeting – January 27, 2025

Agenda Item 10 – TDC BOARD MEMBER RECOMMENDATION – Sara Maxfield (Action Required)

There are currently three (3) vacancies due to expiring terms of:

Troy Blevins - Accommodation Member
Charles Cox - Non-Accommodation Member
Michael Wicks – 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 persons 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.

The following table list the applicants and their affiliation.

January 27, 2025 TDC Meeting

Agenda Item 10 - TDC Board Member Recommendation 2025 TDC APPLICANTS - Updated 1/21/25

TDC NON-ACCOMODATION APPLICANTS			
NAME	**ORGANIZATION/EMPLOYMENT**	**EDUCATIONAL BACKGROUND**	**AFFILIATIONS**
Charles Cox	President of San Sebastian Winery, Lakeridge Winery & Vineyards, Prosperity Vineyards	4 Years University Study of Architecture, Building Science, Business Economics, and Marketing	Member of SJC Chamber of Commerce, Member of Visitors and Convention Bureau, Member of Florida Grape Growers Association, Member of Visit Florida, Member of the Orlando VCB
Eric Fundora	Manager, G.J. Gardner Homes	Associates of Science	SJC Chamber, St. Augustine Yacht Club, various other nonprofits and association boards
James Loggins	VP of Business Development, CADDIEMASTER Enterprises	BFA, Communications	Crosswater Community Church, PGA Tour - Volunteer Chairman - RSM Classic, First Tee
Catherine St. Jean	Library Advisory Board, St. Augustine Art Association Board member in charge of marketing and PR	Masters in Education	Published poet, writer and artist
Albert Syeles	President of Romanza President of Epicenter Alliance Inc	Certified Management Accountant, Certified Business Manager, Graduate Certificate in Project Management, BA in Political Science	Visit Florida Culture, Heritage, Rural and Nature Committee; Institute of Management Consultants
TDC ACCOMODATIONS APPLICANTS			
NAME	**ORGANIZATION/EMPLOYMENT**	**EDUCATIONAL BACKGROUND**	**AFFILIATIONS**
Samuel (Troy) Blevins	Jalaram Hotels	Bachelor of Arts	Rotary of St. Augustine, Elks Lodge 829, President of Home Again of St. Johns, Trustee on St. Augustine Historic Society

Ann Marie Evans	Attorney	Rule 6 Law Clerk Program BA Human Services	William Bartram Scenic Highway and Various Volunteer Organizations
Tony Mazullo	Secure 7 Transportation, CEO	Masters in Business Management	Rotary Club, Knights of Columbus, City Commission Planning Board
Michael Wicks	Self Employed Certified Financial Planner	Florida State University BA Political Science, The American College Financial Consultant	Friends of the Ponte Vedra Concert Hall Board Member, Tourist Development Council Member, The Blood Alliance Board Member
Kim Devlin	Realtor, Keller Williams Atlantic Partners	BA, Organizational Communications	None provided

NAME	ORGANIZATION/EMPLOYMENT	EDUCATIONAL BACKGROUND	AFFILIATIONS
Dirk Lobenbrick	Compliance Officer and HR Manager, EverBank	JD, Law; Masters in Business Admin; MA in Anthropology; BA in Anthropology and Sociology	Society for Human Resources Management, Human Resources Certification Institute, International Public Management Association, Society of Corporate Compliance Ethics
Michael McLaughlin	Assistant VP of UNF	BS, Liberal Studies	Council for the Advancement and Support of Education, Association of Fundraising Professionals
Adrienne Reed	Parallon	Masters in Data Analytics, BA in Business Management	Started a neighborhood book club
Hannah Rullo	Attorney at Ansbacher Law	JD, Law; BA	St. Johns Women Lawyers, St. Johns County Tiger Bay, Junior Service League of St. Augustine
Anna Straughan	NYS Early Intervention	Bachelors and Masters in Social Work	Kids Bridge and Junior Service League
Raj Vavilala	GEHA	MBA	Various Volunteer Organizations

Notes:

Applications received after deadline of Janaury 6th.

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

REC: 12.10.24

1 YEAR: 12.10.25

Board/Committee Name: Tourist Development Council

First Name: Charles

Last Name: Cox

** Similar Name matches a current member of Tourist Development Council, term expiring 2/2/2025 12:00:00 AM*

Address: 3689 Lone Wolf Trail

City, State Zip: St. Augustine, FL 32086

Home Phone:

Cell Phone: (904) 501-5077

Work Phone: (904) 826-1594

Email: cgcox@seavin.com

District: 3

Most Recent Occupation/Employer:

President, Seavin, Inc. DBA San Sebastian Winery, Lakeridge Winery & Vineyards, Prosperity Vineyards

Past Work Experience/Employers:

I have worked for my current company for the past 32 years.

Civic Clubs, Organizations:

Member and past Board member of the St. Johns County Chamber, Member and past Board Member and 3 time Chairman of the St. Johns County VCB, Past Board of Trustees member of the St. Augustine Lighthouse, Member and past board member of the Florida Grape Growers Assoc., Member of the Orlando Visitors and Convention Bureau, Member of Visit Florida. Current Board member of the St. Johns County Tourist Development Board.

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:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

4 Years Auburn University, Studying Architecture, Building Science, Business Economics, and Marketing.

References:

Name	Relationship	Phone
Peter Yesawich	Friend	(407) 701-6071
John Fraser	Friend	(904) 806-1440
Jeanne Burgess	Co-Worker (41 years)	(352) 978-8253

Additional Information:

Over the past 32 years I have overseen the growth of Florida's largest winery, developing and executing PR and Marketing programs, including creative, brand building, event marketing, and hosting 250,000 guests annually to our 2 hospitality centers. Revenue growth in that time expanded from $535,000 to $17,000,000 annually along with developing 2 additional brands and expanding multi state distribution. In addition, over the past 40 years I have traveled extensively nationally and internationally visiting 26 countries throughout the world and counting. While living in St. Johns County I have served for 18 of those years on the Visitors and Convention Bureau board, 3x as it's Chairman and I am well versed in the Tourist Development tax, it's uses, value to the local economy and how it is distributed for the benefit of the County tourism, through the various categories. I have owned and operated a short term rental home and been a bed tax collector during my residency in St. Johns County. In addition to the over $17,000,000 in ad spending for the wineries over the past 30 years, I also managed a program for the state department of Agriculture promoting all 24 Florida Wineries branded "TryFloridaWine", ad spending in excess of $2,400,000. from 2012-2018. I believe all of these experiences have me well prepared for serving on the TDC board.

LAKERIDGE WINERY & VINEYARDS
Clermont, Florida

SEAVIN, INC.

Lakeridge Winery & Vineyards • San Sebastian Winery • Prosperity Vineyard

San Sebastian Winery
St. Augustine, Florida

December 17, 2024

Board of County Commissioners
St. Johns County, Florida

RE: TDC Board Appointment

Dear Members of the St. Johns County Board of County Commissioners,

It is with pleasure that I submit my application to serve again on your Tourist Development board, otherwise known as the TDC.

I have been a resident of St. Johns County for nearly three decades and have witnessed the remarkable growth and development of our region's tourism industry, I am eager to contribute my skills, knowledge, and passion to the vital work of the TDC Board.

With a thirty-year background in hospitality management and extensive experience in marketing the tourism sector, I believe that I possess the requisite expertise to make meaningful contributions to the Board's objectives.

Thank you for your time considering my application. I look forward to the possibility of serving another term on the Tourist Development Board and working with you to shape a vibrant and prosperous future for St. Johns County.

Yours Sincerely,

Charles G. Cox
President
Seavin, Inc. DBA
San Sebastian Winery
Lakeridge Winery & Vineyards
Prosperity Vineyards

Reply to: ☐ Lakeridge Winery & Vineyards • 19239 U.S. 27 North • Clermont, Florida 34711 • (352) 394-8627 • Fax: (352) 394-7490
☐ San Sebastian Winery • 157 King Street • St. Augustine, Florida 32084 • (904) 826-1594 • Fax: (904) 826-1595

Application

Rec. 08/14/24
1 Yr. 08/14/25

Board/Committee Name: Tourist Development Council

First Name: Eric
Last Name: Fundora
Address: 4350 Palm Street
City, State Zip: Saint Augustine, FL 32084
Home Phone: (904) 325-6701
Cell Phone: 9043256701
Work Phone:
Email: thefunwaycompany@yahoo.com
District: 5

Most Recent Occupation/Employer:

Manager at G.J. Gardner Homes

Past Work Experience/Employers:

Retired from 22 years as Firefighter/Paramedic at Miami Dade County Fire Department. Fire Lieutenant/Paramedic Monroe County Fire Department.

Civic Clubs, Organizations:

Member of St. John's Chamber, Member of St. Augustine Yacht Club. Served as President, Vice President, Chairman, Vice Chairman and Treasurer in various non for profits and association boards.

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:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Associate in Science Degree

References:

Name	Relationship	Phone
Frank Hernandez	Friend	(786) 216-9694
Fernando Gomez	Professional	(305) 710-4319
Caridad Jimenez	Mother in Law	(786) 256-3281

Additional Information:

As a lifetime volunteer and public servant, I would love to continue serving our community. I bring many years of strong customer service and communication experience.

Thank you for your consideration.

Application

REC: 8.14.24

1 YEAR: 8.14.25

Board/Committee Name: Tourist Development Council

First Name: James
Last Name: Loggins
Address: 67 Riva Ridge Place
City, State Zip: Saint Johns, FL 32259
Home Phone: (912) 223-3433
Cell Phone: (912) 223-3433
Work Phone:
Email: jamesdloggins@gmail.com
District: 1

Most Recent Occupation/Employer:

Vice President of Business Development - CADDIEMASTER Enterprises

Past Work Experience/Employers:

Senior Director - CADDIEMASTER Enterprises
Director - CADDIEMASTER Enterprises
Program Manager - CADDIEMASTER Enterprises
Director of Youth and Children - Brunswick First United Methodist Church

Civic Clubs, Organizations:

Crosswater Community Church
PGA Tour - Volunteer Chairman - RSM CLassic
First Tee

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

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

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

0 **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

BFA - Communications - Valdosta State University 2003

References:

Name	Relationship	Phone
Tom Keeley	Colleague	(904) 377-1984
Dan Costello	Direct Report	(904) 240-2757
Chris Zarbaugh	Mentor	(248) 388-6899

Additional Information:

Application

Rec. 03/01/24
1 Yr. 03/01/25

Board/Committee Name: Tourist Development Council

First Name: Catherine
Last Name: St Jean
Address: 2293 Commodore Club Blvd
City, State Zip: St Augustine, FL 32080
Home Phone: (904) 342-7211
Cell Phone: (917) 359-6751
Work Phone:
Email: C10stjean@gmail.com
District: 3

Most Recent Occupation/Employer:

Library Advisory Board, 8 years. Life member of The St. Augustine Art Association and board member in charge of marketing and PR.

Past Work Experience/Employers:

Masters degree in education from CUNY, CEO Of Marcus St Jean recruiting and marketing firm in NYC, a global creative recruiting firm and former Director of Creative Services of Advertising for DDB Worldwide Advertising

Civic Clubs, Organizations:

Published Poet, writer and artist

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

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

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

0 **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

BA Loyola University Chicago
Masters of Education CUNY

References:

Name	Relationship	Phone
Joy Andrews	Friend	
Debra Rhodes Gibson	Friend	
Jennifer Flynt	Friend	

Additional Information:

St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec: 12.27.24

1 Year: 12.27.25

Board/Committee Name: Tourist Development Council

First Name: Albert

Last Name: Syeles

Address: 83 Bridge Street

City, State Zip: St. Augustine, FL 32084

Home Phone:

Cell Phone: 9045014336

Work Phone:

Email: asyeles@gmail.com

District: 5

Most Recent Occupation/Employer:

President, Romanza - St. Augustine, Inc. 501(c)(3)
President, EpiCentre Alliance, Inc. 501(c)(3)

Past Work Experience/Employers:

Executive Director Government Relations, SBC Communications (AT&T), Washington, DC
Accounting Policy Director SBC HQ, San Antonio, TX
Accounting Supervisor, IT Supervisor, Southern New England Telephone (SNET), Connecticut
IT Supervisor (SNET, Sikorsky Aircraft, and CIGNA), Connecticut
Operations Supervisor (Social Security Administration.), Connecticut
U S Navy, Virginia

Civic Clubs, Organizations:

Visit Florida CHRN Committee (Culture, Heritage, Rural and Nature), Member
Institute of Management Accountants, Connecticut Chapter President
Federal Communicaitons Bar Association, Washington DC, Member

Elected or Appointed Positions:

Do you do Business with the County:

Yes **Details:** Romanza applies for TDC ACH grants.

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

Yes **Details:** Romanza applies for TDC ACH grants, and one is currently funded.

Voting Conflict:

No **Details:** TDC ACH grant applications are ranked by a separate Funding Panel. The rankings as a package, may then be "recommended" through the TDC to the BCC for funding.
The TDC Board approval and recommendation of the Funding Panel's ranking and funding leve

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Certified Management Accountant (CMA) - Institute of Management Accountants
Certified Business Manager - Association of Professionals in Business Management
Graduate Certificate in Project Management - Boston University
Award Winning Composer - www.FilmFreeway.com/AlbertSyeles
BA (Political Science) - Duquesne University

References:

Name	Relationship	Phone
Susan Phillips	Business - VCB	(904) 209-4430
Eric Becher, PhD	Business - Vavarde S	(904) 575-0526
Steven Marr	Business - St. Augus	(904) 460-3223

Additional Information:

Entrepreneur, businessman, nonprofit leader, and composer.
President and co-founder (2009) of Romanza - St. Augustine, Inc., a performing arts nonprofit in St. Augustine, FL. Also, President and founder (2019) of The St. Augustine EpiCentre Alliance, an organization of cultural organizations.
Winner of numerous awards for music composition.

Previously Executive Director at SBC Communications (which later bought AT&T and took that name) in Washington DC, San Antonio and New Haven.

Certified Management Accountant (CMA)

Specialties: Planning, organizing, leading and controlling organizations.
Cost accounting; plant asset management; revenue planning. Music composing, arranging, recording, mixing, and mastering.

https://www.linkedin.com/in/syeles/

St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

REC: 11.20.24

1 YEAR: 11.20.25

Board/Committee Name: Tourist Development Council

First Name: Samuel

Last Name: Blevins

Address: 138 Markland Place

City, State Zip: St Augustine, FL 32084

Home Phone:

Cell Phone: (904) 669-7901

Work Phone: (904) 669-7901

Email: troy@walkingmc.com

District: 5

Most Recent Occupation/Employer:

Jalaram Hotels / Kanti Patel

Past Work Experience/Employers:

A.D. Davis Construction
St Johns County

Civic Clubs, Organizations:

Rotary of St Augustine-Elks Lodge 829- President of Home Again of St Johns - Trustee on St Augustine Historic Society

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:

Yes **Details:** I work with Non profits that may receive funding.

Number of Times Recused:

1 **Details:** I am Trustee on St Augustine Historic Society was getting approved for funding and as a volunteer Trustee on that board. I recused myself

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Bachelor of Arts from Flagler College

References:

Name	Relationship	Phone
Mike Davis	Friend	(904) 669-1522
David Chatterton	Friend	(904) 669-7992
Kanti Patel	owner of company	(904) 826-5504

Additional Information:

As former Parks and Recreation Director and private sector experience it creates a balance and knowledge of the TDC Board that not many possess. Accommodations board members are required per state guidelines, and I qualify under the category of accommodations.

Application

Rec. 1/17/25
1 Yr. 1/17/26

Board/Committee Name: Tourist Development Council

First Name: MAZULLO
Last Name: Tony
Address: 94 Daniel park circle
City, State Zip: Ponte vedra, FL 32081
Home Phone:
Cell Phone: (904) 907-9812
Work Phone:
Email: Secure7transport@gmail.com
District: 4

Most Recent Occupation/Employer:

Secure7transportation ceo
Consulting in construction business

Past Work Experience/Employers:

Jmpitstop llc consultant in building codes

Civic Clubs, Organizations:

Rotary club ,knight of Columbus city commission planning board

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:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Business management masters degree from queens college new york

References:

Name	Relationship	Phone
Chris sanna	Friend	(631) 946-0546
Will readon	Friend	(386) 864-0400
Madeline goodenough	Friend	(386) 547-6566

Additional Information:

I am a very common sense educated person very mechanically inclined ,been in business for over 40 years

Application

Rec: 1.8.25

1 Year: 1.8.26

Board/Committee Name: Tourist Development Council

First Name: Ann-Marie

Last Name: Evans

Address: **PROTECTED ADDRESS**

City, State Zip: St. Johns, FL 32259

Home Phone: (253) 999-3058

Cell Phone: (253) 999-3058

Work Phone:

Email: electannmarie@gmail.com

District: 1

Most Recent Occupation/Employer:

Attorney/NONDISCLOSED

Past Work Experience/Employers:

Prior business owner.
Attorney.
Paralegal. City of Lakewood.
Public Records Officer. City of Lakewood.
Victim Advocate. City of Lakewood
Realtor. John L. Scott

Civic Clubs, Organizations:

William Bartram Scenic Highway

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:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Rule 6 Law Clerk Program
BA Human Services

References:

Name	Relationship	Phone
Ralph Evans	Spouse	(253) 380-5761
Ron Joseph	Friend	(352) 212-5359
Christine Mullis	Friend	(941) 400-8655

Additional Information:

Over the years, I have volunteered with many boards, clubs, business groups, etc. Currently, I serve on the William Bartram Scenic Highway. Prior to moving to Florida, I served on the Northwest Trek Foundation Board; this wildlife park is dependent on the tourism industry for financial support and was a consideration in our work. I was also a member of the Lions Club for several years; the club generated funds running a hamburger stand as visitors made the trip to Mt. Rainier. These funds were then used to help fund projects within the community. I believe these experiences coupled with my business background will bring value to the TDC. Thank you for your consideration.

St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 1/19/25
1 Yr. 1/19/26

Board/Committee Name: Tourist Development Council

First Name: Michael
Last Name: Wicks

** Similar Name matches a current member of Tourist Development Council, term expiring 8/25/2013 12:00:00 AM*

Address: 24 Guana Drive
City, State Zip: Ponte Vedra Beach, FL 32082
Home Phone:
Cell Phone: (407) 230-0813
Work Phone:
Email: mwicks3896@yahoo.com
District: 1

Most Recent Occupation/Employer:

Self Employed Certified Financial Planner for 31 years

Past Work Experience/Employers:

Civic Clubs, Organizations:

Friends of the Ponte Vedra Concert Hall Board Member 8 years
The Blood Alliance Board Member

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:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Florida State University BA Political Science
The American College Chartered Financial Consultant
Certified Financial Planner

References:

Name	Relationship	Phone
Phil McDaniel	friend	(904) 806-1440
Jerry Wilson	friend	(404) 861-7111
Sean Hickham	friend	(407) 883-1083

Additional Information:

I have served for the last three years on the Tourist Development Council and would like to continue serving the community in this capacity. I believe my experience will enable me to be an effective member of the Board. I have served the St Johns County community since moving here 18 years ago working to build sidewalks in Ponte Vedra Beach and working with the Friends of the Ponte Vedra Concert Hall to move forward with the current expansion project under the leadership of Jerry Wilson. I have worked to build relationships with County staff and the Tourist industry in order to be an effective member of this Board.

St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec: 9.4.24

1 Year: 9.4.25

Board/Committee Name: Tourist Development Council

First Name: Kim

Last Name: Devlin

Address: 4000 Grande Vista Blvd

City, State Zip: St. Augustine, FL 32084

Home Phone: (904) 747-0183

Cell Phone: (904) 747-0183

Work Phone:

Email: kimdevlin@mac.com

District: 5

Most Recent Occupation/Employer:

Realtor - Kim Devlin Team

Past Work Experience/Employers:

Realtor 2011 to 2015 - Berkshire Hathaway
Realtor 2017 to 2022 - RE/MAX Leading Edge
Realtor 2022 to 2023 - Vista Collective
Realtor 2023 to Current - Keller Williams Atlantic Partners

Civic Clubs, Organizations:

St. Johns Parcels Owned:

4000 Grande Vista Blvd Unit 110 St Augustine FL

Companies/Industries with Financial Interest:

None

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:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Bachelors of Arts - Organizational Communications

References:

Name	Relationship	Phone
Kristen Pytel	Partner	(904) 240-6247
Kelly Lawrence	Colleague	(904) 495-4300
Rusty Davis	Colleague	(904) 446-0475

Additional Information:

As a dedicated Realtor in St. Johns County with extensive experience in navigating local regulations and real estate trends, I bring a strong understanding of how zoning, development, and property adjustments impact both homeowners and the broader community. My role requires a deep knowledge of housing markets and the evolving needs of residents, which makes me well-suited to contribute valuable insights to the Board of Adjustments and Appeals. By serving in this capacity, I aim to stay informed about local developments, while leveraging my expertise to assist in fair and thoughtful decision-making that benefits the community as a whole.

Application

Board/Committee Name: Tourist Development Council Rec 9.30.24 Exp 9.30.25

First Name: DIRK
Last Name: LOBENBRUCK
Address: 513 White Feather Ct
City, State Zip: Saint Johns, FL 32259
Home Phone: (951) 818-9556
Cell Phone: (951) 818-9556
Work Phone:
Email: dvslobenbruck@gmail.com
District: 1

Most Recent Occupation/Employer:

Occupation: Compliance Officer & Human Resources Manager
Employer: EverBank, N.A.

Past Work Experience/Employers:

Occupation: Director, HR & Compliance
Company: Athena Ag.

Occupation: Human Resources & Operations Consultant
Company: InSight Compliance

Occupations (all same employer):
Director, Business Operations & Internal Audit
Human Resources Business Partner & Regional Compliance Officer
Regional Information Security Officer
Organization & Human Resources Manager
Employer: Bosch and Siemens Home Appliances Corp.

Occupation: Senior Litigation Paralegal
Employer: Kirtland & Packard LLP

Occupation: Human Resources Administrator
Employer: Skycastle Entertainment, Inc. (a division of NBCUniversal Media, LLC)

Civic Clubs, Organizations:

Professional Organizations:
Society for Human Resource Management (SHRM) [current]
Human Resource Certification Insitute (HRCI) [current]
International Public Management Association (IPMA) [current]
Society of Corporate Compliance and Ethics (SCCE) [current]

Civic Clubs and Public Interest Groups:

Grand Lodge of Free & Accepted Masons: Member [current]
Fair Housing Council of Orange County: Senior Paralegal & Community Mediator [past]
Los Angeles Free Legal Clinic: Senior Paralegal [past]
Archaeological Association of South-Central Kansas: President, Vice-President, Treasurer [past]
Wichita State University: Committee Member, Court of Appeals [past]

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:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Academic Background:
School: Western State University, College of Law
Field of Study: Law
Degree: Juris Doctor

School: California State University
Field of Study: Business Management and Administration
Degree: Master of Business Administration

School: Wichita State University
Field of Study: Anthropology
Degree: Master of Arts

School: Wichita State University
Field of Study: Anthropology, Sociology
Degree: Bachelor of Arts

Certifications:
SHRM-CP: Certified Professional in Human Resources
SPHR: Senior Professional in Human Resources
Florida Notary Public
FMLA, HIPAA
OSHA-10
Bookkeeping & Accounting

References:

Name	Relationship	Phone
Stephanie Broder	Co-Worker	(888) 882-3837
John Kreiser	Realtor, Friend	(951) 496-9313
Gene Abadilla	Ministry Leader	(951) 454-4489

Additional Information:

Volunteer Activities:
1. Betty Griffin Center [current]
2. Habitat for Humanity, Jacksonville [current]
3. Rethreaded [current]
4. Sulzbacher Center [current]
5. Boys & Girls Club of Northeast Florida [current]

B. Leadership Roles (Non-Work Related):
1. Alliance Business Resource Group: Co-Chair [current]
2. Archaeological Association of South-Central Kansas: President, Treasurer [past]

Technical Skills:
1. MS Suite
2. MS Project
4. G-Suite
5. SharePoint
6. NetSuite
7. SAP

Soft Skills:
1. Leadership skills
2. Strong communicator
3. Problem-solver
4. Dependable
5. Project Management

St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 01/30/2024
1 Yr. 01/30/2025

Board/Committee Name: Tourist Development Council

First Name: Michael
Last Name: McLaughlin
Address: 366 Little Bear Run
City, State Zip: Saint Johns, FL 32259
Home Phone: (407) 443-4733
Cell Phone: (407) 443-4733
Work Phone:
Email: themjgm@aol.com
District: 1

Most Recent Occupation/Employer:

Assistant Vice President, University of North Florida

Past Work Experience/Employers:

University of Texas at Arlington, University of Central Florida, United Way

Civic Clubs, Organizations:

Current affiliations: Council for the Advancement and Support of Education, Association of Fundraising Professionals
Past affiliations: Engineering Development Forum board of directors, United Way of Arlington steering committee, Valencia College Foundation Board of directors, City of Daytona Beach Teen advisory board, City of Sanford Citizens Academy, Leadership Arlington

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:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

BS, Liberal Studies, University of Central Florida

References:

Name	Relationship	Phone
Liz Rembert	Friend	4074215970
Cindy Flood	Friend	4076799409
John McInerney	Friend	4079706266

Additional Information:

Michael J. G. McLaughlin is a development professional with more than a decade of experience building relationships and cultivating charitable gifts. In 2019, he was named the director of development for the College of Engineering with The University of Texas at Arlington (UTA). In that role, he served as a Senior Staff member in the Office of the Dean and a member of the Administrative Council for the College of Engineering. Michael joined UTA in 2018 as the director of development for university initiatives where he worked with donors, alumni, and friends to build support for academic programs across campus. Prior to UTA he served as the associate director of advancement for the University of Central Florida (UCF) Foundation where he was a major gifts officer for the College of Engineering and Computer Science.

Before UCF, Michael was senior manager of corporate relations with Heart of Florida United Way and successfully led a team of fundraising professionals for the annual giving campaign. He was also a manager with United Way's marketing & communications department where he was responsible for brand messaging, special event planning, media relations, and advertising.

He has held financial services industry licenses for stocks, bonds, commodities, and insurance. He has also worked in radio broadcasting holding the positions of assistant program director and public service announcement director. Michael obtained his BS in liberal studies from UCF in 2003. He is currently a member of the Council for Advancement and Support of Education and Association of Fundraising Professionals.

Michael has past affiliations with the City of Daytona Beach Teen Advisory Board, City of Sanford Citizens Academy, Florida Public Relations Association, Engineering Development Forum Board of Directors, Richard V. Moore Community Resource Center Executive Board, UCF Alumni Scholarship Committee, United Way of Arlington Steering Committee, and Valencia College Foundation Board of Directors.

Application

Rec. 03/01/24
1 Yr. 03/01/25

Board/Committee Name: Tourist Development Council

First Name: Adrienne
Last Name: Reed
Address: 236 Vale Drive
City, State Zip: St. Augustine, FL 32095
Home Phone: (615) 839-3154
Cell Phone: (615) 839-3154
Work Phone:
Email: adrienne@tnreeds.com
District: 5

Most Recent Occupation/Employer:
Parallon

Past Work Experience/Employers:
Parallon
HCA
MultiCare Health

Civic Clubs, Organizations:
None yet, but started a neighborhood book club.

St. Johns Parcels Owned:
236 Vale Drive - about .25 lot size

Companies/Industries with Financial Interest:
None

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:

N/A **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Masters Degree in Data Analytics
Bachelors Degree in Business Management

References:

Name	Relationship	Phone

Additional Information:

Application

REC: 8.14.24

1 YEAR: 8.14.25

Board/Committee Name: Tourist Development Council

First Name: Hannah

Last Name: Rullo

Address: 18 N. St. Augustine Blvd., Apt. 1

City, State Zip: St. Augustine, FL 32080

Home Phone:

Cell Phone: (412) 956-2124

Work Phone:

Email: hannahrullo@gmail.com

District: 5

Most Recent Occupation/Employer:

Attorney at Ansbacher Law from 2020 - Present

Past Work Experience/Employers:

Law Clerk at Upchurch, Bailey & Upchurch from 2013 - 2020

Civic Clubs, Organizations:

St Johns Association Women Lawyers; St. Johns County Tiger Bay; Junior Service League of St. Augustine

St. Johns Parcels Owned:

18 N. St. Augustine Blvd., Apt. 1, St. Augustine, Florida 32080 (condominium unit).

Companies/Industries with Financial Interest:

N/a

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:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Florida Coastal School of Law - JD 2019
Flagler College - BA 2015

References:

Name	Relationship	Phone
John Bailey	Former Employer	(904) 377-5114
Barry Ansbacher	Employer	(904) 568-1000
Ashley Englund	Friend	(603) 548-3450

Additional Information:

St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec: 11.15.24

1 Year: 11.15.25

Board/Committee Name: Tourist Development Council

First Name:	Anna
Last Name:	Straughan
Address:	66 Coquina Avenue
City, State Zip:	Saint Augustine, FL 32080
Home Phone:	(904) 501-3162
Cell Phone:	(904) 501-3162
Work Phone:	(904) 501-3162
Email:	acstraughan@gmail.com
District:	5

Most Recent Occupation/Employer:

I work for NYS Early Intervention remotely and I am a homefinding social work consultant for various adoption agencies in New York City where I complete adoption home studies. At this time, I am only doing re-certifications and post-placement social work.

I am currently in school to get my second bachelor in Speech Pathology and hope to start my Masters program in Speech Pathology next year.

Past Work Experience/Employers:

I worked in foster care for the majority of career in Miami and New York City. I was a foster care care worker, a preventative child welfare case worker, and I worked in research and program evaluation at a foster care agency in Brooklyn.
There were my employers:
Children's Home Society - Dependency Case Worker (Human Trafficking Unit)
MercyFirst - Foster Care Caseworker and Research Coordinator
Lower East Side Family Union - Preventative Case Worker
Little Flower - Service Provider for children in foster care
Children's Aid- Foster Care Homefinder
Therapists2Go - as Early Intervention Service Coordinator (I still work here)

I had also worked in retail throughout graduate school

Civic Clubs, Organizations:

I was in JumpStart in college where I volunteered in a preschool, I taught ESOL at Saint Rita's Immigrant Center in the Bronx, I worked as a tutor for South Bronx United, and I volunteered with Girls on the Run in Manhattan. Currently, I volunteer weekly at Kids Bridge and applied to the Junior Service League for the January class.

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

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

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

0 **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Masters of Social Work from Fordham University
Bachelor of Social Work from Fordham University

Second Bachelor from Utah State University (online) PENDING SPRING 2025 GRADUATION

References:

Name	Relationship	Phone
Lynn Straughan	Mother	(904) 806-4508
Sandy Acuff	Volunteer Supervisor	(904) 874-4412
Sarah Strominger	Friend	(904) 377-2981

Additional Information:

I grew up in Saint Augustine and I am raising my children here. I grew up being a huge part of the community as my mom is a social worker like myself. I am very committed to the city the issues that Saint Augustine faces. I want to make the town a growing place for families to thrive.

Application

Rec: 6.3.2024

1 Year: 6.3.2025

Board/Committee Name: Tourist Development Council

First Name: Raj

Last Name: Vavilala

Address: 352 Vale Dr

City, State Zip: Saint Augustine, FL 32095

Home Phone: 9042008881

Cell Phone: 9042008881

Work Phone: 9043256499

Email: vavilala_raj@hotmail.com

District:

Most Recent Occupation/Employer:

GEHA

Past Work Experience/Employers:

Blue cross blue shield of Florida

Civic Clubs, Organizations:

Various volunteer organizations

St. Johns Parcels Owned:

352 vale drive
4424 coastal highway

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:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

No **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

MBA

References:

Name	Relationship	Phone
Charlie Kirksey	Executive	(904) 563-3800
Austin Browne	Executive	(912) 663-7242
Carla Jenkins	Executive	8166948412

Additional Information:

Very blessed and successful in marketing, sales, revenue generation specifically in healthcare and tourism, and wanting to now start focusing on helping the community that has enabled my successes.

TDC Regular Meeting – January 27, 2025

Agenda Item 11 – NIGHTS OF LIGHTS UPDATE AND DISCUSSION

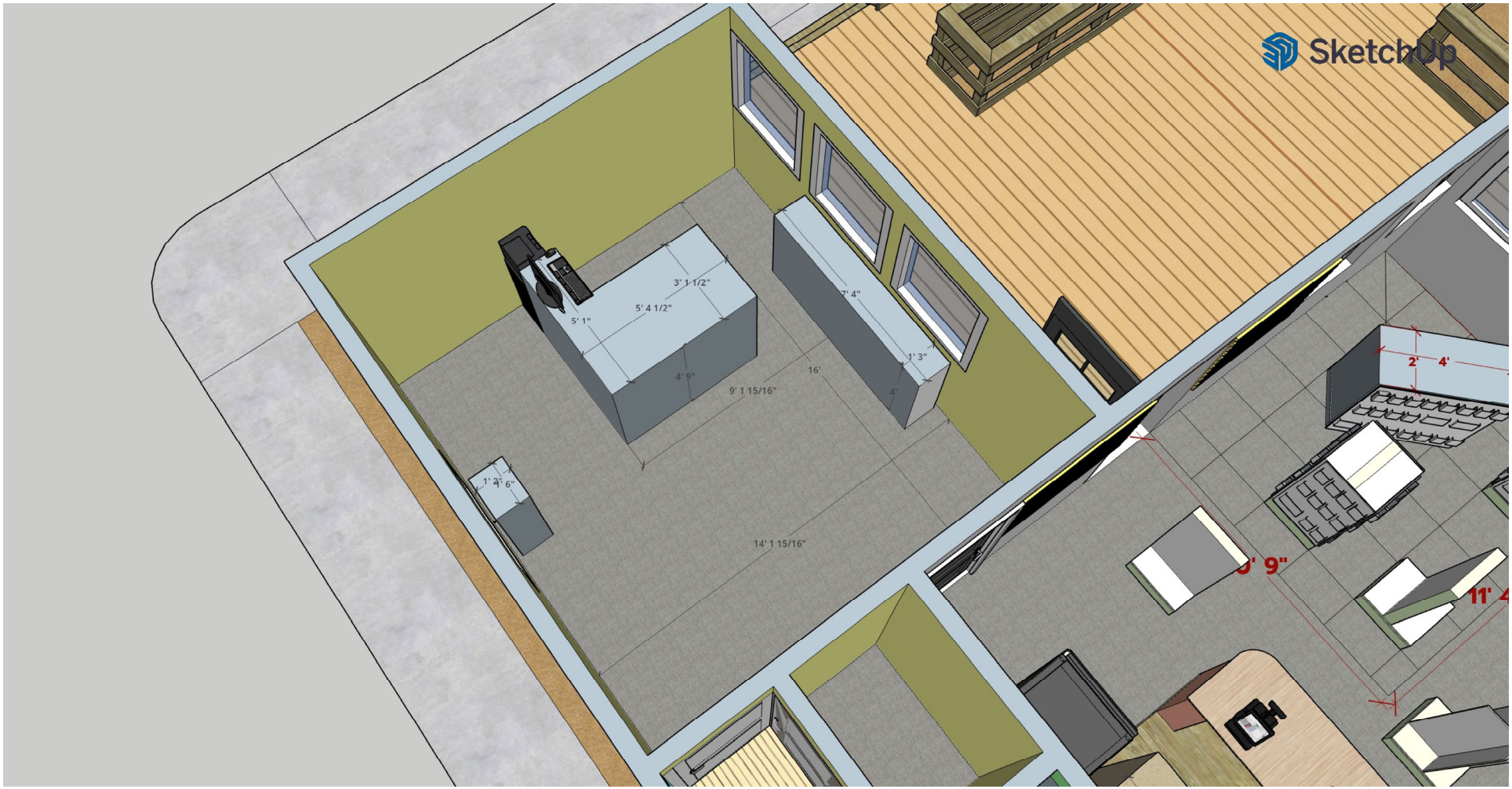
TDC Regular Meeting – January 27, 2025

Agenda Item 12 – Review Of Request to Relocate Pier VIC into Gift Shop (Action Required)

Request to relocate the Beach Visitors Information Center to an alternative location inside the existing gift shop.

The Visitor Information Center (VIC) is presently utilizing approximately 100 square feet within a 200 square-foot room, displaying around 140 brochures. Parks is wanting to relocate the VIC to a similarly sized space of about 100 square feet on the main floor of the gift shop. This move aims to enhance the visibility of the VIC to the 90,000 visitors. This will require relocating staff essentials, including a computer and phone. We are also acquiring a new desk and brochure display capable of showcasing up to 150 unique brochures.

The space currently occupied by the VIC will be repurposed as a combined staff office and break area, which will also accommodate storage for VIC brochures and gift shop merchandise. This adjustment will alleviate the congestion in the food preparation area currently used for storage and office functions.


SketchUp
3' 1 1/2"
5' 4 1/2"
5' 1"
4' 9"
9' 1 15/16"
16'
7' 4"
1' 3"
4'
1' 4' 6"
14' 1 15/16"
2'
4'
9' 9"
11' 4


SketchUp
2' 4'
10' 9"
11' 4 1/4"

Beach Visitors Informaton Center @ St. Johns County Pier

12-Years of Past History between 2013 thru 2024

		(Years)	***Total Visitors***	***(Traffic change over prior year)***	
1	***2013***	22,030			
2	***2014***	29,940	***7,910***		
3	***2015***	43,993	***14,053***		
4	***2016***	47,004	***3,011***		
5	***2017***	50,045	***3,041***		
6	***2018***	55,675	***5,630***		
7	***2019***	61,646	***5,971***		
8	***2020***	43,705	***-17,941***	***COVID-year***	
9	***2021***	62,934	***19,229***		
10	***2022***	69,679	***6,745***		
11	***2023***	79,092	***9,413***		
12	***2024***	92,497	***13,405***		
Total Traffic Flow over 12 years:		***658,240***			
Traffic flow had increasing growth rate over 12 years by:			**70,467**	***70,467***	
Average Traffic Increase per year:		***5,872***			
Average Traffic activity per Month:		***4,571***			
Average Traffic activity per year:		***54,853***			

TDC Regular Meeting – January 27, 2025

Agenda Item Monthly Reports (Information Only)

FY2025 MONTHLY LOTDT DASHBOARD

Occupancy Month		Net to TDC	+/- PY
November	$	1,681,780	-2.7%
FYTD	$	2,975,498	8.2%
% OF BUDGET			16.7%
% OF FY			11.9%

BUDGETED $ $25,084,566

November Collection Accounts

Description	Count
RV/MH Park or Campground	29
Hotel or Motel	88
Condo / COOP	2336
Apartment / House / Mobile Home	2308
Bed & Breakfast	32
Other	6
Unknown	1
Total	4800

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2025

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	$27,592,427.26	-15.1%	$35,478,105.61	8.7%				
EXEMPT RECEIPTS	-$1,181,211.46	-31.0%	$ (1,320,708.41)	39.9%				
TAXABLE RECEIPTS	$ 26,411,215.80	-14.2%	$ 34,157,397.20	7.8%				
TOTAL TAX COLLECTED	**$ 1,320,560.79**	-14.2%	**$ 1,707,869.86**	7.8%				
ADJUSTMENTS								
TOTAL TAX DUE	$ 1,320,560.79	-14.2%	$ 1,707,869.86	7.8%				
LESS COLLECTION ALLOWANCE	**-$10,886.83**		$ (12,138.80)					
PLUS PENALTY	**$10,068.36**		$ 19,738.92					
PLUS INTEREST	**$378.31**		$ 631.74					
TOTAL AMOUNT REMITTED	**$ 1,320,120.63**	-13.9%	**$ 1,716,101.72**	8.2%				
LESS TAX COLLECTOR & CLERK	$ (26,402.41)	-13.9%	$ (34,322.03)	8.2%				
NET TO TDC	**$ 1,293,718.22**	-13.9%	**$ 1,681,779.69**	8.2%				

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS								
EXEMPT RECEIPTS								
TAXABLE RECEIPTS								
TOTAL TAX COLLECTED								
ADJUSTMENTS								
TOTAL TAX DUE								
LESS COLLECTION ALLOWANCE								
PLUS PENALTY								
PLUS INTEREST								
TOTAL AMOUNT REMITTED								
LESS TAX COLLECTOR & CLERK								
NET TO TDC								

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS									**$63,070,532.87**
EXEMPT RECEIPTS									**-$2,501,919.87**
TAXABLE RECEIPTS									**$60,568,613.00**
TOTAL TAX COLLECTED									**$3,028,430.65**
ADJUSTMENTS									
TOTAL TAX DUE									**$3,028,430.65**
LESS COLLECTION ALLOWANCE									
PLUS PENALTY									
PLUS INTEREST									
TOTAL AMOUNT REMITTED									**$3,036,222.35**
LESS TAX COLLECTOR & CLERK									**-$60,724.45**
NET TO TDC									**$2,975,497.90**

Budgeted	$25,084,566
% of Budget	16.7%
% of FY	11.9%

St. Johns County Tourist Development Taxes

FY 2024 - FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	$831,589.44	63.0%	**-13.9%**	$150,640.19	11.4%	**-13.8%**	$258,887.70	19.6%	**-11.0%**
November	$1,118,948.60	65.2%	**12.3%**	$157,385.40	9.2%	**12.4%**	$338,867.19	19.7%	**4.4%**
December									
2025 January									
February									
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	$33,042.41	2.5%	**-28.0%**	$45,960.89	3.5%	**-18.2%**	$ 1,320,120.63
November	$38,680.67	2.3%	**-33.9%**	$62,219.86	3.6%	**-6.6%**	$ 1,716,101.72
December							
2025 January							
February							
March							
April							
May							
June							
July							
August							
September							

FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2025												
OCT	$388,397.75	29.4%	-15.3%	$249,063.57	18.9%	-28.2%	$542,600.54	41.1%	-9.4%	$22,125.58	1.7%	2.8%
NOV	$502,601.36	29.3%	18.8%	$304,702.42	17.8%	-3.1%	$774,005.27	45.1%	7.5%	$12,746.40	0.7%	-56.6%
DEC												
JAN												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	$ 890,999			$ 553,766			$ 1,316,606			$ 34,872		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	$87,517.29	6.6%	-3.1%	$14,402.56	1.1%	30.2%	7.7%	$16,013.34	1.2%	147.8%	$1,320,120.63
NOV	$98,374.55	5.7%	21.3%	$16,879.96	1.0%	23.4%	6.7%	$6,791.76	0.4%	37.7%	$1,716,101.72
DEC											
JAN											
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	$ 185,892			$ 31,283				$ 22,805			$ 3,036,222

VCB Report to the Tourist Development Council January 27, 2025



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FLORIDA'S HISTORIC COAST®

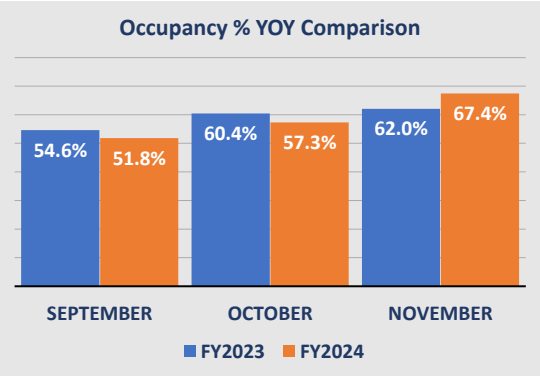
Smith Travel Research

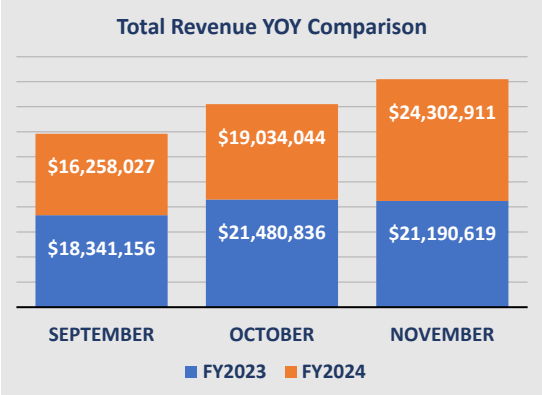
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FLORIDA'S HISTORIC COAST®

Smith Travel Research
November 2024

Occupancy % November 2024

- **November 2024 Occupancy** increased **+8.7% YOY**



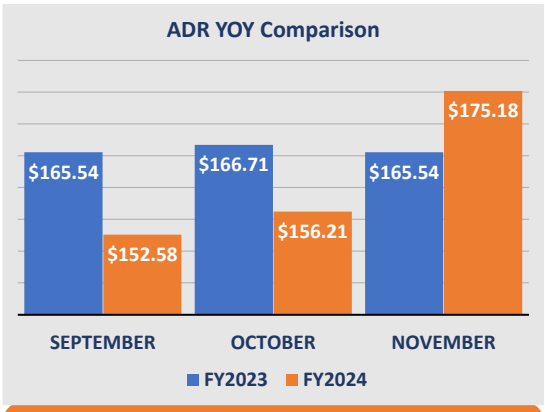


Revenue November 2024

- **November 2024 Revenue** increased **+14.7% YOY**

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FLORIDA'S HISTORIC COAST®

Smith Travel Research
November 2024

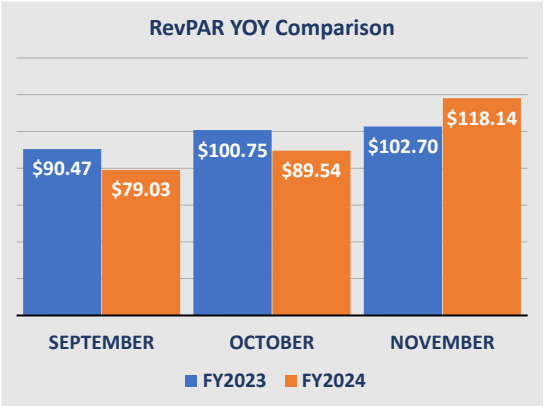


ADR November 2024

- **ADR** for **November 2024** increased **+5.8% YOY**

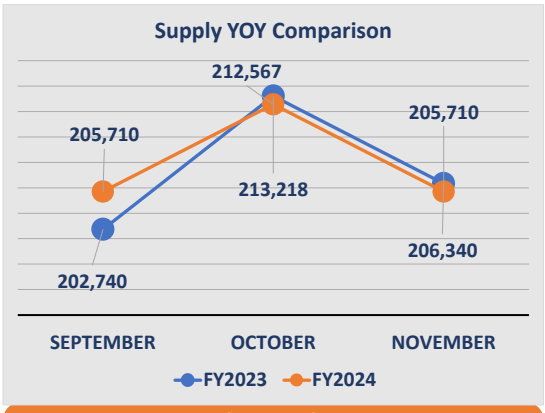
RevPAR November 2024

- **RevPAR** for **November 2024** increased **+15.0% YOY**



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FLORIDA'S HISTORIC COAST®

Smith Travel Research
November 2024

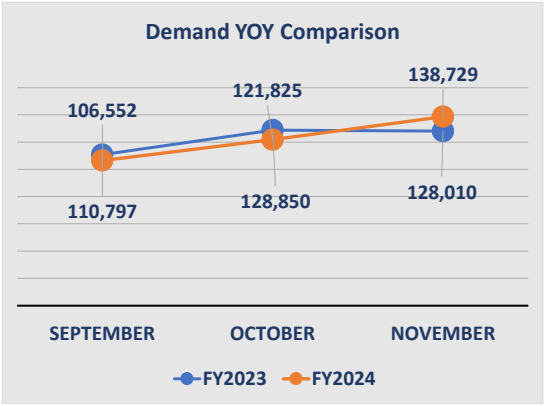


Supply November 2024

- **November 2024 Supply** decreased **-0.3% YOY**

Demand November 2024

- **Demand** for **November 2024** increased **+8.4% YOY**



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FLORIDA'S HISTORIC COAST®

November 2024 vs. November 2023 Comp Set

Current Month - November 2024 vs November 2023						
	Occ %	ADR	Percent Change from November 2023			
	2024	2024	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	81.1	169.83	21.8	15.3	40.5	37.3
Nassau County, FL	59.4	246.90	2.6	11.3	14.2	7.7
Pinellas County, FL	78.1	171.84	28.3	5.3	35.0	27.3
St Johns County, FL	67.4	175.18	8.7	5.8	15.0	14.7
Charleston, SC	63.8	171.46	-1.0	4.3	3.2	2.7
Jacksonville, FL	69.5	138.13	7.3	5.6	13.3	14.2
Myrtle Beach, SC	40.2	86.75	8.1	4.0	12.4	11.5
Orlando, FL	72.9	187.11	4.7	3.0	7.8	8.4
Sarasota, FL	75.7	192.83	17.1	8.9	27.5	25.9
Savannah, GA	67.7	146.21	-3.0	6.8	3.6	6.2
Fort Walton Beach, FL	43.4	116.03	-5.9	-3.0	-8.7	-5.4
Daytona Beach, FL	60.5	131.02	22.1	8.2	32.1	33.6
Zip Code 32084+	70.0	175.97	3.0	9.3	12.6	12.6
Zip Code 32080+	69.0	162.25	15.3	12.4	29.6	29.6
Zip Code 32092+	68.8	110.29	20.2	6.4	27.9	27.9
Ponte Veda+	57.9	281.55	-1.0	2.4	1.3	-0.7

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FLORIDA'S HISTORIC COAST®

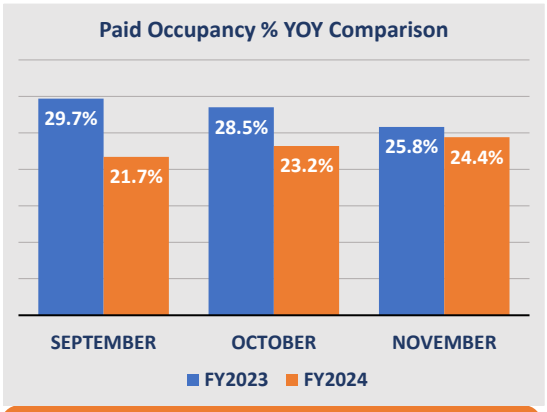
Glossary of Terms

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

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

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FLORIDA'S HISTORIC COAST®

Vacation Rental Analytics
November 2024

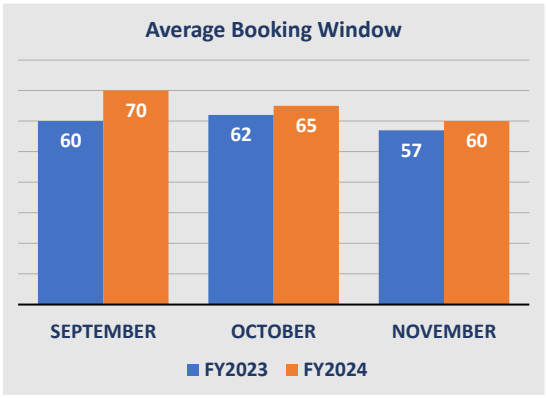


Paid Occupancy % November 2024

- **Vacation Rental Occupancy** for **November 2024** decreased **-5.4%**

Average Booking Window November 2024

- **Average Booking Window** for **November 2024** Increased **+5.3% YOY**

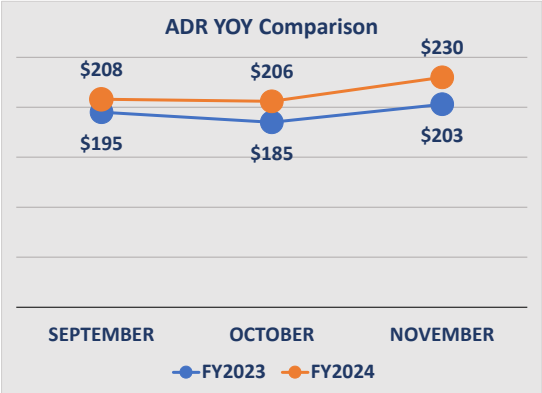


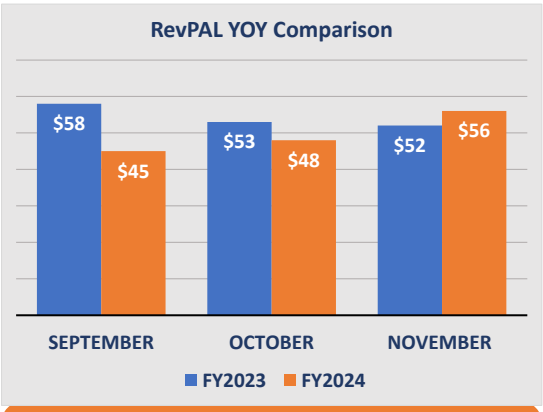
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FLORIDA'S HISTORIC COAST®

Vacation Rental Analytics
November 2024

ADR November 2024

- **ADR** increased **+13.3% YOY** for **November 2024**



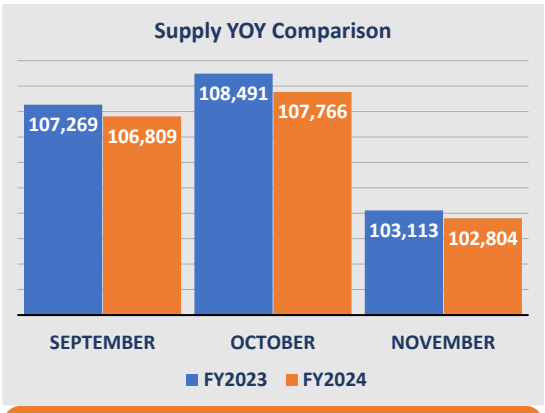


RevPAL November 2024

- **RevPAL** increased **+7.7% YOY** for **November 2024**

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FLORIDA'S HISTORIC COAST®

Vacation Rental Analytics
November 2024

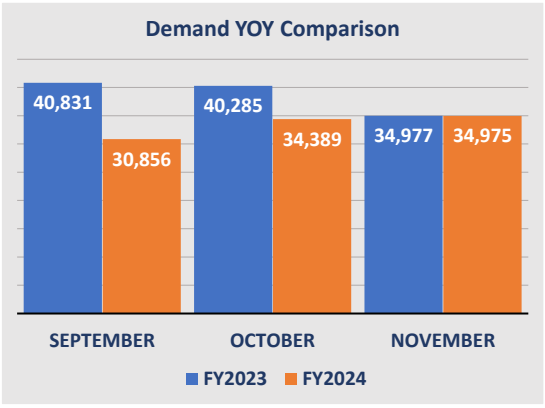


Supply November 2024

- **November 2024 Supply** was **flat YOY**

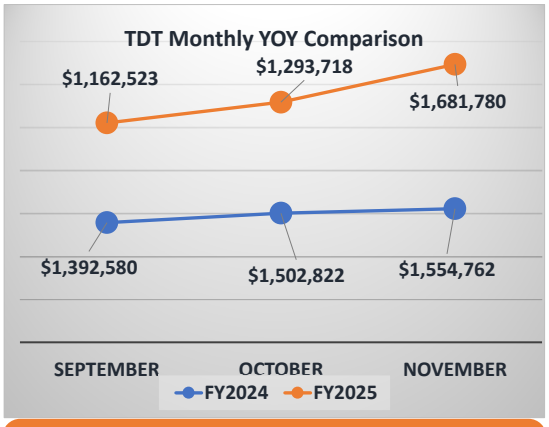
Demand November 2024

- **November 2024 Demand** was **flat YOY**



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FLORIDA'S HISTORIC COAST®

Tourist Development Tax Collections
November 2024

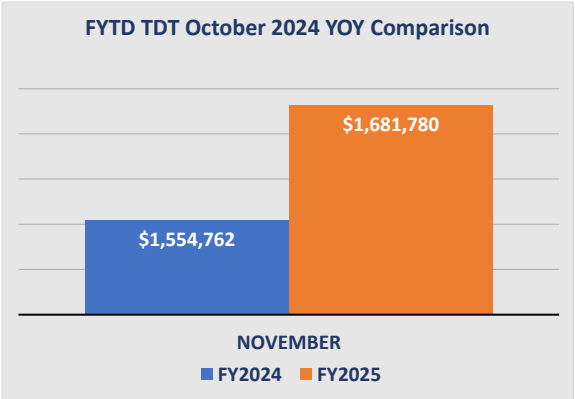


TDT Collections November 2024

- **November 2024 TDT** increased **+8.2% YOY**

FYTD TDT November 2024

- **FYTD TDT Collections** is **+8.2% YOY**



ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

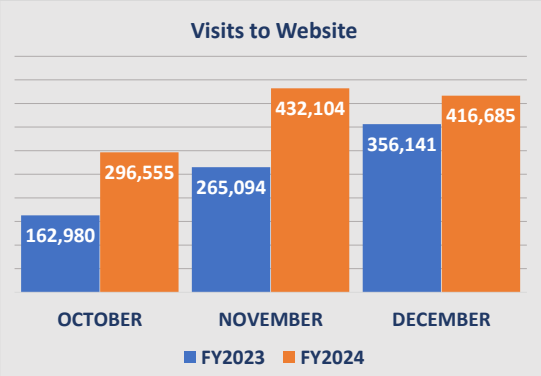
Website + eCRM

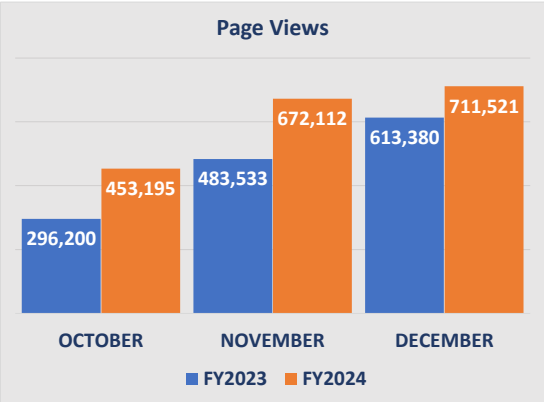
ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Website Report
December 2024

Website Visitation December 2024

- **VCB website visitation** increased **+17.0% YOY for December 2024**



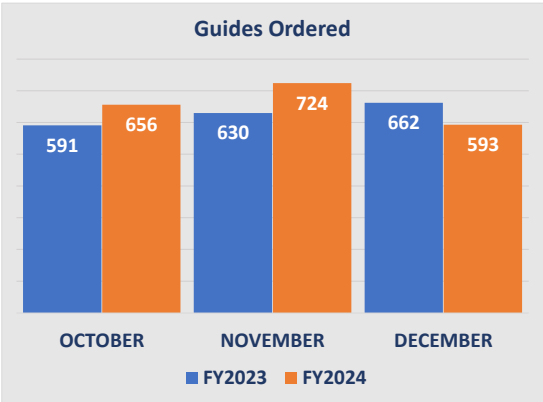


Website Page Views December 2024

- **Page Views** increased **+16.0% YOY** in **December 2024**

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Website Report
December 2024

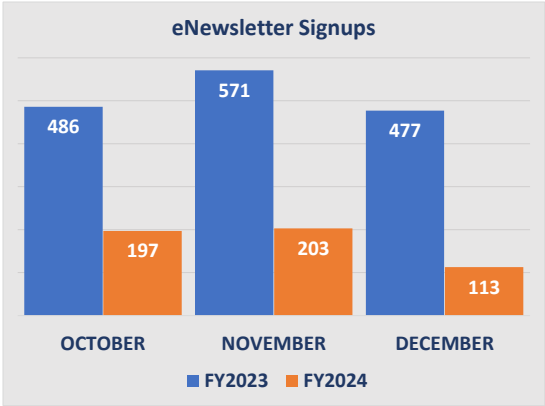


Guides Ordered December 2024

- **Guides ordered** decreased for **December 2024,** down **-10.4% YOY**

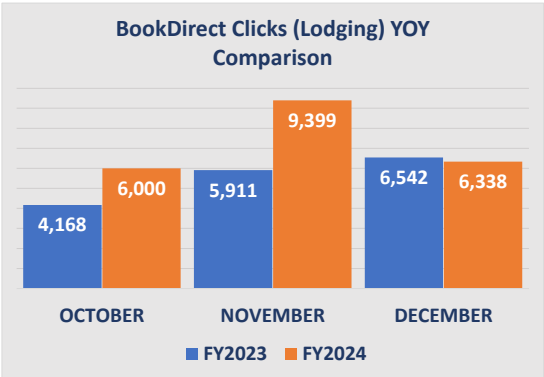
eNewsletter Signups December 2024

- **December 2024 eNewsletter signups** decreased **-76.3% YOY**



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FLORIDA'S HISTORIC COAST®

Website Report
December 2024



BookDirect Clicks December 2024

- BookDirect clicks decreased for **December 2024** to **6,338** clicks **(-3.1% YOY)**

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Year-in-Review

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

YEAR IN REVIEW

63
GROWTH MARKETING TASKS COMPLETED

1M
ORGANIC SESSIONS IN 2024

6%
INCREASE IN 2024 ORGANIC SESSIONS VS 2023

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FLORIDA'S HISTORIC COAST®

Top Level Performance 2024

3,947,389
VISITS TO WEBSITE
+52% YOY

1,089,108
VISIT FROM ORGANIC
+6% YOY

3,096,370
TOTAL USERS
+59% YOY

6,264,528
PAGE VIEWS
+38% YOY

00:42
AVERAGE ENGAGEMENT TIME PER SESSION
-21% YOY

1,845,827
ENGAGED SESSIONS
+26% YOY

46.76%
ENGAGEMENT RATE
-17% YOY

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2024 Wins

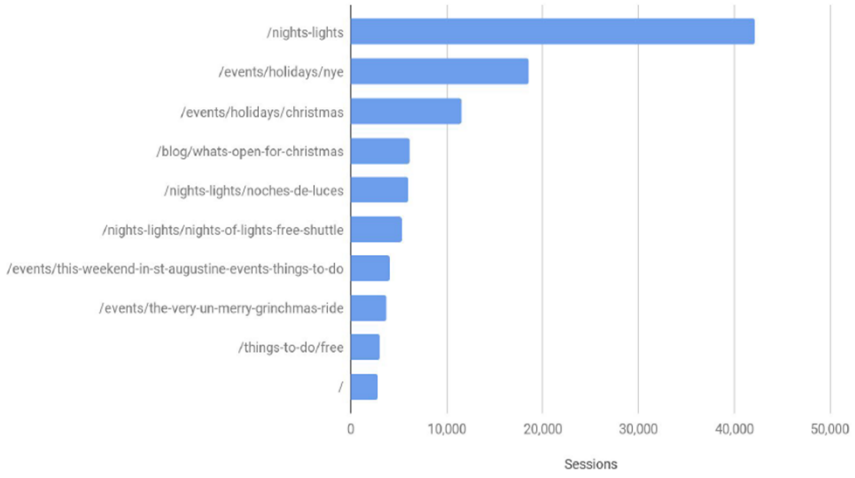
Tempest completed 2 technical audits in 2024.

SEO/Content Piece	Total Organic Sessions	Total YoY Increase
Free Things to Do, #5 landing page in 2024 (*optimized in October*)	31,032	+17%
Christmas Holiday, #6 landing page in 2024 (*optimized in February*)	30,101	+17%
6 Best Beaches, #7 landing page in 2024 (*optimized in July*)	25,962	+30%
New Years Eve Holiday, #8 landing page in 2024 (*optimized in November*)	25,675	+8%
Homepage, #9 landing page in 2024 (*optimized in February*)	21,312	+82%

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FLORIDA'S HISTORIC COAST®

Top Landing Pages

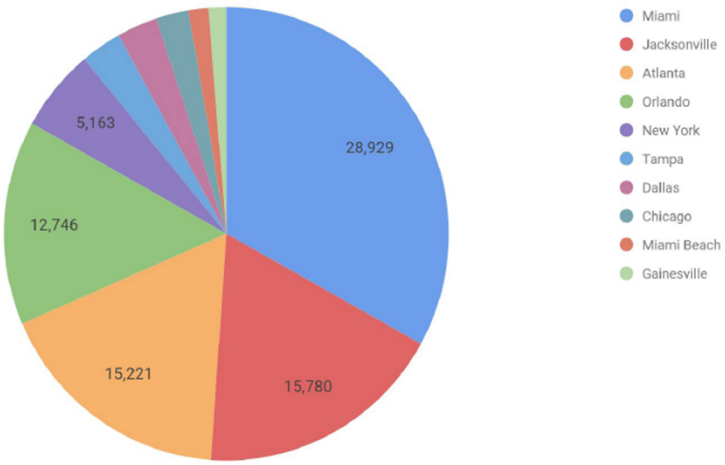
The Christmas paged *(optimized in October)* increased 31% and the Whats Open for Christmas *(optimized in November)* increased 37%.



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Sessions By City

Traffic from Miami Beach increased 586% and Dallas increased 226% year-over-year.



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FLORIDA'S HISTORIC COAST®

Top Level Performance

416,685
VISITS TO WEBSITE
+17% YOY

309,868
WEBSITE USERS
+25% YOY

184,700
VISIT FROM ORGANIC
+12% YOY

711,521
PAGE VIEWS
+16% YOY

0:00:56
AVERAGE ENGAGEMENT TIME PER SESSION
-14% YOY

249,894
ENGAGED SESSIONS
+25% YOY

59.97%
ENGAGEMENT RATE
+4% YOY

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FLORIDA'S HISTORIC COAST®

Hispanic Microsite Performance

3,486
VISITS TO WEBSITE
+27% YOY

3,021
TOTAL USERS
+30% YOY

3,069
VISIT FROM ORGANIC
+27% YOY

8,481
PAGE VIEWS
+51% YOY

0:01:48
AVERAGE ENGAGEMENT TIME PER SESSION
-9% YOY

2,687
ENGAGED SESSIONS
+47% YOY

77.08%
ENGAGEMENT RATE
+11% YOY

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FLORIDA'S HISTORIC COAST®

Email Performance

Opt-in Subscribers

34,341
MESSAGES SENT

31%
CTOR

750
SESSIONS

06:48
AVG. SESSION DURATION

Other Source Subscribers

163,603
MESSAGES SENT

59%
CTOR

417
SESSIONS

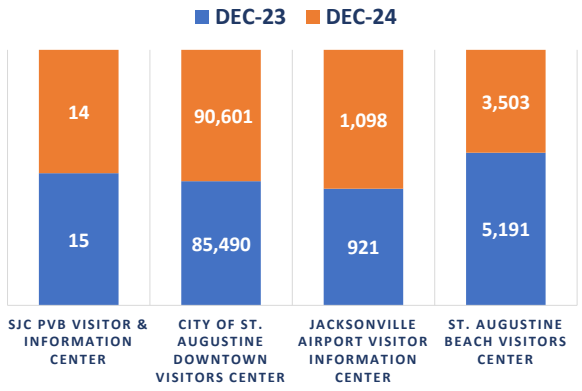
04:09
AVG. SESSION DURATION

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Visitor Information Centers Visitation

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FLORIDA'S HISTORIC COAST®

VIC Visitation
December 2024



VIC Visitation - December 2024

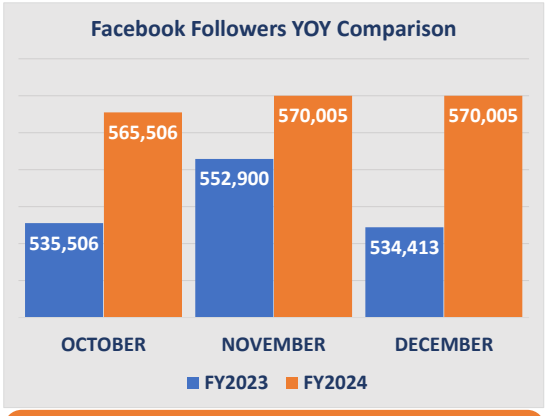
- Visitation to the **SJC PVB Visitor & Information Center** is down **-6.7% YOY**
- Visitation to the **City of St. Augustine Downtown Visitors Center** increased **+6.0% YOY**
- Visitation to the **Jacksonville Airport Visitor Information Center** increased **+19.2% YOY**
- Visitation decreased at the **St. Augustine Beach Visitors Center -32.5% YOY**

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FLORIDA'S HISTORIC COAST®

Social Media

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Social Media
December 2024

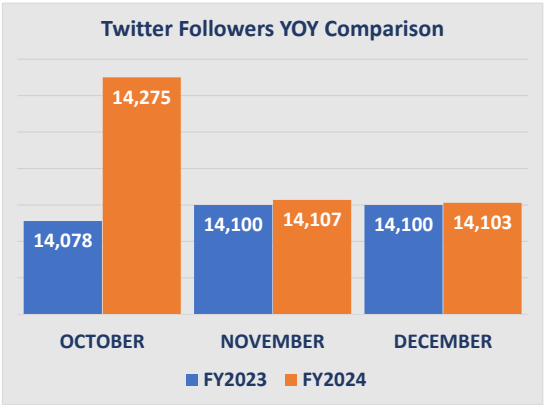


Facebook Followers December 2024

- **Facebook Followers increased** in **December 2024 +6.7% YOY**

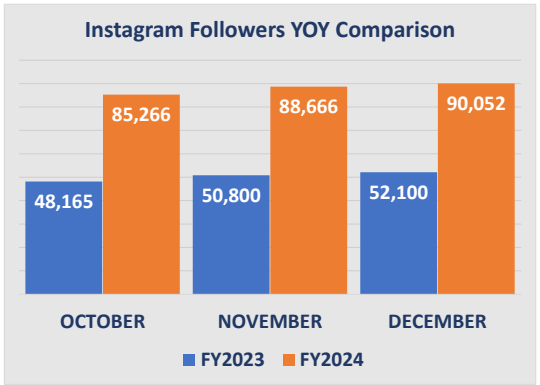
Twitter Followers December 2024

- **Twitter Followers** were flat for **December 2024**



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FLORIDA'S HISTORIC COAST®

Social Media
December 2024

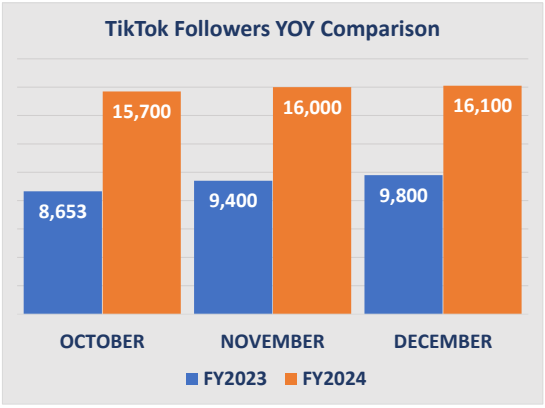


Instagram Followers December 2024

- **Instagram increased** in **December 2024 +72.8% YOY**

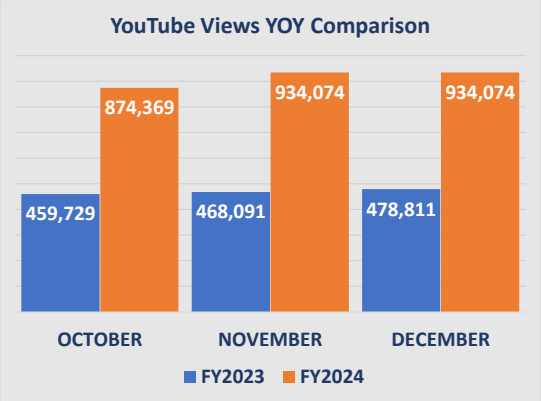
TikTok Followers December 2024

- **TikTok** Followers increased in **December 2024 +64.3% YOY**



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Social Media
December 2024



YouTube Views December 2024

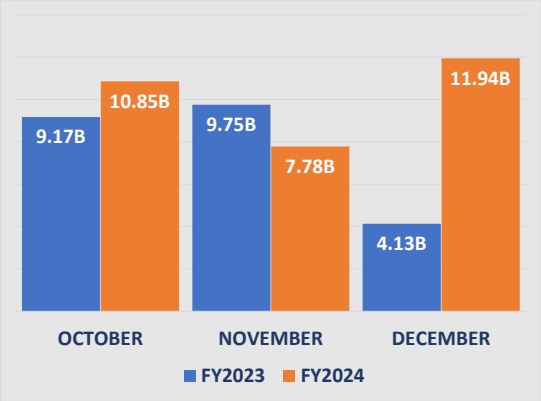
- **YouTube Views** increased in **December 2024 +95.1% YOY**

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Media Relations

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Media Impressions – December 2024



Media Impressions - December 2024

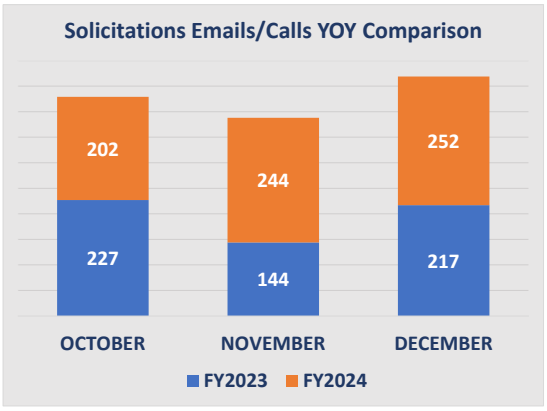
- **Media Impressions** increased **189.1% YOY** in **December 2024**

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Sales

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Sales Measurement Summary

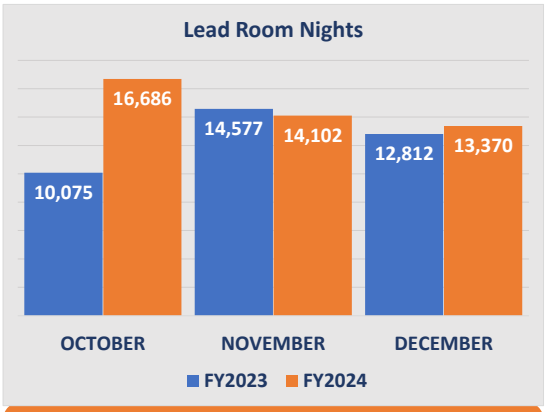


Solicitations December 2024

- **Solicitations** were up for **December 2024 +16.1% YOY**

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FLORIDA'S HISTORIC COAST®

Sales Report
December 2024

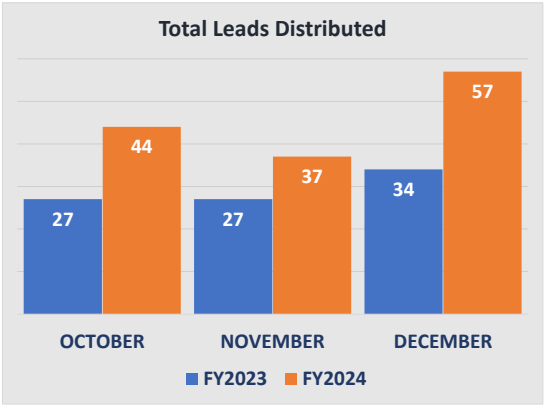


Lead Room Nights December 2024

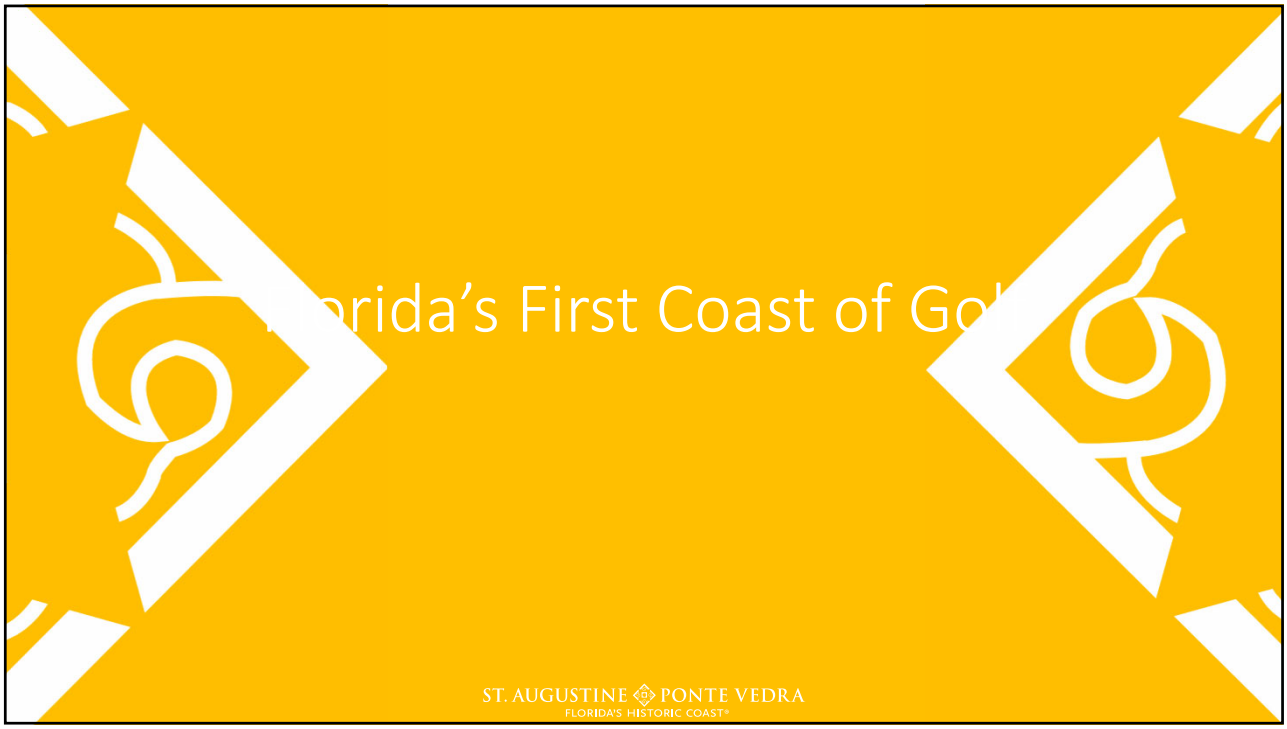
- **December 2024 Lead Room Nights** increased **+4.4% YOY**

Lead Distribution December 2024

- **December 2024 Lead Distribution** increased **+67.6% YOY**

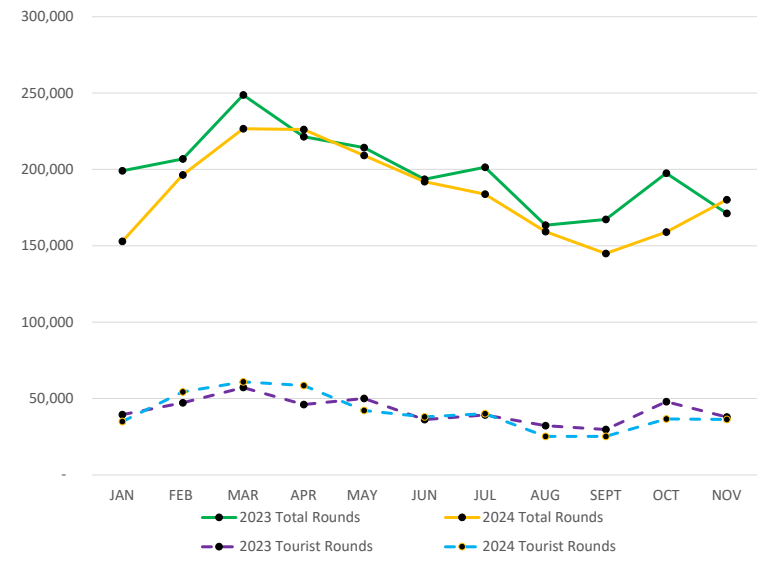


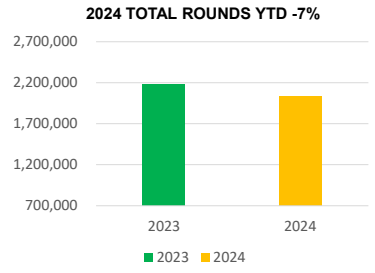
ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

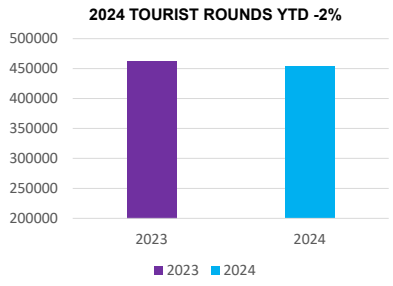


ROUNDS UPDATE

Total Rounds Nov: +5%
Tourist Rounds Nov: -4%



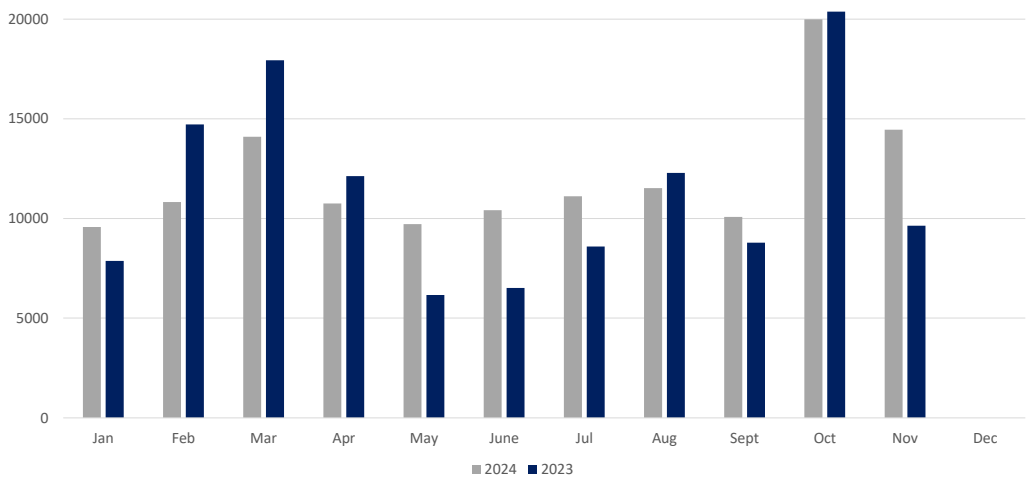




Florida's First Coast of Golf Digital Traffic

-2% Oct | +2% YTD

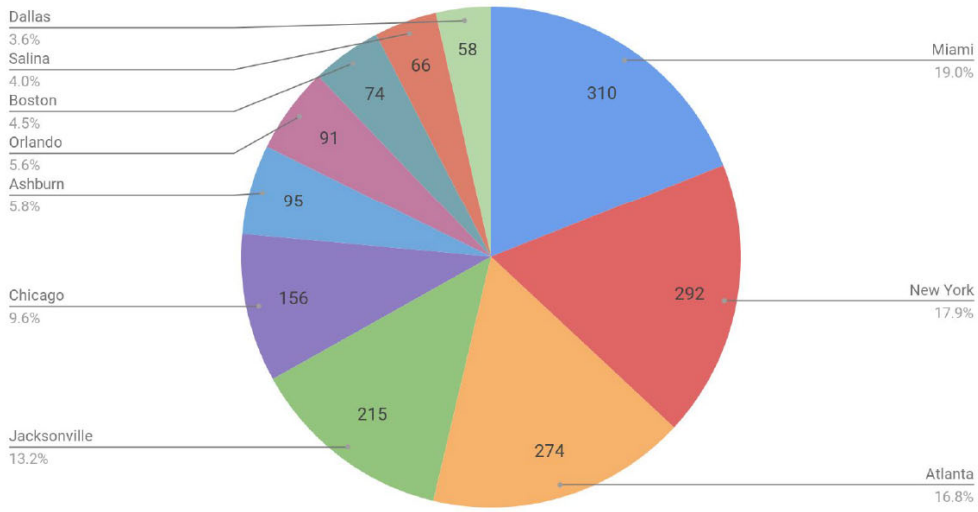
*Successful 2023 Clicktivated Campaign results excluded from Feb-Apr data



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FLORIDA'S HISTORIC COAST

Sessions By City

Miami (+248%), New York (+137%), and Jacksonville (+129%) saw the highest year-over-year increases.



Advertising Report

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FLORIDA'S HISTORIC COAST®



Creative: B2C

Digital

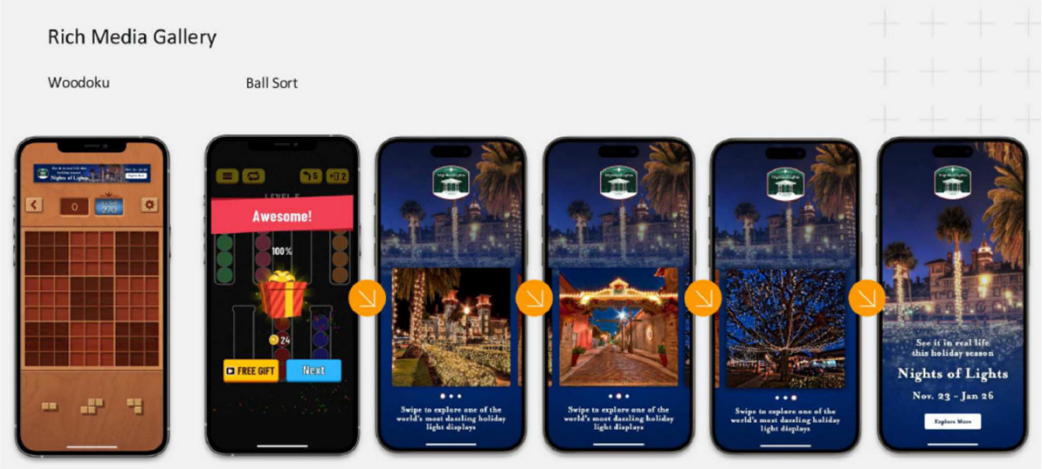
- In December 2024, Google Paid Search delivered 247,239 impressions from 12/1-12/31/2024
- Programmatic Display delivered 7,495,212 impressions from 12/1-12/31/2024
- Facebook/Instagram delivered 2,781,489 impressions from 12/1-12/31/2024
- YouTube delivered 2,484,744 impressions from 12/1-12/31/2024
- Nexxen (CTV) delivered 2,435,360 impressions from 12/1-12/31/2024



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Jun Group Rich Media Campaign

- Rich Media campaign for Nights of Lights delivered 1,032,413 impressions



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Nights of Lights Campaign

- St. Augustine FY2025 Nights of Lights event assets continued in December 2024



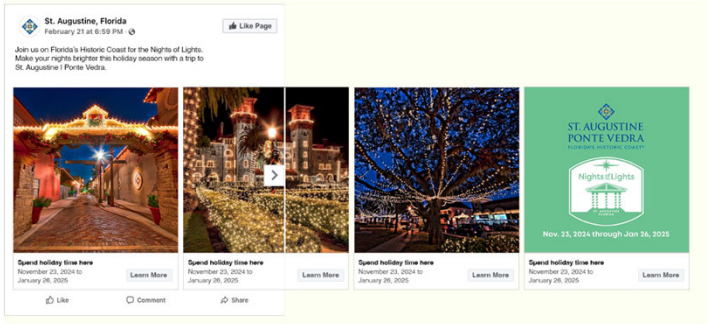
©2022 |

Nights of Lights Campaign

- St. Augustine FY2025 Nights of Lights social assets continued in December 2024





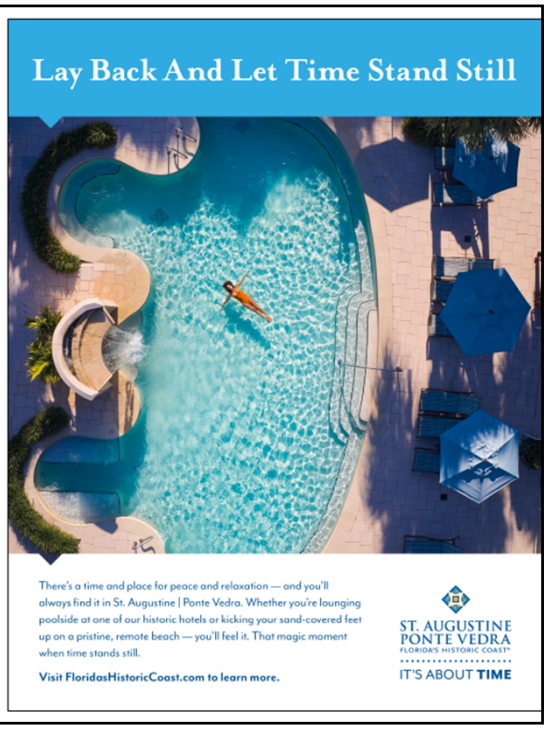


©2022 |

Print Creative: B2C

2025 VISIT FLORIDA® Official Vacation Guide

- All right-hand reads, opposite editorial
- Estimated circulation – 300,000



Onyx Magazine

- History/African-American history Issue
- Estimated circulation – 20,000



PETERMAYER

St Augustine, Ponte Vedra & The Beaches

FY2025 Jan – Mar Bridge Media Plan

Dec 17, 2024



Agenda

01 Approved Media

02 Proposed Media

03 Recap



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01 APPROVED MEDIA

WE AREN'T DARK WHEN 2025 BEGINS

 © 2024

We currently have the following media approved which generates approx. 4.9M impressions

Media	Jan	Feb	Mar
TripAdvisor			
Lead Generation			
Meta	Black History Month (1/13 - 2/23)		Historic Aficionado (Luxury & Foodie)
Search			
Monthly Print	Onyx	Dreamscapes	Atlanta, Villages
Annual Print	Villages Newcomers Guide, Visit Florida Official Vacation Guide		

This includes CoOp investment across social & print

 © 2024

BUT LET'S MAKE JAN –MAR MORE ROBUST

 © 2024

APPROVED MEDIA

FY2025 JAN – MAR BRIDGE MEDIA PLAN

Adding previously proposed media adds an est 109M impressions



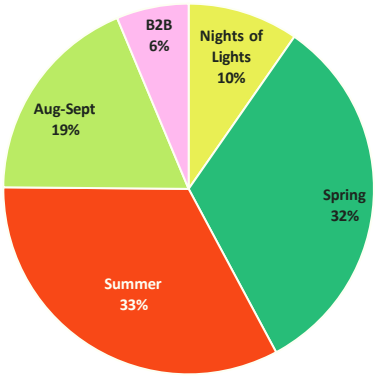
 © 2024

APPROVED MEDIA

FY2025 JAN – MAR BRIDGE MEDIA PLAN

FY25 Details By Season

Campaign	Totals		Flight Dates
Nights of Lights	$268,460	10%	10/1/24 - 12/29/24
Spring (Jan-Mar)	$902,948	32%	12/30/24 - 3/30/25
Summer (Apr - Jul)	$915,744	33%	3/31/25 - 5/25/25
Bridge Season (Aug - Sept)	$515,346	19%	5/26/25 - 9/28/25
B2B	$175,000	6%	10/1/24 - 9/28/25
	$2,777,498	100%	



 © 2024

2025

This allows us to lay a strong foundation for the yearlong campaign by applying an early ‘heavy-up’ media approach



02

PROPOSED MEDIA

Similarly, begin seeding thoughts of Summer planning through podcasts

- Programmatically purchase platform agnostic inventory across podcast content
  - Podkatz produces spot at no charge
- Using pixel-based tech, attribute pages views back to the podcast ads
- Flighting: Feb - March
  - Creates a lead-in for audio that's reinforced with radio
- Combination of 1st party audience targeting & contextual targeting across content verticals
- Emphasis on travel & history related programming plus shows aligned with target's interests and content reflecting 'purposeful'

BUDGET: $101,888
TOTAL EST IMPS: 5.8M





Begin radio in March, aligning with Spring & initial Summer vacation planning

- Concentrate on our primary FL drivable FL DMAs
  - Orlando
  - Tampa
- Three-week flight: Mar 3 - 23
- Top stations per DMA across genres
- Daily rotation emphasizing AM & PM drivetime
- Negotiated added value will include on-air promotional offers & bonus spots

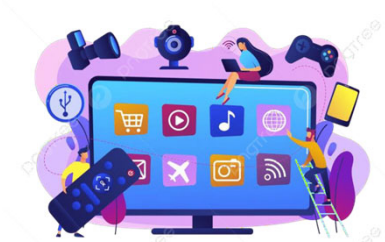
BUDGET: $48,507
TOTAL EST IMPS: 3.3M

99.5 QYK
magic 107
94.9 THE BULL
Mix 100.7 WMTX.FM
105.9 SUNNY
97.1 FM The River Classic Hits

CTV gives us the opportunity to inspire through programming on larger screens

- Efficiently reach Purposeful Pursuers on premium publishers like Hulu, Peacock, Roku, etc
- Flight: Feb - Mar
- Targeting:
  - Lookalike modeling
  - Contextual (travel plan specific)
  - Sequential Messaging via added value display banner ads
- Added Value:
  - Brand lift study (Azerion)
  - Display ads

BUDGET: $117,371
TOTAL EST IMPS: 4.2M



 © 2024

Leverage Google audiences to reach our target at low cost/high frequency with YouTube

- Target potential visitors with travel intent using the following:
  - Contextual targeting
  - Behavioral targeting
  - Interest based targeting
  - Retargeting
- Apply awareness & traffic campaign types to drive site visits using 3 distinct tactics:
  - Affinity
  - In-market targeting
  - Retargeting
- Flight: w/o Jan 20 - Mar

BUDGET: $63,200
TOTAL EST IMPS: 24M

YouTube

 © 2024

Inspire & drive down the funnel using previously proven digital partners

azerion

Display

- Targeting continues focusing on:
  - Proven interests/behaviors
  - Contextual & Competitive
  - Retargeting
- Layer & test additional tactics
  - Geo-fencing
  - Predictive AI
- 16% of the budget will initially be used to activate rich media placements
- Flight: w/o Jan 20 - Mar

BUDGET: $175,755
TOTAL EST IMPS: 31.2M

Nativo

Native Content

- Generate content spotlighting seasons/events
- Distribute across sites like Travel & Leisure & Outdoor Life
- Presence on several high touch placements:
  - Roadblock display ads
  - Facebook feed presence
  - e-Newsletters
- Flight: w/o Feb 17 - Mar

BUDGET: $75,000
TOTAL EST IMPS: 3.8M

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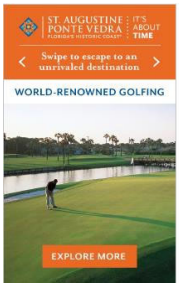
Our display digital will also integrate rich media high impact units

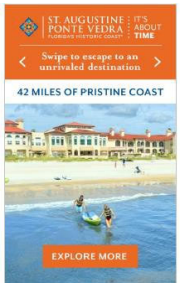
266%

higher conversion rate vs traditional display ads

2-3x

Higher engagement rates vs banner ads









 © 2024

Layer non-CoOp Meta activity to increase awareness, site traffic & engagement

- Continue previously used, successful formats:
  - Carousels
  - Static newsfeed
- Flight: Jan – Mar
- Prospecting continues targeting:
  - Interests (overall & based on seasons/events)
  - Lookalike audiences
  - Retargeting
- Focus on proven markets but explore growth areas
- CoOp provides heavy-up during:
  - Feb: Black History Month
  - March: Focus on Historic Aficionados with an emphasis on 'Luxury' & 'Foodies'

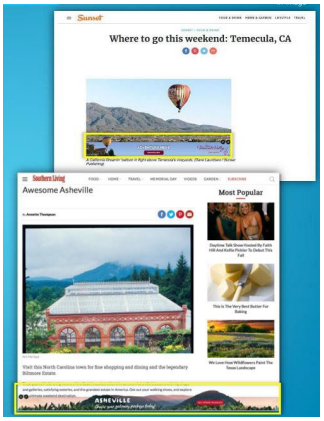
BUDGET: $86,096
TOTAL EST IMPS: 21.4M



Test new partner focused on travel sites, connect closer to intent moments – Travel Spike

- Travel Spike reaches intenders in the travel stages of dreaming, planning & booking through their focus on hand-picked travel sites like:
  - Travel Channel
  - Kayak
  - Fodor's Travel
- Their proprietary 'Travel Logic' tool creates customized, scalable target personas based on intent signals & real-world behavior
- Currently exploring several tactics including:
  - **Conversational Ad Banners**: Consumers participate in curated 'clickable conversations,' with an 'in-unit' micro-journey specific to their interests
  - **In-image & In-screen High Impact**: Overlays high viewability units on images/across the page in conjunction with keyword/behavioral targeting & retargeting
  - **Kayak Homepage Takeover Sponsorship**

BUDGET: $75,000
TOTAL EST IMPS: Pending Final Proposal



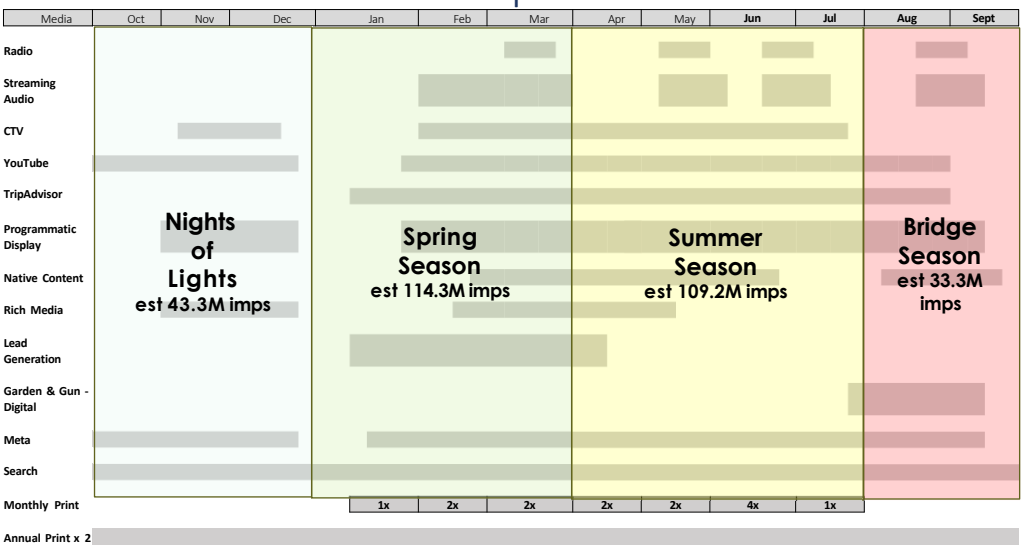
In-image & In-screen High Impact



Conversational Ad Banners

03 RECAP

FY25 Overview – 300M est impressions



 © 2024

CEO's Comments

- November 2024 Traditional Lodging Stats: Occupancy 67.4% (+8.7%), ADR $175.18 (+5.8%), RevPAR $118.14 (+15.0%), Demand (+8.4%), Revenue (+14.7%), Supply is -0.3%.
- November 2024 Vacation Rental Stats: Paid Occupancy 24.4% (-5.4%), ADR $230 (+13.3%), RevPAL $56 (+7.7%), Demand (0.0%); Supply (0.0%).
- November 2024 TDT Collections increased +8.2% YOY
- December 2024 Website: Continued positive YOY trends with site up +17.0% YOY and significant increase in site visitation from Miami Beach (+586%) and Dallas (+226%).
- December 2024 VIC Visitation YOY for the PVB VIC was -6.7%; CoSA VIC was +6.0%; Jax VIC was +19.2%; SAB VIC was -32.5%.
- December 2024 Social Media YOY for Facebook/Meta was +6.7%, Instagram was +72.8%, TikTok was +64.3%, and YouTube was +95.1%
- December 2024 Publicity: +189.1% YOY.
- December 2024 Sales team solicitations are up +16.1% YOY; lead room nights are up +4.4% YOY; lead distributions are up +67.6% YOY.

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